



THE WEBB *Spinner*



Vol. 25, No. 3-4

PHOENIX, ARIZONA, MAR.-APR., 1971

12 Pages

'Scratch' Community Demands Teamwork

Sun City, Arizona – A Successful 'New Town'

Annual Meeting

Webb Corporation stockholders will convene April 30 at the firm's Newport Inn, Newport Beach, Calif. President R. H. Johnson will preview 1971 and review a year which saw:

(1) Earnings per share increase from 49 cents to 51 cents; (2) Gross revenue increase from \$266,233,176 to \$276,257,869; (3) Net earnings hiked from \$4,266,451 to \$4,355,907.

"It (1970) was a good year in face of obstacles," said Mr. Johnson, referring to nationwide construction strikes and reduced vacation and convention travel.

New Towns Encouraged

The United States government is encouraging new towns, and enacted last fall, according to the *Wall Street Journal*, incentives to "stimulate" development of new communities. "The National Committee on Urban Growth Policy, a private group, has called for the creation of 100 new communities of 100,000 population each and 10 new communities of at least one million each," the *Journal* reported.

Much has been written about need for "new towns"—towns planned "from scratch" to eliminate the negative factors plaguing many cities today.

By any standard in use, Sun City, Arizona must be classified among the better new towns in America.

And by any standard, Webb has forged the development team needed to create such a community.

Five months ago, home and apartment completions were jumped from six to eleven per day. Production of quality homes in such a quantity, along with all amenities of a self-sufficient town, demands excellent planning and operational capability.

When bulldozers first rolled onto fertile Boswell farmland in 1959, Webb

(Continued on page 2)

California Office Building Contract Awarded



WORK has started on a six-story office building in Hawthorne, Calif. for the General Services Administration under a \$6.1 million contract awarded Webb's Los Angeles contracting office.



BETWEEN concept and final product in development of a community is the task of surveying. For the photo story of building a "new town," see pages two through eight.

SUN CITY
"Greater than the tread of mighty armies is an idea whose time has come"—Victor Hugo

World's Most Famous Town

When he wrote to ask for pictures of Sun City, Arizona, Albert Atitsogbe of Ghana simply addressed his Aerogramme: "America's Most Famous Resort Retirement Community."

Arizona's Sun City— Successful 'New Town'

(Continued from page 1)

planners had invested several years of research in retirement housing needs.

They were positive retirees were looking with increasing favor on Arizona and reasonably sure large pre-opening investments in home, commercial, recreational and medical facilities would pay off — even though never before had a resort-retirement town on such a bold scale been opened.

Eleven years of hindsight proves that Arizona's Sun City is a concept for which time had come. Everything was right — planning, timing, location and land purchase price.

But 11 years hasn't lessened need for continued planning, operational or marketing ability.

A successful development team can be compared to a completed jigsaw puzzle held vertically (all pieces are needed or the puzzle will fall apart) or King Arthur's Round Table (where all knights occupied equally important chairs).

Sun City's success highlights the team's administrative and marketing abilities. But because transformation of raw land into completed town is more visible and probably more fascinating, and involves more people, engineering, operations and construction are stressed in the pictures that follow.

Shopping Centers Boom In Serving Citizens

Sun City shopping centers, through a variety of merchandise and competitive prices, demonstrate they can satisfy needs of Sun City's 17,000 residents.

As proof of patronage, merchants in the three Webb shopping centers experienced sales per square foot well above area averages and grossed more than \$1 million in 1970. Commercial facilities in scattered Sun City sites did millions more in sales. Latest major Valley retailer to announce a Sun City store is Mayco Home Furnishings. Spurring sales is an estimated annual income per Sun City family of \$9,700, or an estimated \$85 million for the entire town.

Webb's equity in Sun City includes not only the shopping center, but six golf courses.

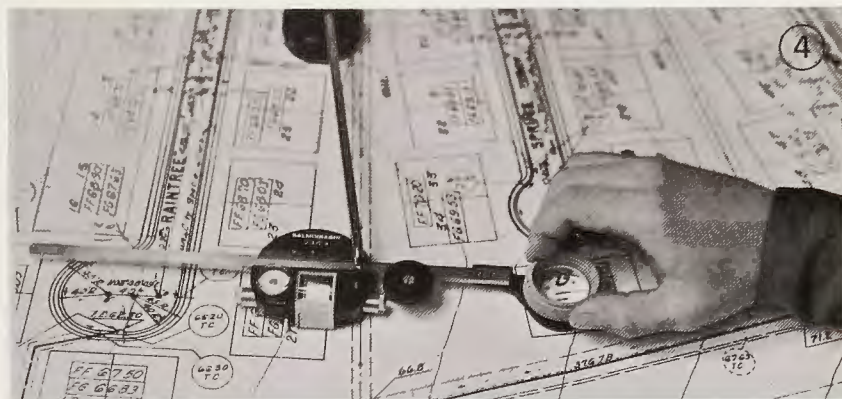


Sun City Recipe For Success—Planning, Planning And More Planning

SUN CITY, Arizona nerve center (1, above) is office of John Meeker, Del E. Webb Development Co. president, flanked by Exec. Vice-Pres. Owen Childress, left and Tom Rittenhouse, manager of project operations. Under their direction teams of specialists cooperate to produce a balanced program for development, reflecting years of research into need for and requirement of a successful community. Team responsible for land planning and site development (2, next page) is captained by Jeff Hardin, manager of engineering, left, talking with Don Giblin, utilities superintendent. Land planning is given further definition by (3) Ernie Chavez, chief draftsman, and Bob Miller, draftsman. Secretary Diana Frey lends support. A land planning axiom is that every hour spent on the drawing board (4) reaps hours saved in the field. Improve-

ment plans are prepared in Phoenix offices of (5) Henningson, Deane & Richardson, engineering consultants since Sun City inception, with key HDR men Don Sutton, Sam Phillips and Arne Lahlum and Webb's Jeff Hardin, study drawings. Thousands of hours of preparation passed in official approval symbolized by (6) stamp of approval on plans carried from Maricopa County board room by (7) smiling Tom Rittenhouse, assistant Sun City engineering manager. Process leading to final approval with Arizona Real Estate Department involves submission of plans on six occasions to four other government bodies — County Planning and Zoning Commission; County Board of Supervisors; County Board of Health, and State Highway Department.

(Continued on page 4)





Planners Make Blueprints 'Come Alive' In Creation Of New Community

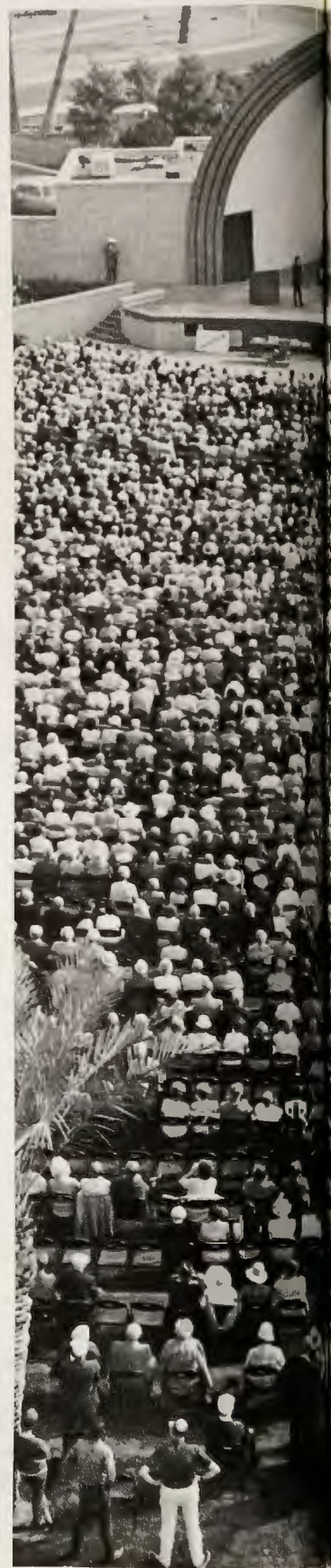
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WHILE ENGINEERS lay groundwork, architects design buildings to rise on the land. Home design is directed by (8) Curtis Copeland, right, chief architect and George Flagler, director of design, planning new model home show with Mary Jane Hawkins, decorator. Housing plans are transferred from fertile minds to paper in architectural drafting room headed by (9) Rush Fellows, standing near Del Huber. At boards are Jim Collins, Harold Leonard and Dean Gordon. Meanwhile, commercial and recreational property planning is underway by (10) Jim Pirtle, director of commercial operations (receiving folder from Secretary Gen Morin), Joe Bulkeley, left, commercial leasing director and Tom Kemp, head of commercial architecture. Now sharper in focus is the Webb firm's 42 years of construction experience. Men who transfer blueprints into communities include (11) Jack Leavitt, director of engi-

neering field operations, Wally Britton, general construction superintendent and Del Martenson, field superintendent, as well as (12) Harold and Giblein (standing), consulting with Mike Britt, left, golf course superintendent and Bill Powell, site work superintendent. Following survey, most apparent field operation is grading and (13) utility installation. Construction flow chart then calls for installation of streets, curbs, sidewalks and floor slabs. Then, approximately 11 months after plans submitted to Zoning Commission, house framing begins. This phase surveyed by (14) Marvin Netz, left, manager of housing operations. Al Claypool, manager of quality control. Final home touchup includes (15) landscaping. Finished product is surveyed by (16) Ken Parton, sales manager, Don Horton, resales manager and C. S. Alison, assistant manager. Sun City and its happy residents (17) are great salesmen.

(Continued on page 6)





Sun City Development Team Is Diversified

(Continued from page 4)

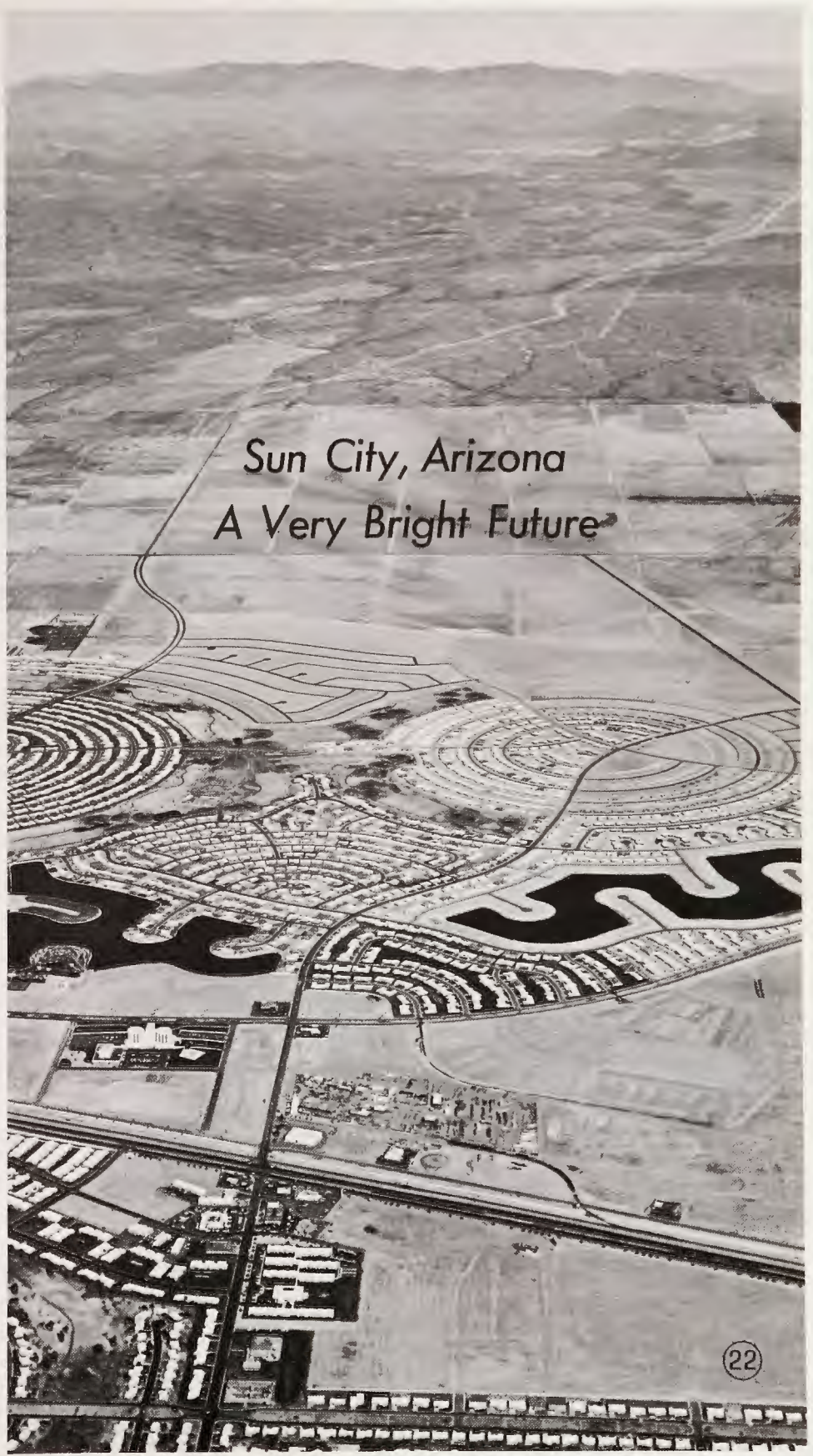
SINCE BEFORE first homes were built, public relations and advertising have helped make Sun City a national byword for active retirement. These services, along with property management and budget administration and control, are necessary phases of building a "balanced" town and also require considerable advance planning. Advertising session is attended by (18), from left, Donna Wolley, secretary; Joe Holmes, graphic

artist; Jim Handley, advertising assistant; Harvey Shahan, director and Wes Grant, photographer. Chatting at administration headquarters is (19) Bob Molumby, left, controller, and Jerry Svendsen, director of public relations. Overseeing valuable Webb investments in three shopping centers and six golf courses is (20) Gaylen Bartlett, right, with Ed Kerns, manager of Kings Inn motel and apartments.

'Think Big' Often Rule Of Good Planning

GOOD PLANNING includes daring the extraordinary, and having enough land on which to fulfill these dreams. Sun City's 7,000-seat Sun Bowl (21), site many times each year of appearances by celebrity performers and community interest programs, is a good example of an

"extra" which enriches community living. Only a portion of already-built Sun City is seen in an aerial view (22) which reveals thousands of acres, stretching toward Lake Pleasant and the Bradshaw Mountains, yet to be developed.





Street Scene — Sun City, Arizona

Sun City Home Value Proof Of Community's Desirability

What Makes A 'New Town' A 'Good Town' ?

What makes a new town a **good** new town?

An architect, a builder, a resident all would have different answers. Yet answers would overlap, and would distill to something like:

"A new town must be functional and beautiful."

"A new town is only as good as its builder and the people who live in it."

"A new town is not developed piecemeal."

"A new town is self-sufficient — all necessary services and businesses are immediately at hand."

"A home in a good new town is a good investment."

The Webb Corporation believes Sun City meets and exceeds these requirements.

It is not a second home community. Lots are not sold alone, in scattered location — only with homes and only contiguously.

The town has well over 100 businesses and services, dozens of doctors and dentists and a large hospital, eight

churches with more building, hundreds of recreational and hobby facilities.

Its streets are wide, its homes are well built, its general appearance attractive. It is an asset to Arizona, pumping more than \$100 million per year into the Phoenix area economy.

WHAT MAKES A "GOOD" NEW TOWN?	SUN CITY, ARIZONA
NEED	YES
PLANNING	YES
LOCATION	YES
BEAUTY	YES
VALUE	YES
SELF SUFFICIENCY	YES
DESIRABILITY	YES

The test of the pudding is in the eating. And the test of a new community is its new homes sales, turnover, and home value appreciation.

"Percentage of move-outs is much lower than other areas of Arizona, and we feel this tells the true Sun City story," said a moving firm manager.

The Federal Home Administration several years ago confirmed Sun City home turnover is much lower than national average. A tour of Sun City today to spot "For Sale" signs indicates the rate has dropped even further.

Don Horton, Del Webb Resale division director, has records of homes increasing in value 100 per cent in less than 10 years.

"I would say appreciation of homes here averages 10 per cent a year," says Ken Parker, Sun City sales director. "And that's a darn good investment by any measure."

Postal Receipts Boom Again

As usual, Sun City is high among cities increasing postal receipts. Among Arizona's top 30 post offices, Sun City was second in 1970 percentage growth (22.5 per cent) with \$330,769 (11th highest volume).

Valley Bank's Sun City Office Completed, Earns 'Thanks'



MR. BILL COLLINS, DEL E. WEBB CORPORATION

I would like to extend to you the congratulations of the Valley Bank for the part you had in the construction of our Sun City Lakeview office. We have received a great number of compliments, particularly from the people on our staff and the architect involved, about the fine manner in which your firm handled this job.

Again, thanks for a job well done. We would like

especially to compliment your job superintendent, Harold Crum, and his staff for the fine job they did for us. Needless to say, the approximate \$21,000 savings is especially gratifying.

**SINCERELY, HOWARD E. BOICE
VALLEY BANK PROPERTIES
DEPARTMENT**

Houston Offices Get Fresh Spring Look

A bath with 35,000 gallons of pressurized water is included in a major spring renovation underway at 609 Fannin, Houston.

The 22-story former Shell Building, now co-owned by Webb, is being water blasted from top to bottom to highlight the white limestone exterior. Meanwhile, the first floor is being recessed 23 feet to accommodate planters and new sidewalk tile, corridors are being carpeted and ceilings lowered, and restrooms are being remodeled.

A new building name is reserved for a major tenant.

Parking Big Business

Parking is big business in an office-hotel complex like Rosenzweig Center, where 18 employees man two garages and three surface parking lots (including valet parking).

The 2,165 Center parking spaces are approximately 460 more than all the metered parking spaces in Phoenix. They include 1,475 spaces in the six-level, above-and-below-ground garage and adjoining two-level underground facility.

Weather Slows Wabeek; Planners Follow Sun



WHILE CONSTRUCTION men shaped a golf course between winter freezes at Wabeek, near Detroit, officials of the Webb-Chrysler Realty Corporation joint venture met in planning sessions at Mountain Shadows resort hotel in Scottsdale. Seated from left: Fred Kuentz, Webb executive vice-president; Edwin Homer, Chrysler Realty president; Robert Johnson, Webb president and H. Gordon Wyllie, Chrysler Realty vice-president. Standing: W. J. (Jim) Miller, Webb executive vice-president/finance; David Ward, controller, Webb Development group; Edmund Flynn, treasurer-controller, Chrysler Realty; George Kirk, Wabeek project manager; Bill Doss, general manager, Land Development division and Don Stephenson, Webb vice-president and general counsel.



THREE who were recently honored — Architect Earl Heitschmidt, left and co-contractors Lawrence Havstad and Del Webb — chat at dinner in their honor at Loma Linda University.

Firm Honored For Part In Building California Hospital

Loma Linda (California) University honored architect and builders of its 510-bed teaching hospital at a recent dinner attended by trustees and administration.

Mr. Webb's introduction was, in part:

"Across this land are all manner of monuments this (Webb) Corporation has helped raise to mark the activity, industry and ingenuity of people in all fields of endeavor.

"In the mid 1960s Mr. Webb, joining in one of the major undertakings in the lifetime of a number of us, the erection of this medical center, helped us raise this monument to our own endeavors in the world.

"It gives us great pleasure, Mr. Webb, to present to you this citation, which reads as follows:

"Loma Linda University salutes Del E. Webb for his personal interest and genuine concern for the advantages provided by supportive expertise, and for the benefits deriving from association of the Del E. Webb Corporation in the joint venture to construct the University Medical Center."



Webb 'Tops Out' Beverly Wilshire, Tallest Building In Beverly Hills, Calif.

NEW SHAPE on Beverly Hills, Calif. skyline — the 12-story, \$13 million Beverly Wing of the Beverly Wilshire Hotel — reached final height with pouring of last, symbolic bucket of concrete. In photo above, Del Webb addresses audience. He is flanked by Harold Anderson, hotel director. Other speakers included MacDonald Becket, president of Welton Becket and Associates, firm which designed the 260-room hotel addition; Beverly Hills Mayor Jacob Stuchen; George White, assistant to Hernando Courtright, hotel president and Hernando Courtright, Jr. Streamer at left added to festivities. Webb principals present included Exec. Vice-Pres. Edward Davies; Vice-Pres. Appy Guizot; Bob Gray, job superintendent; Fritz Danielson, manager of project operations; Jim Haslinger, assistant superintendent; John Moore, project engineer; George Lord, office manager; Michael Nesbit, assistant office manager; Guy Thomas, general carpenter foreman and Tex Blair, labor foreman.



Honolulu Incinerator Dedicated

WHEN HONOLULU'S long-awaited incinerator was dedicated, four principals who held traditional garland were Bob Sheer, manager of operations for the Webb firm's Honolulu office; Frank Fasi, mayor of City and County of Honolulu, Del Webb and Chris Geoga, president, Affiliated Incinerator Corporation, venture partner (left to right). Webb personnel directing construction of the 600 ton-per-day plant were Don Gray, general superintendent; Jim Steele and Bob Wetherill, superintendents; John Allen, project engineer; Domi Corpuz, office manager and Stan Kegel, manager of project operations.



Sixth TowneHouse Birthday Celebrated With Full House

IT WAS appropriate that the Phoenix Del Webb's TowneHouse celebrated its sixth birthday during a full-house convention (of the American Institute of Aeronautics & Astronautics). With its 3,500-seat meeting hall the TowneHouse since opening has attracted groups that never before convened in Arizona, largely because of lack of facilities. Joining officials for cake cutting was Jack Swigert, Apollo 13 astronaut and AIAA speaker. From left: Harry Rosenzweig; Milt Frampton, executive vice-president, Del Webb Hotels International; Robert Johnson, Webb president; Newton Rosenzweig; Swigert; Arizona Governor Jack Williams; Phoenix Mayor John Driggs and John Roberts, TowneHouse general manager. The TowneHouse is a joint development of the Webb firm and Rosenzweig Associates, headed by Phoenix businessmen Harry and Newton Rosenzweig.





LONGTIME FRIENDS Ken Curtis (center) and Wes Hooper (right) are joined in a clowning session by John Roberts, general manager of Del Webb's Phoenix TowneHouse. Curtis, a TowneHouse guest while appearing at the Phoenix Jaycee rodeo, plays Festus on television's "Gunsmoke" series. Hooper is TowneHouse director of sales.

Prudential Plaza Featured

WESTERN CONSTRUCTION magazine has tipped its hat to Webb construction men in a color cover photo and four-page story about Prudential Plaza in Denver. The article, entitled "Modified forms slash column costs," describes cost and time-saving devices used in building the \$23 million office and retail joint venture with PIC Realty Corporation, subsidiary of Prudential Insurance Company of America. Webb personnel cited are Robert Crosse, Charley Morris, Pat Metheny, Pat Haisch, Jim Meadows and Ted Tissaw.



"SMOOTH" must describe working relationships in Hotel Sahara executive offices, if awards held by Muriel McLean, John Romero and Dick Schofield (left to right) are a criteria. Muriel, secretary for General Manager Schofield, is a National Secretary Assn. "Secretary of Year," while Romero, hotel public relations director, is Jaycee-honored "Boss of the Year." Schofield holds "Boss of Year" award earned while he was Sahara-Tahoe general manager.



THREE-MONTH tour of Webb hotels in United States by Margaret Tan included sessions on sales and promotion policies of Hotel Sahara in Las Vegas with Sig Front, vice president, Del Webb Hotels International. Margaret, of Kuala Lumpur, Malaysia, will help implement corporate policies at the four Webb-managed Merlin hotels in the Far East.



MRS. MARIAN WILSON, who dispenses coffee to Home Office employees, dispenses patriotism during off-duty hours. Serving a third term as Americanism Chairman for VFW Auxiliary Post 720, she directs donations of flags to Boy Scouts and Cub Scouts, and distributes booklets about the history and correct handling of the flag and about presidents of the United States. "We have donated an average of 10 flags a year for the past 49 years," says Marian.

United Fund Honors Ashworth, Arce, Yelinek

Among new trustees of the United Fund of Clark County, Nevada are Keith Ashworth, Sahara-Nevada Corporation vice-president, and Phil Arce, Hotel Sahara administrative assistant to Vice-Pres. Richard Schofield. Ashworth served as associate chairman for the recent fund drive which raised a record \$1,157,000 for 24 charities.

Also cited at the banquet was Len Yelinek, Sahara associate director of publicity and promotion and Fund campaign public relations co-chairman. Sahara employees pledged \$25,513 to United Fund, largest amount pledged by any group in Southern Nevada.



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

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SENIOR EMPLOYEES of Webb Las Vegas hotels were recently honored, with more than 100 receiving awards for 10 or more years of service from Chairman Del Webb, President Robert Johnson and Ed Nigro, president, Del Webb Hotels International. Cited for longest service were, from left: Sam Gatto — Mint, 15 years; Euna Johnson — Thunderbird, 21 years; Zita Kiser — Mint, 13 years; Roberta Weir — Thunderbird, 16 years; Eddie Warren—Sahara, 17 years and Mort Christensen—Sahara, 17 years.



THE WEBB *Spinner*



Vol. 25, No. 5-6

PHOENIX, ARIZONA, MAY-JUNE, 1971

12 Pages

'Opportunity To Create The Finest'

Virginia Second Home-Ski-Golf Project Launched

Webb Phoenix Tower New Headquarters For Highly-Diversified Greyhound Firm

Lengthy negotiations on both sides were climaxed in late May when Greyhound Corporation announced it would headquarter in the 20-story Rosenzweig Center tower recently completed by Webb builders.

The event highlighted dramatic decisions involving Greyhound and the Webb Corporation.

On Webb's behalf, it justified faith of top management and the Del E. Webb Realty & Management Co. in

desirability of Phoenix as a "headquarters city."

For Greyhound, which looked with favor on Arizona following new tax legislation and a study by The Fantus Co. recommending Phoenix over several other cities, it meant a brand new "way-of-life" for an estimated 500 corporate families.

(Another 500 personnel are expected to be hired in Phoenix.)

(Continued on Page 2)

Site Is 5200 Acres In Scenic, Historical Shenandoah Valley

One of the largest and most beautiful privately-owned mountain properties in central Virginia is the site of a new, long-range development of the Webb Corporation.

The ski and golf-oriented second home project is called Massanutten, after the mountain range and peak it features.

(Continued on Page 5)

Greyhound-Webb Sign Contract



GREYHOUND CHAIRMAN Gerald Trautman, seated, signs documents bringing to Phoenix the firm he heads, while Rex Maughan, Bill Hudak and George Reeve, Del E. Webb Realty & Management Co. officers, add their signatures. Webb personnel pictured, along with Don Stephenson, Webb vice-president and general counsel, formed team negotiating final Greyhound contract. The move from Chicago is expected to begin in August.

Massanutten Announcement



WEBB OFFICIALS joined venture partners in Harrisonburg, Va. to announce a major second home development at luncheon "emceed" by Bill Doss, standing, general manager of Webb's Land Development Division. Watching are (from left): C. N. Wine, chairman, Rockingham County Board of Supervisors; J. Frank Alspaugh, director, Division of Industrial Development of Virginia; Webb Pres. Robert Johnson and Webb Exec. Vice-Pres. Fred Kuentz.

Greyhound Selects Phoenix, Webb-Built Headquarters

(Continued from Page 1)

"Growth of Phoenix is inevitable. Greyhound is exactly the kind of new growth Phoenix wants," said George Reeve, Webb Realty & Management president.

"We are happy to have the quality building Greyhound needed. If immediate availability of office space brought them to Phoenix earlier, we are even more delighted."

Greyhound will move from Chicago to its new building beginning in August, under a 20-year lease for 14 of the structure's 20 floors. Greyhound's holdings include Armour & Co. and more than 100 other subsidiaries.

The only two Phoenix firms listed in *Fortune Magazine's* top 500 industrialists are now headquartered in Rosenzweig Center — Greyhound is 29th and Cudahy Company is 283rd.

The newly completed Greyhound home office was erected by the Webb Corporation, builder and developer of 18-acre Rosenzweig Center. Architect — as it has been on all Center buildings — is Flatow, Moore, Bryan and Fairburn.

Rosenzweig Center is a joint venture of Webb and Rosenzweig Associates, headed by Phoenix businessmen Harry and Newton Rosenzweig.



STATEHOUSE WELCOME, fully covered by the media, ushered in contract signing bringing Greyhound Corporation to Phoenix and newly-completed 20-story office building in Rosenzweig Center. Facing cameras at Arizona's capitol building were (from left) Sen. Paul Fannin; Gerald Trautman, Greyhound chairman, and Robert Johnson, Webb president who represented developers-owners of Rosenzweig Center. At right is Sam Mardian, former Phoenix mayor. **BELOW** — At a TowneHouse reception following contract ceremony, Greyhound officials were presented replicas of Rosenzweig Center. From left: Jess Nicks, Greyhound executive vice-president; Rex Maughan, executive vice-president, Del E. Webb Realty & Management Co.; Trautman; Johnson; Raymond F. Shaffer, Greyhound president, and George Reeve, president, Webb Realty & Management.

Builders Honored



KEY MEN in completion of building to be occupied by Greyhound were honored by Webb Realty & Management personnel at impromptu coffee. Presented resolutions by George Reeve citing their contributions, were Geo Sangster, right, and Fred McDowell. Sangster served as manager of project operations on the \$10 million tower, plaza and garage and McDowell was superintendent.



Webb Lands Another Major Housing Project On Island Of Oahu

Work has started by Webb builders on 1080 units of Army, Navy and Air Force housing in Oahu, Hawaii, under a \$24,937,000 contract.

The successful April bid bettered those of Dillingham Corporation and Black Construction. Project length is 18 months.

Since 1964 the firm has built nearly 2,000 housing units on Oahu and Kauai. Recently Webb completed an incinerator plant for the City and County of Honolulu, and presently has three major building jobs underway on Oahu in addition to the new military housing contract.

Las Vegas City Hall New Contract

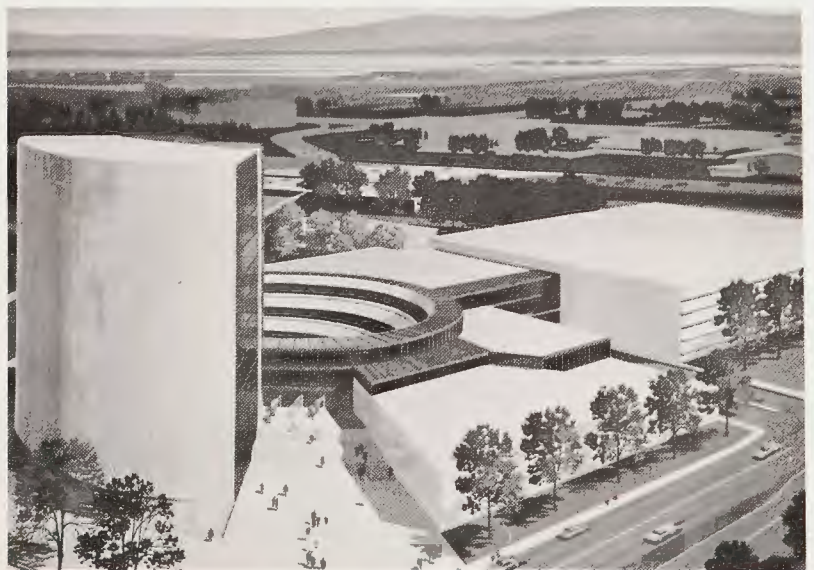


NEARLY EVERY project the size of the Las Vegas City Hall starts with a groundbreaking. After a number of officials joined in the traditional ceremony, principals who actually raised some dust included from left: Exec. Vice Pres. W. P. (Bill) Collins; Pres. Robert Johnson; Gary Jacobson of Daniel, Mann, Johnson & Mendenhall, project architect; Las Vegas Mayor Oran Gragson and Ken O'Connell, executive director of the Las Vegas Chamber of Commerce. **BELOW** — Rendering shows imaginative concept of municipal building, which Webb has started under an \$8,349,500 contract. Project includes an eleven-story city hall, four-story police and court building, two-story council chambers and one-story parking garage.

Clark County Courthouse A Challenging Addition



KEY WEBB people in four-story expansion of the Clark County Courthouse in Las Vegas are (from left): Joe Kies, project superintendent; Jim Harrison, manager of project operations and George Redhead, office manager. Additions to existing buildings are often more difficult to complete than totally new structures. The Clark County structure, where employees need operating elevators throughout project, is no exception.



Prudential Plaza Conducts Special Green 'Top Out'

GREEN ASH, to be most predominant tree in extensive landscaping of the firm's Prudential Plaza office-retail complex in Denver, was the "star" June of topping out ceremonies before being lifted atop the 25-story tower. **BELOW** — Principals in cutting burlap from around the ash were (from left): Don Sampson, associate general manager, Rocky Mountain Production Office of The Prudential Insurance Company of America (financial partner in the joint venture through its PIC Realty Corporation) Alex Holland, chairman, Denver Urban Renewal Authority; Dick Shannon, deputy mayor and manager of public works, City and County of Denver, and Richard Whiting, manager, Denver office of Del E. Webb Realty & Management Co.



Odd Fellows-Rebekah Housing Group Watches Their Project's 'Top-Out'

FELLOWSHIP TOWERS "top out" in early June found a large group making their way to roof of 17-story senior citizens apartment being built in Phoenix by the Webb Corporation. Among those watching the final concrete pour were (from left): John Cox, representative of Roger Reeves and Associates, project architect; Geo Sangster, manager of project operations; W. E. Taylor, president, Arizona Odd Fellows-Rebekah Housing, Inc., apartment sponsors; Fred McDowell, superintendent; Lyndon B. Taylor, Deputy Grand Master, Arizona IOOF and Mrs. Ida Holzer, president, Arizona Rebekah Assembly.

Massanutten: 'Pleasure To Develop - Joy In Which To Live'

Homesites, Ski Facilities Receive Early Attention

(Continued from Page 1)

Its 5200 acres lie five miles east of Harrisonburg and Interstate Highway 81, and within two hours driving time of important Baltimore, Washington, D. C. and Richmond markets.

Dozens of springs and streams lace the acreage, described as geographic center of the Shenandoah Valley.

Massanutten, Inc., is Webb partner and land owner. Its chief officers are John L. Hopkins, III, president, and Leland L. Leachman, vice-president.

At a late May press announcement in Harrisonburg, venture officials pledged Massanutten would remain as unmarred as possible.

"Underground utilities will serve homesites," said Webb Pres. R. H. Johnson. "Stringent restrictions will be placed on cutting of trees, use of land and type of architecture."

Sale of the 5,000 planned lots, beginning at approximately \$5,500, is scheduled to start this summer.

Ski facilities are already plotted for

"The Kettle," a unique, "natural" ski bowl just below 3,000-foot Massanutten Peak. Construction on the slopes, to include snow-making equipment, will begin soon.

Also scheduled for early completion are a base lodge, inn and shops to serve the fast-growing ski market, followed by an 18-hole golf course, horseback riding, tennis, swimming and other amenities.

In excess of \$50 million is scheduled for the proper development of Massanutten, not including value of homes to be built by lot purchasers.

"We have the opportunity to create the nation's finest development of its kind," said Fred Kuentz, Webb executive vice-president and general manager, Development Group.

"We intend to do just that.

"Green belts will be prominent. Lots will be largely ungraded. In ski and village architecture we plan an alpine influence, much like Vail, Colo., emphasizing pedestrian areas rather than vehicular traffic.

"Massanutten is primarily a second-home development, but of course it will be livable year-around," said Bill Doss,

general manager of Webb's Land Development Division.

"It will be a pleasure to develop and a joy in which to live."

John Hopkins, principal given primary credit for assembling the Massanutten property, declared:

"This announcement climaxes nearly three years of planning, research, land acquisition and engineering. For the last six months we have been searching for just the right partner with the know-how and experience in construction and management for this tremendous undertaking, and the Webb Corporation's participation will now make a dream come true."

A century ago, Hopkins' great grandfather was operating a health spa on what is now part of Massanutten, widely shipping mineral water and attracting people from the Eastern seaboard to the property's many springs.

Today Hopkins runs a very large egg production facility in McGaheysville, near Harrisonburg.

Leland Leachman, Massanutten, Inc. vice-president, lives in Rhinebeck, N. Y. and Hotchkiss, Colo. He has been described as the "top breeder of registered Angus cattle in the world."



MASSANUTTEN ANNOUNCEMENT luncheon found Bill Doss fielding questions from an interested audience. Watching are Massanutten, Inc. principals (from left) Jim Keeler, Leland Leachman, Don Litten and John Hopkins III. On Doss's immediate right is James Moyers, executive secretary, Rockingham County. Later, a model of Massanutten Peak ski slopes was an attention-



BELOW — Comparing notes following luncheon (from left) Len LaSala, Massanutten general manager; Doss; Tom Riley, operations manager and Bill Raycraft, chief of operations. Following luncheon, Webb principals Robert Johnson, Bill Doss and Fred Kuentz were invited to Harrisonburg's WWSA-TV to review news highlights for viewers.



Air, Ground Inspection



MASSANUTTEN planning session in Harrisonburg (top photo) was followed by aerial survey of 5,200 acres. Among those making the inspection by helicopter were (from left) venture principals Bill Doss, Fred Kuentz, John Hopkins III and Robert Johnson. Ground inspection found planners near a stream in a wooded section of Massanutten Peak's eastern slopes.

Massanutten — In Beautiful



MASSANUTTEN contains many scenic vistas like tree-bordered road above, left. Western slopes of Massanutten Peak and some of the project's gently rolling property are displayed in upper adjacent photo, while a helicopter look into Massanutten's "Kettle," site for ski facilities, is seen in far upper right. Immediately above are two

landmarks in Harrisonburg. Five miles from Harrisonburg are two impressive buildings, the University of Virginia and the College of William and Mary. County colleges,...

Shenandoah

Massanutten Slopes Show Great Promise

Some Massanutten condominiums and lots will be so placed that skiers can step outside their home, ski down to a chair lift, ride to the top and ski back to their doorstep.

Harrisonburg's Daily News-Record, in announcing Massanutten, emphasized the project's ski facilities and underscored their importance by reporting:

"Ski slopes inside the 'kettle' behind 2,922-foot Massanutten Peak will have the greatest combination of vertical drop

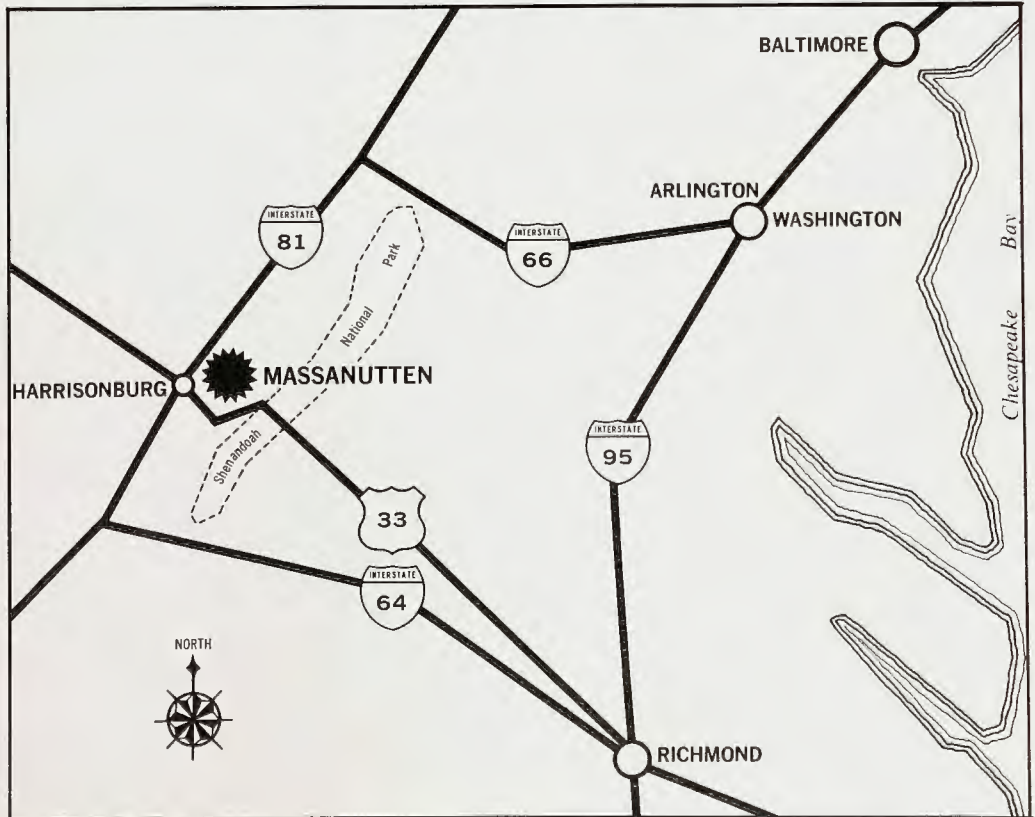
and length of any slopes in the Southern ski area, Massanutten officials indicated.

"The vertical drop will be about 1,200 feet, and some of the runs will be 7,500 feet—almost a mile and a half.

"A recent guide published by Skiing magazine showed that of the 65 ski areas in Maryland, North Carolina, Pennsylvania, Tennessee, Virginia and West Virginia, only five had vertical drops of 1,000 feet or more."



Rockingham County, Va., the courthouse square. An largest of five Rockingham photo.



Industrialized Housing



WEBB-GENERAL ELECTRIC project at George AFB, Calif. may be indicative of housing industry future. There, Webb is erecting 200 industrialized prototype units produced by G.E. in a nearby plant. Top photos show module being swung into place, while bottom photo reveals completed units, awaiting landscaping. Average apartment unit consists of 10 modules.

Spring Construction Tour

When Photographer Dave Parker toured Webb construction projects in March and April to record progress, he snapped photos reproduced on this page and the following two pages.

Jobs not pictured we hope to cover in the next issue of *Webb Spinner* with later photos.



RISING seemingly from among clumps of greenery are twin dormitories underway by Webb builders in Honolulu for the University of Hawaii. **BELOW** — In a more built-up area of Honolulu, Webb's Hawaii construction forces set solid foundations for Straub Medical Clinic.



Airport Full Swing

labor strikes, severe winters springs over a two-year work is once again at full on three ultra-modern Kansas International Airport terminal under the direction of Webb's Kansas City (Mo.) construction office. Terminal is 733 feet in diameter.



TWA Hangar Resembles Big Roller Coaster

WITH construction skeleton looking every bit like the framework for a giant roller coaster, another Webb crew at Kansas City International airport is erecting headquarters for Trans World Airline's overhaul facilities. Roof peak in above photo represents 97-foot-high bay, to accommodate "jumbo jets" tail sections.



Larry S. Truman Complex — Football, Baseball Stadiums For Kansas City



STADIUMS take shape in activity at joint venture with Sharp Brothers and Walter Kidde.

Kuilima Progress Photo Reveals Stunning Hotel Site



EVEN DISARRAY of partially-completed Del Webb's Kuilima hotel and golf course fails to mar beauty of site on Oahu's north shore. An early 1972 opening is planned.



California Buildings Completed, Delivered To Hughes Aircraft

PHOTO TOUR of Webb construction sites in March revealed several completed buildings for Hughes Aircraft Co., the one above at the firm's Santa Barbara Research Laboratories. The building at right is one of four major additions to Hughes engineering-processing-fabricating and assembly plant in Fullerton, all completed in early 1971.





Del Webb Surprises Johnny Carson At Hotel Sahara

SURPRISE registered on the face of Johnny Carson when Del Webb walked onto stage recently at Hotel Sahara, but surprise turned to delight when Carson was presented memento for his many years of entertaining audiences at the Webb firm's Hotel Sahara. Later, Mrs. Del Webb also admired gift, a smiling statue donned in a costume Carson often uses on his nightly television show.

Promotions, New Posts Involve Phoenix, Oak Brook, Sun City Personnel

In corporate headquarters and at several Webb developments recently, new promotions and assignments have been announced.

David Ward, a six-year employee, has been named assistant general manager of the Development Group and

general manager of the Community Development Division, with direct responsibility for Sun Cities in California and Florida as well as Sammamish Forest Manors, Redmond, Washington.

New Webb personnel have been named to financial posts. Robert Wixon is controller, Development Group, and Richard Dahl is now corporate chief internal auditor.

At Oak Brook, William Gahlberg has been appointed general manager of Oak Brook Development Co. He joined Webb in 1969 as Oak Brook's assistant general manager, replacing Bill Doss, who returns to headquarters as general manager, Land Development Division (and is pictured elsewhere in the *Webb Spinner*).

At Sun City, Ariz. Tom Rittenhouse has been appointed general manager of construction for the Del E. Webb Development Co. He joined Webb in 1951 as an engineer on construction of St. Joseph's hospital.



David Ward



William Gahlberg



Tom Rittenhouse

Interesting Lives Webb People Live



LAS VEGAS — Paul Syphus, Mint Hotel gaming director who shot his way to the Western Doubles title at the recent Golden West Grand meet in Reno is also Nevada's "high overall" and "all around" Nevada champ of the Del Webb Mid-Winter Trapshooting Tournament.



PHOENIX — Shortest railroad in town is also the slowest; and its engineer climbs the highest to his cab — 120 feet. Cecil Williams (checking watch) spends 20 minutes a day climbing to and from cab of a 236-foot-high crane at the firm's Fellowship Towers project.

Pat O'Connell, Retired Safety Director, Dies

P. M. (Pat) O'Connell, for 10 years safety director for the Webb Corporation, died June 4 in Sun City, Ariz.

He had retired earlier this year following surgery.

After moving to Arizona in 1960, Pat O'Connell was active on labor-management safety committees and in the Arizona Safety Council. In Illinois he had been secretary-treasurer of a Morton Grove contracting firm and executive director for Lake County of the Illinois Safety Commission.

Arizona IREM President

William Hudak, leasing manager for Del E. Webb Realty & Management Co., has been elected president of Arizona Chapter 47, Institute of Real Estate Management.

Webb Bowlers, Golfers Add To Trophy Cases



GALAXY OF WEBB corporate bowling stars at annual banquet and their awards are pictured, beginning in upper left corner, clockwise: Don Caldwell — High Average, 179; Barney Gardner — High Series, 619; Clarence Balcerzak — High Game, 243; George Martin — Most Improved; Runner-up "Sun City" team (from left) Edith Britt, Dale Britt, Joyce Middleton

and Don Horton; Tana Barger — High Game, 204 and Most Improved; Don Caldwell, league president with Webb Exec. Vice-Pres. Fred Kuentz, banquet emcee; Ruth Morton — High Series, 537; Deane Whitacre — High Average, 151 and winning "Newporter Inn" team (from left) Carl Craven, Anita Jackson, Lynda Chartier and Allan Chartier.



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IF GOLFERS above look happy, it was because they had just competed in the annual Webb Sun City-Phoenix men's tournament — a funfest in which foursomes pick best positioned ball and all shoot from that spot. Members of winning teams (one on each of two courses) from left: Ray Warren, Al Lizarrage, Marvin Netz and Mike Sheperd (who shot a team 62), and Ralph Haver, Vince Valek and Wayne Beck (who, with Robert Thompson, not shown, shot a team 63).

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THE WEBB *Spinner*



Vol. 25, No. 7-8

PHOENIX, ARIZONA, JULY-AUG., 1971

8 Pages

Phoenix Civic Plaza—Putting It All Together

Putting it all together!

There's hardly a better phrase to describe what's happening at Phoenix Civic Plaza.

With men and machinery in all corners of the sprawling six square blocks, the construction challenge was obvious from the beginning. Amidst this bustle,

one thing was stable — the cluster of trailers housing Webb builders and Luckman and Schotanus architects.

From these has emerged, since before the first earth was moved, a necessary stream of supervisors and directives.

These men have helped shape thou-

sands of tons of materials — raw, manufactured, mixed and fabricated — until now the project is beginning to look like the quality convention center and auditorium it was designed to become.

The Plaza's construction phase began with site clearing. Excavation of ap-
(Continued on Page 4)



STEEL WORK, as these Phoenix Civic Plaza photos show, still requires plenty of skill and nerve.

The Familiar Faces Of Summer At Several Webb Projects



HARDLY ANYTHING typifies summer better than swimming, baseball and golf. At least that's what we selected to show how summer passes at some Webb properties. American Airlines stewardesses enjoy the Phoenix Del Webb's Towne-House pool (above left), where they are often joined by Western "stews." TowneHouse is Phoenix home base for many crews of each airline. Baseball-wise, we show dedication night

for a new stadium at Sun City, Ariz. The 3,000-seat facility is home for the classy Sun City Saints women's softball team and will host some San Francisco Giants exhibition games next spring. Golf is depicted in a scene at a course in Oak Brook, Ill., where golfers are only a half-mile from the Webb firm's Executive Plaza office buildings (partially obscured by trees) and new Commerce Plaza building.

Land Inventory Down, Popularity Up!

'Healthening Economy' Boosts Interest In Oak Brook, Ill.

In a series of good years — 12 to be exact — 1971 promises to be one of the better ones for Oak Brook.

The uniqueness of the Chicago suburb increases with the diminishing amount of land available on which to locate a business or home.

Estimate of commercial construction completed in 1971 or to be finished this year exceeds \$50 million. Some of the largest projects are Webb-built.

These include: Commerce Plaza, a large office building for the Webb-Paul Butler joint venture; headquarters for McDonald's Corporation; the Sheraton Oak Brook hotel and the Ramada Inn hotel.

Lions International and Illinois Bell are other "name" organizations now building in Oak Brook.

New Corporate Plaza is part of 243 acres of commercial land remaining from more than 1,000 acres originally designated for Oak Brook retail, office building and research-light industry.

The 85-acre tract overlooks York Golf Club, International Sports Core and the East-West Tollway.

Three Corporate Plaza sales have already been made. Sites are expected to average five acres, but will range up to 15 acres; price is approximately \$100,000 an acre.

In home construction, a new section of Briarwood Lakes villas has been created. These town houses, scattered through an area of small lakes, share maintained public areas. They are priced from \$69,900.

Construction of custom homes has begun in the final section of Brook Forest. The 81 sites of approximately one-half acre each range from \$18,500 to \$32,500.

Another area called Chateaux Woods offers acre-size sites from \$29,500 to \$32,500.

Site sales and construction of individually-styled, fully-improved homes

will continue in Chambord, adjoining Oak Brook. The 120 lots of up to one-half acre are priced from \$14,000 to \$22,000.

"We've seen much more interest since January in land, villas and office space than last year. It's a pretty good signal of a steadily healthening economy at any time," sums up William Gahlberg, general manager of Oak Brook Development Company.

Webb Seeking New Oak Brooks In Greater Chicagoland Area

While it is entirely possible more land will be added to current Oak Brook holdings, the Webb Corporation expects the community as it is now to be fully developed in 1975.

The search is underway, therefore, for future projects of the Oak Brook type in the Fox River, Libertyville, Mundelein, Crystal Lake, Plainfield and Woodstock areas, all north and west of Chicago.



OAK BROOK areas currently in news: (1) York golf course, currently being renamed for Paul Butler and remodeled to accommodate the annual Western Open golf tournament; (2) 85-acre Corporate Plaza; (3) Briarwood Lakes townhouse devel-

opment; and (4) Office building-shopping center-hotel complex, including Sheraton hotel and Commerce Plaza office building recently completed by Webb builders, and Ramada Inn, now underway.

In Oak Brook It's Possible To Take 'Green' Lunch Break



VERY few downtown Chicago offices can offer the nearby lush greenery available in Oak Brook, Ill. Heather Arwine, left, and Gloria West, secretaries for Del E. Webb Realty and Management Co., chat on lawn outside their Executive Plaza office. **RIGHT** — Nearby is Oak Brook Development Company's new Commerce Plaza, a Webb Realty & Management Co. leasing and management assignment.



News-Sun Photo

UNITED BANK "glided in" during June to open its Sun City, Ariz. office. Welcoming Bill Dickinson, office manager, who had just landed near bank's temporary quarters, was James Simmons, president.

Sun City Projects Often Bow In With Big 'Splash'

It wasn't the town's first splashy event, but ever since Sun City opened its 1968 model homes with boat racing, water skiing and a parachute jump into the water, it seems there hasn't been a dull moment in introducing new events in the Webb resort-retirement city near Phoenix.

With the help of Sun City public relations man Al Pote, we recall several other "sensational" debuts.

The United Bank "glide-in" reminds us of Thunderbird Bank's opening featuring free recharges for electric golf carts at its drive-in window.

First Federal Savings and Loan introduced a touch of youthfulness by including a Boy Scout troop in opening ceremonies.

And who among those there will forget "topping out" for the Walter O. Boswell Memorial Hospital.

A sizeable flock of homing pigeons was caged atop the structure. At the proper time they rose and circled, not over the hospital but over Kings Inn to the southwest, then headed for Wickenburg instead of Phoenix.

Symbolically, they were to carry news of construction progress and spread the spirit of good health care. Despite the fallibility of the supposedly infallible bird, the hospital was completed on time and opened to enthusiastic Sun City residents.

Craftsmen Shape Materials Into Exciting Civic Plaza

(Continued from Page 1)

proximately two blocks to a depth up to 30 feet unearthed such obstacles as long-buried trolley tracks.

In the midst of pouring the project's total 50,000 cubic yards of concrete came a city-wide strike by aggregate workers.

Supplies of reinforcing steel and construction of the cavernous concert hall was temporarily halted by other labor strikes.

These disruptions of an intricate scheduling of men and materials sometimes produced more than one day of delay per strike day.

Numerous change orders (changes in blueprints requested by the owner) also extended the original completion date.

Now, however, Phoenicians are beginning to see the buildings as they will finally appear.

Most apparent Plaza feature is a granolux plaster "trim" around the 350-foot-square hall. Though this fascia is 20 feet deep, its length and height from the ground (27 feet) bring

it into scale.

The vast hall it girds has a clear span area of 200 feet the building's entire length.

Vying with the hall as center of attention, and now roofed, is a five-story, 2,575-seat concert hall.

"Tying" together the convention and concert hall will be a mixture of landscaping and fountains, and a 100-foot "bridge" spanning Third Street.

One million buff colored fluted concrete blocks will be the major Plaza facing material.

Below ground are one- and two-level parking areas for 1300 cars.

Final touches will undoubtedly be by painters and finishers. Webb supervisors will then remove office trailers and deliver to Phoenix officials a set of keys.

The construction history of Phoenix Civic Plaza and its operating phase will begin.



SUPERVISION so necessary to construction of a sprawling project like Phoenix Civic Plaza is provided by Webb staff (from left): Milford Rigg, office manager; Jack Miller, assistant superintendent; Mike Trimarco, assistant office manager; Dick Heiny, manager of project operations; Jim Vay, project engineer; Roland Beaulieu, project superintendent and Paul Brown, project superintendent. Field engineers Dan Bulla and Pete Davis weren't present. **LEFT:** On low-level projects movement of concrete is almost exclusively by pump (top photo in box) but, however, still must muscle the heavy, dense material into corners, then smooth it out.



WORKER, looking toward stage, is dwarfed by vastness of 's concert hall. **BELOW LEFT** — In this view from concert hall across ground floor seats toward balcony, steel supports for g, soon to span entire area above seating area, can be seen in

upper right. **BELOW RIGHT** — Seen behind a busy cement mason is a Plaza bridge spanning Third Avenue and "tying together" Plaza's convention and concert hall areas, and the twin spires of St. Mary's church.



Newly-Named Greyhound Tower 'Sits' For Official Portrait



NEWEST ADDITION to Rosenzweig Center on North Central Avenue in Phoenix is bracketed by Del Webb Building (left) and Del Webb's TowneHouse. Now officially named Grey-

hound Tower, it will house, on 14 of its 20 floors beginning in August, Home Office of the Greyhound Corporation, being moved to Phoenix from Chicago.

Sun City TV Show Demonstrates Popularity



"SUN CITY SHOWCASE," featuring interesting Sun Citizens and their activities, demonstrated its popularity when it was renewed for weekly fall viewing on KPAZ, Channel 21 in Phoenix. Host is Jerry Svendsen, left, Sun City public relations director, shown interviewing Harvey Shahan, advertising director for the Webb resort-retirement town.

Massanutten, In Lovely, Historical Virginia Valley, Stimulates Buyer Interest

Though lots are not yet on sale (they will be shortly), announcement of the Massanutten second home and vacation development in the May-June *Webb Spinner* stirred considerable interest among stockholders, according to Bill Doss, general manager of the Webb's firm's Land Development Division.

Eastern newspapers coverage also prompted interest in the 5,200-acre project, as reflected by inquiries at the Massanutten sales office in Harrisonburg, Va.

History of Massanutten, in the geographic center of the Shenandoah Valley, dates from 1726.

Jim Danbury Heads Vast Landscaping At Crown Center Offices



CONDITION of Crown Center soil is subject of discussion between Jim Danbury, left, of Del E. Webb Realty & Management Co. and Harvey Ringheim, of W. R. Grace. Danbury, directing landscaping of the office-retail phase of Crown Center, scheduled nearly 1,000 trees for the Hallmark Card development in Kansas City. **BELOW** — Much of the landscaping will be done around perimeters of the seven office buildings in a special soil (being mixed and moved by conveyor) composed of one-third dirt and two-thirds Redi-Earth peat-vermiculate. Dole Kuhn, who will direct management of the property for Webb Realty & Management, reports first tenants are scheduled for November.



Webb-Managed Merlin Hotels Reflect Charm Of Exotic Far East

There is little doubt that Americans who have seen Europe, and many who haven't, are turning to the Far East for vacation travel and shopping adventure.

With a civilization older than Europe's, the Far East nevertheless remains more mysterious. This exotic allure and beauty, together with more available air transportation, is bringing the area an increasing flow of tourists.

In Malaysia, for example, are unspoiled beaches, mountains, jungles harboring elephants, tigers, leopards and panthers, Buddhist temples and thousands of shops and restaurants selling a variety of goods and foods.

Visitors can stay in Merlin Hotels in Penang, Kuala Lumpur, Hong Kong and Singapore (beginning this fall) with all the conveniences of American hotels at below-American rates.

Brochures picturing Merlin Hotels and Del Webb's Kuilima Hotel, to open in March on Oahu, Hawaii, plus a rate sheet on all Webb hotels, are available at headquarters of Del Webb Hotels International, Box 14066, Las Vegas, Nev. 89114.



KUALA LUMPUR MERLIN, with newly opened high-rise addition, is an excellent hotel from which to visit the capital of Malaysia. **BELOW** — Penang, site of another Webb-managed Merlin Hotel, contains such exotic sights as this Buddhist temple.



Del Webb Honored By University of Nevada



DEL WEBB addresses graduating class of University of Nevada, Las Vegas, after being presented an honorary doctor of humane letters during spring commencement. On Mr. Webb's left is Dr. Donald Baepler, vice-president, academic affairs, and U. S. Sen. Howard Cannon (seated) who also received an honorary degree. University Pres. Dr. Roman Zorn (on Mr. Webb's right) said in part: "Del E. Webb . . . your rise as a self-made man has exemplified the great opportunities within the American nation. . . . You also have pioneered in the development of retirement communities for senior citizens. Moreover, in our state's major industry of tourism, your Sahara-Nevada Corporation has demonstrated a strong leadership role. . . ."

Thunderbird Of The Year



ANTIQUATED driver, part of "traveling" set of dilapidated golf clubs, and plaque signifying "Thunderbird of the Year" were recently presented to Owen Childress, executive vice-president, Del E. Webb Development Co., as the Phoenix Thunderbird member performing the most outstanding service during the year.

Webb Classic Planned



GUIDING the Second Annual Del Webb's Amateur Classic at Hotel Sahara-Tahoe are Ron Erickson, left, marketing director, and Monty Hundley, hotel general manager. A feature of the Sept. 19-21 golf tournament at Edgewood Tahoe Golf Club (background) are prizes on each par three for closest tee shot to the pin: a pickup truck and camper, a restored 1938 Pontiac coupe, a dunes buggy and a Cadillac Eldorado.

Sorry About That, Tom!

Tom Rittenhouse was undoubtedly surprised to read in the May-June *Webb Spinner* that he had been promoted to general manager of construction for Sun City, Ariz. The fact is, he was promoted to vice-president of the Del E. Webb Development Co., already being construction G. M. We use a red headline to signify color of our face.

Big Marlin Snagged Near Del Webb's Kulima Hotel

One of the largest marlin taken in Oahu waters in many months was caught June 3 off Kahuku, near Del Webb's Kulima hotel site. The 855 pound giant, landed by Dennis Kuni-hisa after a two-hour battle, instead of being boated had to be lashed alongside the craft from which it was taken.

'Building Team' Topic Of W. P. Collins In Detroit

The changing role of the contractor as a member of "The Building Team" was discussed by W. P. (Bill) Collins, Webb executive vice-president at a recent national conference in Detroit sponsored by The Producers' Council in conjunction with the annual convention of the American Institute of Architects.

Webb Foreman Teaches



MARION DOUGLAS, center, since 1968 a Webb general foreman on the firm's International Airport three terminal complex in Kansas City, recently instructed an 80-hour course in optical tooling. Two of 22 millwrights who completed course (at left) were John Campbell and Paul Davis. Watching are Ed Thele and Floyd Price, United Brotherhood of Carpenters, sponsors of the course with Brunson Instrument Co.



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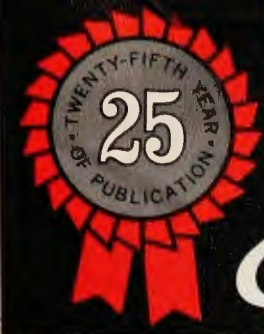
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THE WEBB *Spinner*



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PHOENIX, ARIZONA, SEPT.-OCT., 1971

8 Pages

School, Hospital Major New Contracts

Two major job contracts totaling nearly \$13.5 million lead new Webb Corporation third-party construction work.

A two-story Las Vegas high school, to include gym and sports field under an \$8,521,000 contract, will be the sixth school plant built for Nevada's

Clark County in the past eight years.

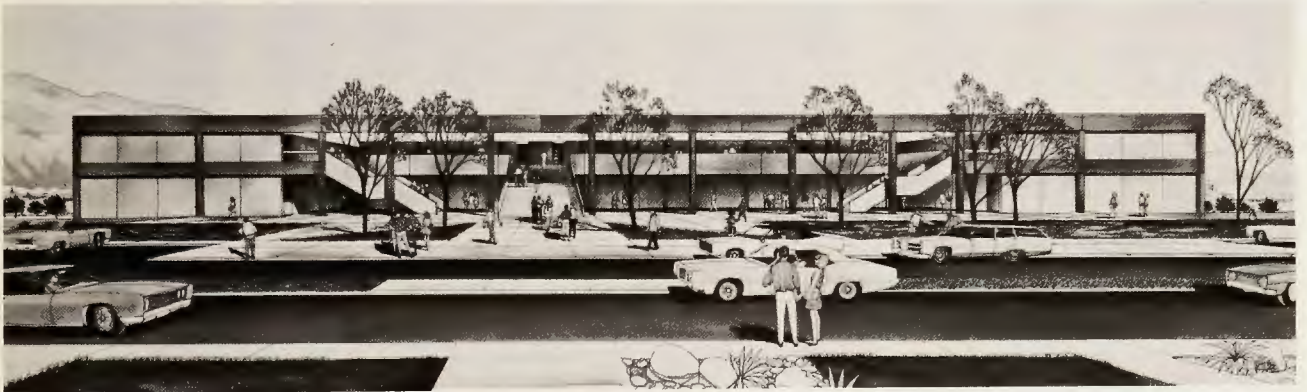
Handling supervision will be Bob Gray, superintendent; Jerry Berg, manager of project operations; Pat Haisch, engineer and John Schultz, office manager. Architects are Caudill, Rowlett, Scott and Jack Miller and Associates.

At Cedars-Sinai Medical Center in

Los Angeles, under a \$4,947,000 contract, Webb builders will erect a four-story mental health addition to include a street-level parking facility.

Project personnel include Richard Buck, superintendent; Gerry Hutchins, manager of project operations; Jim

(Continued on Page 2)



ARTIST'S version of Las Vegas high school, on which Webb builders have started work.

Game Boosts Hotel, Home Sales

Golfers Demand More Than Flat Fairways, 18 Greens

Golf!

Spelled backward, it describes what most often happens to the 1.6-inch sphere designed for a 4.25-inch cup.

No game has hypnotized a larger group of followers.

(Can doubters of this statement explain the magazines which year after year devote hundreds of pages of instruction on how to swing a golf club?)

What other game would so fascinate a man he would abandon a lucrative insurance business to design golf courses?

(Pete Dye did it, and made the public like his small greens, tough bunkers and random roughs.)

The Webb Corporation recognizes

golf popularity — "More than 10,000 courses and 15,000,000 golfers in America," estimates Fielding Abbott,

This Is The Desert?



ONCE "flat as pool table," this former cotton field now entices Sun City, Ariz. golfers.

Sun City, Arizona golf supervisor.

Courses are not money makers themselves, but they do help sell real estate and attract hotel guests — two areas in which Webb is realizing profits.

Thus, Webb builders are readying a sixth 18-hole course in Sun City, Arizona, and planning the seventh.

The Koolau mountain range, which for 75 years has towered over Kahuku sugar cane on the northern tip of Oahu, now protects seedling grass and transplanted trees on the 18-hole Webb Kulilima hotel course.

On certain days on certain greens, feeling the Pacific spray because that's the sensation he wants other golfers to experience, George Fazio

(Continued on Page 4)

Sun City Home Sales Continue Excellent; New Land Acquired

With sales at Sun City, Ariz. continuing at a record pace for the third consecutive year, the Del E. Webb Development Co. has taken steps to insure proper growth and surrounding development by acquiring 11,000 acres northwest of the Arizona community.

Webb Corporation Pres. R. H. Johnson said of the land, presently in agricultural use:

"The Company has no immediate plans for development of the newly acquired acreage, since portions of the original land acquired for Sun City are yet to be developed. At this time our primary concern is the steady, orderly growth of Sun City."

New Contracting In Los Angeles, Las Vegas, Tucson

(Continued from Page 1)

Haslinger, assistant superintendent; Hubert Schroeter, engineer and Wayne Edwards, office manager. Architects are A. C. Martin and Charles Luckman and Associates.

Building a private lakeside dining facility for Del E. Webb Development Co. at Sun City, Ariz. is a crew directed by Swen Johnson as superintendent, Matt Glover as manager of project operations, and Mike Trimarco, office manager.

Miscellaneous remodeling is either near completion or underway on Hughes Aircraft Company facilities at Tucson in Arizona and Canoga Park and the Los Angeles International Airport in California. At the latter site, Webb builders recently completed modifying a gate for American Airlines 747 and DC-10 aircraft.

Safety-Aids Designed To Prevent Band-Aids



RAILINGS, painted in "loud" yellow and black to attract attention, are one of the many safety devices employed in high rise construction when materials elevator is used for passenger service as well. Shown is apartment building Webb is erecting in Phoenix for Odd Fellows-Rebekah Housing, Inc.

Safety Awards Repose In Kansas City; Will Another Project Take Them Away?

Right now, the Webb Safety Job Of The Month is pretty much a Kansas City story.

International Airport and Trans World Airlines crews are the proud award possessors, and other jobs will have to notch better safety records to pry them away.

Last month was the second consecutive win for the Don Kosman-TWA bunch, and the first earned by the airport terminals staff led by Supt. Jack (Mac) McAllister.

Richard Buck's work force at George Air Force Base was a first month win-

ner.

The contest is based on fewest lost-time accidents on jobs under and over 20,000 man hours monthly.

Joe Laird, corporate safety director who is engineering the contest, is searching for appropriate recognition — perhaps a traveling award with a permanent trophy to consistent winners.

"On one thing our superintendents are unanimous," says Laird.

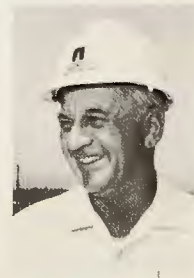
"They want to recognize cooperation of every man on their job. That's the only way they can win, and that's what they want the award to show."



"Mac" McAllister



Don Kosman



Richard Buck



Joe Laird

Kuilima — Sold On Plans, Promises — Now Takes Solid Shape

When you have a \$25 million, 500-room hotel sitting on one end of a small Pacific island, what do you do?

You sell rooms!

That's just what Webb hotelmen are doing, even though their Kuilima resort and golf club isn't scheduled to be finished and opened until early next year.

Fortunately, they have a lot going for them.

The Kuilima may be the *only* hotel on the northern end of Oahu, but that's the way it was planned — as a contrast to crowded Honolulu. And Oahu is small, but it is by far the most frequently visited island in Hawaii.

Even with natural assets, like surfing and swimming beaches, a nearby mountain range, mild climate and soothing breezes, a hotel must be "sold."

Here's what's happened so far:

- 1) The Kuilima has had a hotel manager, Dale Seiders, on Oahu for nearly three years, getting acquainted, helping in hotel design and construction and drumming up business.
- 2) The Kuilima is being promoted by all company hotels.
- 3) A special mainland representative

has been selling Kuilima for more than a year and one-half. Ron Lindemann, Kuilima sales director, is currently handling this duty in Los Angeles.

4) A director of public relations, Bill Youngren, is making Kuilima better known in Hawaii and through mainland media.

Surfing Classic Sponsor

The Kuilima will receive national attention as sponsor of the famous Duke Kahanamoku Hawaiian Surfing Classic, Dec. 8-14. The event is seen by millions annually on Wide World of Sports, ABC-TV. The Kuilima is only five miles from Sunset Beach, site of the spectacular, a spot many surfers claim offers the highest and most spectacular waves anywhere.

5) Special "packages" have been assembled to attract business, including the five-day, four-night Castaway.

6) A golf "package" is being advertised by American Airlines in its Great Golf Resorts promotion.

7) A special "space available" offer has been made for airline personnel.

8) Another sales firm, Robert F. Warner, Inc., represents the Kuilima, in

addition to John A. Tetley and the American Express Space Bank.

The Webb Corporation, in partnership with PIC Realty, a subsidiary of The Prudential Insurance Company of America, is offering a beautiful resort only 45 minutes from Honolulu, yet one which offers the peace and beauty of an "outer island."

Its success *can't* be left uncertain — that's why a lot of people are telling the traveling public about the Kuilima.



Dale Seiders



Bill Youngren



Ron Lindemann



THIS PHOTO of rising Kuilima hotel reveals that rooms and public areas are taking definite shape. Shown is one of three wings of the 500-room resort, with steel in place for (from left): Kuilima

Dining Room, White Whale Lounge and Tiki Terrace restaurant. In foreground is part of Turtle Bay surfing area (photographed in a relatively wave-free moment).

Flat, Drab Golf Course Won't Attract Home Bu

(Continued from Page 1)

surveys his work and perhaps thinks of when he was playing famous ocean-side courses professionally, instead of designing them.

Like other Webb hotel courses, Kuilima will attract vacationers and even help sell conventions.

And very often these months, Pete Dye drives over to the Webb-Chrysler Realty development called Wabeek, to up-date construction of 18 holes of golf he is fashioning there, along with Jack Nicklaus.

Next summer, carts will roll across turf once trod by Pontiac Indians. Golfers will be very conscious of playing a Dye-Nicklaus course, and will perhaps brag a little about it at their next business luncheon.

It's all part of the crazy, fun world of golf.

In Sun City, Arizona, in any new area which includes on and off fairway sites, golf course homes always sell faster despite a considerable premium.

Sales Manager Ken Parker says: "Many of our buyers have either lived on or near a course, or their association with golf has left a lingering desire to live beside one.

"Of course, we are quick to point out the added privacy, unrestricted view of Arizona sunsets and mountains, and the natural, lush beauty of the course itself."

At Sun City, Del E. Webb Development Co. does its own designing and construction.

Despite Arizona climate and terrain, a Sun City course would not attract home buyers or golfers if it remained flat and unlandscaped.

In the case of Sun City's sixth course, what residents and golfers are really seeing is 9.5 million cubic feet of rearranged earth and tons of imported greenery.

Kuilima Golfers Will Play Here



AREA encircled marks general location of one green and one tee of the Kuilima course. Golfers will have spectacular view of Pacific on all 18 holes.

The earth and the tif-green and bermuda turf it grows, 31 miles of water pipe, 65 miles of wiring, and about 4.5 million feet of "French" drains.

Where cotton and lettuce once sprouted, course number one boasts 133 palm, 70 olive, 130 citrus and 101 miscellaneous trees.

Like Sun City's Lakes West course, it will be laced with a stream, complete with mountain-like rocks and driftwood.

Jeff Hardin and his engineering department, which supervised construction of Sun City layouts, also did "basics" on the Kuilima course.

"Whereas layout was dictated by home platting in Sun City, the challenge at Kuilima was to "tie two ocean greens to the hotel, the highway and the rest of the development and still have a good course," says Hardin.

While most of the Kuilima terrain was flat, earth cover was as shallow as two feet over coral, rock and heavy sand. Achieving differences in elevations required stockpiling and even soil borrowing from nearby mountains.

Northern Oahu's 40 inches of rain can be credited with an assist, because use of surface drainage ditches freed additional soil.

Use of on-site sand for traps was another plus. So was availability of mature trees.

"In Hawaii, trees grow four to five feet a year," reports Hardin. "On the Kuilima course we'll have mature cocopalms, ironwood, African tulip, rainbow shower, weeping baobabs and others."

"Prevailing winds are an important playability factor on Kuilima," says Designer Fazio.

"Breezes can change some par four holes from a driver and eight iron to a driver and four wood."

Fazio has designed as many as five tees on some holes, with the course playing from 5950 to 7050 yards.

Kuilima Country Club Takes Shape



GEORGE FAZIO, right, points out Kuilima golf highlights to Meeker, golf enthusiast and Webb Corporation vice-president.

Hotel Guests

Two par three holes will be almost entirely across man-made lakes. The Pacific borders greens 6 and 11, and 7 and 12.

While Arizona and Hawaii climates make it possible for to be on a green less than one year after first dirt is the Wabeek course presents problems revolving around r.

Construction was started on the 6259-yard course in nber, 1970, with play scheduled for June, 1972.

Before the Toronto Bent grass greens and hybrid-blue grass ys could be seeded, nearly four miles of irrigation pipe be installed.

Three lakes on the former estate of Michigan's late Sen. Couzens figure in play, on 11 holes in all.

Early in 1971, GOLF WORLD reported that Pete Dye "probably the hottest designer going right now." Here ye's description of Wabeek's 16th hole:

The finishing holes on the course are designed to be the ongest — the ones you will remember, and this one arts it all. Surely one of the most beautiful par 3's of golf, #16 starts out from an elevated tee in beautiful oods, across a small stream over a large glade of nature's own water reeds, across more water to a ntastic green set in a background of prime trees, nd, a huge hill and, you guessed it, a dozen or so ottish bunkers. Par 3; 145-195 yards."

One of the Webb firm's most intriguing courses is planned slopes and valleys of Virginia's Massanutten project, near s mineral springs and Civil War locales.

When the layout is finished, residents will buy on it golfers will play on it faithfully — such is the fascination he game.

Wabeek Designers Envision Course



GRESS on Wabeek course is surveyed by Pete Dye, right; his er and associate, Andy, left, and Max Robertson, construction ntendent.

This, Too, Was Once Arizona Desert



"INCREDIBLE" is the word often used by golfers on Sun City, Arizona's Lakes West course when they view the tumbling, mountain-like stream that laces the 18-hole layout.

This Course Serves Three Hotels



SAHARA-NEVADA Country Club course, an 18-hole layout convenient to all three Webb Las Vegas hotels, is an important sales tool for the Sahara, Mint and Thunderbird.

Prudential Plaza Scores On Quality And Location

Faith in Denver and the vitality of its urban development has been justified for Webb builders and PIC Realty, subsidiary of The Prudential Insurance Company of America.

As Del E. Webb Realty & Management prepares to open the 25-story Prudential Plaza office-retail complex, it is assured of such impressive new neighbors as Mountain Bell.

According to the Denver-Urban Renewal Authority, \$124 million has already been invested or committed to Skyline redevelopment, of which Prudential Plaza is part.

Webb construction crews directed by Supt. Charley Morris and Bob Crosse, manager of project operations, swapped giant cranes and tons of wet concrete for the more refined tools needed in tenant improvements.

The Webb leasing staff headed by Dick Whiting and bolstered by Rich Robbins and William Busi, is telling the Prudential Plaza story not only in Greater Denver but throughout the United States. Denver, like Phoenix, is achieving national recognition as a headquarters city.

"Location and quality are generally number one and two requirements in selling office space," points out Whiting. "Quality of our complex was assured from the beginning.

"The roster of our Skyline neighbors now assures Prudential Plaza of excellent location credentials for decades to come."



Skyline 'Gem' Acquires Sparkle



PRODUCT now being "sold" in Denver by Webb Realty & Management is \$23 million Prudential Plaza. When these Sept. 1 photos were taken, two climbing cranes were being dismantled and planters for extensive landscaping (photo immediately above, foreground) were being prepared for October landscaping. Immediately east of Prudential Plaza, obscured by tower in above photo, is site of announced \$35 million Mountain Bell complex. (Robert Crosse photos)

Oak Brook In Select Company

Oakland, Richmond, Indianapolis, St. Paul, Louisville, Wichita, Bridgeport, Baltimore, Stamford and Oak Brook, Ill.

One thing they have in common is that they are *each* headquarters for five firms among FORTUNE magazine's "top 1,000" industrial corporations in the United States.

These Oak Brook-headquartered companies and their FORTUNE ranking: Chicago Bridge & Iron (339); Bunker-Ramo (357); Bliss & Laughlin (578), Clow (743) and Portec (909).

Oak Brook's "garden" industrial park contains regional offices for dozens of the nation's large firms. Others are located in the community's half-dozen office buildings.

Strathmore Honors Webb Annual Report



FOR PRODUCING the firm's 1970 annual report, Webb Graphic Arts Director Marie Martel received an award from Strathmore Paper Company which said, in part: "Very seldom in the course of our dealings with the graphic arts industry, do we witness a piece of work that is so outstanding either in its design or in the skill with which it has been produced, that we feel a special indication of its excellence should be noted. It is for such a piece of work, that we are presenting to you our rarely given Certificate of Excellence."

Wabeek Opens To Excellent Acceptance

With little more fanfare than the general Detroit-area knowledge of its progress, Wabeek opened on the second weekend in September with buyers making deposits on 48 town houses.

Of 40 units in the \$60,000-\$70,000 range offered by Webb builders, 27 were secured. Another builder, to whom the Webb-Chrysler Realty project had sold land, sold 21 of 40 cluster homes available.

For news of Wabeek golf course progress, along which several hundred single-family homes will rise — plus condominiums — see the story on Webb golf courses beginning on page one.

MASSANUTTEN MINERAL WATER MIGHTY MARVELOUS MEDICATION

Few locales are richer in history than the Webb firm's 5,200-acre, second-home project in Virginia's Shenandoah Valley, and John Hopkins, III, president of Massanutten, Inc., can rightfully claim a rich share of this lore.

The Hopkins family history in the Massanutten area dates to the early 1800s. In 1850, G. T. Hopkins, John's great-grandfather, recognized the potential of rich mineral springs on the southeastern slope of Massanutten Peak.

By 1875, Hopkins was operating a 1000-acre resort named Rockingham Springs.

Claims for these springs — in the best tradition of spas in America and Europe — were anything but modest:

"The water is of great value in malarial diseases, asthma, disease of nervous system, neuralgia, scrofula, glandular enlargements, chronic skin afflictions, rheumatism, rheumatic gout, liver diseases, consumption, diseases of the alimentary canal, constipation, deficient nerve tone in the bowels, dyspepsia, chronic diarrhea, hemorrhoids or piles, diseases of the urinary organs, as albuminuria, irritable bladder, fever and ague, and has proven highly efficient in pro-

moting many permanent cures."

How exaggerated were these glowing phrases is debatable. An 1880 description of Massanutten mountain, however, rings very true, as home site buyers will discover.

"The scenery is beautiful, wild and romantic, and the country is threaded with pleasant walks, horseback rides and carriage drives in all directions leading to beautiful moun-

tain regions, covered for the most part with primeval forests. The situation is extremely dry, and free from dampness and morning fogs."

Poet Sidney Lanier was among well-known patrons of Rockingham (Hopkins) Springs.

At \$1.50 per day, including a large room and three meals, he undoubtedly had plenty of company during the five-month season.



ENTICING view into one area of 5,200-acre Shenandoah Valley development reveals the type of rolling land that surrounds Massanutten Peak and "captured" interest of vacationers 100 years ago.

Home Office Personnel Promoted At Officer Level

George Reeve, corporate vice-president and general manager, Commercial Group, has been named an executive vice-president. He joined Webb's Commercial Division in 1962 after managing a Phoenix apartment while in college.

Made corporate vice-president were Rex Maughan, Lowell Ives and Bill Doss.

Maughan is general manager of the firm's Realty & Management Co. subsidiary. Before joining Webb in 1967 he managed several Phoenix high-rise office buildings.

Doss was vice-president of a Phoenix construction company before becoming homes sales manager in 1966 for Webb's Oak Brook project. In July he

was made general manager, Land Development Division, after heading all Oak Brook development for several years.

Ives, general manager of the Phoenix office, Contracting Division, was president of Ives & McCullough construction firm in Phoenix before joining Webb in 1964.

Carolann Ivie Earns Distinctive Recognition



LEGAL SECRETARY Carolann Ivie was one of only nine secretaries in Arizona to earn during 1971 the Certified Professional Secretary designation by the National Secretaries Association, for which timed tests in six categories must be passed during a two-day examination period. Carolann, Home Office secretary to Dick Waters (at left), is a Brigham Young University graduate in Office Management.



George Reeve

Rex Maughan

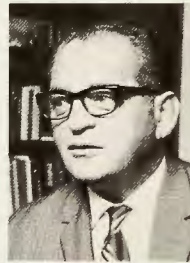
Bill Doss

Lowell Ives

Death Overtakes Jim Stamatis, Sr., R. G. Kenson

James (Jim) Stamatis, Sr., project manager for Sun City Center, Fla. for four years, died suddenly in Phoenix on Sept. 12 at age 55.

He joined the Webb firm as superintendent on the Camelvista housing project in 1957. Previously he had been superintendent for building firms in California and Oklahoma, and owned his own construction company.



Jim Stamatis, Sr.

He is survived by his wife Hazel and son James, Jr., who is employed by the Del E. Webb Realty & Management Co.

R. G. Kenson, 70, former administrative assistant to Webb executives and at one time company safety director, died Sept. 14 at his home in San Diego after a lengthy illness.

He first worked for the Webb firm as chief engineer on Navy projects early in World War II. During the 50s he assisted in negotiating some of the firm's major construction projects. Surviving are his wife, Beth; three sons, and several grandchildren.



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Judge A Beauty Contest With Del Webb



IF YOU picked Lindsay Bloom, sixth from left, as winner of Miss Arizona-World Contest at Phoenix TowneHouse, you agreed with one of the judges, Del Webb. Mr. Webb was also to judge the national finals in Virginia.



THE WEBB Spinner



Vol. 25, No. 11-12

PHOENIX, ARIZONA, NOV.-DEC., 1971

8 Pages

Webb Corporation Boosts 'Team Building'

"Team building" and "construction management" are phrases used with increasing regularity in Webb construction offices.

They represent a relatively new construction approach which has outdated the traditional bidding process on many large private and government projects.

Webb has used "team building" for many years on its wholly-owned and joint-venture projects. Now the Con-

struction Group is aggressively suggesting the concept to third parties.

The traditional building method proceeds generally in this order:

- 1) Owner decides to build.
- 2) Architect selected.
- 3) Architect prepares preliminary sketches and cost estimates.
- 4) Interim financing obtained.
- 5) Architect proceeds with final drawings.
- 6) Contractors submit bids.

- 7) Bids may be much higher than architect estimated, due to labor and material increases since time of initial estimates. Owner may scrap project, but usually decides to proceed.
- 8) Permanent financing obtained.
- 9) Contractor awarded job.
- 10) Building is constructed, often with dozens of change orders and disagreements between owner-builder-architect.

Steps in team building-construction management:

- 1) Owner decides to build.
- 2) Owner selects architect, construction manager, leasing manager, and financial representative.

(Continued on Page 2)

TowneHouse Adopts 'Friendly Phoenix'



FIRST OFFICIAL presentation of "Friendly Phoenix Program" was made to staff of Del Webb's TowneHouse, under direction of Dick Gray, vice-president of the Phoenix Chamber of Commerce Tourist Development Division. Gray, left, and John Roberts, TowneHouse general manager, hold "Friendly Phoenix" flag, symbolic of importance of tourist industry to Phoenix and Valley of the Sun.



PLANNING from project conception is key to Webb Corporation "team building," as practiced in the conference picture above by Webb personnel, from left: Harold Belsher, Tom Sorensen, John Rechlin, W. P. (Bill) Collins and George Reeve, executive vice-presidents, Marvin Todd and Fred McDowell. At right is Jerry Atwood of Flatow, Moore, Bryan and Fairburn, architect on all development in the Webb firm's Rosenzweig Center. The Center's newly-occupied Greyhound Tower was recently honored as one of three buildings in Greater Phoenix to receive a special 1971 "Excellence in Concrete" award for structural use of the material.

Rosenzweig Center A Result Of 'Team Building' Approach

(Continued from Page 1)

- 3) Above team proceeds to design and build phases as they are needed.

It is as construction manager where Webb builders see their greatest opportunity.

"Team building can save an owner considerable time and money," says Bill Collins, Webb executive vice-president. "It makes so much sense it's amazing more large projects aren't built this way."

Last summer Collins, representing

large general contractors who use construction management methods, spoke on team building at the national convention of the American Institute of Architects in Detroit.

To illustrate its advantages, he cited
(Continued on Page 7)



George AFB, Clark County Courthouse Projects Complete

COMPLETED PROJECTS among Webb construction assignments include 200 factory-built homes at George AFB, Calif., similar to units shown above, and additions to two structures at the Clark County Courthouse, below, in Las Vegas, Nev. At George AFB, a joint venture with General Electric, Webb supervisory personnel included the late Dick Buck, superin-

tendent; Ken Boone, manager of project operations; Hubert Schroeter, engineer; Ron Snow, office manager and Al Schafer, plant supervisor for G.E.'s manufacturing facility. The Clark County Courthouse addition was directed by Joe Kies, superintendent; Jim Harrison, manager of project operations and George Redhead, office manager.



Beverly Wilshire Hotel Makes Grand October Entrance



CONTINENTAL flavor of Beverly Wilshire hotel tower is established by wrought iron entrance gate and balconies, marble arches and French doors. (Photo, Welton Becket & Associates)

Opening of Hernando Courtright's Beverly Wilshire 12-story tower, under the theme, "Return to Elegance," marked the end of a unique Webb construction challenge in Beverly Hills, Calif.

At groundbreaking Courtright used a gold shovel to throw dirt into the hotel's swimming pool. The gesture was strictly ceremonial.

Not only did Webb builders have to remove the swimming pool, but thousands of tons of dirt to a level four stories below ground. Working in cramped quarters, engineers "tied" pilings into surrounding terrain to withstand 10,000 pounds of pressure.

"It doesn't really fit to compare the addition to an iceberg, except to say the most difficult construction is out of sight," says Webb Senior Vice-Pres. Appy Guizot.

"When we built Los Angeles County Art Museum we 'floated' the complex on a huge concrete slab over an ancient tar pit. The Beverly Wilshire is 'fastened' into the earth like a giant tree."

Nor was above-ground construction "normal." Architect Welton Becket and Associates located the swimming pool atop a two-story, 1,000-seat ballroom, penthouse apartments atop 260 guest rooms, and between the original hotel and its addition designed a grand cobblestone entrance enclosed by a decorative gate.

Webb supervisory personnel includes Robert Gray, superintendent; Fritz Danielson, manager of project operations; Jim Haslinger and John Moore, engineers and George Lord and Mike Nesbitt, office managers.



TWELVE-STORY hotel addition on Wilshire Boulevard is tallest building in Beverly Hills.



BAROQUE swimming pool and sundeck, atop 1,000-seat ballroom, are bracketed by rooms, gym, snack bar and sauna.

Completed University Of Arizona Hospital 'A Rolle



FUTURE doctors for Arizona and many other states will be trained on an attractive campus at the University of Arizona's teaching hospital, recently completed by Webb building. Photo above includes main hospital building. **LEFT** — photo reveals how basic sciences building, constructed earlier by Webb, and designed by Friedman Jobusch, "fits" into plan. College of Medicine site. Many years ago the acreage contained school polo field.



Challenge'

Webb Builders Construct Hospitals In Five Years

Within the last five years the Webb Corporation completed six major hospitals and currently two medical facilities underway.

Building the average highrise office is one kind of challenge," says Bob Whitacre, manager of project operations for the recently completed University of Arizona medical facility.

A hospital is another — more like building a mature city.

Take a 300-bed facility like the U. of A. hospital. It could be compared to a 300-room hotel, considering plumbing, wiring, etc. That's not all. A hospital room must have oxygen and other special facilities.

Then there are cafeterias, kitchens, laundry, auxiliary power plant and dust-free operating rooms.

The university hospital also contains many other teaching and lab rooms.

"If you've ever had the patience to hang just one door," said Whitacre, "you'll appreciate we had to hang 2,385 doors in that one project."

Webb builders are by no means out of the hospital construction business. In Los Angeles they are erecting the Cedars-Sinai Medical Center, and in Honolulu the Straub Medical Clinic.



CENTRAL nurses' stations provide maximum visibility and minimum distance to rooms of patients.

'RANKS WITH BEST'

UofA Hospital Wins High Praise

Washington's final inspector has nothing but praise for the University of Arizona's just-opened teaching hospital, saying that "it ranks with the best."

Lawrence E. Mac Donald, a regional architect for the Health, Education and Welfare Department (HEW), called the center "one of the finest teaching medical facilities in the country."

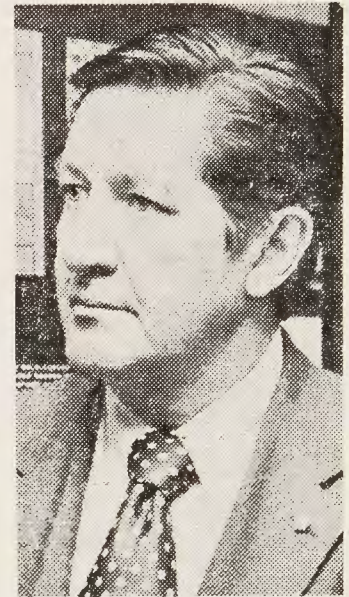
The hospital and medical facilities consultant toured the eight-story complex yesterday to prepare the final federal certification of the center.

Because the \$23.5 million hospital was built with about \$15 million in federal funds, there were numerous technical design requirements.

Mac Donald, who works for HEW's new Facilities Engineering and Construction Agency, said the UA Hospital is as complete as the Mayo Clinic and as modern as the new medical facilities at the University of California's Davis campus.

Mac Donald said hospital construction presents "the most complex problem in architecture, especially teaching hospitals. There is no construction problem you won't find."

He praised Friedman & Jobusch of Tucson, the architects, and the Del E. Webb Corp., of Phoenix, the builders, and lauded the UA for its cooperation and teamwork.



— Citizen Photo

L. E. Mac Donald

Mac Donald even complimented the hospital's aesthetics, describing it as "very photogenic."

Neither the hospital nor the UA were new to Mac Donald. He's worked with the center's planners for six years, and has inspected nearly every UA building put up in the last four years.

Mac Donald and George Hansen, a HEW district engineer from Phoenix, also are familiar with most of Arizona's new community medical facilities because federal funds helped finance their construction, too.

Tucson Daily Citizen, Sept. 8, 1971



OFFICIAL opening ceremonies for U. of A. hospital.

University Hospital Contract Largest In Arizona History

The clinical sciences and teaching hospital structure recently completed by Webb builders at \$18.8 million represents the largest building contract ever awarded in Arizona, reportedly three times more than any single building agreement ever before approved by the Arizona Board of Regents. Square footage in the hospital, and two other College of Medicine facilities built by Webb, is the equivalent of 18 football fields.

Hospital Building Team Planned For Three Years

Three years of study were required by the planning team which "put together" the University of Arizona teaching hospital. That team was composed of Dr. Merlin DuVal, dean of the College of Medicine; Dr. Oscar Thorup, head of the department of internal medicine; Dr. Philip Krutzsch, head of the department of anatomy and the architectural firm of Friedman and Jobusch, which also designed the adjoining basic sciences building.



'Red And Black' Packed Up After Longest Stay Ever

When Webb builders this fall removed job trailers from the University of Arizona's College of Medicine, it marked the longest the red and black Webb logo had remained at one site.

Webb won the basic sciences building contract in mid-1966 and followed with successful bids on the College of Nursing and the clinical sciences-teaching hospital.

Wayne Holland spoke for other Webb construction men when he quipped: "I feel like an alumnus . . . like I earned at least an honorary doctor's degree."

Over the five-year period Webb completed \$25,664,891 in construction under three contracts.



LONG-TIME Webb personnel assigned to hospital include Supt. Wayne Holland, Asst. Supt. Bill Lloyd and Manager of Operations Bob Whitacre, from left, shown at "top out" ceremonies. Other personnel included Tom Gardner, assistant superintendent and John Schultz, office manager.



ATTRACTIVE staircase, above, leads to hospital's second story, which contains facility's main entrance and information desk, left.

Webb Office Tower Sold In Albuquerque

The Webb Corporation has sold its 18-story First National Bank Building in Albuquerque, N.M. for \$3 million to a partnership of Albuquerque and Rockford, Ill., investors.

The building is one of the largest in New Mexico. The sale included a portion of eight acres of land as well as the remaining 89 years of a 99-year ground lease on the balance of the acreage. Purchasers were Gene H. Hinkle, Albuquerque realtor, with partners George Walker and Scanvest, Ltd. of Rockford.

Built and opened in 1962 by the Webb Corporation as an equity property, it has since been owned and operated by the Company.

Prudential Plaza Plantings

The planting schedule for the 40 percent of Prudential Plaza which is public "open" area reads like landscaping specifications for a small park. Included are 6 Shademaster Honeylocust, 15 Marshall's Seedless Ash, 20 Little Leaf Linden and 360 Broadmoor Junipers.

Insurance Firm Cites Prudential Plaza For 'Fine Safety Record'



CHARLES MORRIS, center, superintendent on the firm's 25-story Prudential Plaza complex in Denver, was recently honored by Fireman's Fund Insurance Companies for an outstanding safety record. Here Morris is congratulated by Del Webb, right, and George Robie, Denver vice-president for Fireman's Fund, who termed Morris' safety program "one of the finest and best-controlled projects our Loss Control people have had a chance to review."



DEL WEBB, at store he built for A. J. Bayless, is flanked by Roger Hagel, right, president of the grocery chain and Alva Aurandt, produce manager, who had been at the store for 26 years.

Closing Store Recalls Memories From 1931 For Its Contractor

In 1931, when Del Webb built the second A. J. Bayless store for what was to become Arizona's largest home-based grocery chain, both he and its owner were "comers" in their respective fields.

Forty years ago the store was on the perimeter of an expanding city; in early November it closed to make way for an elevated freeway to bisect downtown Phoenix.

Mr. Webb reminisced about the job:

"We completed it in 27 days, working 24 hours a day to beat some kind of deadline. Labor cost 25 cents an hour. On one job, bricklayers were getting \$4 a day."

As he left the store at 1131 N. Central Avenue, stepping across a sidewalk imprint which identified the builder and year, he recalled a day in 1928.

"I was a carpenter on a store for the father of A. J. Bayless. My boss pulled out. I was sitting around with a bad check, wondering whether to leave Phoenix, when J. B. asked me to finish the building."

The rest is history.

Hotels, Sun City Help Boost Webb Earnings

Third quarter Webb net earnings for three months ended Sept. 30, 1971, rose 60 percent to \$2,152,080 or 24 cents per share on gross revenues of \$83,326,281. Last year's comparable quarter had recorded net earnings of \$1,343,474 or a restated 15 cents per share on gross revenues of \$68,707,278.

Net earnings for nine months ended Sept. 30, 1971, were \$3,266,597 or 37 cents per share on gross revenue of \$228,813,078 compared to last year's similar period which had earnings of \$3,473,544 or a restated 40 cents per share on gross revenue of \$207,511,753.

Pres. R. H. Johnson attributed increased third quarter results to record sales at the Company's Sun City, Arizona development, which had sold over 2,000 homes in 1971 through October, and to the hotel group, which exceeded third quarter forecasts.

'Quiet Revolution Sweeping Industry'

(Continued from Page 2)

the Webb firm's Rosenzweig Center in Phoenix, in which team architect throughout development has been Flattow, Moore, Bryan and Fairburn.

Robert Fairburn, FMBF partner and manager of its Phoenix office, says about construction management-team building:

"We very strongly recommend this approach to all our clients. A developer can no longer afford the 'surprises' involved in the lengthy, traditional bidding process.

"We want a contractor to work with us from the beginning of a project.

"Webb and FMBF have used team building for more than a decade. This gives us more experience at the concept than 90 percent of all architect-contractor teams."

"A quiet revolution is sweeping the nation's construction industry," is the way *Pacific Building News* began its November article, "The Era of Team Building Is Here."

"Spiraling labor, financing and materials costs have made the traditional methods of constructing major projects drastically inadequate," reports the newspaper.

Christmas Spirit Continues In 1971



HELPING load van with food and recreational equipment, 1970 gifts of Webb Corporation employees to boys home at Pima Indian reservation at Sacaton, Ariz., were Jack Gimbel, left, business manager; Susan Wilson, his secretary and Tana Gage, right, public relations secretary. Employees will take part in fourth annual "sixpack" canned food program, with 1971 gifts going to Indian girls home at Sacaton. In 1970, many from Home Office and Webb employees from 11 other project offices, contributed cash in lieu of mailing Christmas cards to each other. The same suggestion is offered, with proceeds this year designated for sewing machines and materials.

Webb Job Helps Star Keep In Good Shape



WHILE starring and coaching for the Phoenix Blazers football team, Dickie Brown keeps in good shape at the Phoenix warehouse working with Bob Jones and Tom Edge. A defensive back who played first string for Arizona State University for three years, Brown is currently eyeing possibilities for a career in professional football. The Blazers lead the Western Football League with an 12-0 record, during which Brown has intercepted eight passes and returned three for touchdowns. Pose above resembles quarterback, a position he has played occasionally.

Kim Bannister III Is Wed

Kim Bannister III, an estimator and operations man on the Sun City, Arizona, project and the son of Kim Bannister of Phoenix who served in Webb Company operations from 1946 to 1966, is a new bridegroom. Young Kim, an Arizona State University graduate, recently wed Barbara Pate, daughter of Mrs. Ray Brown of Scottsdale and H. M. Pate of Phoenix.



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Member of International Association of
Business Communicators and
Arizona Business Communicators

Bob Sheer Leads Webb Promotions

R. R. J. (Bob) Sheer, manager of Webb's Hawaii construction office, has been named a corporate vice-president.

Sheer moved to Honolulu in January, 1969, from the firm's Los Angeles office where he joined Webb in 1957. He is a native of London, and became an American citizen in 1965.



Bob Sheer

While chief estimator in Los Angeles, his department's successful bids included Loma Linda Hospital, Los Angeles County Museum of Art, Anaheim Stadium, One Wilshire Building and Santa Monica Shores Apartments.

At Sun City, Ariz., new Del E. Webb Development Co. vice-presidents are Walt Thibeau, Gaylen Bartlett, Wally Britton, Jeff Hardin and Loren Krumwiede.

At the Home Office, George Sopp was named manager of corporate accounting in addition to manager of taxes.

George Shaw, Dick Buck, Long-Time Employees, Succumb To Illnesses

George Shaw, warehouseman for the Los Angeles construction division and an old-timer with a legion of friends among Webb Corporation people, passed away in Arcadia, Calif., on July 23 at the age of 58 after a lengthy illness. Shaw began his Webb career in 1945 as a truck driver, and in 1952 was assigned the responsibility of operating the Los Angeles warehouse. He is survived by his wife, Dorothy, and three adopted children: Sheri, 19; John, 18; and Jeanine, 10.

Richard (Dick) Buck, 59, died Oct. 2 at Scripps Clinic after a three-week illness. He joined the Company in 1965. As a project superintendent he headed the Santa Monica Shores, Norwalk Courthouse, Fort Ord and George AFB automated housing jobs. He is survived by wife Priscilla and one child.



JANUARY 1972
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THE WEBB *Spinner*



Prudential Plaza—New High In The Denver Sky

A planned February grand opening will "officially" bring a \$23 million development onto the Denver skyline and retail-office market. Several tenants will already be occupying space.

"Prudential Plaza has done much to set the pattern of other present and future building, because of the willingness of its joint venture developers to

fulfill our requirements," said J. Robert Cameron, executive director of the Denver Urban Renewal Authority (DURA).

"It brings the nationally-known Del E. Webb Corporation to Denver as the builder and also manager of a major project, and it continues the leadership role of Prudential Insurance Company

as a financier of Denver-area construction.

"The relationship between DURA and the developers has been one of cordial cooperation," said Cameron.

Since Prudential Plaza was launched in 1969, other major investors have begun or announced multi-million dollar ventures for the immediate area.



PRUDENTIAL PLAZA includes tower, two- and three-story financial and retail buildings and a 600-car underground parking garage. Nearby neighbor (left) is historic D&F Tower.

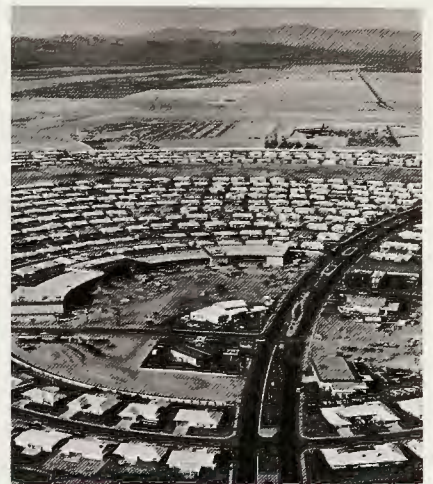
Sun City Soars To Sales Record

With sales of 2,535 homes and apartments during 1971, Sun City, Arizona eclipsed the former sales record of 2,072 units, set in 1970, by approximately 22 per cent.

Value of the sales is more than \$73 million.

Sales of 1,301 units during its first year (1960) were not topped until 1968, when 1,331 sales were recorded. The 1969 figure was 2,038.

Population of Sun City is an estimated 20,000.



BRADSHAW MOUNTAINS seem to beckon Arizona's Sun City development, as homes and apartments "spring up" in record numbers with such accompanying commercial construction as a fourth shopping center (foreground).

Rules Don't Change Signing Hotel Group Business Is Not A Casual Affair

The rules haven't changed much. It may be easier and quicker to make the trip, but salesmen still have to go "where the business is" to get group business.

Early in January, where the business is happened to be Del Webb's Mountain Shadows in Scottsdale, co-host hotel for a joint conference of the Medical Exhibitors Association and Professional Convention Management

Association. To meet executives influential in booking hundreds of medical and dental-related meetings each year, sales managers from all Webb hotels flew to Arizona to host an "early bird" reception, along with top hotel and corporate officers.

About Webb hotel business, Sig Front, hotels sales manager, says: "Forecasts for 1972 indicate group

and convention business will exceed that of previous years.

"We could see two years ago we would require extra effort in sales for 1972, and our top hotel management began to attack the problem then."

Affairs like the Mountain Shadows reception for medical meeting executives are efforts to assure continued high levels of business for 1973 and beyond.



HELPING make sure Mountain Shadows reception was something to remember was chief responsibility of Chuck Kersey, right, and Paul Beloud, TowneHouse and Mountain Shadows sales managers, respectively. Their main attractions — indoor golf putting contest and tables of snacks representing different cuisines and Webb hotels.



RECEIVING line at reception included Chairman Del Webb, (third from left), President R. H. Johnson (second from left), Ed Nigro (left), and Sig Front, Del Webb hotels president and sales manager, respectively. The convention for 500 people was attended by representatives of wide-spread convention bureaus, chambers of commerce and hotel chains.



HONOREES for Greyhound Tower award at Arizona Aggregate Association dinner, with Norman Hoff, AAA president, center, were Chuck Pearson, Flatow, Moore, Bryan and Fairburn (architect); George Reeve, Webb executive vice-president (representing owner); Charles E. Bacchus, Cottrell-Vaughn & Associates (engineers); and Lowell Ives, Webb vice-president (builder), left to right.

Webb-Built Structures Capture Four Awards In Four-Year Program

For the third time in the four-year-old "Excellence in Concrete" award program, a Webb-built structure has earned one of its top four honors.

Greyhound Tower was one of three structures to earn a 1971 Special Recognition honor from the Arizona Aggregate Association.

In 1970, the Walter O. Boswell Memorial Hospital in Sun City was awarded top prize. Another Webb-built facility, for Motorola in Scottsdale, earned a Special Recognition.

In 1968 the highest award was for the Webb-built Arizona State University Law School.

Ski Jargon Replaces Golf Gab On Slopes Of Rugged Massanutten Peak

Webb planners, who built golf courses along Lake Tahoe, the Pacific Ocean, over Michigan hills and on dozens of flatter desert and valley surfaces, are experiencing a brand new construction challenge.

They are fashioning the first 5 of an eventual 16 ski runs on steep slopes of Massanutten Peak in Virginia. And they were wise enough to get expert design help before they started.

The Sel Hannahs, senior and junior, are chief architects. Bob Kinney and Associates did initial slope design and are spotting the ski lifts.

The runs, expected to be ready for the 1972-73 season, will be a main attraction at the 5,200-acre second home development.

Vertical drop will be about 1,200 feet, with eventual runs of more than a mile.

The Hannah design duo started by "cruising" the slopes on foot.

First task was to lay out the chair lift lines, which must be straight.

Then, on parallel downhill journeys, they marked slope boundaries with heavy twine.

Bulldozers followed to smooth gullies and root out brush, which is saved, later mulched and spread on slope soil.

In some places, slopes are so rugged one dozer works an arc suspended on a cable stretching to another tractor anchored in place.

Pipelines to carry water and compressed air for making artificial snow will be installed when ski lift stations are built.

The lines, using a loop system for pressure stabilization, will provide water to air ratios of from 12-1 to 20-1, depending on temperatures. As much



SKI equipment seems natural around the office of Tom Tucker, assistant to general manager of Webb's Land Development division. He is a former ski instructor (a profession he still follows on Arizona winter weekends), who can advise on Massanutten ski operations.

as three inches of snow can be manufactured each night.

Once slopes are combed, and all debris larger than two inches removed, they will be fertilized and seeded. During summer and early fall, grass will be mowed with a final three-inch stubble left to hold the snow.

"Words alone do not show the rugged aspects of these boulder-studded ridges," reports Charley Buster, Massanutten public relations director. "Even photographs will not fully show them. But, man, what a view from the top!"

Water for the snow-making process will be stored in ponds, which will add to natural beauty of the ski area.

Already seven miles of all-weather road are constructed and 300 home sites have been staked. Of the first 161 sites offered, 130 have been sold. A formal advertising program has yet to be launched.

The Shenandoah Valley project is a joint venture of Massanutten, Inc., and Del E. Webb Virginia.



TOM RILEY, right, manager of project operations at Massanutten, is an excellent skier who is involved in day-to-day construction of the project's first five slopes. With Riley, at a Massanutten road-building site, is Len LaSala, center, general manager and Bill Raycraft, chief of operations.

TowneHouse To Double Coffeehouse Capacity

Waiting in line for lunch should be a thing of the past at the Phoenix Del Webb's TowneHouse, come March.

The coffeeshop is being doubled in size to seat approximately 200, according to John Roberts, general manager. At the same time, the room will receive an entirely new decor.

The new look won't be confined to one area, either, with 1600 square yards of TowneHouse lobby area scheduled for complete recarpeting, redraping and new furniture.

Banquet and meeting areas are refurbished on a continuing basis.

Hallmark Moves To Oak Brook

Hallmark Cards, Inc. has moved its North Central Regional office from Chicago's Loop to Commerce Plaza in Oak Brook. Hallmark is the parent firm for Kansas City's huge Crown Center development, for which Del E. Webb Realty & Management Co. is managing office and retail space.

In Sun City's Celebrity Series, Sunshine And

Where can you tan and take in a Patti Page performance at the same time?

At the Sun City Sun Bowl, where else?

Well, maybe nowhere else in the country.

When Miss Page faces an expected full house on Jan. 23, it will mark the 59th time Arizona's Sun Citians have congregated "on the green" for a performance.

And 7,000 smiling faces, amidst tiers of colorful sportswear, semi-circled by waving palm trees, is a sight to gladden the heart of any performer.

The roster of Sun Bowl performers is stunning.

Liberace, Dennis Day, Gordon MacRae, Ed Ames, Andy Russell, Rich Little, Bob Crosby, Gisele McKenzie, Harry James, Pete Fountain, Guy Lombardo, Roger Williams, Robert Merrill, Johnny Mann Singers, Jo Ann Castle and many others from the Lawrence Welk Show.

In addition to Miss Page, 1972 Celebrity Series includes:

Feb. 13 **Lawrence Welk Stars Myron Floren, Norma Zimmer, Jim Roberts, Bob Ralston and Arthur Duncan**

Feb. 20

March 5

March 12

March 19

Jimmy Durante

Peter Nero

Freddie Martin and his Orchestra

Jan Peerce

"Show biz" temperaments are legendary, but the stars who have been remarkable exceptions.

That doesn't mean everything has always gone smooth for Jerry Svendsen, Sun City public relations director, books and then generally emcees each act.

Last season an extra bright sun warmed up a Roger Williams performance which already had the crowd whistling and singing up favorite selections. Williams cocked an ear and explained the warm solar rays were untuning his shiny grand piano.

Hardly another selection had gone by before Svendsen's sidekick Al Pote produced an oversized umbrella which he dashed to a mike stand. Soon everything was in key again.

Brisk breezes have taught Svendsen and Pote to keep a supply of clothes pins on hand, especially after Liberace's director lost his cool when several musicians allowed the music to blow away.



TWO OF MOST popular performers ever to walk the Sun City Sun Bowl stage, Bobby Burgess and Cissy King, react to typical enthusiastic full-house crowd at the Webb resort-retirement town near Phoenix.

Smiling Faces Bring Out The Best In Performers

Airline travel has caused some anxious Sun Bowl moments.

Comedian Stanley Myron Handleman, forgetting he was scheduled at the Sun Bowl, caught a Sunday morning non-stop Las Vegas-New York flight. Andy Russell that day gave a *extended* performance.

Lea McKenzie sat up most of one night in a New York City hotel for a delayed flight to Phoenix. She arrived in time for her performance, even though she hadn't rehearsed with the local band.

Guy Lombardo's flight caused him to arrive a half hour after his concert started, but such is his popularity with Sun Citizens that he received a standing ovation when he strode on stage. His earlier Sun Bowl appearance had to be canceled because of a minute heart surgery. One of the Lombardo brothers (not named.)

The public can see a Celebrity Series show for \$2. A Sun Bowl ticket costs a Sun Citizen \$7.50.

A galaxy of admission-free shows are sprinkled throughout the winter-spring season.

The intricacy of booking and follow-through necessary to bring a star onto an outdoor stage where Svendsen can introduce a faultless performance is compared, by Pote, to putting

together a jigsaw puzzle with several pieces missing.

Results have been excellent, though, good reasons for Arizonans to say "Something is always happening at Del Webb's Sun City."

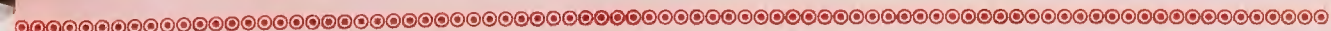


ANOTHER all-time Sun Bowl favorite, Guy Lombardo, meets his fans after a Sun City performance.

The Webb Point of View

No city, anywhere, can match entertainment offered by Las Vegas on any given day. On Jan. 1, for example, while Benny starred in our Sahara's Congo Room, "names" at other hotels included Steve Lawrence and Edie Gorme, Janet Prowse, Harry James, Jack Jones, Ray Anthony, Ink Spots, Connie Francis, Barbra Streisand, Fifth Dimension, Anne Warwick, and four lavish stage productions we estimate would equal or surpass the famous NYC Follies. * * * Prices are up in Las Vegas (where aren't they?) because entertainers' fees have skyrocketed, and hotel wages are up. Yet, dinner shows are not much higher than a meal at any good restaurants. And most lounge shows are a bargain for the price of a couple of cocktails. Las Vegas is still the entertainment capital of the world, and will be for many years. * * * Lake Tahoe, where our Sahara-Tahoe is the largest and finest hotel, also offers great entertainment. The real "stars" during mid-winter are the Sierra ski slopes which begin right across the highway from Sahara-Tahoe

(Heavenly Valley) and include Squaw Valley and others, and the adjoining Edgewood-Tahoe golf course for snowmobiling. Sahara-Tahoe's superb High Sierra showroom, now beaming first-run motion pictures, begins weekend star performances Feb. 4-6 with Juliet Prowse and follows on successive weekends with Jonathan Winters, Fifth Dimension, Roger Miller, Sergio Mendes, Pearl Bailey, The Carpenters and Johnny Mathis. * * * Did you know? The Sahara has its own nationwide toll-free numbers for reservations and information — 800-648-6802 (800-648-6881 in Arizona, California, Idaho, Oregon or Utah). All Webb hotels are served by the American Express Space Bank system, which advertises "hotel room confirmed while you wait." For 15 Western states that number is 800-528-6941. For Eastern states (including Missouri and Illinois) it is 800-238-5022. * * * The Hotel Kulima has a special employee plan good through 1973. Details should be in your hands soon.





Groundbreaking Off To Smiling Start At Cedars-Sinai Center

GROUNDBREAKING honors for Cedars-Sinai Community Mental Health Center were handled by, from left: Gerald Hutchins, project manager; James Craig, chief of operations; Elliot Robinson, owner's director of construction; Ruta Lee, Hollywood entertainer; Appy Guizot, Webb senior vice-president and R. H. Johnson, Webb president.

Webb Hotels Land Governors Meetings

Webb hotels will host the Republican Governors Conference this year, and the National Governors Conference in 1973.

Mountain Shadows in Scottsdale is one of three Paradise Valley hotels at which Republican officials will convene next Dec. 3-6, with the Webb hotel designated for a formal state dinner for 750 people.

Sahara-Tahoe at Lake Tahoe will house governors from all 50 states in the summer or fall of 1973. Nevada Gov. Mike O'Callaghan said Lake Tahoe was the unanimous choice of nine governors responsible for site selection.

Del Webb Featured Speaker At Four Banquets

Chairman Del Webb was the featured speaker at several recent functions in Arizona and California.

November appearances were before the Phoenix Jaycees and United Bank's "Outstanding Young Men" banquet; Marina del Rey Kiwanis Club in Marina del Rey, Calif. and the Sports-

men of Stanislaus Celebrity Series banquet in Modesto, Calif. (where Mr. Webb gained modest fame as a young semi-pro baseball pitcher).

In December he was guest speaker on behalf of the Thaliens Community Mental Health Center of Cedars-Sinai Medical Center in Los Angeles.



'Top Out'—Honolulu Style

PROUD MOMENT in Honolulu Construction office's project was observed by group in hard hats and a labor foreman garbed in evening clothes with "top" hat. From left: Robert Sheer, vice-president; Jim Steele, superintendent; Gilbert Martines, general labor foreman; Ted Blaha, inspector; Doctors Rigler, Hartwell, and McCarthy; Stan Kegel, manager of project operations; Dr. Simons; E. Alan Holl, architect, Stone, Marrassini & Patterson; Dr. Yamaoka and Don Gray, general superintendent.

Did You Know?

About Our New Rosenzweig Center Neighbor, Greyhound Corporation . . .

- It began in 1914 at Hibbing, Minn., carrying miners to the Mesabi Iron Range.

- It is the largest intercity bus company in the world, serving 40,000 communities. Its 5300-plus busses travel more than a million miles a day.

- Greyhound began diversifying in 1961, acquired Armour and Co. during 1970 and "leaped" to 29th largest industrial concern in U. S. with more than 61,000 employees and about 130 subsidiaries. Income in 1970 was \$2.75 billion and profits \$55.46 million.

- Major subsidiaries are now in Greyhound Tower at Phoenix Rosenzweig Center with the exception of Armour-Dial, which has scheduled an early 1972 move to fully occupy the 14 floors leased to Greyhound.

- Armour Pharmaceutical has operations in 80 countries and manufactures and distributes more than 170 human drug products.

- Dial is by far the largest selling bar soap.

- The staggered Greyhound work hours were not specifically designed to assist Rosenzweig Center traffic flow, although they are a tremendous help. Geared to Eastern markets the "shifts" range from 7 a.m.-3:15 p.m. to 7:45 a.m.-4 p.m.

Webb Expenditures To Swell Arizona Economy By About \$100 Million

The Webb Corporation expects to pour approximately \$100 million into the Arizona economy during 1972, most of it in the Valley of the Sun.

President R. H. Johnson said in a story in the *Arizona Republic* that 1971 expenditures were in the same range.

The 1972 figure includes salaries, overhead, operating costs and purchase of materials and supplies for Webb headquarters, construction and all Arizona properties, including Sun City.

Approximately 20,000 residents of Sun City will spend an estimated additional \$70-\$78 million.



GREYHOUND TOWER lobby centerpiece, decorative symbol of Greyhound Corporation's worldwide operations, provides backdrop for Gerald Trautman, left, and Raymond Shaffer, chairman and president, respectively, of the newest and largest tenant in Rosenzweig Center.

Still Choice Office Space in Greyhound Tower

As they began canvassing the Phoenix area for prospects for the remaining six floors in Greyhound Tower, Del E. Webb Realty & Management Co. found that, generally speaking, businessmen assumed Greyhound Tower was fully occupied by the giant Greyhound Corporation. Leasing director, Bill Hudak, is using a combination of personal calls, direct mail and newspaper advertising to "spread the word" that space is still available in Rosenzweig Center.

DON McKELLAR, left, and **Jim Stamatis** discuss material being used in sales → campaign to lease remaining space in Greyhound Tower.



Webb Christmas For Others A Great Success

Webb employees donated to the generous tune of \$370, five boxes of food and many clothes and "extras" to make Christmas happier for Pima Indian girls and boys at Sacaton, Ariz.

In addition to Home Office support, cash gifts came from Los Angeles, Kansas City, Sun City, Ariz., Las Vegas, Hawaii, Sun City, Cal., Canoga Park and Oak Brook. Fireman's Fund

Insurance donated \$15.

Since this year's drive was chiefly for the girls' home, cash was used to buy a sewing machine and considerable accessories. Some toys were bought for the boys' home.

In the second year of donating cash in place of exchanging Christmas cards, employees exceeded 1970 contributions by \$100.

Five Webb Employees Reach 25-Year Plateau During 1971

Webb Corporation personnel given service awards for completing 10, 15, 20 and 25-year terms during 1971 totaled 1,275 years employment.

Five were honored for 25 years of service: W. J. Miller and John Morton of Phoenix; John Meeker, Sun City, Arizona; and Fritz Danielson and Enola Owens, Los Angeles.



W. J. Miller



John Morton



John Meeker



Enola Owens



Fritz Danielson

Ten-year awards were given to 78 employees; 18 received 15-year honors; and 5 were recognized for 20 years of

employment. Many other employees of Webb subsidiary hotels also received service pins.

T-Bird Donates Theatre Equipment



UNIVERSITY of Nevada, Las Vegas, found the Thunderbird to be benevolent donator of \$2,000 worth of excess light and sound equipment. Hotel General Manager Maurice Fitzgerald, left, presents equipment to Professor Stephen F. Maynard of the school's Theatre Arts department.

Sahara Golf Attracts Gene Cernan



GOLF is a game that attracts kings, presidents and even astronauts, as this photo taken during Hotel Sahara's Invitational tournament indicates. From left: Chairman Del Webb; Richard Schofield, Sahara general manager; Mrs. Gene Cernan and Astronaut Cernan.

Racers Prep For Gruelling Mint 400 Contest



HONING racing skills they hope to use in their own Mint "400," March 19-21, Jess Hinkle, left, Mint general manager and Mel Larson, hotel public relations, plan Mexican 1000 off-road race. Driving a Bronco, they finished fifth in their division despite losing several hours either being completely lost or traveling slowly along treacherous trails.



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THE WEBB Spinner



EVENTS important enough to warrant network television coverage are not uncommon at Webb hotels. A recent Newporter Inn session was beamed via satellite to Tokyo.



DON KOSMAN, right, was recently awarded vacation at Mountain Shadows where he received thanks of President R. H. Johnson and first superintendent's safety award.

Where The Action Is

Resorts are increasingly where celebrities of all kinds — entertainment, business, politics—go to see each other, be seen, and sometimes seek privacy.

This goes not only for Webb's Nevada hotels, where
(Continued on Page 2)

Safety In Spotlight

Safety is one of the most unapparent, yet one of the most important phases of any construction job. It is also one of the largest undeterminable costs. Big signs lettered "This Is A Safe Job," don't make a job safe, although signs are

(Continued on Page 4)

Beverly Hills National Bank—New California Contract



TWELVE-STORY Beverly Hills (California) National Bank is new 18-month, \$7.6 million project of the Los Angeles contracting office. The steel-frame building, with three-level underground parking garage, was designed by Sidney Eisenshtat.

'Shadows Guestbook A Who's Who Of Celebrities

(Continued from page 1)

famous entertainers "do their thing," and where other important people attend and address America's largest conventions, but particularly for the firm's Mountain Shadows and Newporter Inn resort hotels.

Mountain Shadows has been famous virtually from the day it opened in 1958.

Early this month, for example, Richard Burton and Elizabeth Taylor enjoyed the luxury and privacy they desired, and even then, at least once they joined regular Mountain Shadows dinner guests.

The unexpected is expected.

U. S. Attorney General John Mitchell emcees a chic fashion show when wife Martha develops laryngitis.

At the Tennis Ball benefit, some famous Hollywood tennis buffs deliver impromptu stage performances.

A top corporation unfolds a surprise program to its best salesmen.

Guiding operations at this oasis in the Paradise Valley desert is Dietrich Mayring, who last month completed his first year as general manager.

Was meeting celebrities his biggest satisfaction last year? "No. It was just keeping Mountain Shadows running smoothly and meeting our forecast."

His biggest challenge for this year?

"Beating this year's forecast."



EIGHTH straight Five-Star Mobile Travel Guide Award is presented by Arnold Fury, left, director of Mobile Oil Co.'s Travel Service, to Dietrich Mayring. Prestigious and sought-after rating helps focus national attention on Webb Corporation's Mountain Shadows Hotel. **BELOW** — Tennis benefit dinner brought host of celebrities to resort, including Willie Shoemaker and Burt Bacharach, on left, and Vince Edwards, right, with Mr. and Mrs. Del Webb.



Top U.S.-Japanese Meeting Tests Hotelman Ross' Skill, Nerves

Presidents, kings, and the jet set. How to meet them?



RUTH ROMAN is guest of General Manager Doug Ross at Newporter Inn, another Webb resort famous for its architecture, lodgings, food and atmosphere.

Be manager of a Webb resort hotel, like Doug Ross of the Newporter Inn.

Ross has wined and dined them all, from Miss Americas to prime ministers.

Even so, the preparation is seldom easy. The intricacies were well illustrated in January when the Newporter Inn hosted Eisaku Sato, prime minister of Japan, and a huge retinue.

Plans began Dec. 14 when Ross assigned Elmer LeLanne and Virginia Fouts to make arrangements with members of the Japanese consul in Los Angeles.

By the time Sato landed at nearby El Toro Marine Air Base on Jan. 5, the following had been accomplished:

Villas and suites had been allotted for the Japanese prime minister, and minister of Foreign Affairs, Finance and International Trade and Industry.

Rooms had been reserved for United States Secretaries of Treasury and Com-

merce and their assistants, five ambassadors and the State Department Chief of Protocol.

Other allocations included 60 hotel rooms for the press, 50 rooms for the remainder of the Japanese party and 15 rooms for drivers, who, among other things, twice took the Japanese delegation to the Western White House 28 miles away in San Clemente.

Installed were 167 telephones, including direct lines to President Nixon and Tokyo.

The Japanese considered the visit important enough to rent NBC color television equipment for three hours to beam Newporter Inn scenes, via satellite, to Japan and the Orient.

According to Ross:

"Prime Minister Sato so enjoyed his dinner in our Wine Cellar that he insisted on another dinner the last night of his visit much to consternation of the Secret Service, and delight of Newporter's regular patrons."

Housing Only Part Of Sun City, Arizona Growth Story

Man does not live — you might say at Sun City, Ariz. — by house alone.

The tremendous flurry of home building there tends to overshadow Sun City's other construction story — the shopping, medical, recreational, religious and other "support" facilities of a normal town.

Even Valley of the Sun residents who realize that Sun City is now the state's ninth largest town, often think of it as almost entirely homes and apartments.

Approximately \$20 million in "commercial" construction will either be started or completed there during 1972 alone.

Sun City contains all the ingredients of a normal city except schools and heavy industry (and Arizona doesn't seek heavy industry).

The 1972 construction schedule includes, thus far:

Boswell Memorial Hospital — two additional floors.

Lakes Club — An elaborate private dining facility on Viewpoint Lake with a main room seating 240, owned and

operated by Del E. Webb Development Co.

Palmbrook Country Club — Full golf course, pro shop, locker room and dining facilities.

Suntowner — A Webb Development Co.-owned restaurant, with full coffee-house menu specializing in breakfasts.

Lakeview Medical Arts — Second of a four-phase medical center near Boswell Hospital; the fourth Webb-owned medical center in Sun City.

La Ronde Centre — Sun City's third major shopping center, Webb-owned like the first two. Its 35 firms, including a movie theatre, bring total Sun City businesses to 210.

Miniature Golf Course — The town's second, for all Sun Citians.

Golf Course — Sun City's seventh 18-hole facility (five for general play and two country club facilities).

Sun Dial Recreation Center — The town's fifth such facility will include two "firsts," an enclosed swimming pool and air-conditioned shuffleboard courts.

"Vacation Special" Apartments —

157 new units, bringing total to 295.

Sunland Memorial Park — Administration building, mausoleum and other improvements.

Kentucky Fried Chicken restaurant.

The Webb corporate construction group is building the Lakes Club, Palmbrook clubhouse and the Boswell addition and will probably erect the Sun Dial Recreation Center. Del E. Webb Development Co. will build the majority of the other projects named.



LAKES CLUB represents one of many non-residential projects at Sun City.

Webb Sells Sun City Center, Florida, Plus Part Of Sun City, California

Remaining property at Sun City Center, Fla., launched 10 years ago by the Webb Corporation, has been sold to the Walter-Gould Company of Tampa.

Although terms were not disclosed, Chairman Del Webb said the action was taken after a detailed study of the future of Sun City Center, and discussions with several nationally-recognized community builders.

Under the Webb Corporation the

community grew to 3,000 residents occupying more than 1,500 homes, a shopping center, Kings Inn motel, recreational facilities including an 18-hole golf course, a meeting hall and crafts shops, and a number of developer-owned apartment rentals.

F. P. Kuentz, executive vice president of the Webb Development Group which supervises the Sun City retirement communities, said the Company now will concentrate on other projects,

especially its Arizona Sun City of 20,000 residents, where about 2,500 homes were sold in 1971.

At Sun City, Calif., the Webb Corporation recently sold all remaining residential lots and model homes to Presley Development Company of Newport Beach, Calif., but retained two golf courses, a shopping center, Kings Inn, rental apartments and 180 contiguous acres optioned for mobile homes development.

Don Kosman, Kansas City, Wins First Annual 'Safety



The business lunch is famous for its ramblings, award luncheon even more so.

Early in February, however, at the President's Award for Webb Safety Superintendent of the Year, a surprising portion of the time was spent talking about safety.

Honoree was Don Kosman, superintendent of the TWA World Airlines overhaul headquarters in Kansas City, a building with rooflines like crumpled tinfoil, just to peaks of 95 feet.

Webb President Robert Johnson noted these pitfalls of safety, and complimented Kosman on the rating which won him the 1971 honor — 23.26 accidents per million man hours.

This ratio, noted Johnson, compares to an Association of General Contractors of America average of 35.82,

← TWA Overhaul Headquarters, in early construction

What Makes A Safe Job? Webb Safety People

(Continued from Page 1)

part of a safety program.

What *does* make a safe job was the topic of discussion following a luncheon honoring Don Kosman. Taking part were Kosman, Joe Laird, corporate safety director and Bill Warriner, Construction Division safety director.



"It's to their benefit to be safe." — Don Kosman.

WARRINER — How do you keep various crafts interested (in safety)? Do you get them involved in "tool-box" meetings (construction slang for informal meetings during which workers often sit on their tool boxes)?

KOSMAN — We conduct our own meetings (for the carpenters and laborers, which Webb employs). Then we try to get across to subcontractors that safety is a necessary thing. Our subs have been cooperative. Sometimes they attend our tool box meetings rather than set up their own.

WARRINER — Are the "tools" you get through various agencies, particularly through our Home Office, effective? Is there anything more we can do?

KOSMAN — Webb management, insurance companies, unions — everyone is very helpful.

WARRINER—What makes a job safe?

KOSMAN—Getting across to people that being safe doesn't enhance *my* position. It's to *their* benefit to be safe. We try to convince workmen that if they are safe, they are promoting their own well being. They're not going to be injured. They're not going to lose money.

LAIRD — You're dealing in attitudes, then.

WARRINER — They don't *make* any more money being safe, they just don't risk *losing* more. There's no way to be fully compensated for injured time off.

WARRINER — Do you have problems getting workmen to wear proper attire — hardhats, goggles, shoes, etc.?

KOSMAN — You always have some. It's mandatory on our people (carpenters and laborers). If they don't cooperate we can't use them. We feel it's strictly to their benefit.

WARRINER — Do your workmen read safety rules starting a job?



"We should maintain the attitude that reading the rules is important." — Bill Warriner (left).

KOSMAN — Yes. They read and sign the rules, and it becomes part of their employment record.

WARRINER — In some areas, unions are resistant to it. We can't get it done on every job. I think we should maintain the attitude it *is* important.

KOSMAN — Some are reluctant to read and sign the rules on our job. However, since they must attend the tool box meetings, not more than a week goes by without them being exposed to our program.

LAIRD — What do you do about apprentices?

KOSMAN — Union agreements bind us. Carpenter apprentices can't handle power tools their first six months. After six months, certain tools they can handle, certain they

President Of Year' Award

set by the Webb Corporation of 30.00. accept this on behalf of my fellow workers," said an. "Without them, I would never be here." an glad you mentioned a lot of people are involved in safety program," commented Exec. Vice-President Collins, Contracting Group general manager. as a rule, their behavior is a reflection of what the loes." addition to the plaque, Kosman was honored with kend at Mountain Shadows resort hotel in Scottsdale, his luncheon was held. h the first annual award, the Webb Corporation sized importance of safety throughout its operations. d Don Kosman had established for all Webb con- tion projects, and for himself, a frequency rating to better in 1972.

Good Definitions!

cal apprentices are very restricted.

* * *

he Occupational Safety and Health Act (OSHA) is a ively recent law concerning safety and health of work- in all areas of national economy. Thus, not only is the b Corporation concerned with safety in its construc- program, but in all activities — hotels, office buildings,

* * *

RRINER—With advent IA, of course, a safety m is a law. If an OSHA or comes, he looks at mplete program—take like lightbulbs in stair- which have a very "mys- way of disappearing. MAN — We use left- bulbs. We might lose but when the "borrow- d they can't use them e, the problem's over. RRINER & LAIRD — idea! We'll make this our S. O. P.

RRINER — And the n does involve safety, one of two missing n a dark stairwell can mean trouble. RD — Suppose we didn't have OSHA, which is really g new, do you think the Webb safety program would heir requirements?

MAN — The Webb program is second to none, and en with several other companies. In New York, and in nia where they are very strict, we measure up. Webb ment attitude far exceeds any others I've seen. RD — Do you feel you are getting useful information e Home Office?

MAN — By all means. A lot is repetitious, but then you ress safety too much. The tool box talks are especially ou would be surprised how many times they bring out



"Safety is a matter of attitudes." — Joe Laird.

questions. We try to make every man a safety inspector. I always tell my people my door is always open about a safety matter.

WARRINER — Anything you might develop in the field that might be advantageous, we would like to pass around. For example, we recently received 20 safety sketches from Charley Morris that are really pretty good. (Charley Morris, superintendent on Denver's Prudential Plaza job, was recently honored by Fireman's Fund for his safety program).

LAIRD — We are using Charley's sketches on our monthly memo pads.

KOSMAN — I immediately make my carpenter and labor stewards my "safety engineers." They post plaques and signs and remind everyone of safety meetings. Unions have never objected to this.

WARRINER & LAIRD — Makes the union part of the safety "team." Develops a positive involvement.

LAIRD — The emphasis on safety can only increase in the Webb program from here on out.

WARRINER — Don, if anytime we can help or advise, please call Joe or me.

KOSMAN — As superintendent, I really appreciate this. It's tough, in the field, to know how much to spend on safety. As long as I know management is behind us, it helps.

WARRINER — The president of our company has given a directive to put the highest emphasis on safety.

LAIRD — Mr. Collins once said — in so many words — a superintendent shouldn't spend time worrying he is spending too much money on safety.



"There is no way to put a dollar value on safety."

WARRINER — We know there is no way to put a dollar value on safety.

KOSMAN — We in the field are very aware of the personal liability we bear.

LAIRD — There has been a good deal of discussion on this. The Justice Department has said penalties will be assessed against the man most closely connected with an accident, although a case may eventually involve 50 people. California has had this practice for years. The key is *willful* violation.

LAIRD — OSHA makes us more aware of safety. It isn't a cureall. Key to success in any safety program is "attitudes." A pretty economical way to go, really. The superintendent who dwells on attitudes is going to be the effective safety superintendent.

KOSMAN — Our insurance people have been helpful. They make inspections, make written suggestions. I pass these on to our "safety engineers."

LAIRD — An insurer can be a very good tool.



BOOMING office corridor, North Central Avenue in Phoenix, proliferates from Rosenzweig Center, foreground, to downtown Phoenix four miles away. Planned office highrise growth is cited as key to future Phoenix headquarters expansion.

35 Salesmen Top Million Dollar Mark

In real estate, annual sales of \$1 million or more is a coveted and prestigious plateau for ambitious salesmen.

At Sun City, Ariz., 35 men topped that mark during 1971.

They were led by Keith Winston with a \$4,283,151 volume, a new Sun City individual record, and Bob Meyers, a 10-year veteran with Webb, who logged \$3,130,428 in sales.

Recording sales of more than \$2 million each were A. J. Anderson, John Gledhill, Thomas Kasakos, Les Kellogg and A. D. Simons.



LEADING salesmen Keith Winston, left, and Bob Meyers inspect product that brought them excellent results in 1971 — Sun City's stunning array of model homes and apartments.

National Magazines Call Attention To Rosenzweig Center

Two nationally-circulated magazines — **BUILDINGS** and **NATIONAL REAL ESTATE INVESTOR** — spotlighted Webb Corporation owned and managed Phoenix offices in January issues.

BUILDINGS, in "Phoenix Bets on Another Boom," suggests that while electronics fueled the population boom of the 1950s and '60s, headquarters firms could trigger population spurts of the 1970s and '80s.

The magazine cites Greyhound Corporation's move to the Webb firm's Rosenzweig Center as a good example of the trend, and quotes Exec. Vice-Pres. George Reeve:

"The important thing about Phoenix office space is that there is a plan to direct its growth (referring to the Central Phoenix Plan, which confines buildings of four stories or more to a corridor 5 miles long and 14 blocks wide). As long as first-class space is

available, Phoenix will continue to draw headquarters-type businesses."

NATIONAL REAL ESTATE INVESTOR quotes Bill Hudak, director of leasing for Del E. Webb Realty & Management, on Rosenzweig Center plans for a fourth high-rise office tower north of Del Webb's TowneHouse.

Greyhound Tower is cited by the magazine as one of four recent major construction projects to advance the office market in metropolitan Phoenix.

Sun City Film Scores In Peoria (And Madison, Milwaukee, Omaha, Etc.)

Sun City, Arizona is "hitting" winterbound TV viewers in 16 key cities with a double whammy — dramatic scenery of Arizona and Sun City, in sun-drenched color.

By Feb. 1 the movie, "The Story of Arizona and Sun City," had produced 1200 responses from seven cities for a new low in cost-per-coupon return. And the requests for more information had just begun to flow in.

In addition to this purchased time, the film has been shown, *at no cost*, to and by the following:

- 1) 121 colleges and school districts (many multiple showings, including 18 showings in the Flagstaff district).
- 2) 270 clubs, organizations and businesses.
- 3) 22 national or state conventions.
- 4) 18 federal or state agencies.
- 5) 5 times on Phoenix and Tucson television.

Sun City officials estimate, conservatively, that three million people have

watched the Barry Goldwater-narrated and Del E. Webb Development Co.-produced film. Seventy-five prints are in constant circulation.

Only 2.5 minutes are devoted to Sun

City. The remaining 25 minutes depicts a panorama of Arizona, pointing out, in a subtle way, that Sun City has earned its place among the state's top scenic attractions.



WELL more than 1,000 visitors a week view the continuously-shown "Story of Sun City and Arizona" in Sun City's Cinema Room.

Impressive Gathering Helps Launch Denver's Prudential Plaza Complex

A planned gathering of civic and business notables Feb. 15 called attention to importance of the 25-story Prudential Plaza complex in Denver.

Among those scheduled to help officially open the \$23 million investment of the Webb Corporation and The Prudential Insurance Company of America, through its PIC Realty subsidiary:

John Love, governor of Colorado; William McNichols, mayor of Denver;

Alex Holland, chairman of the Denver Urban Renewal Authority;

Frederick Schnell, senior vice-president in charge of western operations, plus Stuart Dawson, vice-president in charge of investments and William Clardy, general investment manager, all of the Los Angeles Home Office.

Del Webb, chairman, and George Reeve and Fred Kuentz, Webb executive vice-presidents.

Already an impressive list of tenants has been signed for Prudential Plaza.

Top Honolulu Newspaper Columnist Rates Del Webb's Kuilima As A'Can't Miss' Resort

Eddie Sherman, a very popular columnist for the Honolulu Advertiser, said some flattering things about Del Webb's Kuilima Hotel, scheduled to open in May. His Feb. 1 remarks included:

RESORT DELUXE

Prediction: Del Webb's \$30 million, 500-room Kuilima, new fun & sun destination (opening in May) on the North Shore, probably will be the most beautiful resort complex on Oahu.

The approach is magnificent — coconut trees lining the road on either side. Every room looks at the ocean and no matter where you gaze from a room (I inspected a number of them), nothing but ocean and greenery. Great feeling of freedom. Architecturally, the theme is Hawaiiana all the way.

The 18-hole golf course is almost ready. Tennis (nite, too), horse-back riding, etc. Casual wear will be the rule at all times. No room charge for room service. Special color TV programming for kiddies. The country club will be for locals only—all amenities for \$500 annually.

Although the Webb organization has hotels all over the Far East, they are most known for their interests in Las Vegas, where many hotels are more or less on the garish side. Nothing of the sort at Kuilima. Taste, class and Polynesian themed.

I've been to most of Hawaii's resorts. I feel this will be Oahu's finest. Islanders should be very proud of what's happened out on the North Shore.

To Del Webb (he and his wife Toni are here for the Haw'n Open), early congratulations. Kuilima can't miss being a winner. . . .

Directors Promote Three As New Webb Corporation Vice Presidents

New Webb Corporation vice-presidents are Ken R. Dennis, corporate controller; Owen F. Childress, project manager of Sun City, Ariz., and Joe Aubin, manager in Hawaii for Insson Development Company.

Childress, who joined Webb 21 years ago as a clerk, in 1971 was named executive vice-president of Del E. Webb



Joe Aubin

Aubin joined Webb in 1951 as an accountant, moved into field operations on widely - scattered projects, was project manager at Sun City, Calif. and moved to Hawaii in 1969.



Owen Childress



Ken Dennis

Development Co. He made the first Sun City, Ariz. home sale in 1959, directed financing for all Sun Cities for a time, and was named Arizona project manager in 1966.

Dennis joined the Company in 1965 as manager of budgets, and was named corporate controller in 1967. Previously, he was with Arthur Andersen & Co. of Cincinnati for 15 years, which he left as commercial audit manager.

Tom Kemp Heart Victim

Tom Kemp, director of commercial architecture at Sun City, Ariz., died at his Sun City home on Jan. 26 of an apparent heart attack.

Before joining Webb in 1968, he was for 22 years a partner in Steffen & Kemp Architects in Wauwatosa, Wisc., where he was credited with designing more than 300 churches in four states.

Survivors include his wife Eileen and son Thomas.

Coal That Generates The Power That Turns Wheel That Makes Light That...



ONE power source for Phoenix is coal from northern Arizona, which fuels the Mohave plant. Model of strip mine, displayed in Del Webb Building lobby, is explained by Peabody Coal sales executives David Kirk, left, and Vice-Pres. W. A. Williams, right, to Marvin Todd, manager of Rosenzweig Center. Peabody's sales office is in the Webb Building.

Millie Surprised At Retirement Party



MILLIE EWELL realized two long-time dreams upon early retirement Jan. 31 from duties as Home Office cash control accountant. First was planned, extended visiting with grandchildren in the East. The second was a complete surprise — a diamond watch from fellow Home Office employees, the kind she always wanted but put off buying. Millie, who joined Webb in 1964 and also worked in housing and contracting, plans to take up golf, sewing and the rare art of relaxing.



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Business Communicators and
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MARCH 1972
VOL. 26 NO. 3

THE WEBB *Spinner*



Move Over Waikiki, Here's The Kuilima

Sun, Sand & Surf — Plus Comforts Of Home



ABOVE SCENE is typical of vistas which most mainlanders associate with Hawaii, yet one which can't be found in Waikiki, where high-rise hotels line the beaches. Del Webb's Kuilima, above, with its low-profile nestled on a northern Oahu penin-

sula, when opened early in May will provide lovely panoramas and unspoiled beaches, plus all conveniences of a modern resort. For other views, see page two.

Oahu Construction Panorama

WEBB BUILDERS are doing their share of Honolulu construction, as shown by photo below of progress on Straub Medical Clinic and the completed University of Hawaii dormitories, right. Dormitories superintendent was Jim Steele, with Woody Whitaker and John Allen as assistants. Herbert Nakasone was manager of project operations and Domi Corpuz office manager. Architect is Stephen Oyakawa.



Webb In Hawaii As Investor As Well As Builder



INVESTING with The Prudential Insurance Company of America's PIC Realty Corporation in Del Webb's Kuilima Hotel, Webb builders and planners not only secured one of Hawaii's most



beautiful locations (also see below), but added the finest facilities, including an 18-hole golf course.



WEBB Hawaii third party building since 1964 has included home and apartment construction, such as current 1080-unit military project under a \$24.9 million contract. Note how,



in above February photos taken at Hickam Air Force Base and Schofield Barracks, Oahu, planning has saved mature trees.



FRED McDOWELL, left, himself an Odd Fellow and superintendent of the Phoenix Fellowship Towers project, pauses with Jim Kimball, office manager, atop the building. In the background are the three Rosenzweig Center towers, each of which McDowell built as superintendent. **BELOW** — Fellowship Towers.

Webb Builders Beat Construction Schedule On Fellowship Towers

Doing a good turn for people who specialize in helping others is particularly gratifying.

That's why Webb builders were proud and happy to present, more than two weeks ahead of schedule, a 17-story building to Arizona Odd Fellow-Rebekah Housing, Inc.

The Odd Fellows and Rebekahs in turn accommodated ahead of schedule the first of 182 renters who will occupy the apartments for the aged on fixed incomes.

For a monthly rent within a \$92-\$125 range, occupants receive utilities, carpet, drapes, refrigerator, range and recreation facilities.

The \$3.5 million project (\$2.7 of which was the Webb contract) helps fulfill one of the national goals of Odd Fellows and their auxiliary. The other is eye care and research.

The building, first planned in 1964, is built under a one-of-its-kind government loan.

Architect is Roger Reeves & Associates, with Schuett & Co. as consultant.



W. E. TAYLOR, left, president of Arizona Odd Fellow-Rebekah Housing, Inc., and Grace Partin, board secretary, accept keys to Fellowship Towers from George Sangster, director of project operations.

Webb Contracting Group Invests In Mobile, M

FIRST IN A SERIES

The Del E. Webb Corporation is not a conglomerate. Nevertheless, our activities are so diversified it is impossible to lump them under a single label.

In the briefest possible terms, the Webb Corporation is a builder-developer.

As a builder it is one of the largest in the nation. Contracting has ranged from deep missile silos to soaring office buildings; from factories to municipal incinerators; from museums to convention centers.

Development has been equally varied, with Webb more often leading than following — air-conditioned shopping centers, retirement communities, hotel construction and operation, and in other ways.

It was as a contractor that Mr. Webb began the firm he still serves as board chairman. And, until approximately 1948, we engaged chiefly in contracting.

The firm's Contracting Group will be the first described in a series of stories on the four major groups of Webb activity.

* * * *

The Webb Corporation's Contracting Group has three

prime functions:

- 1) Secure profitable bid and negotiated contract construction.
- 2) Obtain construction management and consulting
- 3) Build for various operating divisions of the firm for joint ventures.

The Company has completed a tremendous variety of construction in 34 states, but does not scatter bidding effort

We will not enter a new territory without researching subcontractors, labor situation, etc. And, unless the project is a major, one-time-only effort, like missile silos in remote Montana, Webb will not establish operations in a new area without optimism about its potential.

Sometimes the entree is through a development, such as Prudential Plaza in Denver, to use a current example. Sometimes it comes through a bid job, like the International Airport at Kansas City.

How A Successful Job Is Bid

A typical successful contracting job is bid and executed in this manner:

- 1) The project — architecture, subcontractors, labor supply — is analyzed.



SYMBOLISM in above photo-artwork combination is designed to convey idea that mobile, trained personnel are the best and largest

investment of the Webb Contracting Group, which has built in areas of the United States.

Trained Personnel

Estimators at Home Office, Los Angeles or a regional office price out all phases. Company notifies all subcontractors in the project city it will bid job as a general contractor. Webb team arrives prior to bid date to accept subcontractors' bids, add Webb cost and profit factor, and submit final figure. Webb awards subcontracts to those submitting lowest bids. Webb supervisory corps — superintendent, operations manager, engineer and office manager — arrives at job site to hire laborers, carpenters, and masons. Job progress review is maintained by on-job Webb staff and regional contracting headquarters, through reports and inspections. Completed job is accepted by architect and owner. Webb collects final job payment.

Bidding Not Always the Best Way

Bidding, complex and hectic, is a procedure which doesn't assure the owner the best job at the lowest cost. Totally uncontrolled labor and material cost hikes make the method singularly risky for the contractor. For reasons beneficial to owner and builder, construction management and consulting is becoming more popular. This Contracting Group objective was more fully explained in *Webb Spinner*. Briefly, it brings together owner, builder and architect early at project conception. Each advises the other throughout the building process. Federal government is leading the way in demanding this operation. Most large contractors look forward to the time "team building" replaces the traditional method. Because of considerable equity experience in almost all types of real estate, a builder-developer like Webb can offer owner advice on problems of finance, zoning, parking, structure, etc. This expertise is very valuable in construction management and consulting.

Contracting Provides 'In-House' Consultation

Concerning the Group's third function, Contracting provides a valuable service allied with its second objective, construction management and consulting. Because of its size and reputation, the Webb Corporation is the object of many more partnerships and development offers and accepts. On many of these, Contracting provides necessary advice on project feasibility. On equity projects which are launched, the Group serves not only as general contractor but construction manager. In its 44 years the Company has never failed to complete a contract. Del Webb has seen the firm's bronze logo placed on projects from New York and Florida to Hawaii, and from California to Texas and Central America. The firm's philosophy includes the belief that, providing a firm has the necessary experience, it is easier, and more profitable, to obtain a few large projects in the multi-million dollar range than to obtain many small jobs. Where once it invested considerable money in equipment,

The Webb Point Of View

Last winter, Sun City, Ariz. and Home Office employees joined an amateur hockey league, swelling sales of liniments and related medications. This winter it is scrimmage basketball. First victim was Ruth Groth, Commercial Group receptionist-secretary, with three broken foot bones which were plastered. * * * One reason Webb employees can be immensely proud of Sun City, Arizona, is because our company does not sell sites without homes, nor homes at random (so the community is not dotted with open, unbuild areas) and because we urge prospects to visit first (reducing considerably the number of unhappy buyers). For \$75 a week a couple not only gets a furnished apartment but samples Sun City living through free use of Sun City facilities and other extras. June 1 — October 15 this bargain is only \$50 a week. A second week stay is possible, if space is available, at a slightly increased price. * * * Sun City has an extremely positive impact on visitors. The Vacation Special, advertised in specialty magazines and newspapers through the country, is a very successful sales tool. And that's why Del E. Webb Development Co. doesn't have to fly people to Arizona from all parts of the country to sell property and homes. * * * Jim Nabors, the fella who speaks with a country twang but can sing like an opera baritone, made his debut at our Hotel Sahara from Feb. 8-24, followed by Frank Gorshin and The New Christy Minstrels. Jack Benny and Della Reese occupy the March 14-April 3 slot. * * * Almost all building materials are imported in Hawaii, and a prolonged dock strike had already delayed opening of Del Webb's Kuilima Hotel. Faced with loss of still more bookings, Webb hotelmen were talking about flying in whatever was needed to bring about a May opening had the West Coast dock strike persisted. * * * One of many other Webb construction projects delayed by strikes, and other reasons, came nearer to completion during the last two weeks in January. The Civic Plaza Association awarded a contract to Webb for the last major phase of the gigantic Phoenix convention center and concert hall, and, with Webb, announced a July completion date agreement. * * * While Sun City, Ariz. blossoms, Wabeek, near Detroit, and Massanutten in Virginia are making names for themselves. Wabeek subdivisions six, seven and eight have been given the green light. And in Virginia, while grading and utilities are still underway, on strength of the development's natural beauty and the co-developers' reputation, 23 Massanutten home sites were purchased one recent Sunday. * * * Entertainment newcomers to Sahara-Tahoe include Tom Jones, Engelbert Humperdinck, The Carpenters and "Mary, Mary," with Chuck Connors, which opens the hotel's "season" March 27-April 2. * * * National Easter Seal Telethon will be televised from Hotel Sahara March 25-26, with Monty Hall as emcee.

today the Company prefers to lease necessary items where it secures new work.

Management figures its most profitable Contracting Group investment is in experienced personnel at main and regional offices, and in highly skilled crews which can go anywhere and build anything.



Prudential Plaza Off To Brisk Start In Denver Market

On February 15 most of those involved in planning and building Prudential Plaza met to savor a feeling of accomplishment.

In little more than one hour, 270 steak lunches were served and short addresses were given by five principals.

Business and civic leaders of the Denver area were treated to a closeup of the new \$23 million office-retail complex, and left with the distinct impression Prudential Plaza was ready for business.

And with the day's events, the spotlight swung from Contracting to Commercial, as the Del E. Webb Realty & Management Co. accelerated leasing activities.

With a healthy list of tenants already in or signed to occupy Prudential Plaza, Denver Manager Richard Whiting reported this very encouraging event:

A furnished model suite, open only several days, had already attracted offers from two prospective tenants.

TOP PHOTO — Prudential Plaza luncheon was preceded by ribbon cutting by, from left: William McNichols, mayor of Denver; Frederick Schnell, senior vice-president in charge of western operations for The Prudential Insurance Company of America; Del Webb; Sterling Kahn, vice-chairman, Denver Urban Renewal Authority and John Love, governor of Colorado. All except Mayor McNichols, who left for another appointment, spoke at luncheon. **MIDDLE PHOTO** — Prudential Plaza construction progress poster was viewed by, from left: George Reeve, Webb executive vice-president; Don Sampson, associate general manager of Denver's Prudential Real Estate Investment Office; Schnell; Fred Kuentz, Webb executive vice-president; John Duncum, vice-president, PIC Realty Corporation and William Clardy, general investment manager, Prudential's Western Home Office. **BOTTOM PHOTO** — On opening day, with major construction behind them and tenant improvements their next assignment, those charged with building Prudential Plaza were smiling. From left: Ted Tissaw, office manager; Robert Crosse, manager of project operations; Charley Morris, superintendent and Pat Metheny, field superintendent. Office Engineer Jim Meadows and Field Engineer Pat Haisch had already transferred to Las Vegas jobs.

Remodeled 609 Fannin Office Building Wins Houston Art Commission Honor

The 609 Fannin Building has earned a Certificate of Commendation from the Houston Municipal Art Commission and Houston Chapter of the American Institute of Architects.

The office building is a joint venture of World Merger Services, subsidiary of World Service Life Insurance Co., and Del E. Webb Realty & Management Co., a Webb subsidiary.

In the most apparent phase of a remodeling program, the structure's first floor was recessed 20 feet and quarry tile installed to curb line.

It was the ground floor renovation which earned a nomination for Houston's Sixth Annual Environmental Awards competition.

The nomination, by Miss Barrie Zimelman, read in part:

"... the new owners of the building hired Flatow, Moore, Bryan & Fairburn to remodel the ground floor and entryway so as to enhance that busy corner of downtown Houston without detracting from the essentially handsome exterior of the 47-year-old building.

"They have done a truly commendable job of remodeling the formerly unimposing entryway, opening it up so that the pedes-

trian can walk on the newly remodeled handsome brick sidewalk underneath the building itself, thus protected from Houston's broiling summer sun and pelting rain storms. The building now presents a truly handsome facade worthy of Christ Church Cathedral across the street."

J. J. Miller Heading Sun City, California

J. J. "Jack" Miller, former property manager at Sun City, Calif., is the community's new project manager. He replaces E. Wayne Grippen, who on a leave of absence is taking his family on a cruise of Mexican waters.

While Webb has sold home site property at Sun City, California, it retains the shopping center, Kings Inn, golf courses and options on a mobile home park. Miller was assigned to Sun City, Arizona prior to moving to California three years ago.



Jack Miller

E. H. Smith, Ed Webb Win First Of 1972 Safety Commendations



E. H. Smith



Ed Webb

With the 1971 Safety Superintendent of the Year award reported last month, records show winners of the first month's competition for 1972 were E. H. Smith and Ed Webb.

Smith is the January winner in the "over 20,000 man hours a month" group, as superintendent of component housing operations for General Electric in Apple Valley, Calif.

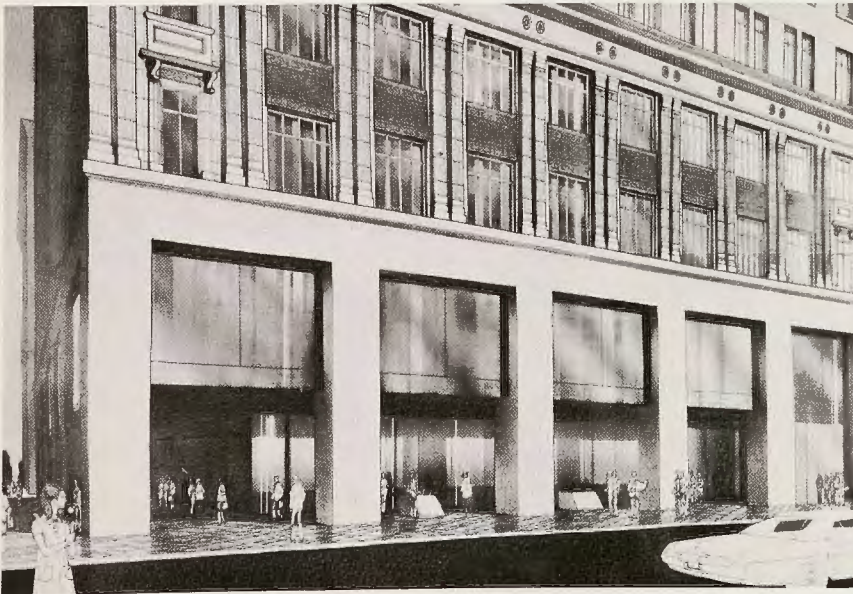
Ed Webb won honors in the under 20,000 hours category, as superintendent of Phoenix Civic Plaza operations.

Webb Executives Meeting, Briefing Security Analysts

Webb executives the past several months have met security analysts in Los Angeles, New York, San Francisco, Denver and Chicago. Taking part in the informal luncheon and briefing sessions have been Chairman Del Webb, President Robert Johnson and Jim Miller, executive vice-president/finance.

Hotel Safety Program Commended In Nevada

Del Webb hotels in Las Vegas have been commended by the Nevada Industrial Commission for their improved safety programs. "Chief engineers at the Sahara, Mint and Thunderbird Hotels have been officially designated as Safety Inspectors, giving them more authority and direct involvement with accident prevention and investigation, and corrective actions," reports the Nevada Industrial Safety News.



ARCHITECT'S rendering shows proposed ground floor remodeling, now completed, which earned 609 Fannin Building a Houston award.



During the first quarter of 1972, 26 Webb employees were honored for terms of employment of 10 or 15 years:

JANUARY

10 YEARS—John Sanders, Harriette Supan, Lemetosie McDaniel, John Zona, Jose Saucedo, Lila Manz, Regina Riley, Sig Front, Jesus Gonzalez and Ramond Manz.

FEBRUARY

10 YEARS—Gary Scott, Betty Frey, Betty Favour, Arthur Ahrens and Arnold Reil.

MARCH

10 YEARS — Lauren Holland, Peter Kuvelis, Dorothy Blom, Rose Wadsworth, Jerry Chambers, Fernando Cervantes, Charles Maddock, Louis Fernandez, Geraldine Duchesne and Robert Dzurick.

15 YEARS — Rosario De George.

Messzik's Marvelous Motorcycle



BILL MESSZIK, job engineer on Del Webb's Kuilima, has an ideal means of negotiating the 196 acres which the hotel and golf course occupy. His three-wheeler is not only economical and nearly free of pollution, but its openness permits the driver to enjoy Oahu's balmy breezes while its balloon tires ride "above" sandy beaches and muddy fairways.

Merlin Hotel Personnel Meet In Penang



PACIFIC Area Travel Assn. workshop in Penang, Malaysia, brought together Webb hotel people (from left): Charles Klemes, general manager, Hong Kong Merlin; George Milne, general manager, Malaysia Merlins; "Chuck" Cronrath, vice-president of operations for Webb-managed Merlin properties and general manager, Singapore Merlin; Margaret Tah, sales manager, Kuala Lumpur Merlin; Bill Youngren, public relations director, Del Webb's Kuilima, Oahu; Ming Cheong, sales manager, Singapore Merlin; B. H. Teh, general manager, Penang Merlin and Iran Tyau, Hong Kong Merlin.

RIGHT — Hostess of portable display at Penang workshop, and of the same Del Webb Hotels International display at shows in Europe and the Philippines, was a smiling Malaysian beauty.



David Parker Named Top Reserve Officer



DAVID PARKER, corporate photographer, was recently honored by the Phoenix Elks as Outstanding Phoenix Police Reserve Officer for 1971. Parker, who holds the rank of captain and directs the Reserve's administrative division, has been in the program for eight years.



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THE WEBB *Spinner*



Consulting Opens Doors For Commercial Group

Call it leverage, vertical integration, or whatever. What it makes is good, common sense, and it's what each Webb executive thinks about as he approaches a new project.

The Commercial Group sees a natural pyramiding of Webb building and development talents through a new revenue-producer — consulting.

American Express recently retained Del E. Webb Realty & Management Co. for feasibility studies on land parcels
(Continued on page 2)

Travel Industry Spotlight On Del Webb's Kuilima

Reportedly the largest crowd ever to gather for an Oahu groundbreaking attended the 1970 ceremony for Del Webb's Kuilima hotel and golf course.

And, despite the fact the Kuilima is on the end of the island opposite Honolulu, next month's opening may be the "greatest" for any Hawaiian hotel.

Fully staffed, with the golf course already open, the Kuilima under General Manager Dale Seiders will actually have two "openings."
(Continued on page 2)

4-Year Construction Chapter Nears Close

A four-year chapter in the Webb book on construction in Kansas City is expected to end this year.

Contracting this summer expects to complete the first part of more than \$60 million in work underway since 1968 at Kansas City International Airport.

Turning over to the Missouri city three terminal buildings and interior

facilities for TWA and Frontier airlines, Webb builders will concentrate on completion of TWA's overhaul headquarters.

The Webb Corporation has been building at Kansas City periodically since 1946, including the Veteran's Hospital and remodeling to major standards the city's baseball plant.

The airport "chapter" was hampered by some of the worst building weather and longest labor strikes in the history of heavy construction in America.

Webb is also a joint venture partner in the \$30.3 million Jackson County Sports Complex to serve Kansas City's baseball and football teams, also scheduled for 1972 completion.



AIR VIEW of Webb construction progress on three terminals at Kansas City (Missouri) International reveals a circular con-

figuration, with auto parking in the "middle," one of the best plans yet devised to alleviate crush of increased air travel.

What They're Saying About Kuilima

(Continued from page 1)

Headlining a sneak preview May 6 will be Bob Hope, appearing because of his long-time friendship with Del Webb.

A number of other celebrities will be on hand. So will hundreds of travel and news people from throughout the United States along with other special guests of the Webb Corporation and The Prudential Insurance Company of America, joint venture partners.

Public opening is May 10.

WHAT THEY'RE SAYING

"I've been to most of Hawaii's resorts. I feel this will be Oahu's finest." — Eddie Sherman, *Honolulu Advertiser*.

"From the looks of the brochure accompanying the invitation, the event (opening) will top anything Hawaii's ever seen." — Dave Donnelly, *Honolulu Star-Bulletin*.

"It (Kuilima) is the most exciting vacation retreat with accessibility that one can imagine. Islanders are saying it is Oahu's answer to Rockefeller's Mauna Kea on the island of Hawaii." — Jane Rees, *Asahi (Japan) Evening News*.

"Del Webb's Kuilima Resort Hotel and Country Club will be the only resort on a stretch of spectacular shoreline

more than twice the length of Waikiki Beach." — Rita Gray, *The North Shore News*.

"When Del Webb's stunning Kuilima Hotel opens for business, the North Shore comes of age as a viable, saleable resort area. Kuilima is the first true resort hotel on the entire coastline . . ." — *Hawaiian Travel News*.

American Express—A New Client

(Continued from page 1)

in Toronto; Sacramento and Marin County in California; and Greensboro, N.C.

The firm also adopted the Webb subsidiary's reporting system, and has requested an annual operating budget for one of its major properties.

The nationally-known success of Rosenzweig Center is an excellent reference in Webb Realty & Management's quest for additional consulting clients.

An ideal arrangement is one in which the Commercial Group prepares a feasibility study, acquires exclusive leasing and management rights and secures a Webb construction role.

Larimer Place in Denver is an excellent example of this type of "package" negotiation.

Ninth Straight 5-Star Award, Too Mountain Shadows Has 'Best Year' Ever



ONE OF the nation's best-known resort panoramas, this view of Camelback Mountain across the Mountain Shadows pool area, was seen by more guests this year (April 1, 1971-March 31, 1972) than ever before. Occupancy during March was more than 99 per cent. Also, the remainder of the spring will be the Webb hotel's "best ever." Mountain Shadows was recently awarded its ninth consecutive "Mobile Travel Guide 5-Star Award," one of only 12 resorts in the U. S. to be so honored for 1971.

Oak Brook Offices Leasing Very Well

Control Data, first tenant in the Oak Brook Bank Building opened last year, has not only expanded but now has a number of new neighbors.

Second major tenant was the Oak Brook Bank, after which the building is named.

Largest occupant will be General Motors Corporation, which is consolidating 12 Greater Chicago sales offices and moving into the building's top three floors. Some 300 employees are involved.

Another lease to house some 80 employees has been signed by IDC, Inc., an international management firm.

Boockford & Co., a "Loop" insurance agency, will soon move into the Oak Brook Bank Building, and another consultant firm, Executive Financial Planning, Inc. recently occupied space.

Exclusive leasing agent is Del E. Webb Realty & Management Co., which leases and manages two other Oak Brook office buildings for the joint Webb-Butler Properties development.

George Wilson, leasing representative in Oak Brook, reports 84 per cent occupancy in Oak Brook Bank Building and 98 per cent on the other two towers.

Webb Builders Part Of Major Kansas City Construction



ABOVE — Progress on 75,000-seat football stadium, foreground, and adjoining 42,500-seat baseball stadium is clearly seen in this aerial view of the Harry S. Truman Sports Complex in Kansas City, Mo., a joint venture with Sharpe and Kidde firms.

BELOW — Soaring lines of the International Trans World Airlines Overhaul Headquarters point up construction challenge in this \$30.3 million project at Kansas City International Airport. The Webb Corporation is general contractor.



Development Group Sought For Its Experience

All Parts Of America Offer Opportunities

SECOND IN A SERIES

As mentioned in our first article, which described the Contracting Group headed by Exec. Vice-Pres. Bill Collins, Webb activities can be broken down in simplest terms to construction, land development, commercial and hotels. What follows is a brief description of the Webb operating division labeled on our organizational charts as "Development Group," but perhaps better described as Land Development Group.

Land development, in the real estate sense, is a term difficult to define.

Generally, it means the planning for and building on raw land, as well as correct disposition of property. In type and size, it can be anything from a modest golf course to a 20,000-acre "new town" like Sun City.

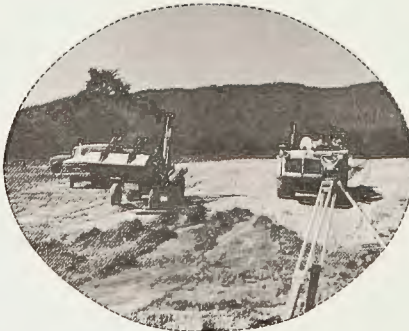
For Webb's Land Development Group, it means community and land development on a large scale, rather than isolated high-rise commercial properties. Its largest project, Sun City, Arizona, does contain office buildings, shopping centers, motor hotels, apartments and medical buildings, but on a community rather than a metropolitan scale.

Projects are, and can be, in joint venture, with various degrees of Webb ownership.

First Equity Participation In 1949

The Company's first equity participation was a small-scale community development — Pueblo Plaza homes and shopping center in Tucson, in 1949.

Webb's acumen during the 1950s increased in home, shopping center and hotel development until, in the 1960s, it opened such huge projects as three Sun Cities, regional shopping centers and hotels.



PERSONNEL who can envision the "highest and best" use of raw land are the necessary backbone of any good developer's organization.

Good Developer

enters such as Chris-Town in Phoenix and Grossmont Diego, and hotels of national significance. Land developments are fortunate enough to become a cliché by-words. Del Webb's Sun City, Arizona, however, is usually synonymous with retirement. Brook, while not as widely recognized as Sun City, is regarded in the Midwest as a highly successful example of land planning. When a firm becomes connected with such "famous" developments, an overabundance of proposed partnerships can become a problem. As Del Webb mentioned in a *Chicago Tribune* interview that Oak Brook development would soon climax for lack of land, and that the Webb Corporation was looking for other "Oak Brooks" in the area, landowners offered parcels ranging from 800 to 12,000 acres. The Development Group people are still evaluating the offers.

Webb Successes Draw Many Proposals

Offering this wide (and sometimes wild) variety of projects over the past decade has proven a major time factor. On the other side of the coin, it is very helpful to have a location, primarily because location is the largest single determining factor in a development's success, all other things being equal. Of course, often all other factors are not equal. Architecture and planning, marketing and many other considerations are involved. In each of its developments Webb has used outside consultants, most of national reputation. The ultimate goal is to give each project an outstanding character, or identification. General Manager of Webb's Development Group is Executive President F. P. Kuentz, who has been with the Company for many years. He has experience in all phases of operations, beginning with construction and progressing through commercial development, property management and land planning.

Current Decade Important To Future

Land development in the 1970s will be recognized for the quality of the nationally-known firms and land-rich businessmen attracted to the industry. The firm's development future will be shaped by the success of these ventures. In the future, these successes will be affected by new personnel, new ideas, and the Development Group's efforts in personnel training and upgrading.

The Webb Point Of View

Jack Benny, the man who gave past-40ers that ageless answer about age, has finally doubled 39. Busier than in 1933 (when he reached 39, if we subtracted correctly), earlier this month he completed a second 1972 three-week Hotel Sahara stint. Despite two shows nightly, Jack is usually up at 10 a.m., mingling with guests in the coffee shop or poolside. He is a delight in person. If you've never seen him, he'll be back at the Sahara May 23-June 10, following Johnny Carson, April 21-28, and Buddy Hackett, April 29-May 22. * * * Sahara-Tahoe opens its "superstar" schedule on a daily basis May 15 with Andy Williams. Fifth Dimension, Rowan & Martin, Englebert Humperdinck, Steve Lawrence & Eydie Gorme, Tom Jones, The Carpenters and Jonathan Winters follow, with Ann Margret closing the daily dinner shows Sept. 5-14. * * * Monty Hall as emcee of the National Easter Seal Telethon from Hotel Sahara, was the driving force behind a show reaching an estimated 14,500,000 homes and raising \$825,000. * * * Miss Universe continues to hold its Arizona contest at the Phoenix TowneHouse. * * * Sahara Entertainment Director Arvid Nelson has scored again, this time with Sonny & Cher, who this month drew 1800 guests a night to the Congo Room. * * * Del Webb had the honor of hitting the first ball in the First Annual Celebrity Produce Invitational Golf Tournament in Holtville, Calif., which Jerry Pepelis, tournament committee member, termed a "huge success." * * * Another reason we can brag a little about Sun City, Arizona: It was brought forcibly home to us on March 13 how famous the town is, when Johnny Carson presented his second edition of the "Sun City Scandals." NBC-TV felt it was unnecessary to explain in promoting the program, or during the show, just what or why the name, "Sun City." * * * "The best playing surface in Arizona," is the way Buzzi Bavasi, president of the San Diego Padres, describes Sun City's new baseball stadium diamond.

Current partners include PIC Realty Corporation (The Prudential Insurance Company of America), Chrysler Realty (Chrysler Corporation), Boswell Land and Cattle Company, Butler Properties and Massanutten, Inc.

One other characteristic of Webb's Development Group: Home Office personnel log considerable mileage supervising current projects, which range from Virginia to Hawaii and from Illinois to Honduras.

Interestingly, this geographic spread points up vividly that not only is there still room for good land development in the East, including our first settled state, but that a good developer can be based in the West and operate anywhere.

Video Tape Unit New Safety Tool

Some Webb construction people have been surprised recently to find themselves looking into a television camera.



ED LAW, left, and **Joe Laird**, discuss upcoming film sequence.

New Safety Winners

M. D. Stevens and Don Kosman are February winners in competition for the 1972 Annual Safety Superintendent of the Year Award.

Stevens and his Kulima hotel crew earned top honors in the over-20,000-man-hours-monthly group, with an accident frequency rating of 26.39 (per million hours worked).

In the under-20,000-hours category, Don Kosman and his TWA Overhaul Headquarters staff were a shoo-in with zero accidents.

Stevens joined Webb Feb. 9, 1948 and is second in seniority among superintendents. Kosman, who in 1971 won the First Annual Safety Superintendent of the Year Award, joined the firm on June 1, 1962.

(According to Bill Warriner, safety director for Webb's Contracting Group, the February, 1972 rating for firms the size of Webb, who belong to Associated General Contractors of America, was 35.82.)



M. D. Stevens



Don Kosman

"After they learned the technique is strictly positive, and not to embarrass anyone, they were relieved," says Joe Laird, corporate safety director.

The "technique" to which Laird refers is a portable video/monitor unit. With it, Laird and Bill Warriner, Contracting safety director, can not only film safety defects to be corrected, but store on tape good safety practices on one Webb job and show it on another 4000 miles away.

"We filmed 35 minutes in Hawaii," said Laird, "then critiqued the results in Phoenix with Fireman's Fund, one of our largest insurance carriers.

"Our investment, and the inconvenience of carrying 26 pounds of equipment, are nothing compared to the value of preventing just one accident. We think our video unit is a very good safety tool."

Ed Law, safety director of the Building Chapter of Arizona's Associated General Contractors of America, is inclined to agree.

Law, who has been in the safety business 30 years, is borrowing Webb's camera to film a sequence of "positive" safety techniques in the Phoenix area.

While the most obvious use of the new video equipment is on and around heavy construction, Laird says it can be used effectively in promoting safety on all Webb projects — developments, commercial and hotels as well.

Webb Awarded Another Hawaiian Housing Contract

A \$4,149,249 contract for 128 housing units will return Webb Hawaiian contracting crews to the vermilion clay terrain of Red Hill, Oahu.

The 540-day Coast Guard project, like the nearby 1967 contract for 164 units, includes sitework and utility installations.

Parsons-Brinckerhoff-Hirota Associates is architect.

Leasing Techniques Termed 'Sophisticated'

Del E. Webb Realty & Management Co. is one of five firms cited by *REALTY* News Magazine for computer leasing and management techniques:

"Today the leasing of office space is accomplished in virtually the same manner as it was at the turn of the century . . . Realizing the need for greater efficiency in such leasing, a few real estate brokers such as . . . Del Webb Corporation in Phoenix have developed a more sophisticated approach. Each of these firms happens to be a dominant force in its marketing area."

Handicapped Fill Important Crown Center Jobs



DUTIES of Rodney Strickland, Vince Meyer and Jim Cunningham, (left to right) include closed-circuit television monitoring system at Crown Center in Kansas City, Mo., where they are employed by Del E. Webb Realty & Management Co.

'Name' Lecturers, Like Annual Celebrity Series, Successful In Sun City

The Sun City (Arizona) 1971-72 Lecture Series is the same ringing success the Celebrity Series has been.

It is almost a certainty that Jon Lindbergh will speak to a capacity crowd of 1,000 like those which greeted his predecessors, Fulton Lewis, Jr., Goodman Ace, Sebastian Cabot and Dr. Murray Banks.

The series is sponsored by Sun City's Walter O. Boswell Hospital Auxiliary and the Del E. Webb Development Co., with proceeds going to the hospital.

New Sahara-Tahoe Managers Announced

Thomas Craven, Jr., has been named manager of Webb's Sahara-Tahoe Hotel, according to M. D. Hundley, general manager. Craven joined the hotel in 1969 as convention coordinator, moved to catering manager and then sales manager.

Craven is succeeded in the sales department by Robert Rasens, formerly for three years in the hotel's beverage department.

Bob Bradley, former Sahara-Tahoe manager, has assumed the same post at Del Webb's Kuilima.

Germans Decide Sun City Is Best U.S. Community For Film On Retirement



WEST GERMANY'S First Network, which came to America to film a "special" on retirement cities, decided to use Sun City, Ariz. for almost its entire one-hour program. According to Producer Axel Madsen, an expected 10 million viewers this fall will see results of efforts by his crew, including Cameraman Kurt Lorenz, above. Madsen predicts a sunny area of Spain will be the locale for Europe's first large retirement development.

Sun City Offers Big League Facility

Sun City, Arizona has given major league baseball something to think about!

The San Francisco Giants scheduled five weekday spring training games at the Webb retirement town's new stadium.

Attendance averaged 3,051.

Five weekday games for the same team at their spring training home base, Phoenix Municipal Stadium, with a seating capacity more than twice as large, averaged 2,113.

The sparkling new diamond will be used this summer as home for the Sun City Saints, nationally-known girls softball team.



SUN CITIANS flock to Arizona's newest baseball stadium.

New Shopping Center Well Named



BIRD'S-EYE VIEW of Sun City's newest shopping center, La Ronde, shows configuration from which the attractive retail area takes its name. The center's 38 firms, which boost the community's retail and service businesses to more than 200, includes Sun City's first movie theater.



ON ITS WAY to becoming the Indianapolis 500 of off-road racing, the Mint 400 has attracted more than one "big car" driver. Parnelli Jones, left, joins Del Webb and Ed Nigro, right, Webb hotels president, at pre-race ceremonies.

Mint '400' Gets Fame, New Name

The Mint 400 is the happy victim of growing pains.

After five years of increased participation and publicity, next year's event will be known as the Del Webb Desert Rally 400.

It will be sponsored by Hotels Sahara and Thunderbird, as well as the Mint, and moved to a different locale near Las Vegas.

And the 1973 "Del Webb 400" will be bracketed by increased manufacturer participation in a week-long schedule of racing and related activity.

The 1972 race, in which 276 vehicles started, was won by Fritz Kroyer and relief driver Hutch Hudson. Time for the 400 miles around a 67-mile desert course was 8:32.56.

After noticing from a helicopter his car was slowing, the owner of the winning entry airlifted a relief driver to finish the race in a novel assist approved by race stewards.

National publicity on this year's race included a photo feature in *Sports Illustrated*.

Home Office Employees Appointed To Committees

Joe Laird, corporate safety director, has been named to the Safety Engineering Committee of the Associated General Contractors of America, national office.

Quaid Minich, vice-president/engineering for Webb Realty & Management, has been appointed alternate member of the Phoenix Fire Safety Advisory Board, representing Hotel, Motel or Apartment Management category.

Novel 'Pin' Party On Oahu Peninsula

Instituted by Senior Vice-Pres. Appy Guizot, on Oahu partly to honor superintendents M. D. Stevens (20 years), Don Gray (15 years) and Creed Miller (10 years), it was probably the most unusual Webb "pin party" ever given.

A snapshot, mailed to the Webb Spinner, notes:

"Sunday, March 12, was just another workday for M. D. Stevens, as his right hand men bring Kuilima hotel to a brilliant completion."

In addition to Guizot, Stevens, Gray and Miller, the group included Vice-Pres. Bob Sheer, and Asst. Supt. Robert Wetherill and General Foreman Bruce Percifield, the latter two assigned to Steven's Kuilima staff.

A Happy Swap—DEW For YMCA



METROPOLITAN PHOENIX YMCA is the beneficiary of a 16 by 32-foot expandable trailer, compliments of the Webb Corporation. Helping trade signs is Vice-Pres. Lowell Ives, on ladder, with Richard (Dick) Snell, president of the Metropolitan board, right, and Director David H. Hughes. The trailer is expected to become temporary headquarters for the new northeast "Y" branch. It has housed dozens of Webb construction supervisory crews since 1957.

Mary's Retirement Includes Traveling

Mary Somerfeld, whose 17 years with the Webb Corporation spanned the Contracting Group's largest projects, has retired.

After a farewell luncheon, the entire Los Angeles office presented a watch to her. The group included John Fahey, also retired, Mary's first boss. At retirement she was secretary to Ted Ragsdale, Ralph Wanless and Jerry Harris.

In 1955, when she joined Webb, the Los Angeles office completed the \$17 million Beverly Hilton Hotel and announced a contract to build the \$20 million Union Oil Center.

Mary plans to do some traveling, including a lot of walking, her favorite mode of transportation.



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THE WEBB *Spinner*



New Commercial Consulting Work

Kansas City, Omaha Land Studies Begun

Development contracts for clients in Kansas City, Mo. and Omaha, Nebr. have been signed by the Commercial Group's Del E. Webb Realty & Management Co.

The Kansas City project involves acreage in Country Club Plaza, the nation's "first suburban business center planned on a major scale to cater to

auto traffic."

Harris M. Miller, chairman of Kansas City's Broadway National Bank, is owner of the choice property located south of the city's central business district and bounded by Ward Parkway.

Potential uses of the Country Club Plaza property indicate it may support

new hotel, office and retail facilities.

The Omaha study centers on 12 acres surrounding the Prom Town House Motor Inn, west of the central business district on Dodge Street.

"Our opinion at this point is that this property is desirable for office and retail facilities," says Rex Maughan, general manager of Webb Realty & Management.

"We feel the demand may warrant a tower for the Motor Inn, to release valuable land for additional development."

The Prom Town House, in which Harris Miller is a principal, contains 425 rooms and meeting facilities for up to 800 people. It has several restaurants and an unusual number of resort features, including two swimming pools and a sauna.

Both contracts will produce leasing and management assignments for the Realty & Management Company, as well as construction work for Webb's Contracting Group.



OPERATION budget analysis on its Western credit card center in Phoenix, above, has been requested of Del E. Webb Realty & Management Co. by American Express.

Kuilima Receives Wide Acclaim, Vigorous Response To Advertising

Following an invitational "sneak preview" May 6, 7 and 8, Del Webb's Kuilima Hotel was opened to the public May 10. Interest of local residents helped push occupancy on May 13 and 20 to 84 and 90 percent respectively.

By May 22, return of advertising coupons, requesting further information on the Kuilima, exceeded 12,300.

Reaction to Oahu's newest resort, and opening ceremonies, can perhaps best be expressed by Hawaiian newspaper people.

Several excerpts follow, as well as a few quotes from Mainland writers:

Buck Buchwach, Executive Editor, Honolulu Star-Bulletin & Advertiser: "Del E. Webb slashed a rope of sugar leaf with a cane knife to dedicate officially yesterday his

(Continued on page 3)



ENTHUSIASTIC APPLICATION by Del Webb of cane knife to sugar leaf rope officially opened the new Kuilima hotel. Watching is Frederick Schnell, right, senior vice-president in charge of western operations for The Prudential Insurance Company of America, Kuilima joint venture partner, and the Rev. Abraham Akaka.

Kuilima Off To Festive Start As Major Hawaiian Resort



PRE-OPENING party found Bob Hope chatting with Mr. and Mrs. Edgar Bergen. **BELOW** — Hope enticed Jane Russell on stage during the "Bob Hope Show" to sing duet the couple had first performed 25 years ago.

HOPE SHOW table included Actress Russell, Astronaut Gene Cernan, Ed Nigro, president, Del Webb Hotels International, and Mrs. Nigro. **BELOW**—Now entertaining at Kuilima is Nalani Kele, formerly longest running revue in Las Vegas.



HAWAIIAN welcome to Oahu was given by Del Webb to Bob and Delores Hope, as Mr. Webb's longtime friend arrived to headline the entertainment at "VIP" Kuilima pre-opening party. Mrs. Hope, a former singer, also took part in the program.

From Opening Remarks 'Hotel To Be Proud Of'

"When the Del E. Webb Corporation and The Prudential Insurance Company first saw this location several years ago, we realized the challenge involved in creating a hotel here. We felt that if we accepted the opportunity to build, it would have to be something that would enhance the area, adding to its natural surroundings.

"Before we took the first step to start construction, we consulted with many of you. We were able to take many of your ideas and create what we feel is a new exciting part of Hawaii. Our goal was to blend the hotel in a way that would add to this beautiful shoreline.

"We hope you feel our people captured this idea, and that the end result makes this part of the north shore something that all Hawaiians can be proud of."

Del E. Webb



APPEARING in this photograph as only specks in the sky, sky-diving parachutists helped cap the daytime opening ceremony for the Kuilima hotel. While Polynesian dancers performed, all 10 chutists guided themselves to safe landings.



ISLAND sunset captures tranquility of Kuilima and its northern Oahu setting, while giant Tiki carving seems to look past palms over calm Pacific. **BELOW**—Daytime scene reveals relatively quiet cove for swimming. On opposite side of Kuilima is surfing area.



Kuilima—What Hawaiians Say

(Continued from page 1)

\$27 million Kuilima Resort and Country Club in Kahuku, Hawaii's newest tourist destination.

"The 50-minute ceremony began at 11:15 a.m. at the massive entrance to the 500-room, 881-acre resort. It was climaxed with a prayer and speech by Rev. Abraham Akaka, who suggested the Kuilima 'will provide a new kind of sugar' to replace the plantation lands that for the past 85 years have been the bulwark of the North Shore's economy.

* * *

Eddie Sherman, Columnist, Honolulu Advertiser (reporting on Bob Hope, who headlined the May 6 dinner show): "This place is so classy Del Webb was thrown out three times because of the way he was dressed.' . . . Hope turned the show into an intimate presentation. More like friends getting up to entertain in your living room . . . Connie Stevens, Minnie Pearl, Jim Nabors, Edgar Bergen and Jane Russell."

* * *

Sammy Amalu, Columnist, Honolulu Advertiser (before the opening) — "Great beauty has been created at Kuilima. The crude patterns of nature have been shaped and molded by human art, and a masterpiece has been fashioned. For this, appropriate tribute must be accorded the men who envisioned this creation and made it all possible.

"I give full praise to Mr. Del Webb and to the Trustees of the Campbell Estate for having the guts to pursue a project that oft-times must have been quite trying, especially in view of the many obstacles that bureaucracy and opinionated authority kept erecting to hamper them.

"I give credit also to the Planning Commission and the City Council for their foresight and for their not backing down before threats. They have contributed much to making our North Shore even more beautiful.

"But best of all and most important, Kuilima has provided needed jobs during a period of recession."

* * *

Sammy Amalu, Honolulu Advertiser (following the opening) — "There must not have been a single Islander left in the rest of Honolulu. It looked to me as if they were all down at Kahuku basking in the sybaritic wonders of the new Kuilima hotel . . . It was simply fantastic. It was the first time that I have ever seen our own Island people turn out in such abundance at any of our resort hotels."

(Continued on page 5)

Three Groups Involved In Kuilima

In developing and building the Kuilima, three of the four Webb operating groups came into action. Development joined PIC Realty, real estate arm of The Prudential Insurance Company of America, to form Inskon Development Co., and perform planning and liaison. Contracting, active in Hawaii since 1964 and currently building military homes and a medical clinic, constructed the Kuilima hotel and golf course. Hotels, involved in market research and site selection since project conception, operates the Kuilima.

Commercial Group In Young, Growing Field of Operation

Property Management Great Responsibility;

THIRD IN A SERIES

Would you be responsible for maintaining a \$30 million highrise complex?

Someone has to be! And someone has to secure tenants for multi-million dollar office investments.

Such management and leasing is a bulwark income producer of the Webb Corporation's Commercial Group — for Company properties as well as for third parties.

Managing Webb buildings is how the Group acquired knowledge in this relatively young field.

Property management, however, has led to other operations.

Today, Del E. Webb Realty & Management Co. has personnel trained and licensed to handle the full range of real estate services — financing, brokerage, sale, etc.

Further, as a subsidiary experienced in dealing with builder-architect teams and other development talent, Realty & Management is exposed to many options and opportunities.

Larimer Place Good Example

A good example is Larimer Place in Denver.

During early negotiations on nearby Prudential Plaza, commercial personnel became acquainted with investors nearby office-hotel-apartment complex.

These investors retained Webb to develop, secure an architect, coordinate design, build an estimated \$30 million facilities, and then lease and manage Larimer Place upon completion.

A more recent role is consultant, an area in which Realty & Management sees possible building, management and other opportunities.

The Webb subsidiary is in an excellent position, in several ways.

It already has considerable experience in a field that is relatively new. Once, only a handful of cities had highrise scrapers." Today, land prices in hundreds of cities have forced investors to reach for the sky for additional room.

And, there are far more investors and builders than ever before. They are good highrise property managers.

Several key projects have helped establish Realty & Management as a "good" manager.



"LIKE SHIPS in the night," America's tall office buildings, when lighted for after hours cleaning and late office workers, are reminders

of the great responsibilities of maintaining and leasing such huge investments.

Great Possibilities

Rosenzweig Center Widely Recognized

enzweig Center in Phoenix, for example, is recognized "industry," as well as throughout Arizona, as an excellent example of land planning, architecture and property management.

mentioned in the April *Webb Spinner*, Realty & Management is widely known as one of the few firms using a computerized reporting system.

"landlord" relationships with tenant firms, many of them among the nation's "top 500," not only provide contacts for firms in widespread properties, but offer exposure to other building and development talents.

its recent move to further round out its professional management "package," a parking company has been established. The PARK is expected to become a substantial revenue center, through management of Webb-owned garages, attractive new contracts, and seeking out property for new parking

facilities. Some of the "mechanics" involved in operating a \$30 million complex like Rosenzweig Center give an indication of the firm's expertise.

Daily Population Of 5,000

an indicator of activity packed into the Center's 18 acres is an average daily population of approximately 5,000 (3,000 employees plus visitors and hotel guests).

The space occupied by 175 tenants ranges from 170 square feet to 100,000 square feet (Greyhound). While no one has ever fully counted the rooms to be cleaned nightly, someone estimates that total windows to be washed, periodically, at 4,234.

The electrical energy needed to cool, heat and light all Rosenzweig Center buildings, as well as propel 22 elevators and hundreds of appliances, is equivalent to the power used by 100 Phoenix homes of average size. The power bill is about \$1,000 a year.

For a sizable utility bill, consider the \$1,442,000 paid annually on behalf of all Realty & Management-operated properties. Or the \$1,214,000 cleaning bill. Or, the \$1,680,000 property taxes, covering only equity buildings.)

Complex Equipment Requires Training

Impressive figures like these point up need for highly trained personnel to keep the elevators and air conditioning functioning, cars parked properly, fair taxes paid and offices filled with tenants.

Meaning people are important, too, because if anything goes wrong, a complaint faster than a burned out bulb it's an empty wastebasket.

Good property management then, is a highly complex operation, and Webb Realty & Management is fortunate in its relatively, "on the ground floor."

Leading the Commercial Group is Exec. Vice-Pres. George Fifer, who began managing property as a sideline income during college. He says, "I see possibilities for our group — for referral of business to Webb's three other groups — and only by time and talent of personnel."

Kuilima - What Hawaiians Say

(Continued from page 3)

Wayne Harada, Entertainment Editor, Honolulu Advertiser — "A show like no other — with celebrity names to fill a 90-minute television spectacular — charmed 500 guests Saturday night at Del Webb's new Kuilima Resort and Country Club in Kahuku.

"For the weekend invitational crowd, it was grand desert — a cherry jubilee of some of today's and yesterday's finest musical and comedy names — hosted by comedian Bob Hope."

* * *

Ted Smiley, Honolulu Star-Bulletin & Advertiser (in a letter to Bill Youngren, Kuilima public relations director): . . . "The honest-to-God aloha feeling we got from all the people of the staff . . . from the courtesy cart driver who turned down a proffered tip — *without making me feel a fool* for offering it, — to the granny-glasses lass who was hesitant to 'service' our room because I was relaxing on the lanai . . . to the bellman (so helpful, and so friendly in helping) to the golf club people who did everything but get me out of the sand traps (and who remembered my name after the first afternoon) . . . You people proved to me you're professionals. More than that, super-professionals. What a joy, what a pleasure to have been your guests, to have received, to have been given your hospitality."

* * *

Hal Wood, Sports Editor, Honolulu Advertiser — "The Kuilima course has to rate with the top 10 layouts in the Islands."

* * *

Stan Delaplane, Syndicated Travel Columnist: "The shows are slick. The combo music top grade. Food is excellent. The cocktail waitresses might have stepped right out of the show at The Sahara in Las Vegas. And maybe they did."

* * *

Hack Miller, Sports Editor, Desert (Salt Lake City) News — "The resort juts so far into the ocean it is called Hawaii's new island. There is an ocean view from every room of the tri-wing hotel. And you see the surf on many of the golf shots. And sand! George (Fazio, who designed the course) had a sandy beach on the side of the 10th hole and left it there. It is said to be the largest lateral sand trap in the world."

* * *

Orien Fifer, Columnist, Phoenix Gazette — "Approximately 500 persons who attended a special pre-grand opening at the Kuilima Hotel and Country Club last weekend agreed Del (Webb) has pulled the lever on what has to be a sure thing."

* * *

Hank Greenspun, Publisher, Las Vegas Sun — "There's something about Kuilima that brings out the beach-comber in the most aggressive of ambitious middle-aged men. And once you've been there, you wouldn't want to leave and once you've left, you can never again find peace until you've gone back . . . For probably the first time in the history of resort hotel openings, everything was perfection, which makes Webb along with all his other accomplishments, a premier hotelman."

During Second Quarter 34 Persons Honored For Terms of Employment

During the second quarter of 1972, 34 Webb employees were honored for terms of employment of 10, 15 and 20 years. Collective employment totaled 375 years.

APRIL

10 YEARS — Marcella Steller, Dorothy Meekins, James Oliver, Harold Halstead, John Fallo, John Burton, Betty Evans and Maxine Newman.

15 YEARS — Allen Pinkham and Joseph Kendzierski.

MAY

10 YEARS — Robert Chesto, Frank

Lestingi, Vira Richee, Betty Dooley, John Hookstra and Alvin Allen.

15 YEARS — Donald C. Wilson.

JUNE

10 YEARS — Bernard Gillis, Donald Kosman, Naomi Purdy, Charles Avants, Ben Roth, D. A. Martin, Jack Hardy, Milton Dial, Bub Jaye, Ron Herigstad, Marilyn Stevas, Rae Morrisette, Lawrence Jones and Charles Troutman.

15 YEARS — Richard Hall and Robert Harrington.

20 YEARS — Eddie Warren.

Phil D'Anna President Of Chicagoland Marketing Group

Phil D'Anna, Oak Brook residential sales director, is the new president of the Sales and Marketing Council of Chicagoland (SMCC). He has been on the SMCC executive committee for four years while serving in various capacities for this 175-member organization.

Greyhound Completes Move

Armour-Dial is the last of six major subsidiaries of Greyhound Corporation to move into Greyhound Tower in the Webb firm's Rosenzweig Center in Phoenix. Greyhound occupies floors 7 through 20 in the new 20-story building.

Camera Captures Scenes Of Many-Sided Webb Corporation



HOUSTON — Victoria Telschow, elevator starter at 609 Fannin Building, has been working there since it opened as Houston's tallest in 1926. She then made \$90 a month as an elevator operator and recalls, "there were hitching posts along the road."



FRESNO — Richard Moxley, right, 22-year-veteran of the Fresno, Calif. police force, is the first annual Del Webb TowneHouse "Officer of the Year." Presenting the award is Jack Hardy, former Fresno general manager, now at Hotel Kuilima in Hawaii.



WABEEK — Twenty-four condominiums, overlooking the ninth fairway of the Wabeek golf course, will rise on the site inspected by George Kirk, right, general manager, and Chuck Lescamela, operations manager for residential construction.



PHOENIX — When Mrs. Richard Nixon arrived at Del Webb's TowneHouse to address a gathering of Republican women, John Roberts, hotel general manager, was on hand to greet her just before the two were surrounded by convention delegates.



SCOTTSDALE — Jerry Chambers, Mountain Shadows catering manager, was the recent recipient of a special "five-year" award from the Mallory Battery Company's Jim McKinley, right. Watching is Dietrich Mayring, at left, hotel general manager.



PHOENIX — All-day safety seminar by Fireman's Fund Insurance drew representatives of Webb's Greater Phoenix properties, including Jim Baines, right, Rosenzweig Center property management representative, practicing first aid on Fireman Fund's Dan Clark.

First Quarter Earnings Show Healthy Increase Over 1971

All four Webb operating groups — construction, development, commercial and hotel — performed well during the first quarter of 1972, when earnings increased 133 per cent to \$957,493,

compared to the 1971 first quarter earnings of \$409,273.

Earnings per share were 11 cents for the first quarter against 5 cents last year.

Directors re-elected at the Fresno annual meeting were Del E. Webb, R. H. Johnson, W. J. Miller, Roy P. Drachman, John B. Milliken, Jarl Nerdrum and Patrick L. O'Malley.



SCENES from Webb Corporation annual meeting at Fresno TowneHouse include (from left) Judy Griffith registering stockholders, President R. H. Johnson addressing meeting, Treasurer

W. J. Miller answering questions and Mr. and Mrs. Del Webb and Mr. and Mrs. Johnson greeting shareholders.

Safety Superintendents

(Editor's note—If below-listed superintendents have already won a 1972 award, we omit photos and background material).

March and April safety winners include Wayne Edwards, Wayne Holland and Don Kosman.

March winner in the over-20,000-man-hours category was Don Kosman, a repeat winner from February, with zero accidents at the TWA overhaul project in Kansas City.

The March under-20,000 award was captured by Wayne Holland at the Las Vegas City Hall project, who matched Kosman's zero accidents. Holland is a six year Webb veteran.

An April award was earned by Wayne Edwards, superintendent at the General Electric modular housing facility in Apple Valley, Calif., who logged an accident frequency rating of 19.60 (per million man hours) in the over-20,000 group. Edwards joined Webb in 1968.

A familiar name (Kosman) with a familiar accident frequency rating (zero), turned up as winner among Webb jobs logging less than 20,000 man hours during April.

The jobs mentioned above were *not* among projects cited by the Occupational Safety and Health Administration (OSHA), which during its first nine months this fiscal year issued

Properties Sold At Sun City, California

The Webb Corporation has further divested investments in Sun City, Calif. by selling the Kings Inn motel and Sun City Shopping Center. Combined purchase price was almost \$2 million.

President R. H. Johnson said the action leaves the firm 40 acres of commercially-zoned property, two golf courses and an interest in a mobile home park.

The 56-unit Kings Inn was purchased by Harry Neiderman of Los Angeles and the 30-tenant shopping center by Childrens Future Enterprises of San Diego.

Webb recently sold home sites to Presley Development Corporation. In early May ground was broken for the 332-unit Sun City Mobile Homes Estates, joint venture between Webb and Park Development Association.

16,370 citations covering 63,573 alleged violations.



Wayne Holland



Wayne Edwards

Death Claims Superintendents Lauren Holland, Bob Fleming

Death has claimed two Webb superintendents, Lauren Holland, active until becoming ill six months ago, and Bob Fleming, retired.

Holland died May 22 at age 52, and is survived by his wife, Connie. Projects he supervised from the Los Angeles office included the first two buildings at International Airport Center, Glendale Memorial Hospital, and American Airlines expansion at the Los Angeles airport.

Fleming, who retired in 1960, was 77. He joined Webb in 1942 to help build some of the firm's largest wartime military expansion projects. Others he supervised included the downtown Phoenix Penney building, the City of San Manuel, Arizona and Hughes Aircraft plant in Tucson.

He is survived by wife Marguerite and daughters Jane, "Taty" and Benita.

Active Convention Promoters

General managers of Del Webb's TowneHouse in Phoenix and Mountain Shadows resort in Scottsdale, John Roberts and Dietrich Mayring, respectively, are active in the Valley of the Sun Convention Bureau. Roberts is the newly-named chairman of the group's Advertising and Promotion Committee, and Mayring serves on its board of directors.

Awards Top Off Bowling Season

SMILING FACES and trophies indicate winners in Webb Home Office bowling league. Pictured left to right, from top row down: High Individual Game — Clarence Balcerzak - 256, Maxine Mitchell - 223; High Individual Series — Joyce Middleton - 557, Don Caldwell - 675; High Average — Evelyn Angelo - 168 (she also won WIBC High Series with a 599), Carl Craven - 186; WIBC Most Improved — Thelma Burgett - 12 pins; ABC Most Improved — Paul Grimmett - 17 pins; League Champs — Kings Inn - Glen Stamper, Beverly Stamper, Joanna Caldwell and Don Caldwell; Runner-up—The Sahara - Mary Beth Festing, Betty Skinner, Duane Wray and Bob Festing.



Webb Company Contracting Officials Serve AGC Committees At Arizona, National Levels

Exec. Vice-Pres. W. P. Collins, general manager of the contracting group, has been appointed to the Safety Committee of Associated General Contractors of America (AGC), national office. He also serves on the Arizona

board of AGC, Arizona Building Chapter.

Bill Warriner, sales manager and group safety and Equal Employment Opportunity director, has been named

to the national AGC Legislative Committee and the American Institute of Architects-AGC Liaison Commission. He also serves on the Minority Affairs Task Force of the Phoenix Chamber of Commerce.



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Member of International Association of Business Communicators and Arizona Business Communicators

Webb Golfers Have Their Day, Too



BECAUSE only a portion of winners assembled for photo, we are going to use teams and scores in picture identification at annual Sun City, Arizona Webb employee "best ball" golf tournament. At Lakes West, first place, a 65, went to John Love, Roger Golindo and A. D. Simons. Following with 66s were Ken Warren, John Rechlin, Roy Wagers and Keith Mulholand, and Ernie Carranza, Robert Perez, Jim Whitting and Jerry Dean. A 66 by Bob Thompson, Larry Havir and Terry Berner took top honors at the North Course. Willard Miller, Woodroe Ashley, Lyman Milroy and Jerry Peters shot a 67 and Walt Thibeau, Conrado Almad, Lloyd Capps and Jerry Johnson followed with a 68.



THE WEBB *Spinner*



Las Vegas 'T-Bird' Sold

The Webb Corporation has sold its 500-room Thunderbird Hotel and Casino on the Las Vegas, Nev., "Strip" for \$13.5 million.

Purchaser is Caesar's World, Inc., owner-operator of Caesar's Palace, another "Strip" hotel-casino.

The purchase contract was between Caesar's World and two Webb Nevada subsidiaries, DEWCO Services, Inc., and Consolidated Casinos Corp. Edward H. Nigro, president of the subsidiaries, said the Thunderbird sale is expected to close on or before this Sept. 30.

(Continued on Page 2)

First Half Earnings Soar

The Webb Corporation has reported the most profitable first-half business period since it became publicly owned in 1960.

Consolidated revenues of \$167,861,390 resulted in net earnings of \$2,327,741, equal to 27 cents per share for the period ended June 30 this year. This compares to 1971 first-half results of \$145,486,797 in consolidated revenues and \$1,114,517 in net earnings, or 13 cents per share.

Second-quarter consolidated revenues amounted to \$84,563,605, while net earnings were \$1,370,248, or 16

(Continued on Page 2)

5,000 Acres Northwest of Denver

Second Home-Vacation Project Launched In Colorado



WINTER scene at Val-Moritz Village northwest of Denver, Colo., is typical of scenic topography at newest Webb second home development.

The Webb Corporation has moved solidly into the second home market with announcement of a family-oriented recreation area on 5,000 acres near Granby, Colo.

The vacation-home project, to be known as Val-Moritz Village, could eventually create a community of 25,000 residents. It is a joint-venture of Del E. Webb Colorado, Inc., as developer; World Service Life Insurance Co. of Fort Worth as financial partner, and Dr. Fred Sinkovits and Associates of Chicago as land owners.

Val-Moritz ultimately could represent in excess of \$100 million in land, residential, recreational and commercial development.

Initial Development

Initial development will begin as soon as land planning by Leitch-Kiyotoki and Associates of Newport Beach, Calif., and preliminary engineering by the Denver offices of Henningson, Durham and Richardson are completed.

Of 5,000 project acres, 1,800 will remain undeveloped "green areas." Plans call for a balanced development of single-family homes, "ranch estates," condominium units and commercial areas, with an Austrian-type village of shops, hotel, condominiums and ski lodge as the focal point. Roads will be surfaced and all utilities will be placed underground.

Val-Moritz Village will border U. S. Highway 40 a mile south of Granby. It is 85 miles northwest of Denver at an elevation of 8,000 to 9,200 feet.

The project will be oriented to outdoor recreation. Family-type ski and golf areas, tennis and swimming, hiking

(Continued on Page 2)

Val-Moritz Village Announced

(Continued from Page 1)

and horseback trails are planned.

Val-Moritz Village will be similar in concept to Webb's Massanutten second-home development, also on 5,000 acres, in the Shenandoah Valley of Virginia.



VAL-MORITZ VILLAGE document signing was attended by, seated from left: Dr. Fred Sinkovits, landowner; Webb Vice-Pres. Bill Doss and Mrs. Sinkovits. Standing, from left: Fred Gunther, executive vice-president and Jack Freeman, president, World Service Life Insurance Co.; Webb Exec. Vice-Pres. F. P. Kuentz and Dr. Donald Carducci and Howard McKee, landowners.

Record First Half Earnings Told

(Continued from Page 1)

cents per share. Comparable 1971 figures were \$77,014,872 consolidated revenues and net earnings of \$705,244 or eight cents per share.

Chairman Del Webb and President R. H. Johnson attributed the improving profit picture in part to "gradual elimination of our loss areas."

Included were disposal of Sun City, Fla., and sale of the greater part of Sun City, Calif. New home sales had declined in both, although sales at the Sun City near Phoenix continue at an excellent pace.

In reviewing the company's four operating groups, Johnson said Contracting continues to exercise selectivity in bidding while seeking more equity work. Development projects are making material contributions to consolidated results, Commercial activities are being expanded, and Hotels "continued to exceed last year's results by good margins."

T-Bird Sold To Caesar's World

(Continued from Page 1)

R. H. Johnson, Webb Corporation president, declared the cash sale "could have a significantly favorable effect on after-tax earnings and working capital."

The sale includes approximately 35 acres on which the "T-Bird" is located. Webb had done considerable modernizing and expansion of the 23-year-old hotel since its purchase in 1964.

In Las Vegas, These Men Represent Webb Contracting Activities



WEBB staff which "makes the job go" at Las Vegas City Hall include, from left: Chris Morgan, engineer; George Redhead, office manager; Wayne Holland, superintendent; Jim Meadows, assistant superintendent and Jim Harrison, manager of project operations.



CLARK County's (Nevada) newest high school was about 60 per cent complete and on schedule in early June when this photo was taken. Construction is guided by Webb crew, from left: Guy Thomas, assistant superintendent, Bob Gray, superintendent and Pat Haisch, engineer.

Webb Corporation Does Las Vegas City Hall Top Out 'First Class'

There are few symbols which portray Las Vegas better than a top hat and a bottle of champagne.

In fact, these were the symbolic tools used by Webb con-

struction men in early June when they topped out the Las Vegas city hall against a backdrop of soaring concrete and interlacing steel.



OFFICIALS eyed a bottle of chilled champagne while awaiting final concrete pour and listening to brief remarks by Las Vegas Mayor Oran Gragson and Webb Exec. Vice-Pres. Bill Collins.



ARRIVAL of last bucket was timed to appearance of Will Hughes, labor foreman, who uncorked the bottle to mix contents with wet concrete.



HELPING Hughes were, from left: Collins, Gragson and Kurt Schneider, the latter representing project architect, Daniel, Mann, Johnson and Mendenhall.



PLEASANT assignment finished, Mayor Gragson directed concrete to its final destination.



CONTINGENT of workmen, who watched entire ceremony, viewed the bucket on its way to 11th floor.

Variety Of Architecture Attractive, But People Make Real Difference

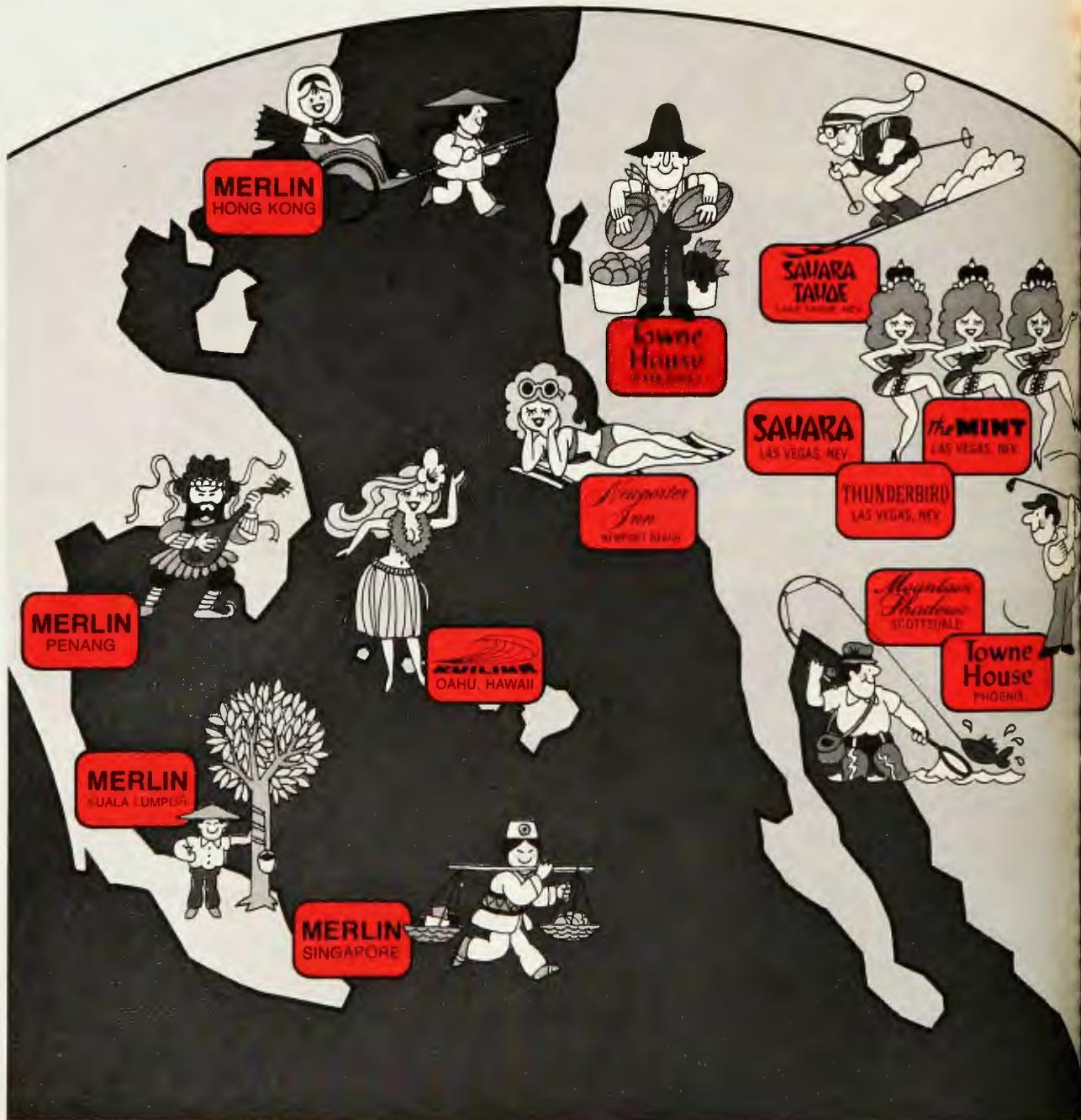
Del Webb Hotels International—Not A Carbon C

[This summation of activities of the Webb Hotel Group is the last of reports on the four Webb operating divisions.]

Del Webb Hotels International is an exciting, dynamic chain of luxury hotels which has emerged during recent years.

Now spanning half the globe, they are a product of development evolution.

The firm 25 years ago began plowing back some construction fees into equity participation. Building on construction experience, it developed the talent to locate sites, ordinate architecture, arrange financing and other re



CARTOON AD FOR WEBB HOTELS CONVEYS IMPRESSION OF FUN AND VARIETY.

The Entire Chain

Initially Webb undertook construction of motor hotels in conjunction with an established chain operator, it later became planner, developer, builder and operator of motels, and, finally, of major metropolitan hotels.

Hotels Combine Resort, Convention Features

Each hotel boasts attendant complements generally shared with resort hotels, coupled with facilities to meet the demands of a burgeoning convention market. Webb hotels in Las Vegas and Lake Tahoe comprise one of a number of single operations in Nevada, and one of only a few old firms in the Nevada gaming industry. These include the Sahara, Thunderbird (until sale is complete) and the Sahara in Las Vegas and the Sahara-Tahoe at Lake Tahoe in the mountains.

Other S.-based hotels include Mountain Shadows in Scottsdale; TowneHouses in Phoenix and Fresno, Calif.; the Inn in Newport Beach, Calif. and the 500-room Resort Hotel and Country Club in Hawaii.

Activities Extend To Far East

Webb's activities extend into the Far East under management contracts with Merlin Hotels in Hong Kong, Singapore and Malaysian cities of Penang and Kuala Lumpur.

The aggressive management team, developed from within the ranks, is directed by Edward Nigro, president of Webb Hotels International and a former Air Force general.

Management recognizes that the hotel business as a "service industry" can only be as good as its personnel and its facilities. Stringent requirements have been implemented to achieve optimum efficiency in both.

Fifty percent of all Webb hotel executives and department heads are the product of an "in-house" promotion policy. Management believes that the greatest potential for advancement within the corporation, employees are constantly under management-development program.

Departments Staffed Deeply

Each major department is staffed two or three "deep" in each department heads who have had diverse experience in hotel functions.

When a vacancy occurs, or a new hotel is built or acquired, someone to fill the void with no interruption in operation.

An example is the new Kuilima, which opened with an efficiency far surpassing that generally associated with new operation.

When protocol is respected, communications are in no way hindered. The door to President Nigro's office is always open and is recognized, and rewarded commensurately.

Encouraging each Webb team member to excel creates a healthy competitive environment. Advantages accruing to hotel guests are reflected in the frequently-used slogan, "At Del Webb Hotels, Attitude Makes the Difference."

Promoting Stars—Battle Of Words

All Webb hotels offer entertainment in one form or another. But none faces the special challenges encountered by the Sahara and Sahara-Tahoe.

In newspapers and on billboards of Las Vegas and Lake Tahoe's South Shore is waged a keen battle to entice the visitor.

The solidly-established Sahara has helped bring national recognition to more than one entertainer. Don Rickles is an excellent example.

Only recently the Sahara's Congo Room featured Doc Severinsen, a bandleader with considerable national exposure on the Johnny Carson television show but who had never had his name in lights on the "Strip."

At Tahoe, where three major hotels and many smaller casinos compete with Reno and Las Vegas, the right "plug" in a California newspaper column can draw business.

In the word "war," Sahara-Tahoe publicist Tony Hartmann has many entertainment editors reaching for their dictionaries.

For example, he described Engelbert Humperdinck as a sapient descant, and as effulgent, drawing a letter from Columnist Earl Wilson.

In late July, Hartmann pictured early August stars Steve Lawrence and Eydie Gorme as "bookends," and was searching an alphabetical word repository to delineate headliner Tom Jones.

Site Selection Complicated Process

Acquisition of a hotel or site involves more than economic factors. Considering the beauty surrounding Webb hotels, a good case could be made that the selection of location was an "emotional decision." Each Webb property has its own distinctive personality, yet is in concert with the whole chain, reflecting a deft, skillful "touch."

All properties could be termed resort hotels. Yet each maintains spacious convention, banquet or display facilities with competent sales and catering staffs to properly service such functions.

Since leisure time is important to business functions, the chain offers gourmet wining and dining, sparkling entertainment, beautifully appointed rooms, an array of sports and pastimes — whether placing a bet in Nevada, horseback riding in Arizona, boating at Newport Beach, skiing at Lake Tahoe or surfing in Hawaii — and, for most properties, full golf and country club facilities.

"Gold Book" Guides Procedures

Each hotel is guided by procedures set forth in a manual commonly referred to as the "Gold Book." Rules designed to maintain corporate identity and achieve maximum efficiency are modified to meet changing conditions.

Broad in scope and concept, the "Gold Book" offers direction, yet encourages and permits autonomous operation in each property. This results in each hotel having its own flavor of Webb hospitality, efficiency and friendliness.

The executive offices of Del Webb Hotels International are located in Las Vegas on the top floor of Hotel Sahara's 24-story tower.

Commercial Land Sales Accelerate In Oak Brook, Ill.

Oak Brook management is predicting 1972 will be a record year for the community's commercial-industrial department. Sale of vacant land this year already exceeds 36 acres, totaling \$4,488,471.

New corporate residents include home offices of Mutual Trust Insur-

ance Co. and Osco Drug Co., regional sales office for General Electric's medical services district, as well as several multi-tenant developments.

The newly-opened Corporate Plaza II commercial subdivision provides 48 acres. One lot already has been sold.

With near sell-out of the third unit of

Chambord, current Webb residential sales in Oak Brook are largely confined to condominiums in Briarwood Lakes.

Meanwhile, Webb's Development Group continues study of proposals by landowners for new Chicago area joint ventures similar in concept to Oak Brook.



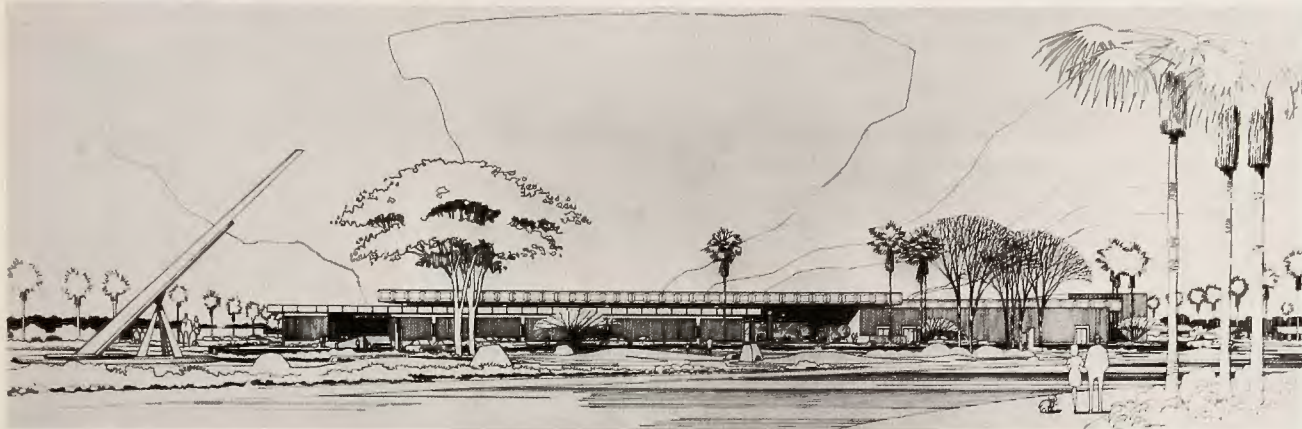
CHANGING SCENE at Oak Brook is apparent in aerial photos of East-West Tollway taken by Illinois State Toll Highway Authority on Aug. 21, 1959 (above), and March 24, 1972 (below). In addition to industrial-commercial areas along freeways, Oak Brook has a number of outstanding residential sections.



PHIL D'ANNA, left, Oak Brook project manager, checks plans in newly-opened Corporate Plaza with Al Centofante, chief of operations and Bill Callis, general sales manager. **BELOW** — Inspecting remaining condominium sites in Briarwood Lakes area of Oak Brook are John Walsh, residential operations manager and Chuck Broeman, residential sales manager.



Sundial Center Will Soon Be Sun City Tourist Attraction



FOCAL POINT of Sundial Center, the now-building and newest of five recreation centers at Sun City, Ariz., will be a 35-foot-high sundial. The \$2 million complex will include two buildings

on 10 acres, one of which will cover a swimming pool and 10 shuffleboard courts. Opening is set for early 1973.

Webb Point Of View - (Mostly Personnel Promotions)

Summer has been a busy time for Webb personnel promotions, which have accumulated in our files so profusely we lack necessary space for accompanying photos. We list them, and say "Congratulations!"

In Del Webb Hotels International, **Keith Ashworth** is the new vice president of personnel and administration; **Thomas Aro**, treasurer, is a new vice-president; **Jack Hardy**, former Fresno TowneHouse general manager, is the new general manager of the Kuilima Resort and Country Club on Oahu . . . now 33, he joined Webb 10 years ago as a busboy; **Vlad Chuhlantseff** is now Fresno TowneHouse general manager, moving up from food and beverage director; **William Fitzgerald** has been named general manager of the Hong Kong Merlin; new manager of Hotel Sahara is **Bob Ennis**, who reports to Gen. Mgr. **Dick Schofield**; other Sahara promotions include **Curt Thompson** to executive assistant manager and **Les Hunter** to assistant manager; **Vernon Daniel** is new vice-president of property development for Del Webb Hotels International. Returning to Kuilima personnel, key staff members include **Bob Bradley** as resident manager; **Thomas "Tookie" Evans** as director of sales; **Josef Heudorf**, executive chef; **Edgar Feltault**, director of food and beverage operations; **Bill Youngren**,

director of public relations and **Palmer Lawrence**, head pro at the Kuilima golf course which recorded three holes-in-one within its first six weeks. . . . At Del E. Webb Development Co., Webb subsidiary building Sun City, Ariz., two have been named senior vice-presidents: **Ken Parker**, residential sales manager and **Tom Rittenhouse**, manager of component manufacturing. The following were named vice-presidents: **George Beall**, manager, hotel-restaurant operations; **Joe Bulkeley**, manager, commercial leasing; **Curtis Copeland**, manager, commercial and residential architecture; **Tom Ryan**, manager, engineering and site improvement; **Harvey Shahan**, manager, advertising; **Jerry Svendsen**, manager, public relations. . . . In the Development Group, in addition to Oak Brook posts noted on the opposite page, **Bill Cubberley** has been named Wabeek project manager replacing **George Kirk**, now in the Home Office to assist in supervising Oak Brook activities and investigating new projects. **Bob Rock** has returned from Sun City, Fla. to coordinate group townhouse construction. . . . Golfing weather? President **Bob Johnson** and Treasurer **Jim Miller** teamed on a June afternoon with two Greyhound Corporation officials — Exec. Vice-Pres. **Ralph Batastini** and Armour Vice-Pres. **Clarence Behn** — for a round of golf

on the Camelback Inn course. The temperature was 107 degrees in the shade, and they weren't in the shade. Johnson and Miller, teamed in the two-man, best-ball tournament, placed second with a 13-under-par 59, and each won a week-end at Camelback Inn. . . . At the recent annual convention of Arizona's VFW and auxiliary, **Marian Wilson**, Home Office coffee and goodwill dispenser, was honored for her role as Americanism Chairman of her Phoenix club, in which she directs distribution of free flags for Boy Scouts and other groups, and histories of the flag and the United States.

Gun Club First Item For Newest Addition To Sun City Holdings

To its 20,000 acres, Sun City, Ariz. has added the Heading Ranch, 1,040 acres of rock outcroppings, eroded desert and riverbed.

The land is located west of Lake Pleasant Road and about six miles north of Bell Road. First improvement will be a gun club, already approved by Maricopa County officials.

Future planning includes hiking trails, picnic areas and a possible western-type restaurant on a high butte.

A Fish Story

Beginner's Luck

What better tale for a summer issue than a fish story!

It involves John Foster, stage manager at the Kuilima, and a 1,070 pound blue marlin — only 83 pounds off the world's record. Using only a 150 pound test line, it took John nearly six hours to tame the monster (and made him late for the show, for which he was forgiven).

Foster was on a charter boat out of Honolulu, hoping to catch a tuna. What makes the story even better is that the marlin was the first deep-sea fish he ever caught.

Like an 855 pound marlin landed last year near Kuilima, Foster's had to be lashed boatside and towed to port.



JOHN FOSTER — nearest his fish, naturally—and Kuilima Gen. Mgr. Jack Hardy, examine Foster's surprise catch.

Between A, Z Are 21,730 Other Names

Between Oscar Aaker and Carvel G. Zwingle are 21,730 names, making up most of the population of Sun City, Arizona early this year when the newest directory was formulated. The 266-page book (108 yellow pages) is a much bulkier version than its non-advertising first edition in 1961, which contained 2,100 names. (Current estimated population is 23,000.)

L.A. Office Isn't Same Without Enola, Fritz

Two employees in the Los Angeles office — Enola Owens and Fritz Danielson — each with more than 25 years with Webb, have retired.

Each began retirement with an extended trip.

Fritz and wife Ethel, in a new Winnebago, traveled to the East Coast and to South Carolina to see son Terry. Enola and sister Jesse (actually on a pre-retirement vacation) motored cross-country via a southern route, met sister Margaret in New York and traveled back to Los Angeles through northern states.

Fritz joined Webb as an estimator, then was promoted to job engineer. His first project manager assignment was Santa Monica Shores; the last was the Beverly Wilshire Hotel.

Enola joined the firm as a switch-board operator and did a variety of office work before succeeding her sister Margaret as Los Angeles secretary to Mr. Webb and Mr. Johnson.

F. P. Kuentz Named To ULI Committee

Exec. Vice-Pres. F. P. Kuentz has been named to the Recreational and Retirement Development Council of Urban Land Institute (ULI). His three-year appointment to one of six councils under which the ULI will operate in the future was made by Roy Drachman, president.

Scouts Pay Visit To Corporate Headquarters



SCOUTS came calling recently to present Exec. Vice-Pres. Fred Kuentz a plaque in appreciation of Webb Corporation support of the Boy Scout program. From left: Bill Snead, Jeff Wallace, Dan Snead and Mr. Kuentz.

Commercial Group Brochures Win National IREM Awards

Brochures depicting capabilities and properties of the Del E. Webb Realty & Management Co. have earned first place awards in national competition conducted by the Institute of Real Estate Management.

A brochure about Rosenzweig Center won in IREM's "Office Promotion" division. The other first place was in "Company Brochures Promoting Professional Management." Each category had approximately 100 entries.

The winning entries were prepared by corporate public relations and Marie Martel, director of graphic arts.

Belsher, Laibly Awarded Coveted CPM Designation

Harold Belsher and Les Laibly of Del E. Webb Realty & Management Co. each has been named Certified Property Manager by the Institute of Real Estate Management. In Phoenix, only 21 hold a CPM title. Belsher is vice-president of commercial development for the Webb subsidiary, and Laibly is leasing and property manager of First Federal Savings Building.



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SEPTEMBER 1972
VOL. 26 NO. 9

THE WEBB *Spinner*



WEBBNEWS

DEWPARK Subsidiary Seeks New Business



NEW NAME in the parking business is being seen in Phoenix and other cities in which Del E. Webb Realty & Management Co. operates Webb or third-party office properties. DEWPARK sign on Valley National Bank parking lot near Rosenzweig Center is examined by Jim Gannarelli, DEWPARK general manager, left, and Vice-Pres. Rex Maughan. In Phoenix DEWPARK also operates 4,000 parking spaces for Rosenzweig Center and the Mayer Central-First Federal Savings complex.

Coming Out Party Soon

SEPT. 28 is the official debut → for the six-block convention center and auditorium completed for the City of Phoenix by Webb builders. Most elaborate feature is Symphony Hall, above; most awesome is cavernous convention center which will accommodate, as its first exhibition, Arizona On Display, Oct. 5-8. Webb Corporation will be one of many Arizona-based firms displaying or picturing their products. (Additional photos scheduled for October Spinner.)

WEBBNEWS

Spotlight On Kuilima, Century Plaza Hotels

While Del Webb Hotels International strengthened its position in the Far East by contracting to manage the new Century Plaza Hotel in Taiwan, the international spotlight focused on the firm's Kuilima hotel in Oahu.

President Richard Nixon used the Kuilima as base of operations for Aug. 30, 31 and Sept. 1 meetings with

(Continued on Page 2)

WEBBNEWS

Very Good Month For Project Safety

While August figures were incomplete at Spinner deadline, reports showed an outstanding safety record in July for 16 Webb contracting projects.

Computer printouts revealed a row of "goose eggs" under columns headed "Lost Time Accidents," "Frequency" and "Severity" for the following jobs: Boswell Hospital, Sun City, Ariz. —

(Continued on Page 2)

Phoenix Civic Plaza Debuts This Month



Spotlight On Kuilima, Far East Hotels

(Continued from Page 1)

Japan's new Prime Minister Tanaka.

Television beamed pictures of the Kuilima, and sparkling Pacific waters which surround it on three sides, while newspapers explained worldwide that — appropriate to the meetings — in the

Hawaiian language Kuilima means "hand-in-hand."

The 11-story, 250-room Century Plaza is scheduled to open in Taipei in October, featuring six restaurants. Webb manages Merlin hotels in Hong Kong, Singapore, Penang and Kuala Lumpur.



SHINY new hotel in Singapore, the Merlin, recently completed its first phase of expansion under the direction of General Manager "Chuck" Cronrath.

Mobil Oil Now Largest Prudential Plaza Tenant

A big name in petroleum is now the largest tenant in Prudential Plaza, opened last February in Denver by Del E. Webb Realty & Management Co.

Mobil Oil has leased three floors for its Western Exploration and Production headquarters to accommodate approximately 185 employees by Jan. 1.

"Mobil's lease brings signed occupancy to approximately 60 percent," reports Webb's Denver manager Richard Whiting.

"Considering we didn't have a major tenant when we opened, and the new office space coming on the Denver market, this expression of confidence in Prudential Plaza and Skyline's redevelopment area is extremely gratifying."

Secretarial 'Fire Drill' Held At Del Webb's TowneHouse

Over 200 executive secretaries from the Phoenix area were recently invited to a reception at the Phoenix TowneHouse to learn about a new incentive program for booking reservations for

Twin Office Buildings Sold For \$12.7 Million

Twin office buildings in Oak Brook, Ill. have been sold for \$12.7 million by the Oak Brook Development Co.

Purchaser is The Manufacturers Life Insurance Company of Toronto.

The first of the 11-story towers was completed in 1966, the second two years later. The towers and connecting arcade contain 146 tenants, a 93 per cent occupancy level.

Mortgage balance was approximately \$8.1 million. R. H. Johnson, president of the Webb Corporation, which is developing Oak Brook in joint venture with Paul Butler Properties, said Webb share of net proceeds "should make a significant contribution to company working capital and earnings."

"visiting firemen" (out-of-town visitors).

To make the affair more realistic, John Roberts, hotel general manager, donned a fireman's uniform to speak to the secretaries and supplied a simulated fireman's helmet for each guest.

Great Safety Month

(Continued from Page 1)

Roland Konopka; Ramada Inn, Oak Brook, Ill. — Tom Gardner; Lakes Club, Sun City — Swen Johnson; Red Hill Housing, Oahu, Hawaii — Walter Robinson.

Sundial Recreation Center, Sun City — Joe Kies; Civic Plaza, Phoenix — Ed Webb; Hughes Aircraft Co., Culver City, Calif. — Tom Prince; Hughes Aircraft Co., Torrance, Calif. — Jim Hastings.

Federal Office Building, Hawthorne, Calif. — Gary Fletchall; Straub Clinic Medical Center, Honolulu — R. L. Wetherill; City Hall, Las Vegas — Wayne Holland; Beverly Hills National Bank, Beverly Hills, Calif. — Jim Haslinger.

Cedar-Sinai Medical Center, Los Angeles — Marty Mikkelsen; High School, Las Vegas — Bob Gray; International Airport, Kansas City — John McAllister; TWA Hangar, Kansas City — Don Kosman.

Sahara-Tahoe Seeks Safety Suggestions

A program instituted by the Safety Committee of Hotel Sahara-Tahoe has produced its first winner — Don Nolan.

His suggestion led to safer traffic flow in the employee entrance area, and earned a complimentary dinner show for four, a personal plaque and listing on an in-house trophy.

Walt Sanford, Safety Committee chairman, said the plan has produced good response.



FIRST WINNER in Sahara-Tahoe's Safety Suggestion of the Month contest, Don Nolan, left, is congratulated by Monty Hundley, hotel general manager.



BEFORE — Typical office hall, era 1920s.



AFTER — Remodeling brings decor up to date.

609 Fannin Building Shows Houston A 'New Face'

With possible national publicity on their remodeling program in the office and local recognition, including a Certificate of Commendation from the Houston Municipal Art Commission and Houston Chapter of the American Institute of Architects already secured, Webb management people continue to

improve and lease the 609 Fannin Building in Houston.

Remodeling on plans by architects Flatow, Moore, Bryan and Fairburn was begun under direction of Duane Roberts of the Del E. Webb Realty & Management Co.

Heading leasing and management, as well as a tenant interior decorating service begun by Roberts, are Dick Cornwell and Bill Whiteside.

Photos on this page show how good planning can "spruce up" a very well constructed 47-year-old office building.



ABOVE — First floor was recessed, and tile pavers used from lobby to curb line. **BELOW** — Tasteful use of wood and carpeting makes lobby sparkle.



ABOVE — Law offices are popular in 609 Fannin, near several government buildings. **BELOW** — Burlap wall covering, area rug and furniture give appearance of timeless elegance.



Managing Property In Sun City

If Trimming 4,982 Palms Doesn't Get To You, Checking Fizz Just Might Be The Last Straw

It's got to be a challenge taking care of \$20 million worth of property.

And, if the assignment includes everything from getting the right fizz in a soft drink to trimming 5,982 palms to maintaining 404,941 square feet of buildings, then the word "interesting" has to be added to the job description.

Gaylen Bartlett, Sun City, Ariz. property manager, despite the day-to-day "nitty gritty" his department handles, would probably agree.

Winds of 72 m.p.h.

Winds of 72 m.p.h. had been reported the night previous to the August morning the *Webb Spinner* editor toured Sun City.

Worst storm result seemed to be a downed 60-foot palm, a casualty level Bartlett said had been exceeded on many occasions.

"It might have been worse if we hadn't just trimmed the palms," he said.

Without checking the 31-man landscaping and property management crew, he knew some men were washing away dust and debris from corners of four shopping centers and other Webb-owned properties.

Others were straightening young trees bent by winds. As he drove around, Bartlett made notes on minor damage the men had missed or hadn't gotten to.

We Take Pride In Maintaining Sun City

"Before long, our people will work in lettered uniforms. Residents will see we take pride in maintaining Sun City.

"There's one of three buses we run on hourly routes. We don't make money on the system, but we've kept our promise to provide transportation."

Considering property managed (expected to double within



ONE OF "largest" Property Management assignments at Sun City, Arizona, a new baseball-softball stadium, is inspected by Gaylen Bartlett, left, general manager, and Larry McMillon, assistant manager.



KEY PERSONNEL in Property Management office include Helen Taylor, secretary to the general manager, and Roy Villanueva, property maintenance supervisor, who will be able to communicate via radio upon completion of new headquarters.

'I Hope The Coots Never Come Back This Fall'

months) and area maintained (now 1,123 acres and leasing fast), it's impossible to tour Sun City and not be a Webb-owned facility.

Snaking through the town are seven 18-hole golf courses, of which have been sold to Sun Citizens as country clubs the remainder of which are maintained by a Webb crew feeding 100 men. More courses are planned.

Another Webb property is the Sun Bowl. About 21 men are needed to mow and trim landscaping at the 7,000-t, tiered facility.

4,000 Aluminum Seat Stadium

At the 4,000-seat (all aluminum) Sun City Stadium, crews I just finished storing a fence needed by the nationally-owned Sun City Saints girls softball team and were scheduling field seeding for major league spring training games.

"That's after a national slow-pitch softball tournament e next week," explained Bartlett.

Walking by the concession stand, operated for Webb by Sun City Lions Club, he sampled a spigot marked "Pepsi."

"Carbonation's flat," he reminded a nearby supervisor. Driving through the stadium lot, Bartlett explained Del Webb Development Co. now stripes its own parking areas, ob it used to "sub" out.

Back on wide boulevards, the tour continued past the nearby-designed La Ronde shopping center and decorative review Medical Arts offices, soon to be expanded.

Checks Weekend Bowling Receipts

At Lakeview Lanes, Bartlett checked weekend revenue h coffee shop manager, Connie Long and Lanes' manager Neel.

"We'll turn the bowling alley over to residents after we w it's profitable. It's meeting our forecasts."

Skirting the two Sun City lakes, he described a new get to slice submerged weed growth, a time-consuming but essary operation now performed by hand.

Happily, no coots were in sight at the time.

"Coots eat seaweed, then dirty people's yards. I hope y never come back this fall," he sighed.

Within the next several months, Property Management pects to be operating out of its own building. Consolidation forces will undoubtedly smooth long-range plans, which ludes adding to third-party property management and unds maintenance contracts already won.

Future Looks Even Busier

The future will be busier, however, even without out- e contracts.

Scheduled to be started this year are two more Webb opping centers, totaling 120,000 square feet and a 60,000-are-foot office building.

In addition, Property Management is responsible for iewing architecture and sign ordinances on all new Sun y buildings and property for land sales to numerous finan- l institutions.

In short, in 1966, when Gaylen Bartlett at age 33 became roperty manager for Webb's active retirement community, had little idea emphasis would be 100 percent on the active t, and zero on retirement.



SCENIC lakes at Sun City, Arizona, which attract a lot of attention from winter visitors, also draw wintering coots, which are protected from harm under law.



SITE OF future Property Management Building, which will help speed consolidation of a now far-flung department, is toured by Gaylen Bartlett.

Ticket Spitter? Spider Staging? Landlord's Lien?

Each Webb operating group uses language peculiar to its own operations. Tommy Ware, secretary to George Reeve, Commercial Group executive vice-president, responded to our suggestion to list a few phrases, and Renee Gitchell, Webb graphic arts department, happily sketched her reactions to these real estate by-words.



Tommy Ware



TENANT IMPROVEMENTS

Construction improvements made to a given area to suit specific tenant requirements.



LANDLORD'S LIEN

Legal authority to hold or claim tenant property as a security for rent.



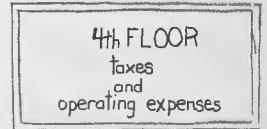
SPIDER STAGING

A type of scaffolding suspended from high-rise buildings. Used by window washers and maintenance crews.



TICKET SPITTER

Device which automatically dispenses a time-stamped ticket as a vehicle enters a garage.



ESCALATION OF LEASE

Tenant's participation in increases in taxes and operating expenses.



THIRD-PARTY MANAGEMENT CONTRACT

Contract entered into for the management of a specific property owned by another party. Agent has no equity position.



EASEMENT

The right of one to use the land of another.



MULTIPLE-TENANCY

Area leased to more than one party. This can be applied to either a specific floor within a building or to a building as a whole.

Media, Public Reaction To Building Defects Not Always The Most Nearly Correct One

EDITOR'S NOTE — The Webb Corporation completed the Phoenix Post Office in April, 1968. Recently, a canopy there collapsed and was pictured in one Phoenix newspaper and reported on the front page of another. In each instance, the Webb Corporation was mentioned as general contractor. Since contractors are often associated with building defects, the Spinner editor asked W. P. Collins, executive vice-president and general manager of the Contracting Group, about the subject:

* * *

Q. — Were we at fault on the Phoenix Post Office canopy collapse?

A. — No. It was clearly a case of a design error. Our construction was executed in accordance with that design, and when a condition arose with which the design could not cope, the canopy collapsed.

* * *

Q. — What length of liability do contractors, architects and engineers have?

A. — A contractor usually provides a one-year warranty against defective work and materials. Additionally, a contractor has liability for latent defects which appear due to these causes. In many states, there is no statute of limitation for such defects. Architects and engineers normally have the same exposure.

* * *

Q. — Why do you think many newspapers mention the general contractor when a structure fails or a defect is spotted?

A. — I believe most newspapers assume, as a first premise, that if a fault exists in a building it is a matter of a construction error. For example, one of our employees, two or three days



Nothing further from the truth.

after the canopy collapsed, received a call from a reporter asking what we proposed to do about the problem. Upon being asked why she felt we should necessarily have this answer, and why she felt only the contractor could be responsible, the reporter said "Who else could be responsible?"

* * *

Q. — Do you believe the public also usually associates a structural failure like this with the contractor?

A. — Yes.

* * *

Q. — Why?

A. — Because contracting in general is a fragmented industry. The very nature of our business places us in an extremely competitive situation. We do not present the same united front as do such professionals — and I use the word to define a group, not individuals — as architects and engineers. There is a common belief, in my opinion, that professionals would not make an error, else they would not be professionals. I think there is also a common belief that a contractor intends to do less than specifications call for in order to be low bidder on a project. Nothing could be further from the truth.

* * *

Q. — Do you think construction in general has a different public image than architecture or engineering?

A. — Yes. Through the years, contractors have been competitors, with respect to price, and have not developed devices which force a uniform posture. On the other hand, architects and engineers have been promoting the image of professionalism for at least 50 years.

* * *

Q. — We have a number of engineers in our Contracting Group, don't we?



We received a phone call.

A. — Certainly. No large contractor can function without them. I have held a professional engineer's license for many years but I am a *contractor*, and proud of it!

* * *

Q. — What can contractors do about their image?

A. — I don't believe contractors will ever promote a "professional" image as long as they must bid work and then adopt an adversary position with architects and owners. There is no other word for their position under lump sum, third party, competitively bid projects, where each party must look to his own responsibilities to protect himself from additional costs, lawsuits, claims, etc. On the contrary, the so-called "team" concept sets the architect, owner and contractor on the same team in the very beginning, with a common goal — to produce a building of quality, which is functional, at a reasonable price.

* * *

Q. — We are promoting "team building," aren't we?

A. — Yes, at every opportunity.



We promote 'team building!'



Employment anniversaries for 1972 include Fred McDowell, senior Webb construction superintendent, who observes 25 years this month.

McDowell is best known around the Webb Home Office as the "super" on all three Rosenzweig Center high-rise buildings.

In all, during the 1972 third quarter 39 Webb employees were honored for employment over 10, 15, 20 and 25 years. In addition, we would like to note that Rose Williams, not included in the second quarter story, received a 10-year award in June.



Fred McDowell

JULY

10 YEARS — Norma Amicarelli, Richard Bay, Nina Berry, Arlen Edwards, Milton J. Frampton, William Hull, Harold Lawson, Jack E. Lewis, Alphonse McCloed, Frank Portnoy, John M. Roberts, John Sperduti, Vivian Thomas and Marion Wirey.

15 YEARS — William Compton, James J. Cunningham, Forrest P. Lee, Walter Mercer and Maurice Russ.

AUGUST

10 YEARS — William Bolivar, Joe Caro, Antonio Galvan, Jack Hanley, Frank Meranto and Annabelle Taylor.

15 YEARS — Robert Beale and George Yale.

20 YEARS — Leroy Eide.

SEPTEMBER

10 YEARS — Olga Barclift, Myra Cain, Edgar Drake, Richard Karjola, Eileen La Barre, Marion G. Mehler, George Reeve and Victor Smith.

15 YEARS — Dolores Hixon and William Nash.

25 YEARS — Fred McDowell.

Mr. Webb Performs His Annual 'Duty', Picks Real Winner



PLEASANT annual duty for Del Webb includes judging Miss Arizona-World beauty contest, then performing same duties at Miss World-USA finals, held this year in Hampton, Va. After voting for the Arizona winner, Mr. Webb crowned Lynda Carter (assisted by Gina Cord) at contest in Phoenix TowneHouse, then voted for her once again as Lynda was selected the USA winner. The final judging panel also included entertainment stars Bob Hope, Jimmy Daren, David Janssen and Shecky Green, and John Kerr, former Phoenix Suns basketball coach.

Greyhound Says Thanks For 'Performing Miracles'

There is more to providing a headquarters for one of America's largest corporations than meets the eye, to use a sun-bleached expression.

Webb men behind the scene in Greyhound Corporation's move to Rosenzweig Center — after all the "papers" had been signed — included Geo Sangster, Al Holt and Jim Gannarelli.

Geo was Webb operations manager, Al was superintendent and Jim secured a variety of carpeting for almost every square foot of Greyhound's 14 floors.

Duties considered other than normal tenant alterations to house 1,000 people included building an executive dining room, test kitchen for Armour products, research and computer rooms and an executive floor Geo termed "totally non-standard."

Recently all improvements were completed and Al, the first man hired by Supt. Fred McDowell, became the last Webb man to sign out.

Vice-Pres. Rex Maughan received a "thank you" letter from Greyhound Vice-Pres. Earle Trulove, commending Del E. Webb Realty & Management in general and Geo, Al and Jim in particular.

Of Geo he said: "He made the impossible look easy and performed miracles regularly throughout..."



THREE WEBB personnel commended by Greyhound Corporation for making the Chicago to Phoenix move a smoother one, chat near Greyhound Tower. From left: Geo Sangster, Al Holt and Jim Gannarelli.



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OCTOBER 1972
VOL. 26 NO. 10

THE WEBB Spinner



The Leisure Market — We're In It!

The Leisure Market!

No, it's not a grocery store for relaxed shopping.

It's the fastest growing segment of (your country's economy) (your off-duty hours), depending on whether you are supplying leisure activities, or using them.

The Webb Corporation is squarely in the middle of providing leisure. Put

another way, using figures supplied by *U. S. News and World Report*, we are after part of a \$102 billion market.

U. S. News Estimates for 1972

Recreation-sports equipment & activities	\$ 50 bil.
Vacations, recreation trips in U.S.	\$ 40 bil.
Travel abroad	\$7.5 bil.
Vacation land & lots	\$5.5 bil.

Second homes \$2.0 bil.
Think about it!

• Sun City, still probably the "hottest" housing market in the U.S. in relation to its population of approximately 24,000, is directly tied to the leisure market with its earlier retirements, higher pensions and people preferring a recreation-oriented life.

(Continued on Page 2)



VAL MORITZ



MASSANUTTEN



SAHARA



KUILIMA



SUN CITY



MT. SHADOWS

ONE SEGMENT OF THE leisure business being tapped by the Webb Corporation is second homes and vacation land and lots, represented by Massanutten and Val Moritz. Another huge market is hotel vacation expenditures, sought by Del Webb Hotels International, represented above by the Sahara and Kuilima. At the

Kuilima, condominiums are capturing still other leisure dollars — buyers who live in their apartment for a few weeks or months each year, then rent or lease. The recreational flavor of many Webb hotel and land developments is typified by photos of Sun City and the unique Mountain Shadows golf course.

Fresno and Phoenix

Webb Part Of Two New 'Team Building' Projects

New projects in which Webb will act as general contractor as well as team construction manager, on a fixed fee basis, include Saint Agnes Hospital in Fresno and Broadway department store in Phoenix.

The best (fastest and usually cheapest) way to build a project — the Webb Corporation believes — is via the team method, with architect, contractor and owner working side by side, from start to finish.

This represents quite a change from the long-established competitive bid system, where often the principals find themselves as unwilling adversaries.

In the team approach, typically, contractors act as construction managers, employing a "fast track" method of taking bids on building and materials phases as needed.

The American Institute of Architects has endorsed "fast track," and, like contractors, will often negotiate a

fixed fee before they begin work.

Work has already started on the three-story Broadway facility at Metro-center Mall shopping center, with John McAllister as superintendent; Swen Johnson, assistant superintendent; Pat Haisch, field engineer; Milford Rigg, office manager and Tom Sorenson, manager of project operations.

Groundbreaking is expected in January for the 200-bed hospital for Saint Agnes in growing north Fresno.



Team Construction

ABOVE — Broadway's fourth Valley of the Sun store, and the third to be built by Webb, as designed by Charles Luckman and Associates is of reinforced concrete with balconies and a stucco finish. **RIGHT** Saint Agnes hospital, designed for its new 32-acre site by Maloney, Harrington, Freesz and Lund, will be operated by Sisters of the Holy Cross under a total patient care concept. **BELOW** — At Saint Agnes contract signing in office of Fresno Mayor Ted Wills, principals included, from left: Webb Senior Vice-Pres. Appy Guizot; Del Webb; Mayor Wills; Frank Diener, chairman, Saint Agnes board of trustees (seated); John Sullivan, board member; Sister M. Laurencita, C.S.C., hospital executive administrator and Arthur Harrington, architect.



The Leisure Market

(Continued from Page 1)

- Del Webb Hotels International, catering directly to more leisure time in the West, Hawaii and the Far East.
- Massanutten and Val Moritz, second home and recreation-oriented developments in Virginia, for the crowded Eastern seaboard, and in Colorado.

America's Increasing Affluence

Even Webb investments not directly connected with the leisure market are part of its basis for fact — America's increasing affluence.

Oak Brook, Ill., is a city of fine homes, and of corporations and businesses seeking a "green spot with a little breathing room."

Quality office buildings and other commercial facilities owned and operated by Webb reflect discriminating tenants, and owners who want good third-party management.



Construction activities are sustained by the same economy which has spun off the leisure market — one with enough momentum to need newer and larger facilities.

Brokers Categorize Firms

The financial community likes to categorize the corporations they survey.

At the moment, they see the Webb Corporation distinctly as catering to the leisure market.

Webb management, wearing the same objective pair of glasses used by outsiders who watch Webb growth, agree. With leisure spending zooming almost unbelievably, and no end in sight, their foresight looks good.

Photos Reveal Webb Activity In Southern California



ABOVE — Work at Cedars-Sinai Community Mental Health Center is progressing in Los Angeles under the direction of Marty Mikkelsen, superintendent; Hubert Schroeter, engineer; George Lord, office manager and Gerald Hutchins, operations manager. Architect is A. C. Martin and Associates. **RIGHT** — Finishing touches are going on a six-story office building for the General Services Administration in Hawthorne, designed by Daniel, Mann, Johnson and Mendenhall. The Webb supervisory crew includes Gary Fletchall, superintendent; Al Hernandez, assistant superintendent; Ralph Boatman, office manager and Ralph Wanless and Ken Boone, operations managers. **BELOW** — In Beverly Hills, the Los Angeles contracting office is building the 12-story Beverly Hills National Bank designed by Sidney Eisenshtat. Superintendent is Jim Haslinger, Jerry Stafford is engineer, Ron Snow is office manager and the operations manager is Gerald Harris. In new work, the Los Angeles office is in charge of building the Saint Agnes hospital in Fresno.



Webb Corporations Earnings Up Again

Webb Corporation earnings for the first nine months continue to exceed similar period profits, with management citing hotels, land development and commercial operating groups for substantial contributions.

Net earnings for the nine-month period ended September 30, 1972, were \$5,723,960 or 66¢ per share on gross revenues of \$251,118,807, as compared to last year's similar period net earnings of \$3,266,597 or 37¢ per share on gross revenues of \$228,813,078.

Kansas City International Airport Terminals Dedicated



DEDICATION of Kansas City International Airport Oct. 20 was attended by Del Webb and Vice-Pres. Jim Comer, who headed the Kansas City construction division office during the project's four years.

TOP PHOTOS — View from control tower into one of three terminals Webb builders completed shows circular concept of passenger parking near departure gate. Ground level photo immediately above reveals attractive low terminal profile and landscaping. Architect is Kivett & Meyers. **RIGHT** — Terminal interiors are now being readied for airline occupancy; Webb is finishing Frontier and TWA installations. Key personnel on the huge project included John McAllister, superintendent; Don McMachen and Ken Maniez, assistant superintendents; Phil Williams, engineer; Jay Patel and Jerry Stafford, assistant engineers; Rex Garoutte, office manager and Jim Deibel, manager of project operations.





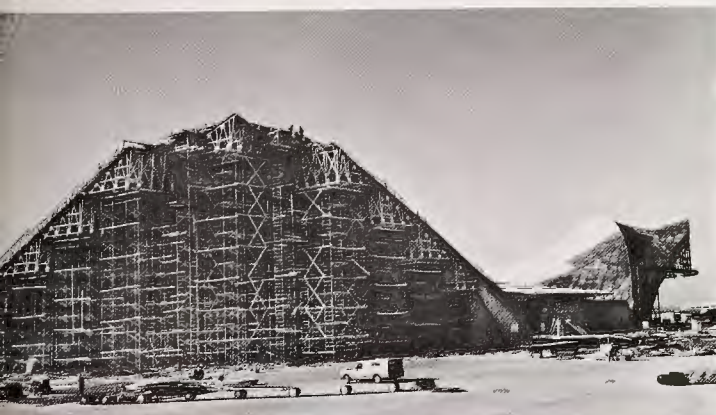
Harry Truman Complex Taking Completed Shape

SEVENTY-TWO miles southeast of KCI, Webb is a venture partner with the Sharp and Kidde firms on the Harry S. Truman Sports Complex. The project includes the 75,000-seat Arrowhead Stadium, home of the Kansas City Chiefs football team and now in use, and a 45,000-seat stadium, above, which is expected to be completed next spring for the Royals baseball team. Schultz represents Webb as project controller. The lead architect is Kivett & Meyers.



TWA's Overhaul Headquarters

INTRICATE work underway near KCI terminals is evident in above photo, looking into hangar for which shell has been completed, and view from opposite side, on left, showing formwork for second bay to accommodate planes of 747 size. The international overhaul headquarters project for TWA, designed by Aero-Shell, is under direction of Don Kosman, superintendent; Ed Raybor, assistant superintendent; Jon Ancell and Frank Clark, engineers; Earl Imel, field engineer; Chuck Cook, labor superintendent; Bob Weeks, office manager and Becky Barlow, secretary. Jim Dodson, operations manager, also heads the Kansas City construction division office where Doris Connor and Mary Jane Bradley assist on the KCI terminal and TWA projects.



Phoenix Dedicates Sparkling New Civic Plaza



BEAUTIFUL new convention and theatre facility for Phoenix has been completed on six square blocks of original Phoenix townsite by Webb builders under the direction of Ed Webb, superintendent; Jim Vay, engineer; Milford Rigg, office manager and Dick Heiny, operations manager. **RIGHT** — "Art enrichment" donations at Civic Plaza include the mobile sculpture entitled *Tiered Orbits*, and fountain, both a gift of Mr. and Mrs. Del Webb. **BELOW** — Official dedication speakers included, from left: Architect Charles Luckman whose firm designed Civic Plaza; Del Webb; Newton Rosenzweig, president, Civic Plaza Building Corporation; George Rylance, translator for Sr. Zapata; Fausto Zapata Loreda, personal representative of the president of Mexico; Governor Jack Williams; Julie Nixon Eisenhower; Phoenix Mayor John Driggs and Frank Snell (at rostrum), general chairman of the Plaza dedication committee.





Oak Brook Hyatt Another Completed Webb Project

ATTRACTIVE addition to Oak Brook hotel facilities, the 368-room Oak Brook Hyatt, has been completed according to Walt Bombard, director of the Oak Brook construction office. Key super-

visory crew included Mike McGinn, superintendent; Jim Basham, assistant superintendent and Charley Brown, office manager.

Civic Plaza Builders End Long Assignment



WITH NEW assignments ahead, nucleus of the Webb contracting team on Phoenix Civic Plaza includes, from left: Dick Heiny, operations manager; Ed Webb, superintendent and Milford Rigg, office manager. Engineer Jim Vay was not available for photo.

Scenery, Site Size Changes For Mac

After four years supervising construction of Kansas City International Airport's three huge terminals, amidst the cornfields of Platte County, John "Mac" McAllister can look out and see the mountains that surround Phoenix.

The terrain isn't all that is different for Mac, who in his new task as superintendent of Broadway's department store in northwest Phoenix will be able to keep tabs on job progress a lot easier.

"The KCI terminals occupy 81 acres," explains Mac. "In size, we could fit more than 50 Broadway store sites into KCI. That doesn't mean this job isn't as big a challenge."



John McAllister



Arizona On Display

FIRST large industry show in Phoenix Civic Plaza was sponsored by Greater Phoenix Chamber of Commerce, and included, among several hundred Arizona exhibitors, a Del Webb Hotels International-Sun City-corporate booth, with Tana Gage, above, public relations secretary, as hostess.

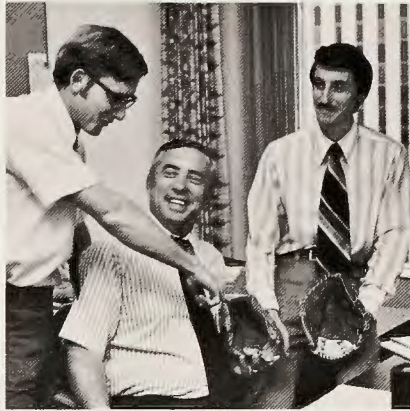
Anyone Have Name For Webb Softball Team?

"They call it 'slow pitch,' but a batted ball can whiz through the infield at 100 m.p.h.," says Jim Vay. "With only 65 feet between bases, the game gets fast and furious."

He holds the coach's job and an infield position on the Del Webb entry in a Scottsdale slow-pitch league.

After an opening flurry with Devco's Sun City team, to whom they lost in a high scoring game, the Home Office joined a league with such teams as the Has Beens, Horsefeathers, Dust Devils and Wild Bunch.

"We haven't picked a name yet," says Jim. "Does anyone have a suggestion?"



COMPARING glove sizes used by Webb Home Office team are Keith Vogler, Jim Vay and John Barrett, left to right. Vogler and Barrett were instrumental in forming team for which Vay is coach.



WINNERS of the First Annual Fall Del Webb Employee Golf Tournament at Sun City, Ariz. are, standing, from left: Larry Parker, Kenneth West, Ted Reed, Bill Collins and John Meeker, with a 7 under par 64 team score on the North Course. South Course winners are Enrique Martinez, Frank Micucci, W. H. Wright and Bob Catlin, with a team score of 67, 4 under par. The 235 entries required five players on some teams.

Holt, Sangster, Gannarelli; Holt Sangster, Gannarelli; Holt, . . .

In September, the Spinner editor transposed names in a photo accompanying a story complimenting Geo Sangster, Al Holt and Jim Gannarelli in helping finish Greyhound Corporation offices. As punishment, he wrote their names 500 times in the correct order, left to right, as in the above headline.



It's A Small, Funny World

Bill Youngren, general manager of the Penang Merlin, when public relations director for the Kuilima was phone paged by his code name, "Charley Tuna." Yep, you guessed it . . . a guy by that name answered.

Congratulations Joe Peck, CPA!

Among the 196 who recently took the Certified Public Accountants examination, Joe Peck, Sun City, Arizona accounting department, was one of 51 who successfully passed.

Pet Peeve Question Generally Strikes Out

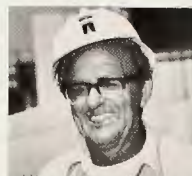
On his tour of Webb construction projects, photographer Dave Parker distributed a number of questionnaires for the Spinner editor. Response was sporadic, leading to the conclusion: (1) Either inquiring photographers and editors are the real "pet peeve," and field personnel are too polite to say so, or (2) Webb project people are remarkably free of hang-ups.

Those who responded to "What is your pet peeve?": **Marty Mikkelsen** —

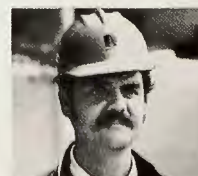
"Demonstrators: Those who criticize but do not propose a positive and logical method of overcoming the given problem." **Andy Anderson** — "Judging the summer Olympics, because they were unfair in most cases." **Mike McGinn** — "The statement, 'It can't be done'." **George Lord** — "Most politicians, because they promise anything and everything in order to get a vote, when they know they can't fulfill their promises."



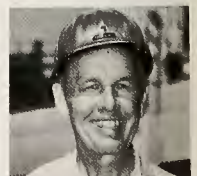
Mikkelsen



Anderson



McGinn



Lord



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THE WEBB *Spinner*



Sahara Knows Ups, Downs Of Big Golf Tournaments



ARNIE Palmer, at Sahara Invitational, displays emotions which have made him famous.

Golf may not be your thing.

In the U. S., however, an estimated 12,250,000 people play the game.

And who among these millions of dedicated golfers, including those who only occasionally watch the \$100,000-plus matches, hasn't wondered what it takes to "put on" one of the big tournaments.

A number of Webb people—including Herb McDonald, John Romero, Larry Close, Helen Bruno and Nancy

(Continued on Page 4)

Webb Boosts United Way, Corporate And Personnel

Conducting a drive like the United Way (formerly United Fund) is a lot like running a successful school athletic program.

There was plenty of excitement at the campaign's weekly luncheons in Phoenix, as George Reeve, Webb executive vice-president will agree.

As a 1972 captain heading a team of 15 members, he was responsible for creating part of the enthusiasm for the fund's October-November drive and for

(Continued on Page 3)



GEORGE Reeve, left, United Way captain, gets involved at weekly luncheon.

Christmas At Home Office



CERTAIN sign that Christmas is near is Red Strong, Del Webb Building engineer, holding one of many decorations which go on and around buildings in Rosenzweig Center in Phoenix.

Cooperation 'Gets Job Done'

Three Webb Corporation organizers, and the property owners who generously supported them, can take a bow — they helped toward solving a problem which poses a potential traffic hazard to 12,000 drivers a day.

They did this by contributing and collecting \$27,000 to buy property to enlarge a narrow intersection near the midtown center of Phoenix business and finance.

Ed Hall, deputy city manager for transportation, praised the right-of-way acquisition "instituted by the Del E. Webb Realty & Management Co., and led by three of its executives — George Reeve, Harold Belsher and Marv Todd."

Following the land purchase, the City of Phoenix, which doesn't consider Third Avenue a collector street (a priority pre-requisite for widening projects), voted \$15,000 to pave the widened areas of Third and Clarendon avenues.

Leading contributor is North Central Development Co. (Del E. Webb Corporation and Rosenzweig Associates).

Other monetary contributors include Valley National Bank, Continental Bank, The Phoenix Company (Murdock Development Company), Executive Towers Condominium, Eaton International, Farm and Home Life Insurance Co., Park Central Development Co., Claren-

(Continued on Page 2)

Property Owners Land Buy Lauded By City Of Phoenix

(Continued from Page 1)

don House, Arizona Blue Cross-Blue Shield and Bayless Investment & Trading Co.

Said Phoenix Mayor John Driggs:

"This is a most gratifying outcome of cooperative efforts between the City and principal property owners in the area, to help the general public as well as themselves."

Funds collected include enough to pay for concrete curbs and gutters. The property was purchased at \$1.20 per square foot, from Mr. and Mrs. George Roberson, who have owned the land at 224 W. Clarendon since 1935.

"If the land had been condemned," explained Reeve, "it could have cost the City approximately \$126,000."

Daily traffic count at Third and Clarendon rose from 7,700 in 1966 to 12,000 in 1972, according to city official Ed Hall.

North Central Development Co. was one of the property owners that worked together in the early 1960's to purchase a key piece of right of way for the widening in 1964 of Third Avenue from Osborn to Indian School Road.

Everyone who uses it — as I have for 10 years — considers it a genuine traffic headache.

Driving west out of Rosenzweig Center, north onto Third, is a harrowing experience. Only a sharp turn prevents a brush with cars waiting on Third. But too sharp a turn means a crunching contact with a fence post.

Many a cautious driver uses half a green light to negotiate the bottleneck.

Just as frightening is northbound Third Avenue traffic at 5 p.m. Watching the melee is as unnerving as being in it, as two lanes of homebound cars jockey into one lane.

The City of Phoenix could never set priorities to buy the land for widening the intersection. Finally, someone did something about it.

Thanks!

The Editor.



THREE WEBB employees who helped signal end of traffic bottleneck near the Home Office are Exec. Vice-Pres. George Reeve, Harold Belsher and Marv Todd (left to right). All three are officers of Del E. Webb Realty & Management Co., which led drive to collect \$27,000 to purchase part of property seen in background.

Last Rites Held For Charles G. Ferrell Jr.

Charles G. Ferrell Jr., administrative assistant to Sun City, Arizona sales manager Ken Parker, died Nov. 20 in Good Samaritan Hospital in Phoenix. Mr. Ferrell had been with the Webb firm since 1968. He was a veteran of World War II and active in civic, church and club work. Burial was in Sunland Memorial Park in Sun City.

Walt Bombard New Director Of Chicago Builders' Chapter, AGC

Walt Bombard, director of Webb's Chicago construction office, has been elected to a three-year term on the board of directors of the Builders' Association of Chicago, the Chicago chapter of the Associated General Contractors of America.

Tony Brown, Safety Supervisor Completes Instructors' Course

Tony Brown, safety supervisor for the Del E. Webb Development Co. at Sun City, Ariz., has completed a 40-hour construction instructor's course. Sponsor of the school, in Chicago, was the Occupational Safety and Health Administration (OSHA).

A Little United Way Fun Helps In Serious Business

(Continued from Page 1)

official "mop up" operations.

At *Spinner* press time, the Metropolitan Phoenix-Scottsdale fund had collected pledges of \$3,110,805, or 100.3 percent of the total goal.

"That's over the top, on time," explains George.

He could point to heading the Construction Industry-Machine Shops Division, which, by Nov. 15, had pledges of \$64,893 or 103 percent of its goal.

Within this division, he could further claim the Del E. Webb Corporation as the leading contributor, with a gift increase over 1971. Home Office personnel also increased their personal giving total.

Also increasing corporate giving was Del Webb's Mountain Shadows and the North Central Development Co. (entity which operates Rosenzweig Center, and which includes Del Webb's Towne-House). Mountain Shadows employees also increased personal giving.



SERIOUS business of collecting funds for 39 United Way causes is aided considerably by spirited luncheons at which team captains and divisions report their progress. George Reeve, left foreground in above photo, found himself directly involved as a team captain. Typical weekly luncheon involved greeting other workers, meeting new people, checking with officers at speaker's table, making progress report to entire group and a general pep session. At particular meeting pictured on this page, George took part in free-throw contest, cheered on by such Phoenix Suns basketball stars as Clem Haskins, who happened to be sitting at the same table as the Webb executive vice-president.



Personal Giving



HOME office personnel director Myra Cain offers opportunities to contribute to United Way to Home Office employees, who upped their total giving this year.

Some Webb People Know Thrills (And Sp

(Continued from Page 1)

Wright — know intimately.

They arrange and stage one of the largest events on the pro golf tour — the \$150,000 Sahara Invitational sponsored by our Hotel Sahara.

The 1972 event is over, but at the Sahara the critique for the 16th annual event started immediately after the 15th concluded.

“Next year we want better crowd control, and better communications between course and scoreboard,” says Larry Close, Sahara publicity director, who with McDonald and Romero is on the front firing line.

You Can't Forget Excitement

“Still you can't forget some of the excitement last month.

“Probably the most startling was having Lee Trevino quit as a protest to slow play. He was our defending champion.

“We later read in the paper that he's sorry he did it.

“Even without Trevino's walk-off we had wide press exposure this year.

“Golf's best drawing card — Arnold Palmer — was trying to win his first big tournament in 15 months. And Jack Nicklaus was trying to reach the \$300,000 earnings mark for one year of competition.”

Behind-the-Scenes Jobs

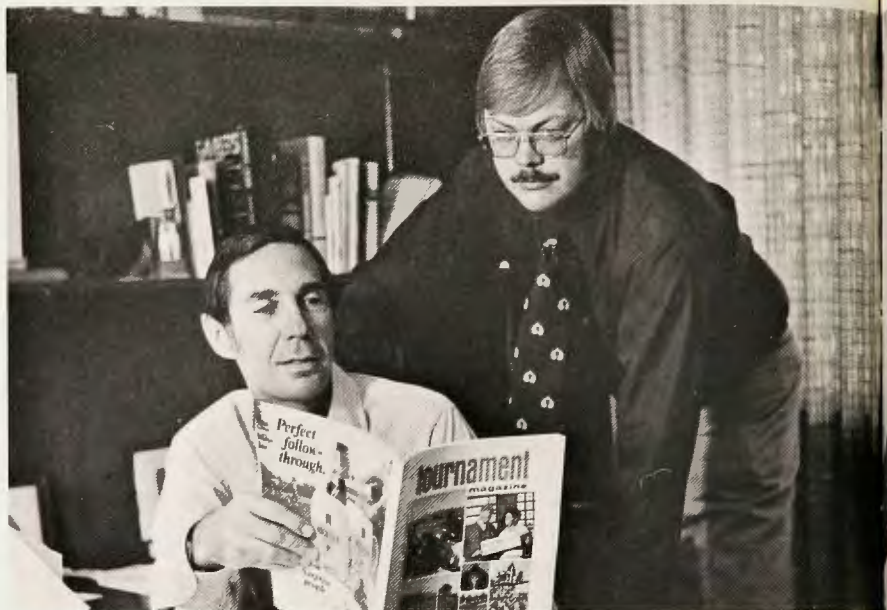
For every exciting moment in a national tournament like the Invitational, there are hundreds of behind-the-scenes jobs.

These include year-around contact of the players, led by McDonald, a Sahara-Nevada Corporation vice-president who helped establish the Invitational, and who with Romero serves as tournament co-director.

Considering the inclination of many “big names” to take off the rest of the golfing year beginning in October, the Sahara did remarkably well.

The “Big Three”—Palmer, Nicklaus and Trevino — were there. In fact, 15 of the top 20 money winners (1972) played.

Golfers generally agreed the Webb Corporation's Sahara-Nevada Country Club was in its best shape ever, groomed by Head Pro Charlie Teel and staff.



TOURNAMENT co-director John Romero, seated, reviews the 1972 program with Larry Close. They are assisted in their golf duties by their secretaries, Helen Bruno and Nancy Wright, respectively.

600-700 People Needed

Upon the shoulders of Romero, executive director of advertising, publicity and promotion, falls the main burden of budgeting, ordering supplies and organizing 600-700 marshalls, scorekeepers and other personnel involved before and after the Invitational.

“We have about 1,000 items in budget, and order our supplies by truckload,” says Romero.

“Just about every department in hotel gets involved. Considering staff many tournaments carry year around, I think we do a heck of a job.

What's the payoff for the Sahara



A SCENE which could not be repeated (Del Webb awarding 1971 Sahara Invitational prize check to Lee Trevino, above) was assured this year when Trevino simply walked off the Sahara-Nevada golf course last month, protesting slow play. He later publicly apologized, and in mid-November was fined \$850 by the PGA.

Staging One of Golf's Major Tournaments



ABOVE — For second week in a row in October, Arnold Palmer had a major tournament victory almost in his grasp, only to see it slip away. A moment of high drama (at least for golf fans) occurred when Palmer stared at final scores in Sahara Invitational to find himself one stroke away from top prize. **BELOW** — 1972 winner Lanny Wadkins, with wife, Rachel, is congratulated by Herb McDonald.

Rooms Full All Week

One thing, the hotel's 1,000 rooms are full all tournament week. Dining tables are busy. And a lot of people pay to see the pros in action, the Invitational is the only major event in Las Vegas. Financing revenue against the expenses — about \$100,000 in addition to \$50,000 in prize money — it may be that the Sahara does not necessarily spend a lot of money on the Invitational. But increased casino activity usually means bigger operating profits. In fact, it brings business to other Las Vegas hotels. The Webb hotel does have a reputation in Las Vegas and among hotels nationally as a leader in promoting golf associated with the leisure industry. That, in itself, is a pretty good reason to continue.



Mining White Gold In The Hills Of Virginia's Central Shenandoah Valley



THE GOLD in "them thar hills" today is most often in the form of skiing operations, and what may appear in the photo above to be the skeleton of a mountain mining operation, is actually the partially-built ski lodge at Massanutten. Webb developers already have in place ski lifts, and machinery to produce artificial snow as an assist to nature.

\$45 Million Loan Record For Sun City, First National Bank

Del E. Webb Development Company has secured a \$45 million "umbrella" loan from the First National Bank of Arizona and a group of Arizona, Illinois and New York financial institutions.

The loan is the largest negotiated by the development company, the Webb subsidiary building Sun City, as well as by First National Bank, whose Exec. Vice-Pres. Ed Carson said: "The Webb firm's record justified a loan of this magnitude."

R. H. Johnson, Webb Corporation president, said: "This revolving credit agreement at an extremely attractive rate replaces our present construction and development borrowings, thus placing them under one master loan."

John W. Meeker, Webb Development Company president, declared: "We anticipate a tight money market. This loan assures us sufficient capital

for future expansion of Sun City."

Loan negotiations were administered by Robert Duckworth, First National senior vice-president; W. J. Miller, Webb executive vice-president/finance and corporate treasurer, and O. F. Childress, Development Company executive vice-president.

Lenders, headed by First National Bank of Arizona, include Valley National Bank, Arizona Bank, Southern Arizona Bank and Great Western Bank, all of Arizona, Chicago's Continental Illinois Bank and New York's Marine Midland Bank and Chemical Bank.

See Del Webb's Kuilima In 'Hawaii Five-0' On Jan. 9

Del Webb's Kuilima, which receives national exposure each year as sponsor on television of Duke Kahanamoku Surfing Classic, is the locale of a "Hawaii Five-0" episode. The program will be aired over CBS-TV, Jan. 9 on the mainland (Jan. 16 in Hawaii), starring Jack Lord, Patty Duke and Carol Lawrence.

Kuilima Estates Sales Soar On Great Locale, Shortage Of Condominiums

The shortage of choice living units in Hawaii and the superb view at Del Webb's Kuilima are two reasons why Kuilima Estates condominium home sales are very successful.

The studio and one-, two- and three-bedroom units are selling very well on and around the Kuilima golf course on Oahu's North Shore.

Price range is \$29,000 to \$67,500 in the first 23-building complex on 17.6 acres. Eventually, 881 acres will be developed by Webb and PIC, subsidiary of The Prudential Insurance Company of America.

The project features underground utilities, large "green belts," three swimming pools, tennis courts and nearby access to the beach.

Architectural design and site planning is by Lemmon, Freeth, Haines, Jones and Farrell.

Webb Vice-Pres. Joe Aubin heads the joint venture firm Incon (short for "insurance and construction").



RESIDENTS of Kuilima Estates have a major resort hotel with all its amenities and the blue Pacific beyond. Part of the area where condominium homes are underway is seen in lower right of a photo taken earlier this year.

Sig Front Elected President Of International Hotel Sales Managers

Sig S. Front, vice-president of sales and marketing for Del Webb Hotels International, is the new president of the Hotel Sales Management Association International.

He previously served HSMA as vice-president, and has been an active member for 16 years. He organized the Southern Nevada Chapter of HSMA, and served as its president.

Sig has also served as a director of the National Association of Travel Organizations (now Discover America Travel Organization) for four years, representing all resort hotels in the United States. He is an active member of Skat, the American Hotel & Motel Association, American Society of Travel Agents, Western America Convention & Travel Institute, Elks, Shrine, and Lions' International.

Widely active in civic activities in Las Vegas, he has served as president of the Las Vegas Symphony Society and is on the board of directors of the American Cancer Society, the board of trustees of the Southern Nevada Industrial Foundation, active in the Clark County Association for Retarded Children, and the Boulder Dam Area Council of the Boy Scouts of America.



Sig Front

Front Sets HSMA Goal

One of Front's first goals as HSMA president will be to stimulate cooperation between hotel sales managers and travel agents. "There are 70-80 million Americans who have not traveled beyond a few miles of their home," he says. "Another possibility is the sales incentive market. Travel agents can help in each growth area. Hotel sales executives are literally starved for this sort of cooperation."

Las Vegas Changes Style Of Meetings While Becoming A Top Convention City

Meetings and Conventions magazine recently interviewed six of the top hotel executives in Las Vegas, including Sig Front, on the appeal of Las Vegas to companies and associations.

Front was quoted: "Las Vegas has probably been one of the major influences in getting meeting people to think differently. The first thing we accomplished was getting groups out of the town in which they had been meeting for the last 28 years.

"The second accomplishment was to educate them not to have an all-night cocktail party . . . Here they have short cocktail parties. Then they go out to see a show and to bed. Another thing we taught people is to have early morning sessions, then break at a decent hour . . ."

Magazine publisher Milton Astroff

says: "Las Vegas probably has more hotel rooms and exhibit space than all but three or four American cities . . . and they are clustered within 10 minutes of each other.

A *Meetings and Conventions* survey of companies (represented by its readership) found:

- 26% had met in Las Vegas.
- 29% of these had met there more than three times.
- 38% rated these meetings "extremely successful" and 46% "successful."
- 83% said wives were along.
- 82% said attendance was higher or about the same as in previous cities.
- 50% said they intended to meet in las Vegas within five years.

609 Fannin Building Wins Another Award

The 609 Fannin Building in Houston, Texas, has earned another award for its remodeling program — this one for "Excellence in Building Modernization" by nationally-distributed *BUILDINGS'* magazine.

Publisher Ray Walther wrote Dick Cornwell, property and leasing manager for Del E. Webb Realty & Management: "It is our hope, that by calling attention to such excellent projects as yours, and your active participation in it, we can all help emphasize the quality, leadership and importance of professional building management."

The award followed a major article in *BUILDINGS'* October issue, which covered four pages and included seven photos, entitled: "What happened when the major tenant moved out?" *BUILDINGS'* reported:

"Despite a 95 percent vacancy in December, 1970, when Shell Oil Company moved to new corporate headquarters, the 609 Fannin Building has started a dramatic comeback. World-Webb Development Corporation injected new life into the 45-year-old building with a \$1.5 million modernization program that won an award earlier this year in Houston.

The 609 Fannin Building is owned by Webb and World Merger Services, subsidiary of World Service Life Insurance Company.



FIRST leasing and property manager of 609 Fannin Building in Houston, Duane Roberts, right, chats with successor Dick Cornwell. Roberts now manages Rosenzweig Center in Phoenix.

Golfing With President



SOMEONE apparently proud to reveal his golf handicap of 18 is Sir Dawda Kairaba Jawara, president of the Republic of Gambia, who played the course at Del Webb's Kulima after some tips by Palmer Lawrence, resident "pro."

If You're Celebrity Seeker, Check Out The TowneHouse

If Del Webb's Phoenix TowneHouse had begun asking visiting celebrities to "sign in please" when the hotel first opened in 1965, the register by now would be an autograph hound's collectors item.

For example, during the first three weeks of November, guests included Van Cliburn, Sandler and Young, Diahann Carroll, Bill Cosby, Arthur Godfrey, Jimmy Dean and Astronaut Dave Scott. Regular professional sports teams lodging there include the Houston Rockets, Los Angeles Lakers and Philadelphia 76ers.



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Dave Parker Wes Grant



Member of International Association of
Business Communicators and
Arizona Business Communicators

Annual Report, Envelope Earn First Place Awards

The Webb Corporation's 1971 annual report has been awarded first place in competition held by Arizona Business Communicators, earning 922 of a possible 1,000 points.

A judge wrote: "This is a good, concise report with little extraneous material; all seems to be refreshingly pertinent."

Webb annual reports are designed by Marie Martel, corporate graphic arts director, and written by the public relations department.

An envelope designed by Miss Martel, for a brochure describing Oak Brook, Ill., recently won a Best-Of-Show award by *Industrial Art Methods* magazine.

Man With Nine Lives



MAN WITH "nine lives" is Jim Dies, sales manager at Del Webb's Phoenix TowneHouse, who, during a recent TowneHouse convention of the Survival and Flight Equipment Association, missed a rocket-powered sled ride when it failed to work, and missed a parachute jump because of rain.

Foremen Go On \$\$\$ Safety Hazard Hunt



WHEN Joe Laird, corporate safety director, decided to inject some light humor into the serious business of safety, he mailed the above cartoon to Webb projects asking the foremen to pick out safety flaws. The following came near enough to the 20 basic errors to earn a \$15 first prize: William Birch, Albert Campos, Ted Lugo, Nicholas Zinelis, Andy Anderson, Bernard Petrich, Jiyoei Kaneshiro, and Earl Leon Davis. Ten dollar second place awards went to Ronald Skaggs, Romeo Zamora, Eiji Hata and Taito Keskinen. (P. S. We understand Doreen Glantz, safety department secretary, spotted 36 errors, about 26 better than we could do.)



JANUARY 1973
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THE WEBB *Spinner*



National Convention Sites

TowneHouse, Mountain Shadows Cap 'Best' Year

The week of Dec. 3 was a momentous one for Del Webb's TowneHouse and Mountain Shadows hotels.

At Mountain Shadows, one of two Scottsdale resorts hosting the National Republican Governors' Conference, excitement began Sunday as top state officials and entourages began checking in.

"On Monday, when Vice-Pres. Agnew addressed the conference in our hotel, security was very tight," reports Michele Hart, Mountain Shadows public relations director.

"I believe the governors enjoyed their business sessions, all at our hotel."

In addition to top responsibility for governors' functions at his hotel, Mountain Shadows General Manager Dietrich Mayring headed a committee for a major convention at the TowneHouse.

Hotelmens prepare for their peers like no other group, and the annual American Hotel & Motel Association meeting was no exception.

The convention meant more than a "full house" for a Webb hotel, and more, even, for Del Webb Hotels International.

For John Roberts, TowneHouse general manager and convention vice-chairman, it was culmination of a year of more-than-casual planning.

For staff members, it was the "pay-off" for hundreds of hours of attention to details, many contributed on their own time.

As AHMA officers checked into the TowneHouse Dec. 3 for pre-convention meetings, they were greeted by the warmth of unique Arizona Christmas decorations.

By Dec. 9 departure, there was no doubt they had experienced a special kind of convention.

For the Webb Phoenix-area hotels, the week was a fitting climax to the most successful year to date for each.



THE AMERICAN Hotel & Motel Association's 61st annual convention opened with a flourish shortly after a segment of the Phoenix TowneHouse staff was photographed Dec. 6. Shirley Nickerson, front right, in addition to her duties as banquet manager designed

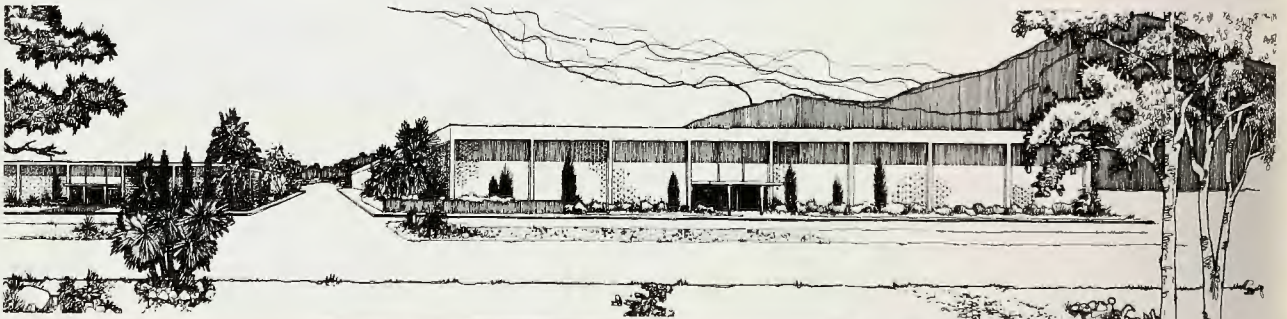
nearly 400 special clothing articles for several convention functions, including the ones worn above. Hidden is an elaborate display of food, pictured on page three.

Phoenix Open Sponsor Declares Del Webb 'Honorary Thunderbird'

TO THE SPICY comments of longtime friend Bob Hope, Del Webb in early January accepted jacket and emblem signifying an honorary Thunderbird from Big Chief Bob Ewing, right. On the left is Bob Goldwater, who, with Webb, helped found the Phoenix Open. **BELOW** — After being thanked for his longtime support of the major golf tournament, joining the ranks of such other honorary Thunderbirds as Bob Hope, Bing Crosby, Arnold Palmer and Ben Hogan, Mr. Webb hit a good drive down the middle of the first fairway and, with Hope, Goldwater and Golf Professional Juan Rodriguez, played in the Phoenix Open Pro-Am. The Thunderbirds, sponsors of the \$150,000 Phoenix Open, are a special events committee of the Phoenix Metropolitan Chamber of Commerce composed of 55 civic and sports-minded young men.



Theta-Com Breaks Ground, Prepares To Double Employment



BREAKING GROUND for a new plant (rendering above) to house expanded manufacturing, and two Los Angeles-based divisions of Theta-Com CATV (cable television), was the pleasant assignment of, from left: Warren Edminster, Friedman & Jobusch, project architect; Ken Zuidema, Friedman & Jobusch, contract administrator; Theta-Com President Robert Behringer; Arizona Gov. Jack Williams and Jim Comer, Webb vice-president. When Webb completes the two-story, 140,000-square-foot structure in northwest Phoenix, the Hughes Aircraft subsidiary is expected to double its employment and make Phoenix, according to Behringer, the "cable television manufacturing center of the world."





LEFT — Just before doors opened for first big AHMA social function, executive chef Pat DeRosa, Phoenix TowneHouse, right, and Harry Locher, Fresno TowneHouse food and beverage manager, posed before a 12- by 108-foot table of food. **ABOVE** — Minutes later delegate fascination was easily evident.

Webb Valley Hotels Launch Big December Conventions



RIGHT — Mountain Shadows hosted a cocktail party during the National Republican Governors' Conference which included a social chat by, from left, Arizona Gov. Jack Williams, Oregon Gov. Tom McCall and Webb Exec. Vice-Pres. Fred Kuentz.

ABOVE — As the governors convened at Mountain Shadows, top AHMA planning officers met at the TowneHouse two days prior to start of their conference. From left: John Roberts, vice-chairman (note four-inch, loose-leaf plan book); Jim Groome, AHMA convention director; Reade Whitwell, convention chairman and Adam Byrd, vice-chairman.



"...the finest meeting"

What the "payoff" for years of preparation for the AHMA convention?

A new awareness of Arizona's resort charms, in general, and efficiency and attractiveness of Del Webb's TowneHouse, in particular!

John Roberts, holding a fistful of letters complimentary to the meeting, quoted from one:

"It was the finest AHMA meeting I have ever attended, and I have attended many."

Roberts sums up: "It is a tribute to every Arizona hotel man and woman associated with this convention, as well as the Webb Corporation and our own staff, that this meeting drew the largest attendance in its 61-year history."

Month Of Carving

Extra special TowneHouse efforts for the AHMA meeting included an elaborate array of culinary delicacies, topped by a candlelight, seven-course French gourmet dinner.

To decorate the many food events, three TowneHouse staff members spent a month carving elaborate figures from butterfat and ice. The carvings, including a piano for the Liberace luncheon, were stored in temperature-controlled TowneHouse hotel rooms and a borrowed Carnation refrigerator truck.

"I've never seen anything to match them," says Kent Frampton, catering and convention manager, "and never expect to, even in the culinary olympics."

"...they came through"

Dietrich Mayring, following the Republican Governors' Conference was pleased to receive a letter from Williams, governor of Arizona, which included the following:

"Your accommodations, hospitality and courtesy during the recent Republican Governors' Conference was outstanding . . . You have a well-trained staff capable of handling all situations. I have a hunch we taxed them to the utmost; but, they certainly came through."

"The general consensus of governors, staffs, guests, press, etc. was that this was the best convention in many years of the Governors' Conference."



COLORFUL WESTERN "touches" which intrigued AHMA guests included a Navajo rug weaver and Papago, Pima, Navajo and Apache dancers from St. John's Indian School. The Christmas atmosphere was enhanced nightly by choral groups, including the Central High School Chorus Singers, above.



LEFT — Jack Benny, who entertained at the AHMA's final banquet, told guests he came because he likes Phoenix and because Del Webb invited him. RIGHT — Manning the trouper spotlight for the Benny show, as well as other special effects during the convention, were Hotel Sahara-Tahoe technicians, from left: Dick Potts, lighting director; Roy Echols, lighting technician; Gary Stillwell, sound director and Manuel Phillip, stage hand. Al Bounocorsi, stage manager, was not present. Other Webb people involved in the AHMA meeting included Arvid Nelson, hotels entertainment director; Jerry Svendsen, Sun City public relations director and George Beall, Sun City director of hotels and restaurants.



Bright Faces Seen In The Lively AHMA Crowd



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ABOVE — 1 — Saturday's President's Luncheon found AHMA's Pres. George Johnson, right, and Exec. Vice-Pres. Lawson Odde, left, chatting with Del Webb and Ed Nigro, president, Del Webb Hotels International. **2** — J. Frank Birdsall, Jr., center, AHMA president-elect, at the same luncheon talked with Webb hotel managers Dietrich Mayring and John Roberts. **3** — Saturday night's grand ball and dinner brought together, from left: Dietrich Mayring, Mountain Shadows general manager, general chairman of the Grand Ball Committee and incoming president of the Valley of the Innkeepers; Jeanne James, executive secretary, Arizona Hotel and Motel Assn. and member of the convention's executive committee; Emma Dwyer, outgoing president of the Valley Innkeepers and chairwoman of the convention's Housing and Registration Committee

and Paul Beloud, Mountain Shadows director of sales, member of the convention's Hospitality committee and new president, Arizona Hotel Sales Marketing Assn. **BELOW — 4** — Opening night entertainment was enjoyed by, from left, Mrs. John Roberts; Harry Mullikin, AHMA treasurer; Mrs. Mullikin, and Rebecca Kapp, Gay 90s hostess. **5** — Among the many activities for AHMA wives was a Del Webb-sponsored luncheon at the Sun City Lakes Club, featuring an address by Liberace. **6** — Opening business session keynote speech was by Chet Huntley, chairman, Big Sky of Montana. Sen. Barry Goldwater spoke at the first general luncheon. Most of the nation's top hotel chains were represented by speakers at the many workshops.

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Chamber, State Sponsor Education Conference

Registration was up 40 percent in early January at the Second Annual Education Conference, sponsored by the Phoenix Metropolitan Chamber of Commerce and the Arizona State Department of Education.

According to Sumner Blake, Chamber coordinator, approximately 50 Arizona towns and cities were represented.

Chairman for the 1973 event (he also chaired the first conference) was Webb Vice-Pres. Don Stephenson, who heads the Chamber's Education Task Force.

"We had two primary concerns," said Don.

"First, to consider constructive ways to resolve some of the current and emerging problems in education, and, second, to seek and research new directions in educational accountability, management and programs, including school district reorganization."

Stephenson was also chairman of the 1967-1969 statewide Design for Education program.



LEFT — Opening session of two-day education conference in Del Webb's Towne-House included head-table participants, from left; Keith Turley, president, Phoenix Metropolitan Chamber of Commerce; Weldon Shofstall, Arizona superintendent of public instruction; Arizona Sen. David Krei; Don Stephenson, chairman and Norman Sharber, Arizona board of regents. **ABOVE** — Don Stephenson chats with Dr. Shofstall, who reminded 300 attendees that education is Arizona's largest industry.



Newporter Manager Doug Ross Succumbs

Doug Ross, general manager of Newporter Inn in Newport Beach, Calif. since the Webb Corporation acquired the resort in late 1969, died Oct. 25, 1972.

He was the first manager of Mountain Shadows after Webb acquired the Scottsdale property, and later managed the Kings Inn at San Diego for the firm.

London-born, he was widely known in hotel and restaurant circles for his monocle, whimsical stories and British air.

Bradley Stars, Sun City Chapter

There seems to be enough former Bradley University athletes at Sun City, Ariz. to form a chapter. *Peoria* (Ill.) *Journal-Star* Sports Editor Kenneth Jones notes these men include Ed Siminski, Chet Lehr, Harold Metzler, Jim Lewis and Nick Carter. Jones adds that former Bradley star John Burnham's parents are well-known Sun Citians.

Could Be A Wet Experience

Part of Riverview, the newly-opened seventh golf course at Sun City, Ariz., overlooks the normally dry Agua Fria River. Navigating Riverview can be anything but dry, however, with seven of the first nine holes playing across or along water hazards of some sort.

First 15 Years The Hardest

Apparently, the first 15 years are the hardest. And that could be why Dale Griffith sailed through his 16th straight year of perfect attendance with the Rotary Club of Glendale, California. Dale, business manager of the Los Angeles contracting office, observed the occasion in late 1972.



AT COMPLETION of their 1972 convention, officers of the State Bar of Arizona were so pleased with cooperation and service at Del Webb's Mountain Shadows they announced the resort would be site for their 1973 meeting, and gave the staff a plaque. At presentation were, from left: Richard Segal, State Bar president-elect; Dietrich Mayring, general manager; Udo Mueller, executive chef; Jerry Chambers, catering manager and Eldon Husted, State Bar executive director.

Sun City Observes First Annual Safety Award Luncheon



SUN CITY Safety Supervisor Tony Brown, right, and Wally Britton, vice president, construction, left, present first annual safety awards to Jim Brown, Vern McDannald and Ray Moran, left to right. The winners were among 70 supervisors considered for three top awards.

"It isn't off the computer yet, but 1972 records will show we will be about 23 percent below the Webb Corporation accident frequency rating target."

Tony Brown, safety supervisor for Sun City, Ariz., was discussing the first annual Safety Awards Banquet at the resort retirement community.

"The three winners—in high, medium and low-risk categories—all have one thing in common. They are supervisors who show, to employees, a personal interest in safety."

The Sun City rating of approximately 23 time-lost accidents per million man hours worked was achieved in slightly more than two million hours of work during 1972.

Weekly Webb employment ranges between 1300-1500 in non-subcontract phases of completing an average of 11 homes and apartments per day.

Los Angeles Employees Complete Basic First Aid Course

The Los Angeles contracting office reports 16 Webb employees have completed an American Red Cross basic first aid course. They are, in order of certification:

George Lord, Doug Hensler, Ing

Shan Sun, J. C. (Jim) Hastings, Bruce Iwasaki, Don McKee, Ron Snow, Al Hernandez, Morris DeConinck, Jerry Stafford, Butch Hampton, Bill Messzik, Ralph Boatman, Wayne Edwards, S. Jim Olson and Howard Omote.

According to Jim Olson, the eight hours of concentrated training covered such situations as broken bones, burns, poisons and resuscitation, and included testing on each phase.

Skeet Range Opened At Sun City, Arizona



TRAP AND SKEET range is newest recreation facility at Sun City, Ariz. Located on Heading Ranch six miles north of Sun City, it includes two trap and skeet fields, a small bore rifle and pistol range and archery lists. The December opening included an exhibi-



tion by Bruce Kinker, national skeet champion. The Heading Ranch, 1040 acres of hills, desert and Agua Fria riverbed, is the planned site for a "cowboy" restaurant and other development.



The 20th anniversary of the opening of the Sahara Hotel in Las Vegas was marked by 16 Sahara employees who achieved 20-year service awards. In all, 29 Sahara employees received service awards during the last quarter of 1972. Congratulations!

The 43 Webb employees receiving service awards were:

OCTOBER

10 YEARS — Marius E. Centoz, Mary Lou Stone and Lucille Watson — Mtn. Shadows; Anne Finley — Phx.; Marjorie Harden, Ted Wade and Josepha Wagner — Sahara; Donavan McMachen and Linda Marr — L.A.; Robert Myers — SCA; Remedios Rodriguez — Mint.

15 YEARS — Semplico Pajatin — Sahara.

20 YEARS — John J. Blacke, William Brymer, Herman Cassell, Ulrich Fiebiger, Alice Ann Fry, John Hoban, John P. Hughes, Samuel Kitterman, Ida B. Morris, Clemens Powell, Charles Ruggeri, Michael Sacomano, Robert Szynski and Bennie Thall — Sahara.

NOVEMBER

10 YEARS — Grace Boehler — SCA; Marie Martel — Phx.; Vera Feldman, Al Hernandez, Benito Martinez, Telesforo Ras, Benedicto Delos Santos and Hilarion Talavera — Sahara.

15 YEARS — Norman Haines — Sahara; Robert Sheer — Hon.

20 YEARS — Gerald Fleck and Fairlene Trousdale — Sahara.

DECEMBER

10 YEARS — Eddie Beard and Hilary Reich — Sahara; Gerald Hutchins and Bill Messzik — L.A.; Hazel Strohmaier — SCA.

City and project abbreviations are the same ones used on inter-office memorandums.

First Place Winners



FIRST PLACE awards were presented to Del E. Webb Realty & Management Co. at the November convention of National Association of Real Estate Boards for brochures competing against approximately 100 entries in each of two categories. George Reeve, left, Realty & Management president, shows the plaques to Marie Martel, graphic arts director and Dick Kemp, assistant director of public relations, whose departments collaborated on the brochures.

Massanutten Ski Slopes Have Natural Advantage

Massanutten's 16 ski slopes, eight to be opened this season, have a natural advantage. They face north, away from the "low" winter sun, permitting the snow to hold together over a long period of time.



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Webb Point Of View

New additions to the Hotel Sahara's stable of superstars are **Nancy Sinatra** and **Jerry Lewis**, who first appeared there last November. Nancy concluded her first Sahara engagement Jan. 4 and returns May 15, following **Johnny Carson**. Lewis appeared Jan. 12-17 **Buddy Hackett** starred in special New Year's Eve show at 1 a.m. in the huge Sahara Space Center, drawing 3,135 fans, some of whom had been lined up since 8 p.m. The Sahara celebrated its 20th anniversary Dec. 15-22 **Edward M. Nigro, Jr.** has been appointed general manager of Del Webb's Newporter Inn, replacing the late Doug Ross. He was formerly Sahara's general sales manager At the Sahara, all the top entertainment isn't in the Congo Room. Appearing in the Casbar Theatre are such stars and groups as: **Stanley Myron Handelman, Allen & Rossi, Jackie Gayle, Pete Barbutti, The Drifters, The Four Aces, Nalani Kele, Serendipity Singers** and many others **John Hoffich**, veteran of the airline and travel industry, is the new manager of tours and travel for the Webb Hotels' regional offices in San Francisco **Bob Brackett**, formerly Sahara-Tahoe publicity director, is a Sahara publicity staffer following a 21-month Army "vacation" **Peter Wendel**, who has held sales positions with Eastern and UTA French airlines, is the new Eastern U. S. manager of tours and travel for Webb Hotels **Sig Front**, new president of the International Hotel Sales Management Assn., has been named "Hotel Salesman of the Year" by Western Hotel-Motel News.

Balloon A Hawaiian First?

Dave Donnelly, Honolulu Star-Bulletin columnist, says the 50- by 70-foot hot air balloon set aloft from Del Webb's Kuilima to promote the Duke Kahanamoku Surf Classic was the first he has seen in Hawaii.

Webb Officer Describes Kuilima

How Del Webb's Kuilima Hotel and Country Club was developed and built was the topic of a talk and slide show presented by Vice-Pres. Joe Aubin at the recent Honolulu convention of the National Association of Real Estate Boards.



FEBRUARY 1973
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THE WEBB *Spinner*



Growth Is Inevitable, Plan For It - - An Editorial

Webb Corporation Land Development Policy Defined

In city after city, citizens and officials are asking: "Do we really want to grow? Do we even, really, want to attract tourists?"

Most U. S. cities *are* growing, and in each of the states in which the Webb Corporation operates a land development, office building or hotel, that growth is booming.

Phoenix, in which the firm has been based since Del Webb founded it nearly 46 years ago, is the fastest growing big city in one of the nation's two or three fastest growing states.

Phoenix officials and its daily press are beginning to discuss the value of growth and such capital invest-

ments as freeways.

On Jan. 14, the *Arizona Republic* devoted considerable space to subdivisions and communities, planned or underway, in Phoenix and Maricopa County, listing 31 projects to occupy 81,511 acres, with a population of 515,400.

In the "Insight" section of the same issue, the *Republic* featured Del Webb in an article entitled: "I don't think anybody can stop growth."

The quote was Mr. Webb's, whom writer Bill Overend termed "the best known of the major contractors."

(Continued on Page 2)

Brewers Find Winter Home In Sun City



NEW TENANTS for Sun City Stadium signifies the sign hung by Gill Westwood (on left) and Hank Klusman, stadium supervisors. Sun Citians will be able to see all seven Cactus League baseball teams as the Brewers play 11 games in the Arizona resort-retirement town, beginning March 11 and ending April 1. When the San Francisco Giants averaged almost 50 percent better attendance in brand new Sun City Stadium last spring than in Phoenix Municipal Stadium over a similar span, fans predicted a major league team would soon make the town its spring exhibition headquarters.

New Contracting Work Includes Twin Towers In Oak Brook, Illinois

New work recently secured by the Construction Group includes two office buildings and adjoining garage in Oak Brook, Ill., a negotiated project for approximately \$10.4 million.

The seven-story structures for Arthur Rubloff & Company, designed by Alfred Shaw & Associates, will resemble the Oak Brook Bank Building, near which they will rise.

Work is already underway on the 18-month project.

In work for Webb properties, Contracting is enlarging convention and meeting facilities at the Sahara-Tahoe Hotel, managing construction of a parking garage at the Mint Hotel, building Kuilima Estates on Oahu, and completing Sundial Recreation Center and expanding Boswell Memorial Hospital at Sun City.

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INSIDE

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Big new name in vacation villages — P. 4
Chamber task force commander — P. 7

Unless Laws Forbid It, People Will Move To Choice Areas

(Continued from Page 1)

'You Simply Plan For It'

Said Overend: "Phoenix is going to keep on growing, Webb says, there's no way to stop it, you simply have to plan for it."

Two days later, in an editorial on good and bad land development, the *Republic* cited nearby Sun City as an example of good planning.

In quoting Mr. Webb on inevitability of growth and the need for planning, and citing Sun City as an example of a good development, the *Republic* summed up the company's views on growth and tourism and how the company practices what it preaches.

Until laws are passed forbidding it, considering the nation's affluent and mobile society, people will continue to move to and vacation in attractive locations.

Val Moritz Embodies Growth Issue

Webb's Val Moritz development, with Dr. Fred Sinkovits and associates and World Service Life Insurance Co., embodies the growth issue in a nutshell.

Val Moritz is 5,000 acres of planned second homes and recreation facilities northwest of Denver, in a beautiful section of the Rocky Mountains, a mile from Granby, a farm and tourist community of 550.

Granby is served by *Sky-Hi News*, owned and edited

Webb Corporate Policy—'Plan For Growth'



GUIDING Webb Corporation land development policies — from 5,000-acre Massanutten and Val Moritz vacation home projects to 20,000-acre Sun City, Ariz. — are Pres. R. H. Johnson, Chairman Del Webb and Exec. Vice-Pres. Fred Kuentz, left to right.

by Bill Cox, who recently published an editorial entitled, "Mountain Provincialism vs. Growth."

He wrote: "As one of the families who came quite recently to this area because of its small town, mountain atmosphere, we too hate to see so much growth, so fast — but we accept the inevitability that others too would find living here desirable."

Third Resource Is Webb Corporation

Said Cox: "The third resource Val Moritz has to provide the 'right' kind of development is the Del E. Webb Corporation."

He noted the Webb Corporation's development reputation, some of its current projects, and concluded:

"If growth must come, we think the Val Moritz development is one of the better ways to grow."

When Webb announced 5,200-acre Massanutten, a ski- and golf-oriented project in the middle of Virginia's Shenandoah Valley, the nearby *Waynesboro News-Virginian* published a similar editorial. It began:

"Any development on the grand scale proposed for Massanutten 35 miles north of here is bound to stir mixed emotions among those concerned about the future of the Valley area.

Integrity Offers Double Guaranty

"... It can be said with some accuracy that developers do not always live up to the glowing promises they make before ground is broken. In this case, however, the unquestioned integrity of local interests and the high international standing of the Del E. Webb Corporation offer a double guaranty that Massanutten will be no fly-by-night operation, but a first-class venture."

The Webb Corporation believes that since growth and tourism is inevitable, the best way to handle resulting problems is to provide planned communities like Sun City, Val Moritz and Massanutten, which reflect well on the firms which own them and on the areas in which they are located.

And, it appreciates recognition of this belief by such newspapers as the *Arizona Republic*, *Sky-Hi News* and *News-Virginian*.

Sun City Well Known Outside Arizona

United States publications have helped make Sun City known nationally, and American television personalities have made the town a synonym for resort retirement.

The Webb Corporation has become aware that the community is even more widely recognized, for planning and architecture as well as for its attraction to those 50 and older.

In just the past several years, Sun City has been visited by television production crews from England, Germany, France and Japan, while Italy, Australia and Sweden have sent magazine and/or newspaper writers and photographers.



HIGH SIERRA is one of the finest, best-used showrooms ever constructed.

What's Good About A Dark Room?—Nothing! Says Sahara-Tahoe

Boxing, movies and auto shows in the Metropolitan Opera House?

Well, why not?

The best-equipped facility in the world doesn't impress anyone while it is darkened and closed most of the time.

Del Webb's Sahara-Tahoe has one of the finest showrooms of its kind. On that, *Daily Variety* and Los Angeles and San Francisco newspapers agreed when the hotel opened in 1965.

The Sahara-Tahoe doesn't let its premier facility stand idle.

Stars Share Stage

In addition to some of the brightest "name" entertainment in the world, the High Sierra Room has featured movies, live boxing, concerts, stage plays, new car shows, telecasts and conventions.

Why drive cars onto the same stage on which superstars appear?

Again, why not? Superstars don't perform during the day, or during mid-winter at Lake Tahoe.

But damaging a good stage by nailing a boxing ring to the floor is going too far!

Sahara-Tahoe agrees. So they built portable 16- and 20-foot rings, heavy enough to stand alone, which three men can set up in four hours.

Use Facilities To Best Advantage

"Webb stockholders expect us to use all our facilities to best advantage," explains Monty Hundley, general manager.

As dramatic as it is to introduce a new car in a plush 850-seat theatre, with stereophonic sound and unlimited lighting effects, it's the superstars who are most appreciated in and who most appreciate the High Sierra room.

The 1973 lineup includes Ann-Margret, Pearl Bailey, Marty Robbins,

Robert Goulet, Rowan & Martin, Jonathan Winters, Liberace, 5th Dimension, Engelbert Humperdinck, Johnny Cash, Steve Lawrence and Eydie Gorme, The Carpenters, and Isaac Hayes.

Most Frequent Comment

According to hotel publicist Tony Hartmann, the most frequent comment about the High Sierra is: "It's a big room, but it doesn't feel big."

The Lennon Sisters, who will appear April 6-8 with Bobby Goldsboro, say the showroom is the first place they've worked where they can hear themselves on stage.

Tom Jones, headlining June 8-21, considers the sound system so tremendous he doesn't bother to bring his own equipment (Home Office employees may remember a recent Phoenix performance where Jones used his own equipment *plus* the sound equipment of the hall in which he appeared).

What Hasn't Happened

About all that hasn't happened in the High Sierra Room is for the president of the United States to speak from the stage.

Conceivably, that could happen at the National Governor's Conference at Sahara-Tahoe this June.

Unlike Average Dressing Room

New York City *News Sports* Writer Dick Young, in writing about last November's Ali-Foster fight at Sahara-Tahoe, said:

"The (High Sierra) theatre is the prettiest part of the Sahara-Tahoe, if you wish to overlook the girls who go around in hot-pants serving drinks to even up things at the blackjack tables. Muhammad Ali... puts on his trunks and combs his hair in the star's dressing suite, which is unlike anything he has encountered in the arenas of the world. The furnishings are French provincial, the walls paneled with mahogany and antiqued mirroring."

Val Moritz — A New Name In Leisure For 1973

Sports And Second Home Mecca In Colorado

This is the year Val Moritz debuts as a major recreation complex, with special attraction to second home buyers west of the Mississippi.

First to notice activity at the 5,000-acre project will be residents of nearby Granby, Colo., as Webb workmen bury utilities and prepare 650 single-family lots for the first sales phase to begin July 1.

At the same time, planning will begin on Val Moritz Village, with an Austrian alpine architectural influence. A 50-acre lake adjacent to the village site will be formed in 1973, along with the main project entry road, a club house with swimming pool and two tennis courts, and an equestrian center.

Other 1973 planned activity includes clearing slopes for ski runs.

The 15-year development plan includes 7,500 condominiums and 3,500 single-family homes on one-third-acre to three-acre sites.

Available recreation, in addition to skiing and tennis, will include golf and horseback riding. Such water sports as skating, sailing, fishing and swimming will be enjoyed not only on Val Moritz's eventual 350 acres of lakes,

but on the nearby huge impoundment of water formed by Lake Grand and Shadow Mountain Reservoir.

About one-third of the acreage remain undeveloped open space, the developed portion to be divided among single-family home sites, estates, condominiums and commercial areas.

The Village will contain hotels, shops and service establishments, condominiums and a ski lodge. All plans for building construction within the project area must be approved by an architectural review board that will enforce "stringent architectural standards."

Val Moritz is 90 miles northwest of Denver. It is being developed by Webb's Land Development division in a joint venture with Dr. Fred Sinkovics and associates and World Service Insurance Co.

Picture It — No Cars!

Imagine a village *without* traffic cops, stoplights, carbon monoxide, filling stations, jaywalking, speeding drivers, double parking and parking meters.

On the other hand, picture a village *with* leisurely strolling, relaxed shopping, low noise level, chatting in the street, uncluttered views and occasional horsedrawn wagons or sleighs.

Val Moritz Village, with its ban on auto traffic, should be worth waiting to see.



AVAILABILITY of air transportation to Val Moritz is readily apparent in the photo above of the Granby airport, with the property to be developed by Webb in the immediate background.



CHARMING vistas like that above will help make Val Moritz a sought-after vacation home site in Colorado, which will attract buyers from at least as far east as Chicago.



MORITZ VILLAGE BEFORE  AFTER 

SCENE ABOVE is of site for future Val Moritz Village. The approximately 90-acre site to be occupied by the village and lake is designated by white oval. **BELOW** — The village as envisioned several years from now; predominant features are the alpine/Austrian architecture and the absence of autos.





AL POTE composes newsletter for future Sun Citians.

Avid Readers Hail Pote-ntate Of Chatty Sun City, Ariz. Newsletter

For most of the 3,000-4,000 people who move there each year from widely separated parts of the country, Sun City represents an exciting change in life style and locale.

To keep future Sun Citians up to date on their neighbors-to-be, between home purchase and occupancy, Jerry Svendsen, Sun City public relations director, in 1963 instituted a weekly newsletter.

Entitled simply, "Newsletter," it is single-spaced on both sides of legal-size page, with only quarter-inch margins.

Readers ignore its gray look to plunge into news about their future home town and the folksy wit and chatty style of current editor Al Pote.

From a considerable number of letters he receives each week, Pote uses material such as submitted in early January by Larry Oswald of Barrington, Ill.:

"Dear Al: Many thanks for the newsletters which have given us so many moments of interest and amusement. Obviously, we have been looking for names of folks who will be moving into our

neighborhood. I had planned to write last Sunday, after plowing the 6 inches of snow out of the driveway, but got looking at football games. Monday, the minus 11 degree weather took the starch out of me."

(Pote's comment — "At that temperature, you could get frozen stiff and wouldn't need the starch.")

Newcomers continually drop in to meet their correspondent, and some ask to remain on the mailing list after moving to Sun City.

In his January 10 issue, Pote chats about 35 different buyers who had written him, including a poem from Louise and Bill Fenn:

*"Here's to Del Webb's Al
You're new Sun Citian's pal
You write us your views
And Sun City's good news
You draw us together
So we're all of a feather
And as we arrive
On sunshine to thrive
The first words we quote
'Thanks so much Al Pote.'"*

Del Webb's Kuilima 'Creating Renaissance For All North Shore'

"The Aloha State has a new get-away destination for visitors and residents alike — it's the North Shore of Oahu."

So begins a feature story in the December, 1972 issue of *Pan Am's Clipper Magazine*.

After decades of publicity as a vacation site, Honolulu and Waikiki now share the spotlight with the opposite end of Oahu, and Del Webb's Kuilima.

"Since its opening in May, the North Shore's new lone hotel, Kuilima, is not only providing a comfy setting for today-style relaxation — nightclubbing, card games, cocktail parties and active sports — but is creating a renaissance for the entire North Shore," reports the *Clipper*.

Kuilima is also termed: "... part of the magic wand for the North Shore's Cinderella-like transformation."

Kahuku, the nearby village which became an international dateline when President Nixon and Japan's Prime Minister Tanaka met there in September, will become a living museum and marketplace, to include a now-idle sugar mill.



FLOWER LEI may or may not have further disguised Milburn Stone, who plays "Doc" on TV's *Gunsmoke* and seemed "out of uniform" during visit to Kuilima with his wife Jane, shown receiving lei from Jack Hardy, general manager. Kuilima is gaining world-wide recognition as a premier Hawaii vacation and convention site.

Bill Warriner Joins Others To Tackle Valley Economic Problems



AFTER FORMAL meeting of Minority Affairs Task Force (above), Bill Warriner dons coat to leave, then finds opportunity to chat informally with (lower left) James Boozer, public housing assistant, Phoenix Public Housing Commission; Cecilia Ortiz, program administrator and general manager, Career Systems; Richard Fritz of the Chamber staff, and (lower right) Marilyn Peterson, City of Phoenix community involvement coordinator and Ed Reed, executive vice-president, Reed, Smith & Associates.



"Our plans for 1973 demonstrate we are concerned with the economic goals of the Valley minorities."

W. A. (Bill) Warriner, chairman of the Minority Affairs Task Force of the Phoenix Metropolitan Chamber of Commerce, discussed his group's aims following its first 1973 meeting:

- 1) Assist the Business Resource Center to produce a minority business directory.
- 2) Participate in manpower programs for disadvantaged and minorities.
- 3) Support small business assistance.
- 4) Possibly sponsor a race relations seminar.

Warriner, director of sales and services for Webb's Contracting Group, said that within the construction industry the Arizona Contractor's Service already aids small businesses in matters of finance, legal assistance, bidding policies, etc.

10th In Forbes Survey

The Webb Corporation ranks 10th among 780 companies surveyed in *Forbes'* 25th Annual Report on American Industries, in the magazine's "5-Year Annual Earnings Per Share Growth" category.

To qualify for the 1972 survey, a firm had to have annual sales of at least \$200 million.

WHO'S WHERE IN GROWTH?

5-Year Annual Earnings Per Share Growth

Company	Rank	Percent
Swift	1	100.0
Great Western Financial	2	62.2
Fleetwood Enterprise	3	60.4
Daniel International	4	56.9
Skyline Corp.	5	48.2
Kaufman & Broad	6	45.0
U. S. Home	7	44.6
National Homes	8	43.4
Bath Industries	9	42.7
Del E. Webb	10	40.0
Comsat	11	39.6
Centex	12	38.6

Contracting Launches Several New Projects

(Continued from Page 1)

Key personnel for these jobs include:

OAK BROOK — Don Kosman, superintendent; Walter Bombard, manager of operations; Carmen Palumbo, assistant manager of operations and Charles Brown, office manager.

SAHARA-TAHOE — Charles Morris, superintendent; George Redhead, office manager and Bob Crosse, manager of operations.

MINT — Pat Matheny, superintendent and Bob Whitacre, manager of operations.

SUNDIAL and BOSWELL — Joe Kies, superintendent and Mike Trimarco, office manager.

KUILIMA ESTATES — Don Gray, superintendent and Herb Nakasone, manager of operations.

Superintendent on the Theta-Com job, pictured in the January *Spinner*, is Ed Webb; Dick Heiny is manager of operations and Jim Kimball is office manager.



CONTRACTING group project, expanding ballroom/convention space at the firm's Sahara-Tahoe Hotel, is surveyed prior to floor pouring by John Ianni, hotel assistant general manager, left, and Tam Ryan, director of sales.

Fire Drills—Bright Side To Serious Subject



NOT REPRESENTATIVE of the serious fire drills being conducted by Webb Home Office employees is this 16th floor tableau of Floor Warden Speedy Winston, center, receiving a fireman's hat belonging to Stair Monitor David Ward, right, with Fire Extinguisher Monitor Stan Francom standing by.

With Three Seconds To Spare, Barefoot Guest Wins \$5,000

Charles Fuller of Longview, Texas, wasted no time when roused from his sleep by a friend, who told Fuller he was the grand prize winner in the recent Super Sahara (Hotel) Celebration. Barefoot, garbed only in pajama top and trousers, he negotiated the distance from his 12th-floor room to the Las Vegas hotel's south convention hall in one minute, 57 seconds. Deadline to claim the \$5,000 was two minutes.

Shooters Break 1000 Targets, Then Darkness Ends Mint Meet

Mint Hotel officials, realizing February days are shorter, are concerned about a shoot-off at their Mid-Winter Trapshooting tournament like the one last September, in which more than 700 shooters fired their way through five days for \$27,000 in prize money and \$3,000 in trophies.

In final singles competition, Larry Mitchell of Murray, Utah and Neal Crausbay of Lubbock, Texas, each broke 200 scheduled targets. Each had broken 300 extra targets without a miss when it started getting dark and Mint General Manager Jess Hinkle awarded them identical trophies.

Tin Can Mailers Win Prize

Hotel Sahara's 1972 direct-mail advertising campaign has been awarded first prize in the direct-mail category by the Hotel Sales Management Association. The campaign included tin can mailers featuring miniature Fords, Hondas, Pepsi Cola bottles, golf balls and false teeth, referring to Ford, Honda, Pepsi, Professional Golfers' Association and American Dental Association conventions at the Sahara.



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Webb Point Of View

Dick Whiting, who joined Del E. Webb Realty & Management in 1969 to direct leasing and management of Prudential Plaza in Denver, has been named a vice-president and regional manager of the Webb subsidiary After a period as leasing manager for the 609 Fannin Building, **Bill Whiteside** has been promoted to leasing and property manager for the Houston office building Previously reported in an employee news bulletin, but not in the *Spinner*, is that **John Nettleship**, who in the past has been associated with Grubb & Ellis, Dillingham, Tishman and Coldwell, Banker is the new vice-president and director of leasing for Webb Realty & Management **John Romero**, Hotel Sahara public relations, advertising and promotion director, has been elected president of the one-year-old Public Relations Association of Las Vegas **Jerry Svendsen**, public relations director at Sun City for Del E. Webb Development Co., has been elected to a three-year term as a director of the Arizona chapter, Public Relations Society of America **Ed Nigro**, president of Del Webb Hotels International, was honored by the Boy Scouts of America for an outstanding job as chairman of the Boulder Dam Area Council 1972 Membership Enrollment campaign, in which a record high of more than \$200,000 was raised New director of public relations, advertising and promotion for Del Webb's Mint Hotel is **K. J. Howe** **Ann-Margret** opened Sahara-Tahoe's weekend show schedule Feb. 16-19, with **Joey Heatherton** to follow Feb. 23-25 **Isaac Hayes** is Sahara's Feb. 27-March 14 star New director of sales at Hotel Sahara is **Bob Schmuck**, formerly sales director for the Las Vegas Convention Bureau.

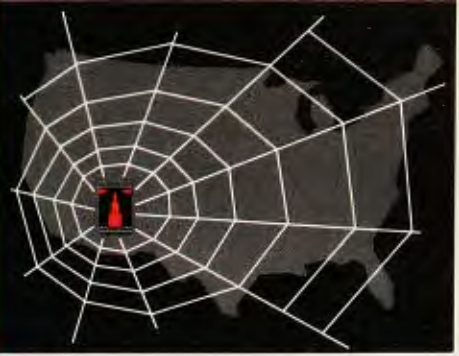
Daily Jog Is Fine, But L.A.-Vegas In 42 Hours?

Eight California men ran, in shifts, from Los Angeles to the Hotel Sahara in Las Vegas — approximately 282 miles — in 41 hours and 40 minutes. What made the 1972 feat more remarkable was that all runners were in their 60s and 70s, led by 62-year-old Bill Selvin of Orange (who called it the "Life Begins at 60 Super Marathon").



MARCH 1973
VOL. 27 NO. 3

THE WEBB *Spinner*



Marina City Club — Exciting New Management Role

See story, page two



R. H. Johnson Named Chief Executive Officer

Pres. R. H. Johnson has succeeded Founder Del Webb as chief executive officer of the Webb Corporation, with Mr. Webb continuing as chairman of the board.

Mr. Johnson, who will continue as president, joined the firm in 1935 as a timekeeper. He was named a vice-president in 1947, a senior vice-president in 1961, and was elected to succeed Mr. Webb as president in May, 1967.

Said Mr. Webb: "I feel, as do our directors, that Mr. Johnson will provide us the continued outstanding leadership he has achieved as president."

Born in Phoenix on Feb. 26, 1916, Mr. Johnson worked nights to finance several business college

(Continued on Page 2)

Annual Earnings Zoom Up, So Does Working Capital

The Webb Corporation earned 99 cents per share in 1972, a gain of 58 cents per share over 1971, and working capital increased from minus \$11 million in 1965 to \$42 million at the close of last year.

Net earnings for 1972 were \$8,602,461 vs. \$3,535,217 for 1971, on gross revenues of \$313,835,657 vs. \$304,019,581 in 1971.

Fourth quarter 1972 earnings were 33 cents per share or \$2,878,501 on revenues of \$62,716,850 compared to 3 cents, \$268,620 and \$75,206,503 for the similar 1971 period.

Del Webb and R. H. Johnson termed 1972 "a momentous

(Continued on Page 2)

SUN CITY — THE TOWN THAT COULDN'T RETIRE

**SPECIAL FEATURE
BEGINNING PAGE 3**

'Momentous Year For Company'

(Continued from Page 1)

year for the company." They emphasized that sale of Florida and California Sun Cities, the Thunderbird Hotel in Las Vegas, and proposed sale of the Fresno, Calif., Towne-House hotel and office building "virtually completes the program begun several years ago of disposing of marginal or losing operations."

Increase in working capital, they said, "has brought the company to a position of financial strength where we can now look toward continuation of our earnings growth through creation of new profit centers and expansion of existing profit centers."

Both said Sun City, Arizona "experienced another fine year," and that expansion has continued in "quite satisfactory" second-home developments in Virginia and Colorado, which, as joint ventures, "generally provide for participation in future profits and offer excellent protection from downside risk."

The Hotel Group "experienced an excellent year," the officers added, with its Nevada hotels 13 percent ahead of 1971 and Mountain Shadows and the TowneHouse in Phoenix as well as Southern California's Newporter Inn "achieving record years."

The Commercial Group formed an auto parking

Mr. Webb Remains Chairman

(Continued from Page 1)

courses, then took an office job with the Phoenix construction trade association. When the growing Webb firm sought a trainee, he was recommended. His first task was timekeeper on a college dormitory project in Flagstaff.

In directing expansion by Webb of West Coast military bases in early years of World War II, he opened the firm's Los Angeles office.

subsidiary, DewPark, which "gives promise of good returns with a minimum investment," they said, adding that the group's service-connected activities beginning in 1973 should "become a significant profit center."

Mr. Webb, pointing out that "the last three years have been the most trying in the construction industry," said 1972 was "disappointing" for the company's Contracting Group and that, while the company intends to stay active in construction, it will build up its backlog with negotiated projects rather than bid work. "Our contracting capability," he added, "has been the vehicle that brought about fine income-producing properties in our other groups."

Marina City Club — Unique Facility, Great Opportunity

Accuse Fred Seeley, Bob Knight and the Del E. Webb Realty & Management Co. of "going in circles" in Marina Del Rey, and they won't be insulted.

Circular is the configuration of the unique Marina City Club apartment complex now managed by the Webb subsidiary in the California beachfront community.

Seeley and Knight, with property management and leasing responsibilities, respectively, realize two unusual aspects of their new assignments:

- 1) **Great opportunity, with 300 present apartments to swell to 700 after completion of the second of three buildings now underway.**
- 2) **Uniqueness, with luxury living units and restaurants and such amenities as yacht, tennis, swimming and health spa facilities.**

Marina City Co. officials believe the development is the largest of its kind in the United States.

"Del Webb's expertise in resort and recreation development and operations will be very beneficial," said Ray Vandiver, executive vice-president of Marina City Co.

Scheduled to open with completion of the second tower are tennis, squash, indoor golf driving range, banquet, lounge, cards, billiards, beauty salon, barber shop, three new dining rooms and additional tennis and retail facilities.

"Marina City is a half-mile island

of fine living, superb dining and endless activity . . . Marina City is many things, but most of all a community," are descriptive phrases from the club's brochures.

"Marina City is very exciting!" sums up Rex Maugham, Webb Realty & Management general manager.



DUAL life style — land and sea — is available to residents of Marina City Club apartments in tower and low-rise units, background.

Sun City, Arizona

THE TOWN THAT COULDN'T RETIRE

Anyone who thinks Sun City is a retired town obviously has never been there.

If anything, the Webb-developed community 12 miles from Phoenix is where people seem to get their "second wind" for life.

Certainly many move to Sun City to devote themselves to personal hobbies, sports, or just relaxing.

But thousands find their greatest satisfaction in donating time to or working for others.

Charity — love; kindness or help for the needy or suffering (Webster's Dictionary).

Real Dedication

One of the most heartwarming groups at Sun City — and probably the finest example of dedication, member for member — is the Puppet Club (formed in 1962).

As of Jan. 1, this 38-member group of women had donated \$68,000 to a variety of handicapped children's groups in the Phoenix area.

"All of this money is from the sale of beautiful stuffed toys, aprons, frogs, etc., sewed by us," says chairman Margaret Nygren. "Proceeds go to retarded, handicapped and other underprivileged children *only*."

Last year — most productive in the club's history — \$13,065 was donated to 20 organizations.

Referring to a \$500 carpet the club donated to a child care center in nearby Surprise, a spokesman said: "If you want a good picture, photograph a couple of youngsters playing on that carpet. Don't take any pictures of us."

Why a special feature on Sun City charity?

Several reasons.

Sun City has been portrayed in a few national publications as a community withdrawn, not concerned about the problems of the everyday life which swirls around it.

Even a casual examination reveals this is not true.

A longer look reveals an amazing story of concern for others.

A survey of many charitable Sun City organizations also points up an important aspect of true charity:

It is not "puffed up."

Many organizations are not con-

cerned with publicity; some didn't answer our survey. An officer of one active service club, founded in 1960, said: "Who cares who was here first? Life's too short for that."

Much charity, such as involvement by bridge clubs which meet in homes, is never recognized.

In addition to money, Sun Citians contribute of themselves . . . hundreds of thousands of hours each year.

And not only to pure charity, but to civic posts at many levels.

Sun City is a tremendous "involvement" story.

'Don't Take Our Picture — Take Theirs'



HAPPY DAY NURSERY children are probably happier than before the Puppet Club donated the carpet on which they are playing. Attitude of the Puppet Club — in not seeking personal publicity for aid to handicapped or needy children — is typical of Sun Citians helping others, especially others outside the resort-retirement community.

SPECIAL FEATURE



THE WEBB Spinner



Dysart Center — Inspiring Story



Dysart Center, 1973

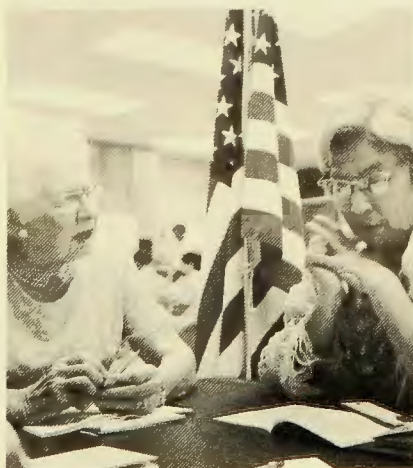
One of the really inspiring stories at Sun City is Dysart Center, more so because the program doesn't seek pompous recognition.

Though barely known outside the northwest Valley area, it is recipient of more Sun City individual and group contributions than any other program outside the community.

Dysart Community Center is located northwest of Sun City to serve the largely Mexican-American population of El Mirage and Surprise and surrounding farm areas.

While its beginning was the joint effort of many people and groups, driving force was and is the United Church of Sun City.

First Dysart Center building was a daily health clinic, sponsored largely by donations until the Mari-



Dysart citizenship training

copa County Council assumed operation in 1971. Today, Sun Citizens help support a supplemental Mobile Health Unit.

In addition, the weekly Dysart program includes instruction in cooking, sewing and English, as well as such "traditional" sponsorships as 4-H and Boy Scout groups and summer camp tuitions.

A Dysart highlight is language classes taught by Sun Citizens on a one-to-one (Laubach) basis.

Mrs. Geneva Larr, for the 10th year, directs morning classes for approximately 15 mothers.

Gertrude Flyte began an evening program which has grown to more than 60 students, many of them men, and includes ABE (Adult Basic Education — reading, writing, spelling, speaking English); GED (General Educational Development, leading to a high school diploma) and Citizenship (leading to naturalization).

Several major social events each year are popular with students.

No one stops to count the donated clothing and food, or thousands of volunteer hours, but enough money is contributed to meet a \$7,000 annual operating budget.

Mrs. Flyte did tabulate gifts (other than food and clothing) for one six-month period valued at \$2,967.

In 1967, Frank Weiner, then and now chairman of the Center's board of directors, correctly predicted the

Teacher's Comment

"Jose is an eager student and wants to improve his English for use at his work. He is employed by the Lakes Club in Sun City. Six of his seven children are in school. His oldest daughter Mercy assists the senior leaders in our Child Care Center and all seven are cared for there while their parents are in the adult classes. Mercy helps her father with his homework. Jose and his wife Mercedes were the first night school students in our center and have attended faithfully ever since. They are community leaders and belong to El Mirage PTA."

Comment by Mildred Britton, retired high school teacher, about her Dysart pupil.



MOVING FORCES behind Dysart Center include (from left) Rev. Walter Witt, pastor of United Church; Mrs. Gertrude Flyte, night class director and Frank Weiner, chairman of the Center's board.

interest of more Sun City groups in Dysart.

He also said: "These are no give-away programs — each family unless destitute, pays in some small measure something for what it receives. These are people with pride in their families, and we are proud to be their friends . . ."

Says Gertrude Flyte: "Dysart Center is what today's young people would call a 'Love Project,' for it is supported entirely by the goodwill and generosity of Sun City and surrounding areas."

W. Wesley Hill, a Dysart teacher and board member, calls Mrs. Flyte, who is well over 80, "our moving spirit and dynamo who runs the 50 or so teachers with love, the same way she handles the students."

Hill notes the Dysart program last year won the Valley Forge Freedom Foundation Award.



Dysart night classes

One-Of-Kind Lets In Much Sunshine

Undoubtedly the only organization of its kind in the world, Sunshine Service does, indeed, bring sunshine into the lives of hundreds each year by loaning a wide variety of

sickroom equipment and generally helping in time of accident, illness or bereavement.

Its acceptance is such that, of those clubs which responded to our survey, Sunshine Service was the most often named Sun City charity.

It was begun in 1961 with Rev. E. Duane Thistlethwaite as the original chairman, a post he still holds, and today has a board of directors and more than 400 district, subdistrict and neighborhood chairmen.

At age 81, Rev. Thistlethwaite still makes an average of 200 calls a week to homes and hospital patients, dispensing invaluable cheer and encouragement.

Sunshine Service, stopping long enough to calculate what it had



EMPLOYEE William B. Sullivan at Sunshine Service building, soon to be doubled in size.

accomplished during 1971, found that during the year equipment (even rollaways for residents waiting for furniture) had been dispensed to 600 homes. Value of similar rental items was \$100,000. (Number of users and rental value will be up an estimated 20 percent for 1973.)



FOUNDER Rev. E. Duane Thistlethwaite with one of hundreds of pieces of Sunshine Service equipment.

They Do More Than 'Busy Work' In Craft Centers

Clubs formed around the hobby and craft facilities of Sun City's recreation centers have been among the most productive and active in the community.

Many items sold in the Boswell Hospital Resident's Gallery are made by members of these clubs. Organizations and homes throughout Sun City use and contain thousands of products of their skills.

Typical of the response to our survey was the 11-year-old Fairway Center Wood Shop, whose recent activities include redoing the Reading Book Trailer for the Blind; making 269 chairs for the Arizona Crippled Children's Colony, and cupboards for Dysart Center. Members have created items for many other organizations. Chairman William Madsen says, "We feel our club is a real asset to Sun City and a good neighbor to many people."

The Lakeview Woodworking Club, which zoomed in two years to more than 400 members, recently made wooden toys and blocks for the Glenhaven Retarded Pre-School Children's School, and assembled 24 bed-boards for the Sunshine Service. Henry Post, publicity chairman, says "any request for projects, within the club's ability, will be considered."

Sunshine Service is a common charity for the Ceramic and Mosaic clubs of Oakmont Center (both 1960). The Mosaics Club also contributes to the Salvation Army senior camperships. Ceramic Club charities include the Community Fund, Boswell Hospital and Huffers and Puffers.

The China Painting Club (1965), encourages new members. It donates

to Sunshine Service and Dysart Center.

The two-year-old Clay Club regularly supports a scholarship at Glendale Community College. Other charities have included Sun Valley Lodge and Boswell Hospital.

One of Sun City's fastest-accelerating groups is the Lakeview Handicrafts Club, which in one year attracted a membership of 261 and provided \$725 to a wide range of charities. It expects in 1973 to help found a Sundial Center crafts club.



INTRICATE product of skills of the Fairway Center Ceramic Club, held by Mrs. Elmer Hunter, treasurer, is typical of items sold which help Sun City area charities.



F. G. FISLER, left, co-director of a completed Fairway Center Wood Shop Club project of 269 chairs for the Arizona Crippled Children's Colony, examines handiwork of Werner Luci, shop monitor.

Numbers Poor Substitute For Boswell Auxiliary Story



WALTER O. Boswell Memorial Hospital.

The Boswell Memorial Hospital Auxiliary—there may not be another like it in the world!

Its compassion and dedication can't be described. The only alternative, and a poor substitute in telling the story, is numbers.

Total hours volunteered from formation in October, 1968, through last September, was more than 198,000.

Connie Fulkerson and Margaret Newby logged more than 5,000 hours each, or an average of more than 24 hours a week, 52 weeks a year, for four years.

Six ladies had volunteered at least 2,000 hours and 14 had served more than 1,000 hours each.

Also, through 1972, the Auxiliary had contributed \$54,752 to Boswell to purchase such "items" as an operating microscope and a flexible fiber-

optic bronchoscope.

Its major income producer is an amazing shop in Sun Bowl Plaza called the Resident's Gallery.

There, more than 1,000 consignors offer their arts and crafts, priced from \$.25 to \$150.00, with one-third of the sale price remaining with the Gallery.

To bolster Gallery income members, sew, bake cookies, host open houses and co-sponsor special events.

Active members *pay* to serve — \$3 a year. Associates pay \$10 and for \$100 a contributor is appointed to life Auxiliary membership.

Of the 80,466 hours volunteered last fiscal year, 8,475 were by 50 Sun City men, and 4,709 by junior volunteers — "candy strippers" from the Southwest Indian School and five area high schools.

One of the Auxiliary's 1973 goals is scholarships for these junior volunteers entering the health field. "How many we'll give we don't know," says President Dorothy Koehn.

A second Resident's Gallery and revenue-producing bingo games are other current goals.

A new and popular Auxiliary service provides a daily telephone check, or just a friendly chat to dispel loneliness, with those who request it. Follow up on failures to call in

at a designated time has already saved lives.

The Auxiliary doesn't brag about its size and contributions to Boswell Hospital.

Simple arithmetic, however, reveals more than eight Auxiliary and junior volunteers per Boswell bed. Can any hospital in the United States match that?



RESIDENT'S Gallery, chief source of Auxiliary funds, is manned by such stalwarts as Connie Fulkerson, left, manager of Gallery records and contributor of 5,000-plus hours service, and Mrs. John H. Voss, Gallery chairman and past Auxiliary president.

'Meals On Wheels'

"Meals on Wheels" — still another plan born in the warm hearts and fertile minds of Sun Citizens.

Since formation last spring, nearly 2,000 meals have been delivered to those unable to cook for themselves, either permanently or temporarily.

For \$3 (slightly below cost) volunteers deliver one hot and one cold meal, prepared either in a Sun City restaurant or at Boswell Memorial Hospital, which has already added the program to its family of home services.

Currently 126 volunteers, on a three-month-on, three-off basis, deliver orders in the Sun City-Youngtown area.

Community Fund Helps Outsiders Too

Tremendous support by Sun Citizens of their town's charities is a tribute to their uniqueness.

One of these is the Community Fund, formed in 1966 to help Sun City families in need, but which in 1972 contributed to 26 organizations in addition to individual hardship cases.

Approximately \$28,000 was disbursed in 1972. Indicative of Sun City's concern for those outside the community, is that the Fund's 25-member volunteer board voted approximately \$16,000 for 21 projects classified as "area, state or national."

Impressive List

The Mens' Club, with the largest non-religious membership of any Sun City organization (1320), since 1962 has tackled a variety of projects, including bringing to the community as speakers leading government, business and entertainment figures.

Current activities include a major charitable program involving approximately 40 bingo games annually, with all net proceeds presently going to: St. Vincent de Paul, Salvation Army, Sheriff's Pantry, Dysart Center, El Mirage Christmas Fund, Phoenix F.O.P., Peoria Boys' Club, Arizona Girls' Ranch, Arizona Boys' Ranch, United Fund and Sunshine Service.

Service Clubs Live Up To Name

The Kiwanis, Lions, Rotary and Civitan clubs which responded to the *Webb Spinner* survey live up to the word used to describe the tens of thousands of luncheon groups which meet weekly in the U. S.

If anything, "service" seems to mean more to club members now than it did before they moved to Sun City.



FUND RAISING activities for three Lions clubs, as typified by Frank Miranda, left, and Cy Rogers, both B-4-9 members, include selling tickets, programs and refreshments at Sun City Stadium.

Vigorous Auxiliary

The vigor of the American Legion Auxiliary at Sun City becomes quickly apparent when the long list of its activities is scanned.

Primary goal, as outlined by Marguerite DeWeese, communications chairman for Unit 62, is sizeable enough to be the only goal — that of assistance to veterans of WW I and II and the Korean and Vietnam conflicts, through volunteer work in nursing homes and the Phoenix and Prescott veterans' hospitals.

Other programs to which the unit contributes include: Freedom Foundation; child care centers; Hong Kong care program and Girls' State.

Give To Variety

The Star and Nile clubs of Sun City give to a variety of charities. Star members list Eastern Star Home, Sunshine Services, Boswell Hospital and the Community Fund, while Nile members sew clothes, toys, bedding and tray cloths for the Shriners Hospital "where the crippled children beg for our washable toys," says President Inez Courvoisier.

Both Kiwanis clubs emphasize support of area high school boys who themselves have shown leadership and "help-the-less-fortunate" traits.

In addition, the Kiwanis Club of Sun City-Youngtown (1961) has provided scholarships to Dysart high school students and contributed impressive sums to Gompers Rehabilitation Center in Phoenix and volunteers to Boswell Hospital and Sun Valley Lodge.

The Agua Fria Kiwanis Club is establishing a statewide "Share Your Life" key club for 14 to 17-year-olds, emphasizing drug and health education.

Two Sun City Lions clubs go even beyond the worthy national goal of sight conservation.

The Noon club donates to Dysart Center and Sunshine Service, and provides camperships for handicapped children. Overall aid since October, 1960, has been very substantial.

Midweek, begun last year, has as its goal for 1973: "Increase aid to

'Sun Citians Most Generous People'

"Sun Citians are the most generous people in the world," says George McDavitt, executive director of the Glendale-Sun City United Fund.

Sun Citian Col. Paul Morrill, a fund director, says residents contributed \$35,000 in 1972, very little of which returns to Sun City, making the effort almost totally selfless.

Acting For Charity

The Sun City Players are a "little theatre" group with a triple objective — to entertain Sun Citians, donate to charities and improve themselves professionally. From the sale of \$1 to \$2 tickets for comedies, melodrama and mysteries, the Players give to four of Sun City's best-known charitable institutions, as well as to the Boy Scouts and Glendale Community College scholarships. The Players (1961) have a membership of 160.



FELLOWSHIP at Civitan Club, shown by President Blair Hale, left, and Marvin Duff, sergeant-at-arms, is typical of Sun City service clubs which do a variety of charitable work.

needy children — also adults."

Primary objective of the Civitan Club of Sun City (1970), which donates to the Community Fund, is to improve a Williams, Ariz. camp for handicapped children.

The Lakeview Rotary Club (1971) collected money during 1972 on behalf of the Salvation Army.

Overwhelming Results

In our survey of charitable Sun City organizations, we asked for "financial contributions, to date."

The response was overwhelming, even considering some groups reported only 1972 results. Others obviously didn't keep records, or shunned making this total public.

Even if we had achieved 100 percent response to this question we probably would not report all dollar figures — it wouldn't seem in spirit with the selfless attitude demonstrated in Sun City.

Only for unique clubs have we listed financial facts.

Charitable Masons

Masons in Sun City include the Square and High Twelve clubs. Square Club Chairman O. N. Johnson believes his club is the largest in the U.S., with 1,225 members, including 207 past masters and 50-year men numbering 261. Both contribute to traditional Masonic youth, hospital and charitable institutions.

Sun City Churches Shatter Tradition

Churches traditionally support their denomination's missionaries, and social needs within that framework.

At Sun City, survey returns indicate, many congregations have shattered tradition to help the area's less fortunate, regardless of faith.

The first church in Sun City was the United Church. From its present membership of more than 2800 it sponsors Sun Valley Lodge and helps support Dysart Center, which involves so many hours and funds no one totals them.

St. Joachim Parish in Sun City seems to go beyond normal Catholic support of the area poor. Rev. Palmer Plourde reports an annual effort averaging thousands of dollars and 5400 hours, plus close cooperation with the area's Ministerial Association.

First United Presbyterian Church women provide volunteer service to

Sun Valley Lodge, Boswell Hospital Auxiliary and Dysart Community Center.

Activity of the Women's Missionary League of Fountain of Life Lutheran Church includes contributions to the needy in El Mirage, transcribing Sunday School lessons for the blind and making leper bandages.

For its size and length of existence, the ladies group of the Lakeview United Methodist Church is possibly one of the most active, certainly in number of organizations to which it contributes — eight non-Methodist groups, including two Indian schools and an Indian mission, according to secretary Mrs. John Maris.

The First United Methodist Church, according to Rev. Ralph Kofoed, pastor, makes substantial contributions to community service projects and participates in Phoenix inner-city work. Many members of the church, now in a



CHURCHES sprinkled liberally around Sun City include the now-building United Methodist.

building program, work as volunteers in Boswell Memorial Hospital, Sun Valley Lodge and Dysart Center.

Shrine Charities

The Youngtown-Sun City Shrine Club (1959), with a membership of 900, supports charities long identified with Shriners, including the Shrine Crippled Children's Hospital and Burns Institute (both open to all children and free of charge to the poor); Clothe-a-Child; and a car and truck caravan to the Salt Lake City Children's Hospital with canned goods, cash and assorted clothing.

Tax Advisors

The prolific activity at Sun City seems contrary to the popular concept of a retirement community, and one might doubt there is even an organized Sun City group called the American Association of Retired Persons. Chapter No. 4 is, however, anything but retired. It acts as a regular tax consultant to any resident of Sun City, according to President Walter Lindgren. In addition, the club donates to Salvation Army and Dysart Center.

(We understand the National Retired Teachers Association also provides free tax consulting service.)

Dancers Personify Sun City Spirit

Though not all are involved in charity, the friendly spirit that is Sun City is perhaps best embodied by six dance clubs which responded to our survey.

"Our goal for 1973 is to furnish pleasure to anyone who enjoys dancing," says Rogers Eastman, chairman of the Community Ballroom Dancers (1960), which occasionally contributes to charities and holds open Saturday night dances for visitors.

The Mountain View Saturday Night Club (1961), at their mixers provides hosts and hostesses, refreshments and free dance lessons for newcomers. "We try to make visitors feel they are one of us," says former chairman John Warlick.

"To help more people learn to round dance, and to meet some of the nicest people in Sun City," is the way Chairman William Smith describes the 1973 goal for the Sun City Round Dance Club (also 1961), which performs regularly for visitors and for the Sun Valley Lodge nursing home.

The Oakmont Rhythm Class (1962) in December collected five

boxes of canned goods for St. Vincent de Paul.

The Ladies' Fairway Center Round Dance Club (1963) performs for Sun Valley Lodge and at the Arizona State Fair.

The Lakeview Dance Club (1971), which makes charitable contributions, has as its 1973 goal, according to Chairman Harold Novak: "To continue the friendly atmosphere in Sun City by showing newcomers what friendship means, and to help them make new friends."

Library Friends

Friends of the Library (1962) are just that in Sun City. Now 800 strong, they donated 24,591 hours over the past four years. The group receives book donations as well as funds from which they buy new books. January circulation was 15,000 books. Secretary Opal Adamson says 1973 goals include a new building, more assistants on salary and greater financial response from Sun Citizens.

Here's Proof Sun Valley Lodge Has Lots Of Friends

Recent donation by 85 individuals and groups of a station wagon, operating expenses and carport, demonstrates support given Sun City's Sun Valley Lodge nursing home.

Perhaps the best example of community endorsement, though, is the Lodge auxiliary of 240 ladies. In 1972, 200 members donated 24,000 hours, an average of 120 hours each.

Five Sun City groups and nine individuals regularly donate services for entertainment and chapel, according to Richard Brown, administrator.

Also in 1972, 30 cash gifts were specified for certain purchases or as memoriums to deceased Lodge residents.

Use of these gifts includes such helpful items as automatic doors.



RIBBON-WRAPPED station wagon is admired by (back row, from left) Richard Brown, Sun Valley Lodge administrator and directors Blaine Ferguson, Richard Thompson, John Davis, Lorin McCarty, Ralph White, Art Comer and Reg Sturdy; (front row, from left) Mitzie Thomas, resident; Mrs. Cora Edsall, auxiliary member; Shirley Reinhard, bookkeeper; Mary Alice Bear, auxiliary president and Virginia Sylvis, fund drive coordinator.

Hand Of Friendship

The Sun City camera, shuffleboard and leathercraft clubs which responded to our survey provide, as do the dance groups, a warm welcome to guests.

Travel films shown every Friday night by the North Town Hall Camera Club (1960) are open to all recreation association members and guests.

Town Hall Camera Club (1962), with a membership of 680, provides a monthly program for the Sun Valley Lodge and has also prepared a "Sun City Story" film for wide use.

Shuffleboard clubs, Mountain View (1960) and Lakeview (1971), teach the game to new Sun Citizens. Lakeview also contributes toward maintaining its courts, according to Reuben Burnham, vice-chairman.

Individuals who qualify for special recognition include Lincoln Sexton who, as president, is in his third year of supervising the Town Hall Lawn Bowls Club at two different sites, and C. C. Loeblein, who for six years has taught at the Leather Craft Club without charge.

Grams Help Out So Why Sew?

Sun City Grams (1964, charter 723) possess the concern for others one would expect of grandmothers. They donate yearly to Boys Ranch, City of Hope, National Haven Fund, Salvation Army, Shrine Burns Institute and Send-a-Child-to-Camp, and provide tray favors for the Northwest Hospital each holiday. For 1973, according to President Hazel Reuhl, "we hope to help each project a little more, and take on another worthwhile project."

Unlikely Contributors?

Three Sun City groups which would seem to be purely social, actually do make small charitable contributions. They are the 65-member Kaffe Klatche (1960); the 400-member Dutch Treat Club (1965) and the Lakeview Thursday Afternoon Bridge Club (1970).

(Purely by accident, the *Spinner* editor discovered that one of the unregistered, small bridge clubs is involved in substantial charity work.)

(We would guess, conservatively, there are several dozen Sun City charitable groups not reported in this issue of the *Spinner*.)

Not counting churches and the Puppet Club, Sun City groups which sew for others include the Sew 'n Sew, Needle Arts and Crafts, and the Stitch & Knit & Craft clubs.

Of the latter two, the Stitch & Knit & Craft club in 1972 had the larger membership and gift to charities.

Sew 'n Sew, dedicated to teaching members and visitors, also offers these skills to such outside groups as Dysart Center, to which several large cash donations have been made. A 1972 Christmas luncheon produced enough goods for 20 baskets of food for the Peoria Boys' Club.

Singing With Heart

Members of the Sun City's Woman's Chorus and Male Chorus give out with their hearts as well as their voices. The former group (1962), has contributed to the Community Fund, hospital drive, Dysart Center and the Arizona Federation of Music Scholarship Fund. The Male Chorus (1964) has provided a musical scholarship and donation to Boswell Memorial Hospital, and plans another scholarship. Combined membership is 140.

Government, Too, Requires Talents

The Sun City "involvement" story is more than cash contributions and donation of unpaid time and talents to charities.

Government also needs the abilities that abound there, and residents have responded far beyond what might be expected of a community where the average age is at least 65.

We don't know of any complete list, but we do know that Sun Citians have served or are serving on the Peoria school boards, county planning commission, in the Arizona



William Kent

John Anderson

legislature, Board of Pardons and Paroles, Department of Corrections and Liquor Commission, as well as in such national posts as the "businessmen's peace corps."

One of the best examples of this urge to serve is that Sun Citians, though unincorporated, long ago formed and operated their own governing bodies. Always there has been an abundance of qualified candidates.

The first citizen organization was formed to accept from the Webb Corporation, and operate, recreational and hobby facilities (not including golf). Today, that group is known as Recreational Centers of Sun City, Inc.

Spencer Moore, immediate past president, estimates that his board's approximately 60 hours of formal meetings in 1972 was only a portion of the time needed to properly administer several million dollars in facilities and to manage a \$500,000 annual budget with 76 part or full-time employees.

Much more time was spent by five standing committees.

During 1973 President John Anderson and his board will



CIVIC leaders at Sun City are honored at annual appreciation luncheon.

accept the fifth and most elaborate recreational complex to date, Sundial, named for a 35-foot-high "timepiece" on the 11-acre site. Among outstanding attractions will be a 50- by 100-foot-long swimming pool and 10 shuffleboard courts, each under roof and climate controlled, and a 1200-seat auditorium.

Arthur Comer, 1972 president of the Homeowners Association, says his board devoted between 250-300 hours each in their unpaid duties. In an annual report he related six goals, and the year-end results:

- 1) Increase membership to 14,000 (increased by 6,036 to 16,152).
- 2) Obtain adequate quarters (moved into new, paid-for building).
- 3) Institute effective committee system (successful).
- 4) Eliminate coots on lakes (unsuccessful).
- 5) Reduce Luke AFB overflights (successful).
- 6) In all ways be of service to community (Comer listed a number of positive instances, including handling more than 1,000 personal grievances).

A glance at the 12 general areas of concern of the association leaves little doubt that 1973 President William Kent and his board will face as

many challenges, or more. Utilities, police and fire protection, zoning, taxes, a new post office, cable television, Central Arizona Project, disaster procedure, state and county legislation, a condominium association and many other items are on the agenda.

Kent had more than a dozen other specific association tasks to perform the same day he devoted ample time to relate these goals to the Spinner editor. A city manager or council member of any size city could hardly be busier.

No Lost Art

Handbell ringing is not a lost art in Sun City, where the 30-member club gave 26 no-admission performances in 1972, at concerts, rest homes, service clubs, church services and social functions.

Golfers Give Gladly

Though the Ladies Golf Club, South Division, "just conducts our business and tries to keep everyone happy" according to chairman Mrs. C. N. Clemens, the 220-woman organization does donate to the Sun City Community Fund at Christmas.

'Massanutten Skiers Rave'—News-Record

With the above headline, the newspaper at Harrisonburg, Va. proclaimed acceptance of the new ski facilities at the Webb Shenandoah Valley recreation and vacation home development. "And every visitor had nothing but

acclaim for the resort which opened five slopes to over 950 skiers Saturday and 900 Sunday," wrote Maggie Locke. "Even the most seasoned veteran of slopes at Aspen and Switzerland called Massanutten's highest and steepest

slope 'a challenge.' "

Early success of home site sales indicated Massanutten's appeal. Opening of the first recreational facility — skiing — seems to indicate that buyers are correct in their appraisal.



WHERE IT'S AT, for some, is strictly on the ski slopes. For others, the action revolves around the people and facilities at the ski lodge. On each count, Massanutten has the facilities to please crowds, according to the Harrisonburg, Va. Daily News-Record.



Del Webb Honored By Kansas City Chamber



HONORED at the 23rd annual joint meeting of the Chamber of Commerce of Greater Kansas City and the Missouri Society of Professional Engineers, Del Webb received a plaque from Dutton Brookfield, Chamber president. The engraving read, in part: "In recognition and appreciation for your personal involvement and dedication in construction of the Kansas City International Airport."

10th Big Honor

For the 10th consecutive year, Mountain Shadows has been rated "5 stars" in the Mobil Travel Guide.

"We consider it 'one of the best in the country,' " wrote R. F. Tucker, president of Mobil Oil Corporation's North American Division.

"In all America only 11 resorts have received this coveted accolade.

"No one can buy this rating. It is awarded on merit alone after a careful, unannounced inspection by our trained field staff supplemented by the evaluation of special consultants and reports received from thousands of users of Mobil Travel Guide."



Mountain Shadows Resort Hotel

These Are Smiles Of Big Winners



SMILES ARE GENUINE for amateur threesome — Singer Andy Williams; R. B. McCurry, Jr., Chrysler Corporation vice-president and Webb Pres. R. H. Johnson — at Bob Hope Desert Classic in Palm Springs, Calif., and for Arnold Palmer, on left. Palmer won his first big tournament in two years, and on one day helped the Williams-McCurry-Johnson team. The team had a different professional partner each day and finished its four-day participation atop the huge amateur field with a 52-under-par total for 72 holes. (Lady scorer is Lucile Craddock.) **RIGHT**—Back in his Phoenix office, Mr. Johnson holds tournament trophies.



Val Moritz Postmasters

Val Moritz, Colo. became an official post office, effective March 15. First unofficial "postmasters" are Bud Walters, project manager and Ken Mitchell, project controller.

Webb Point Of View

Mary Jane Hawkins, who has successfully been decorating model homes at Sun City, Arizona since it opened, and today has a staff of 14, becomes the first woman vice-president of the Del E. Webb Development Co., a corporate subsidiary. She has also designed interiors of Palmbrook Country Club and Kings Inn at Sun City, and other Webb projects in four states . . . **Maurice Fitzgerald**, former Thunderbird general manager, is now manager of the Mint's casino operations . . . **Robert (Bob) Foster**, who began his hotel career at the Sahara five years ago as a room clerk, has been named assistant hotel manager . . . A man who began his career in 1930, managing restaurants of the Golden Nugget Casino and Showboat Hotel/Casino in Las Vegas, **Hank Schainck**, has been named assistant general manager of the Kuilima . . . At the same Oahu hotel, **Steve Spengler** is the new food and beverage manager after 16 years in the same phase of hotel operations in Southern California . . . **Ed Nigro**, president, Del Webb Hotels International, is general chairman for the Al Bramlet — City of Hope testimonial dinner.



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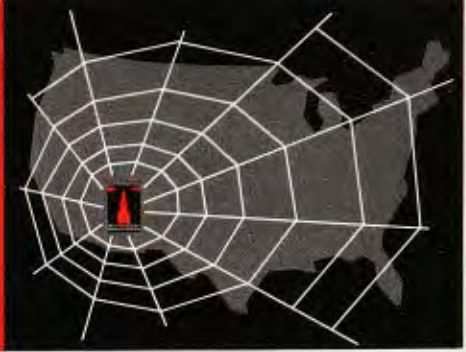
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THE WEBB Spinner



APRIL, 1973
VOL. 27 NO. 4

DEWPARK Opens First Detroit Operation

Parking Business Now In Five States

Newest contract for DEWPARK, auto-parking business of Del E. Webb Realty & Management Co., is a multi-year agreement to operate a 581-car garage in downtown Detroit for the Greyhound Corporation.

Lewis Roland is manager of the garage, built on two levels above a Greyhound bus facility. Marvin Todd, DEWPARK general manager, and Dave Johnson, Commercial Group controller, were present April 1 for first day of operation.

Steven Westlake manages the 300-car Tucson Federal Savings Garage, located one-half block from the office tower managed by Ron Tracy. Operations Manager Jim Gannarelli also represented Webb Realty and Manage-

ment as DEWPARK assumed operations there March 1.

In the same Arizona city, Russ Smith manages the Alameda Plaza office building and garage.

The 625-car Prudential Plaza parking garage, three levels beneath the

Denver office complex, came under DEWPARK operation in January with L. E. "Bud" McDonald as director.

Managers of other DEWPARK operations include Tom Adams in Cincinnati's Kroger Building, George Ward at the Fresno TowneHouse, and Stan Edsel and Tom Carr at Rosenzweig Center and Prudential Plaza in Phoenix.

Parking spaces operated by DEWPARK, since its formation six months ago, total 6300.

"We are looking for more business," says Todd.

"A parking operation can help attract new commercial development and management contracts, too."



PARKING TICKETS — now a commodity needed by DEWPARK in vast volumes — are examined by Sandy Milder, Del E. Webb Realty & Management Co. Home Office secretary.

Hawthorne GSA—A Classy Glassy Chassis

Webb Builders Install More Glass Exteriors



Many buildings the past 10 years have taken on a glassy look.

An operations manager for the Webb Corporation's Contracting Group, which has erected a number of buildings with considerable exterior glass, gives three reasons for increased use of the material:

- 1) Perfection of thermal and tinted glass which filters light and heat.
- 2) Replacement of the caulk-and-putty technique of sealing glass-to-frame connections with rubber gaskets.
- 3) Recognition by designers of the value of increasing employee morale by "bringing the outdoors into the office."

Despite the trend, architects in the Southwest often specify southern exposures with little or no glass. See page four.

ALL FOUR SIDES of the General Services Administration Building, recently finished by Webb builders in Hawthorne, Calif., are glass. In the Southwest, especially, architects often specify glass for only three sides of office buildings. See page four.

Webb Pioneers In Building Garages; Not Surprising We Turn Operator, Too

The Webb Corporation is a pioneer in building garages.

The first large underground garage in Phoenix was a challenge to Webb builders erecting Penney's downtown store during 1952 and 1953.

A crew under Supt. Fred McDowell excavated through 40 gruelling feet of sand, gravel and big rocks deposited by the Salt River during the eons before it was dammed.

Hundreds of sidewalk superintendents watched as concrete was poured in the bottom middle, then braces extended to rails shoring up the sides. Before garage walls were framed for pouring, a hardening solution was injected into the unstable material behind the shoring.

In 1955 Webb builders launched one of the West's largest underground parking facilities for 1500 cars as first phase of the Los Angeles Union Oil complex they built above ground.

Since Phoenix Towers was the city's initial highrise apartment, the building's 160-car underground garage was another Webb-built Phoenix first. Two car spaces for each tenant was an indication of the luxury of the North

Rosenzweig Center Is 'Best Parking Bargain'

Einstein didn't have the subject in mind when he proposed his famous theory, but parking costs are definitely a matter of relativity.

To park for one month on a covered, reserved floor in various DEWPARK-operated garages it would cost you: Cincinnati—\$30.00; Denver—\$32.50; Detroit—\$40.00.

Similar facilities in downtown New York City, Chicago or Los Angeles would be even higher.

At Rosenzweig Center in Phoenix, however, the cost is \$10.40.

"That has to be the biggest parking bargain in the nation," says DEWPARK's Jim Gannarelli.

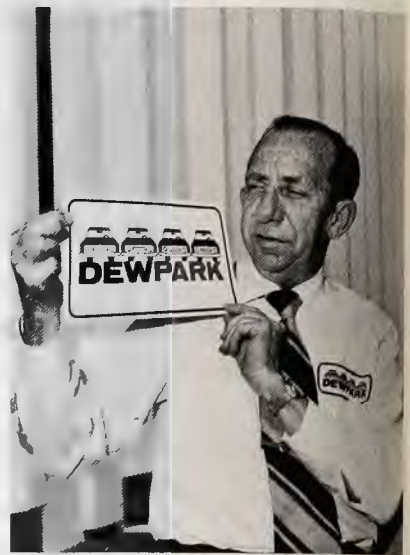
Central Avenue facility.

Webb has built many more garages through the years. It's interesting that we now have a subsidiary capable of operating them.



WEBB CORPORATION believes it can claim several "firsts" in Arizona parking facilities, including Chris-Town, the first shopping center with parking for more than 5,000 cars. Aerial photo is of 1961 opening day for Chris-Town, which Webb owned and operated for three years.

DEWPARK Logo



TRADEMARK which DEWPARK has already introduced into five states, with plans to expand there and into other areas, is displayed by Stan Edsel, manager of more than 1,000 parking spaces in Rosenzweig Center.

Self Park Or Not, Customer Important

There is an apocryphal story, told with a certain amount of glee by those who daily surrender their auto to reckless attendants of ramped parking garages, about a desperate owner who invested \$50 in a wreck with no brakes. Racing the car up the ramp the attendant didn't notice the deficiency. Wheeling down that night, however, he was lucky to escape with his life.

DEWPARK specializes in self-park facilities, but recognizes the need for customer attention anyway.

"There are many ways to attract and keep parking business, in addition to reasonable rates," says Marvin Todd, DEWPARK general manager.

"Good lighting. Clear, understandable directional signs. Clean, well-stripped, ample parking spaces. And, certainly not least, attendants who are helpful and cheerful."

Even Better Than 100 Per Cent
DEWPARK officials estimate that use of the 6300 parking spaces the business operates averages 120 per cent on a workday.

'Best Dressed' At Night, Judges Say
 When Sun Goes Down, Rosenzweig Center Shines



LIGHTING UP North Central Avenue in Phoenix has been a Rosenzweig Center tradition since the Del Webb Building, left, opened in 1962. Greyhound Tower, right, opened in 1971 in equally brilliant attire. The Electric League of Arizona awarded the Center first place in its 1972 "outdoor lighting" competition.

Metal halide high intensity discharge lamps — 32 beamed on Greyhound Tower and 28 on the Webb Building — accomplish the dark to midnight illumination. Howard Electric was electrical contractor and Uhl & Lopez engineer on both buildings.

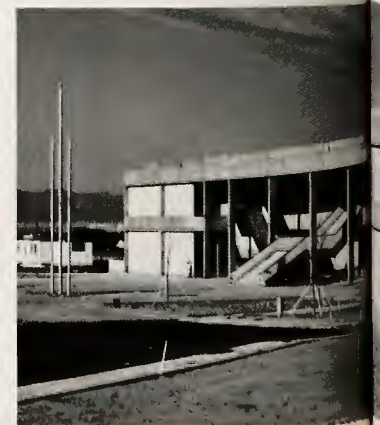
First You See The Glass



THREE SIDES of the Las Vegas City Hall highrise seem almost entirely of glass. **BELOW** — A southern view of the complex presently being completed by Webb builders reveals a solid convex travertine marble exterior, an architectural acknowledgement of the abundance and power of the Southwest sun.



Finishing To



plied To Contracting Projects In Two States



THREE OTHER major construction projects on which Webb's Contracting Group is applying finishing touches include: **ABOVE** — Cedars-Sinai Community Mental Health Clinic in Los Angeles; **LEFT** — Beverly Hills National Bank Building in Beverly Hills, Calif., and; **BELOW** — Chaparral High School for Clark County Nevada, at Las Vegas. While Cedars-Sinai seems to have at least the average amount of glass exterior for a medical facility, Beverly Hills National Bank and Chaparral High illustrate trends in their respective classifications. The bank is glassed on three sides, while the high school has eliminated windows on all but about 10 percent of its classrooms to reduce cooling requirements (and vandalism), preferring to brighten rooms with good lighting and cheerful paint and furnishings.



Denver's Prudential Plaza Praised For 'Open Green Space'



PARK-LIKE setback along Denver's 16th Street won for Prudential Plaza an Award of Merit from Downtown Denver, Inc. The 55-foot-deep landscaped area is a full block long.

Del E. Webb Realty & Management was involved in two of six Merit awards given by Downtown Denver Inc. at its 12th annual recognition luncheon recently.

Prudential Plaza was hailed for "enhancing the downtown skyline and providing open green space for pedestrian enjoyment along 16th Street."

The Boston Building was cited for restoring key portions of its original facade, maintaining its original exterior, and restricting street level signs.

Prudential Plaza is the Webb-built, managed and co-owned office complex opened during 1972, which has been "applauded" for its 40 percent open space.

The Boston Building is one of the Denver third-party properties managed by Webb Realty & Management.

Executive West Features Del Webb In Magazine's First Issue

A sparkling, "slick" magazine — *Executive West* — features Del Webb in the "Executive Profile" section of its initial issue.

Publisher Ed Safford uses four-color photos and three pages of copy in a

story subtitled: "Worldwide innovator keeps his root in the Rockies," in which Mr. Webb answers questions about his views on Val Moritz and the general economic future of the seven-state Rocky Mountain region.

About the firm's project 90 miles northwest of Denver, Mr. Webb said: "I do not anticipate our initiating a similar recreational community within the Rocky Mountain area until Val Moritz is firmly established."

Marina City Club—Offers Best Of Two Fun Worlds



EXCITEMENT is an added ingredient at Marina City Club in Marina del Rey, Calif., now under Webb Realty & Management operation. Among activities available is tennis. At another



doorstep are hundreds of yacht slips. Those Marina City residents who don't own a craft may charter or rent one and receive instructions in sailing, boating or water safety.

40 Top \$1 Million In Sun City, Ariz. Sales

It takes "some kind" of staff to sell 2,502 homes and apartments in one location in one year, valued at \$75 million. Sun City, Arizona has that kind of manpower, led by Ken Parker, sales manager.



Keith Winston



John Gledhill

For the third consecutive year, Keith Winston was top salesman, with a 1972 volume of \$3.3 million. John Gledhill followed with \$2.7 million.

Eight who exceeded the \$2 million mark were A. J. "Red" Anderson, Tom Kazakos, Vivian Madland, Ed Michels, Bill Murray, Bob Myers, Vonnice Rahe, and Herman Smith.

An additional 30 counselors individually recorded more than \$1 million in sales.

Webb Point of View

Kuilima housemen **Don Bilderback** and **Soo Kil Lim** were delighted to learn the reward of virtue was \$50 after they returned a guest's lost wallet containing credit cards and \$500 in cash . . . Brightening the Sahara's Congo Room over the next 30 days: **Johnny Carson/Phyllis McGuire** - April 20-27; **Frank Gorshin** - April 28-May 11; **Buddy Hackett/Johnny Brown** - May 12-14. **Nancy Sinatra** unveils a "country funk" show May 15-28, with **Everly Brothers**, **Pat Buttram** and Nancy's husband **Hugh Lambert** . . . **Tom Ryan**, Sahara-Tahoe director of sales, is the latest Webb hotel sales executive to head a chapter of Hotel Sales Management Association. His Northern Nevada group, aided by Northern and Southern California chapters, will host the 3rd Annual HSMA Western Regional Seminar June 14-17 at Sahara-Tahoe. **Sig Front** is logging a lot of travel and public exposure as president of HSMA International, while **Paul Beloud**, Mountain Shadows director of sales, heads the Arizona chapter. . . Elected to a three-year term as a director of

Lakes Club Wins Office, 18.5 Acres Sold In Oak Brook Project

The dining room of the Lakes Club at Sun City, Arizona was awarded a first place in the Commercial category of the annual Electric League of Arizona lighting contest.

Integrated Design Associates was the designer, and Newberry Energy Corp. was the electrical contractor.

Lakes Club builder and owner is the Webb Corporation, giving the firm a first in two of the Electric League's three categories (Rosenzweig Center won the Outdoor competition).

The Oak Brook Development Co. has sold 18.5 acres, including the seven-story Bank of Oak Brook Building, to an investment group headed by a vice-president of Arthur Rubloff & Co. of Chicago. The purchaser did not disclose the price.

Webb's Contracting Group, which has completed \$49.7 million in construction at Oak Brook, is building two additional office buildings and a parking garage for the new owners.

Webb Tower And Phoenix Building Boom



THE RED AND BLACK Webb tower insignia, part of a growing Phoenix since 1928, is visible in the northwest sector of the city at a plant enlargement for Theta-Com, above, and a department store for The Broadway, below.



United Way is **George Reeve**, Webb executive vice-president who served as a captain of the 1972 Phoenix drive . . . Recently hired as Webb Realty & Management leasing and management trainees were **Robert Kawa**, **Alan Smith**

and **John Lambert**, while **Ed Michalenko** replaced **Bill Loss** while **Ed Michalenko** was hired as the subsidiary's office space planner, replacing **Bill Loos** who joined Sun City's architectural staff.



In reviewing first quarter anniversaries, the *Spinner* editor saw a familiar name. Jerry McLain, corporate vice-president, in March celebrated 25 years with the Company.



Jerry McLain

In deciding how much space to allocate to his immediate supervisor, the editor was guided by ground rules he and the executive editor had established one year ago.

So, Jerry McLain, congratulations on a quarter century of helping the Webb Corporation go and grow, and here is the half-column photo we agreed on.

Of 27 Webb employees receiving service award pins in the first three months of 1973, 19 were from the Sahara; keep up the good work!

JANUARY

10 YEARS — Phil Arce, Billie Graves, James Wahlstrom and Lowell Williams — Sahara.

15 YEARS — Fred Sikorski and Paul Syphus — Mint.

20 YEARS — Adam Pfaff and Robert Miller — Sahara.

FEBRUARY

10 YEARS — Frank Altman, Justino Garcia, Kathleen Jameson, Joseph Leavitt, Thomas Vlahos and Landry Williams — Sahara; Edward Wawro — Mt. Shadows; Don Stephenson — Phx; Ben Varnum — SCA; and Mouritts M. Mikkelsen — L.A.

MARCH

10 YEARS — John Barrett, Dean Dalacas, Adolph Gutierrez and Stewart Matter — Sahara.

15 YEARS — Ruth Greiner — Sahara.

20 YEARS — Joe Caveness and Lawrence Grubb — Sahara; and Herb McDonald, Sahara-Nevada Corporation.

25 YEARS — Jerry McLain — Phx.

Jaycees Knew Good Man

The Downtown Denver Jaycees obviously knew a good man when they saw him, even if he had been in town



Jim Stamatis

only a year. Jim Stamatis got so immersed in Jaycee projects he was first elected president of the 500-member group, then selected "Outstanding First Year Jaycee."

The Prudential Plaza property manager plunged into activities as a director and chairman of Honey Sunday, an annual honey sale benefit for retarded children which netted \$8,000.



DALE GRIFFITH, left, greets Glendale Rotary President George Seeley.

Dale Logs 15 Years Of Perfect Rotary Attendance

Don't knock it unless you try it! So advises Dale Griffith on the fellowship and friendship of service clubs — specifically, Rotary.

And the business manager of the Los Angeles Contracting Group office has tried it.

Since joining in 1955 he has logged 15 years of perfect attendance in the Glendale Rotary, missing only two meetings when he was hospitalized with a perforated ulcer. (Three rules of Rotary attendance are: members can figure 20 days without penalty; a new year begins after each miss, and members can attend at any one of 15,519 clubs in 149 countries.)

"I've worked on many committees," says Dale, "but enjoy the Fellowship Committee best, and can honestly say that I know our members better than anyone, except, possibly our secretary."

Looks Like An Oscar



NOT ABOUT to refuse "Boss of Year" award from Westside Chapter of National Secretaries Association, Gaylen Bartlett accepts honor from his secretary, Helen Taylor. The awardee is property manager for Del E. Webb Development Co.'s Sun City, Ariz. operations.

Mary Recalls Bond Drive



JACK BENNY and Mary Fitzsimmons, social director for Del Webb's *Kuilima* Hotel, reminisce about a 1940 parade in which Benny, riding in a Maxwell automobile, solicited contributions for the Red Cross in Honolulu. Mary walked alongside and accepted donations in a canister. When the entertainer vacationed at the *Kuilima* recently, he was honored for continued efforts on behalf of the American Red Cross.



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MAY-JUNE 1973
VOL. 27 NO. 5-6

THE WEBB *Spinner*



In This Issue

Visitor business provides livelihood to thousands of Valley of the Sun residents, and produced in 1972 an estimated \$325 million in revenue — all “new” money. Yet, cooperative agency promotion expenditures are relatively low and the Valley is somewhat unsure of its correct image. Read a special report beginning on this page.

Also in this issue:

- A Memory Trip** P. 2
- Cleric Lauds**
- Sun City** P. 8
- First For Mint** P. 9
- Kuilima Birthday** P. 12

Las Vegas Heads New Contract Work

New work for the Webb Contracting Group includes an \$8,131,000 contract to build a 15-story addition to Caesar's Palace in Las Vegas, and erection of a single-story electronics manufacturing building for Hughes Aircraft Company Industrial Products Division in Carlsbad, Calif.

A contract to build Saint Agnes Hospital in Fresno, Calif. for \$12,056,000 has been signed and work begun. Webb is also design consultant for the project, first announced last fall.

Work has also started on previously announced twin office buildings and a parking garage in Oak Brook, Ill.

They Honor The Boss



TESTIMONIAL dinner honoring Del Webb for his Phoenix Boys' Clubs and civic contributions brought the Boys' Club Medallion and a special citation from William Bricker, New York City, executive director of Boys' Clubs of America, and praise from many in a fulfilled evening May 22. See page two.

Who Promotes Travel Industry?

Reputation Doesn't Fill 14,000 Hotel Rooms

The Valley of the Sun enjoys a relatively glamorous tourist image.

Reputation, however, isn't enough when it comes to filling 14,000 “first

class” hotel/motel rooms — a potential income of \$250,000 per day on room rates, using a minimum \$18 figure.

What applies during the Valley's “season” — that time and money must be spent to fill these rooms — goes double for June, July and August, when newspaper readers and televisioners see one or another Arizona town as the nation's hottest spot.

Little effort has been made to establish that the Valley in summer can be more comfortable than most Midwestern and Eastern cities. In fact, until Mountain Shadows Hotel set a trend by staying open all year, the Valley's major resorts closed their doors in summer.

At least five major groups are now spending money telling the United States that the Valley is a good place in which to visit or meet.

These are the Phoenix Metropolitan Chamber of Commerce, the Scottsdale Chamber of Commerce, the Valley of



WESTERN IMAGE which helps “sell” Valley visitors is portrayed by John Kozma, Air West sales manager, left, and Dave Spradling, Doubletree Inn manager, to travel agents Donna Snyder of Dayton, Ohio and Pat Ennis of Wilmington, Del. Scene at Del Webb's TowneHouse was part of three-day Cactus Capers, annual event of Scottsdale Chamber of Commerce during which TowneHouse host Chuck Kersey gave 460 agents new Valley tourist package brochures. Another all-year Valley attraction is swimming, portrayed by Beverly Trimble at Del Webb's Mountain Shadows resort hotel.



(Continued on Page 3)

Not Too Heavy, Not Too Light—Just Right Del Webb Phoenix Testimonial Dinner Big Success

After he spoke to the Phoenix Rotary Club, the *Arizona Republic* reported: "Del Webb regales Rotarians with tales of early Phoenix."

When the Boys' Clubs of Phoenix honored him May 22, it was Del Webb and 1,230 guests who were regaled.

Long-time friends Robert Goldwater and Vic Armstrong recalled humorous incidents and alluded to others. Mr. Webb's Phoenix barber, Denny Morris, made a surprise appearance.

Any fear that the evening was to be a series of repetitious orations was dispelled by entertainers Jerry Lewis, Dick Haymes, Jim Nabors, Charo and Jerry Van Dyke.

After Emcee Goldwater spiced the dinner hour with congratulatory telegrams from a variety of friends, including President Nixon, the audience sang "Happy Birthday" (Mr. Webb was 74 on May 17).



CHATTING prior to Del Webb testimonial dinner were, from left: William Bricker, executive director, Boys' Clubs of America; Mr. Webb; Raymond Shafer, New York, former governor of Pennsylvania; Burt Lewin, president, Boys' Clubs of Phoenix and John Driggs, mayor of Phoenix.

William Bricker, New York City, national executive director of Boys' Clubs of America, set the pattern for brief but sincere after dinner testimonials.

Local Boys' Clubs President Burt Lewin thanked Mr. Webb for the hundreds of thousands of dollars raised through support by the Webb Corporation.

In a gracious response, Mr. Webb praised others who have supported Phoenix Boys' Club work through the years.

Mrs. Webb was given a huge bouquet of red roses by a smiling young Boys' Club member.

Guests who paid \$50 each to honor Del Webb and contribute to Boys' Club work, and who were served a gourmet meal by swift, white-gloved TowneHouse staffers and serenaded by the Hotel Sahara orchestra, must have concluded the evening was very worthwhile.



WHILE ADULTS well knew Del Webb, entertainers Jerry Lewis and Jim Nabors drew requests for autographs from members of Boys' Clubs choir. While "emceeding" the entertainment, Lewis saluted Webb and the Hotel Sahara for hosting his annual telethon for muscular dystrophy.

Guest Speaker Takes Rotarians On A Phoenix Memory Trip

It was an hour for reminiscing about a Phoenix never to be again.

Many of the 100 Rotarians present were contemporaries of the guest, although some knew only bits and pieces of his life. Others said he was a legend in his own time.

Most knew he wasn't a polished orator, but respected his sincerity and many accomplishments.

As he moved slowly into his talk, many realized they had never heard him mellower, or more enthusiastic.

He interspersed colorful anecdotes of a vintage Phoenix with casual references to local projects of the firm he heads.

Some Rotarians never knew and others had forgotten his company had erected many "second generation"

buildings in downtown Phoenix.

Names of presidents, governors, baseball commissioners — stories of a pre-paved, pre-cooled, and pre-crowded Arizona — all interwoven into 35 minutes that seemed like 5 to most.

The tall, well-dressed, bespectacled speaker abruptly brought the room back into the '70s when he said that of all he had achieved, he was most proud of Sun City.

He sat down to a wave of warm applause.

After the program, many came up to shake his hand.

He joined Rotarians moving from the banquet room into a lobby where he once was a frequent guest before building his own Phoenix hotel, and

where every bellman and desk clerk knew and greeted him on sight.

Walking through the door into the bright April sunlight of a Friday the 13th, which he had told Rotarians was his lucky day, the speaker stepped across a bronze marker signifying his company had built a major addition to the Westward Ho (where in 1927 he had worked as a carpenter on the original hotel).

Then he dropped into the seat of a familiar white sedan with a familiar red and black emblem on the door, and drove to his office in a building bearing his name.

For Del Webb, not known for excessive reminiscing, it had been quite a luncheon break.

New Valley Summer Travel Boost Being Tried

(Continued from Page 1)

the Sun Convention Bureau and airlines which serve Phoenix.

A fifth group, which probably spends twice as much as the first four combined, comprises sales departments of the Valley's hotels, motels and resorts.

Almost every Valley business (other than manufacturing) benefits directly from tourism. But it is the lodging industry with the rooms and convention halls which must be filled.

Predictably, it is management from these businesses which provides leadership, by themselves and through established channels, in programs to entice conventions and tourists.

Again, using Webb Corporation properties and personnel as examples, Mountain Shadows began in 1963 to promote a summer vacation package called "Passport to Paradise."

In 1966, little more than one year after the TowneHouse opened, the

Webb Spinner reported that the two Webb valley hotels were helping to break the summer "heat barrier."

Not only was the TowneHouse, with a 3,000-seat convention hall, attracting national groups never before able to convene in Phoenix, but even seven years ago it hosted three capacity summer conventions — two in June and one in August.

VALLEY TRAVEL INDUSTRY REPORT

For years Mountain Shadows has been one of several Scottsdale resorts offering, through airlines and other means, a "golf-package."

This year, from June 16-Sept. 30, room, transportation to and from airport and daily golf fees at Mountain Shadows or one of six other Valley courses, costs only \$16 per day double, \$22 single.

Early this year a Phoenix Chamber of Commerce committee headed by Chuck Kersey, TowneHouse sales director, tackled the summer tourist problem from a new direction.

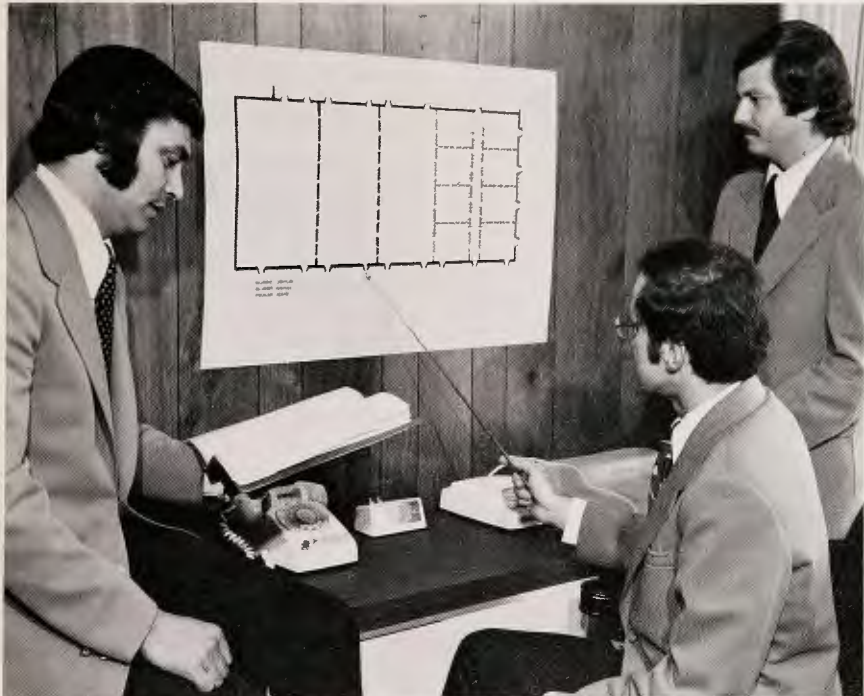
Twenty-two properties, 15 in Phoenix, 6 in Scottsdale and 1 in Carefree, are offering a seven-day, six-night package ranging in price from \$52.50 to \$69.50.

Included is a Valley sightseeing tour and a hospitality gift.

While few 1973 advertising dollars are allocated for the package, Kersey's committee has devised 11 major ways of getting out the "word" through a small brochure printed on a budget of \$4,000, contributed by the participating hotels.

By late fall, properties will have assessed results, and may devote considerably more money to the program next year.

Phoenix may yet decide to sell itself as a summer vacation attraction.



FACING EACH hotel executive staff is task of nightly filling an unalterable number of rooms through either conventions, tourists or traveling businessmen. Planning a convention absorbs Del Webb's Phoenix TowneHouse personnel (from left): Jim Dies, sales manager; Chuck Kersey, director of sales, and Blair McKeever, assistant sales manager. Kersey is also concerned with tourist promotion, especially summer business, and above checks mock-up of new brochure with Jack Camper, left, director of tourist promotion for the Phoenix Metropolitan Chamber of Commerce. The finished pamphlet, above right, includes special "package" rates of 22 Valley inns and represents first cooperative drive for summer business by 15 properties located in Phoenix.





VALLEY DOESN'T have beaches like Miami, but doesn't have Miami's humidity either, says Webb hotels' Sig Front. What Valley has, in such attractions as 50 golf courses, including the scenic Mountain Shadows course above, can help draw in summer a large "secretary" market segment, represented above by Beverly

Trimble at Mountain Shadows. "These are the single girls — the kind who make reservations for their bosses in winter but who want to see Phoenix at reduced rates. And, where the girls are, the boys will follow," advises Front.

Phoenix Can Become Leading Summer Resort Says Webb Man Who Watched Miami Do It

One who believes Phoenix-Scottsdale can become one of the nation's most popular summer resorts is the president of the Hotel Sales Managers Association, International.

Sig Front, sales director for Del Webb Hotels International, and midway in his term as president of the 4800-member HSMA, says:

"Miami, Florida, with its considerable summer heat and humidity, became popular in the summer through pricing and promotion.

"Phoenix is more comfortable than Miami, especially in the summer mornings. I live in Las Vegas, Nev., in the same climate, and I love to play golf early summer mornings.

"Then, too, Phoenix has great air conditioning, all hotels have swimming pools, and you are in a central location

for trips to the mountains, lakes and Grand Canyon.

"I imagine some think I make this statement only when I'm in Phoenix. I sincerely believe it.

"I know Phoenix can be sold in summer.

"One group just waiting to be sold are the secretaries — those gals who see their bosses depart for Phoenix in the winter."

In addition to encouraging Phoenix summer travel, Front makes at least two other major points when he appears before Valley groups:

- 1) Two-thirds of the U. S. hasn't seen the West, although they are fascinated by the prospect of scenery, cowboys and Indians, and celebrated Western friendliness.
- 2) From 70-80 million have never been more than 200 miles from home, mainly because they are embarrassed about lack of knowledge in making reservations, tipping, transportation, etc.



Sig Front

Webb Hotelmen Active Volunteers

Webb Valley hotel people are active in organizations promoting tourism and conventions.

Dietrich Mayring, Mountain Shadows general manager, is a director of the Scottsdale Chamber of Commerce, president of the Valley of the Sun Convention Bureau and president of the Valley Innkeepers.

John Roberts, TowneHouse general manager, is committee chairman of Advertising and Promotion for the Valley of the Sun Convention Bureau, a member of the Greater Phoenix Chamber of Commerce Tourist Promotion Task Force and a director of the Arizona Hotel-Motel Association.

Other Webb management personnel, such as Chuck Kersey, are also vitally involved in such volunteer work.

**VALLEY TRAVEL
INDUSTRY REPORT**

Lodging Industry One Of Many Benefiting From Visitor's Dollars

The lodging industry devotes a good deal of its budget to seeking business.

How do other segments which benefit from visitors spend?

Generally, Arizona relies on its reputation.

A Phoenix Metropolitan Chamber of Commerce official said Arizona, in a recent comparison, ranked 43rd among 50 states in spending to lure visitors.

Even so, the Valley National Bank estimates the state derived \$650 million of "new" money from travel during 1972, half accruing to the Valley.

By the bank's figures, only one-sixth of this \$650 million went for hotel/motel rooms.

More was spent on gas, oil and repairs.

Considerably more went to combined retail personal and miscellaneous categories!

And food and beverage expenditures, only a portion of which are made at the property in which a visitor stays, were more than double the estimated \$108 million "lodging" figure.

Anyone, then, who believes spending to attract more travel dollars benefits only the hotelman, or that the lodging industry should carry most of advertising load, obviously hasn't assessed the situation.

Chamber Stresses 'Friendly Phoenix;' Executive Says It's 'Most Important'

Doug Neely of Western Airlines believes the single most important factor in promoting the visitor business is friendliness.

The Phoenix Metropolitan Chamber of Commerce may or may not agree entirely, but did adopt an official "Friendly Phoenix Says Hi" program two years ago.

The immediate goal was to get the visitor to stay one day longer.

The long-range idea was to infuse the service industry — those who meet the visitor on a day-to-day basis — and the entire Valley with a friendly attitude and a knowledge of Valley attractions.

Today, the "Friendly Phoenix" slogan greets those departing Sky Harbor (airport officials have not agreed to a sign for incoming guests), and travelers visiting the baggage area where a staffed booth in one month answered an estimated 4,469 questions and dispensed 2,149 pieces of literature.

Nominations are sought quarterly for the Valley's friendliest male and female. Winners receive several prizes.

The program doesn't buy advertising in a national magazine.

But then, maybe a visitor *does* remember a friendly smile and attitude longer than a lot of other things about the Valley.

Maybe, like Doug Neely says, in effect that visitor will do more referral selling than cowboys, Indians, entertainment or ad campaigns by themselves, or maybe all put together?



IN HONOR of first official Chamber of Commerce presentation of Friendly Phoenix program (to staff of Del Webb's TowneHouse) coordinator June Ely helps John Roberts, TowneHouse general manager, pin oversize button on Joe Baldino, day doorman.

Valley Convention Promotion Spending Low On Totem Pole

It's not a question of either, but of both being important to the Valley economy.

The convention delegate leaves more money than someone visiting a relative.

But a well-to-do tourist in a \$50 room will obviously spend more than the average conventioneer.

Tourist promotion expenditures of the Phoenix Metropolitan Chamber of Commerce are not available.

The Valley of the Sun Convention Bureau, operating apart from the

Chamber, had a 1972-73 fiscal year budget of \$262,000, which is below competitors in other western states and elsewhere.

OTHER CONVENTION BUDGETS Western Cities

San Diego	\$1,216,000
San Francisco	1,075,000
Palm Springs	590,000
Denver	510,000
Los Angeles	477,000
Anaheim	466,000
Phoenix	262,000

Comparable Cities — Midwest and East

St. Louis	800,000
New Orleans	700,000
Louisville	488,800
San Antonio	452,000
Philadelphia	340,000
Detroit	293,000
Pittsburgh	285,000

Source: Valley of the Sun Convention Bureau and an International Association of Convention Bureaus survey.

**VALLEY TRAVEL
INDUSTRY REPORT**

Arizona's Valley Of The Sun - Visitor

Friendly Or Unfriendly - Cowboy or Cosmopolitan?

Arizona's Valley of the Sun is really a visitor destination in search of an identity.

Most basic is whether the visitor is welcome.

Frankly, a minority views him as a necessary evil at best, and, at worst, a road- and restaurant-clogging potential Valley resident, and, therefore, arch-enemy of "zero-population" proponents.

The Webb Corporation viewpoint on conventioners and tourists is that they are not only inevitable but desirable.

Then, there is the question of which Valley image to project?

Climate and scenery will always be assets, but should the Valley be portrayed as cosmopolitan or friendly/Western?

VALLEY TRAVEL INDUSTRY REPORT

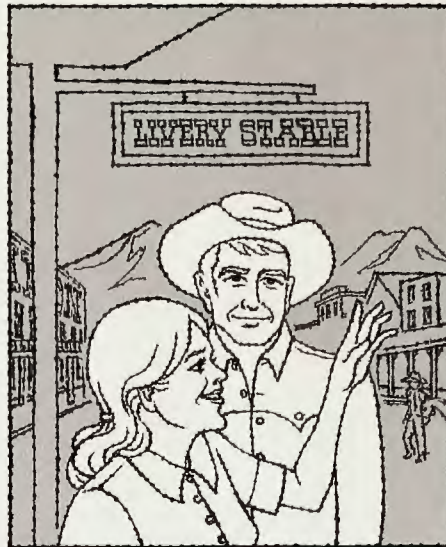
Delta Airline's Don Lajoie heads a Scottsdale Chamber committee whose members dress in Western clothes while annually hosting travel agents in a three-day event called Cactus Capers.

He says: "Ranking high among questions most asked by visitors to

The Western 'Image' Is Right For Valley, Says Airline Official



Delta's Don Lajoie



the Valley is: 'Where are the cowboys and Indians?' My feeling on this is that what the hula and lei mean to Hawaii, what the Changing of the Guard and Buckingham Palace mean to London, and what the gondola and canals mean to Venice is exactly what cowboys and Indians, horses, western wear and our friendliness should mean to Phoenix/Scottsdale - something that is different than any other part of the world and something that visitors want to see and experience first hand."

On the other hand, no one can deny that the entertainment and cultural aspects of Phoenix are sophisticated, abundant and attractive.

The Valley's avalanche of necktied and suited office workers (even in summer) adds to the big city impression. Even Scottsdale is getting high-rise offices.

Small wonder image-makers are confused.

Since no one denies Arizona's edge in climate, scenery and friendliness compared to Eastern cities, that leaves the cowboy vs. cosmopolitan question.

It seems the Valley can honestly portray both identities, with the latter more evident, but the former more romantic. What other city can say cow-

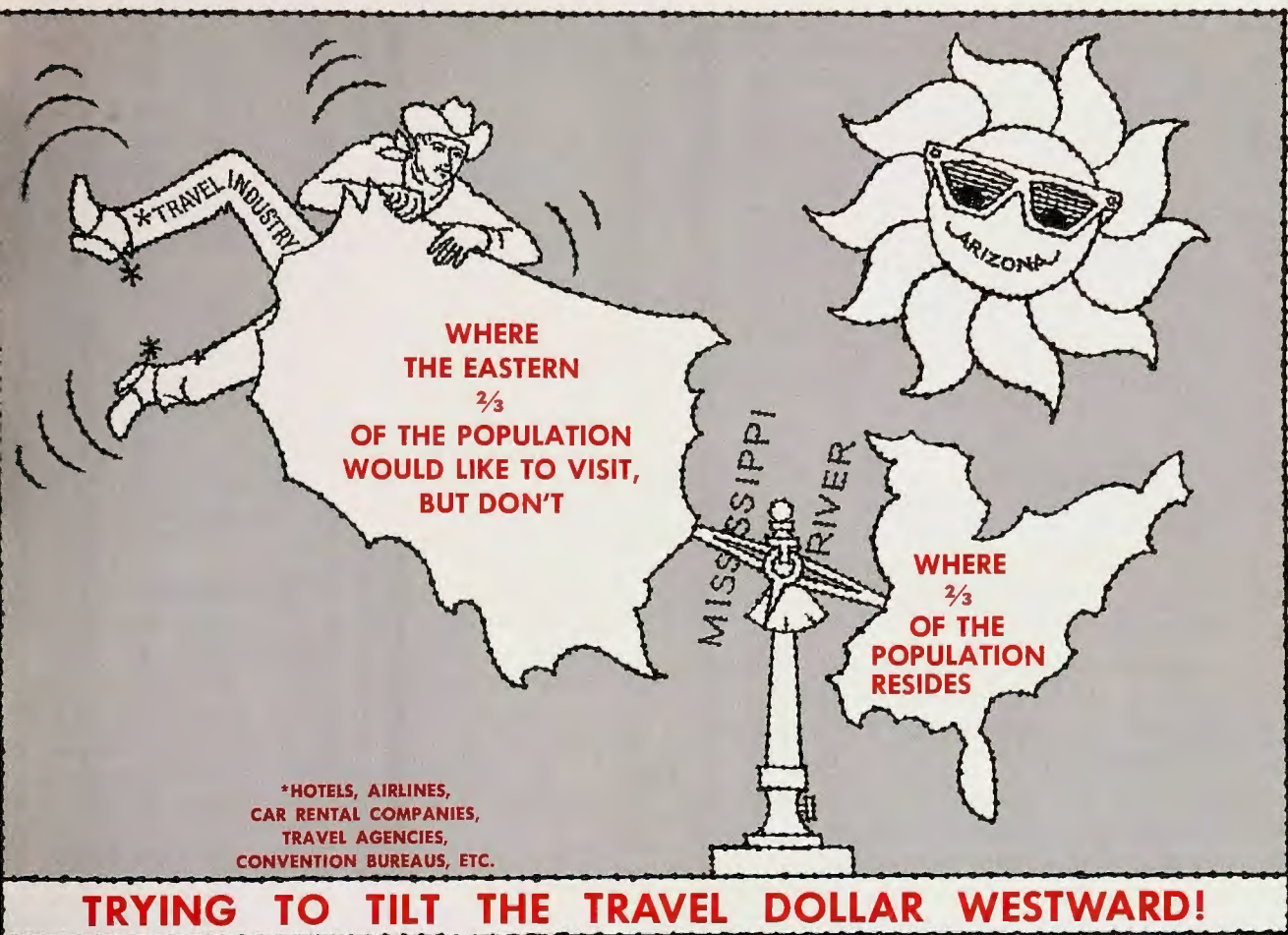
boys and Indians are more available, even if they aren't generally a part of the street scene?

Mountain Shadows Can Project A Dual I



HOTEL which can honestly portray image of relaxation or western friendliness and relaxation is Mountain Shadows. Two executives important in the hotel are Dietrich Mayring, general manager, and another executive, catering manager.

nation In Search Of An Identity!



Do Rooms, Seats And Cars Have Something In Common?

Hotels, airlines and car rental firms have a lot in common — empty rooms, seats and autos which represent lost revenue never recoverable.

Especially in a Western destination resort area like the Valley, these giants of the travel industry are, for better or worse, linked to each other.

We invited sales directors of airlines serving Phoenix to comment on Sig Front's contentions that:

- 1) The Valley can become a major summer tourist attraction.
- 2) Two-thirds of the U. S. hasn't seen the West, but most would like to.
- 3) Millions who have never ventured more than 200 miles from home have the money to do so, but fear making travel arrangements, tipping, etc.

Continental Airlines' Tim Neeper, Phoenix manager of passenger sales, agrees with Sig's point one, but only if there is cooperation among airlines, hotels and resorts and surface transportation on realistic pricing and promotion.

On fear of travel, he says: "Mass communications media is really the only effective means to overcome these objectives."

Don Lajoie, marketing manager in Phoenix for Delta Airlines, is also chairman of the Convention and Visitors Committee for the Scottsdale Chamber of Commerce.

He believes the Valley "season" is now September through May, with

June, July and August already reflecting some visitor acceptance.

"The program as suggested by Mr. Front, 'Secretaries' Vacations,' is under consideration by our committee."

Doug Neely, district marketing manager for Western Airlines, has one comment: "The number one way to build summer business is to build a reputation as a place where everyone is friendly. By word of mouth, our winter visitors will sell our summer visitors."

Several major carriers apparently have no compelling reason to increase summer flights to Phoenix because their planes are full at that time serving other routes.

'Praise For A Planned Retirement Community'

By **The Rt. Rev. Richard S. Emrich**
Retired Episcopal Bishop of Michigan
Reprinted from Detroit News

Several articles have appeared recently in the press about Sun City, one of the nation's best known retirement communities and Arizona's largest. Written by outsiders looking for a story, they have referred to "the Geritol Set" and have told of the host of tourists who "gawk" at the "denizens" of that community.

The writings of outsiders, however, sometimes gives us the same impression that television gives with the sound turned off. What is written is true but the meaning is missing.

Since I have just returned from a month in Sun City it may be of interest if I give the impressions of an insider who has been in the homes of several friends, worshipped in one of its churches, shopped, played golf and in the very early morning walked about 20 miles through its quiet and beautiful streets.

It is my sober opinion that Del Webb, the builder of Sun City, is a genius who has created with great imagination a beautiful, quite remarkable and friendly community for older citizens.

Indeed, when I think of Sun City I wish that all private developers and government housing agencies would study it, for who can deny that many of our housing developments are barracks, bedrooms — never communities — and that they are destined to be the slums of tomorrow? The proof of Webb's genius is revealed in one simple fact — that last year a quarter of a million visitors went to see the community he has created.

Two facts make Sun City remarkable. Its houses, mostly simple, are on wide, clean —and often curving streets. They are planned so that, in Japanese fashion, the outdoors and indoors blend. The weather helps, of course.

And second, there not only are community golf courses and swimming pools but also community buildings for every conceivable interest. Sun City is planned for quiet privacy and community.

The faults of Sun City are not those of Webb but simply are reflections of the larger problems of our society. We have, for example, created a civilization which tends to separate the generations, pushing older citizens into their own communities and tens of thousands of students into massive university dormitories. It is small wonder that our sense of tradition grows weak and a "now" generation develops, for the chief way in which tradition is maintained is the living contact of the generations.

When I think of what my grandfathers meant to me (one taught me Greek and the other shared his experiences of Gettysburg) I know that this separating of the generations is a loss for our total life. It not only weakens the continuity of life but it also tends to shift loyalty of people to their own age group.

It is not surprising, for example, that an extreme voice from a massive university campus shouts the slogan: "Don't trust anyone over 30."

But Webb did not create this drift of our society. And if the larger family is being fragmented, if the days are gone when we will go over the hill to grandmother's house, if the day is upon us when we must increasingly find our fellowship in our own age group, then in this new society Sun City is a fine example of what can be done. It has its faults and its weaknesses but they are faults of the total society.

Another criticism leveled at Sun City is likewise a fault of our entire society and Sun City simply reflects it. It is said that the older citizens, living together in this quiet and beautiful spot, really are "copping out" and forsaking the problems and responsibilities of our cities. This seems to be a just criticism until we reflect that this fragmentation of life, this loss of a sense of the total community now is a mark of our national life.

When Burt Friereich, publisher of the Sun-News, heard this criticism he quite rightly said to the critics, "You're another!"

All people who have moved from the cities to the suburbs, all young people who form communes and all older people who move to warmer climates have done precisely the same thing. What is the difference between a cottage in the woods and Sun City?

But since there is truth in the accusation that we all do tend to flee from responsibility, it was good to attend church on Maundy Thursday and hear the truth from the pulpit that God permits no man to retire, that we all are responsible while we have breath and that living simply for pleasure and comfort is a sin at any age.

But my point is that the sermon would have been a good one in any community. Human nature in Sun City is the same human nature that we see everywhere.

Life can be a lonely business and growing old has its peculiar problems. Webb knows these problems and has created a beautiful, friendly and comfortable community. In Sun City I saw friendship, fun, concerned citizens and a lot of real courage.



Another Good Reason For Sun City Fame

RECREATION and hobby facilities aren't only reason Sun City attracts praise from such people as the Rt. Rev. Richard Emrich (see page 8), but they do provide healthful ways to pass time. Newest attention-getter is Sun Dial Center, which includes huge enclosed pool and shuffleboard courts and reportedly world's largest sun dial. Officiating at grand opening of fifth Sun City recreation complex were John Meeker, left, and Owen Childress, right, president and executive vice-president of Del E. Webb Development Co.; John Anderson, president of Recreation Centers of Sun City (citizen group) and Del Webb.



13th Annual Meeting Brings Earnest Stockholder Attention



STOCKHOLDER interest in performance of Webb Corporation in particular and stock market in general was evident at firm's 13th annual shareholders meeting in Los Angeles. Answering questions following formal proceedings were President R. H. Johnson, Chairman Del Webb and Roy Drachman, Tucson real

estate business owner, left to right. They were re-elected directors, together with Exec. Vice-Pres. W. J. Miller; John Milliken, partner in a Los Angeles law firm; Jarl Nerdrum, retired Bank of America vice-president and Patrick O'Malley, president, Canteen Corporation.

Webb Officers Fill Phoenix Civic Posts



IMPORTANT POSTS in leading Phoenix civic organizations have been filled by Webb Corporation Pres. R. H. Johnson, left, and Exec. Vice-Pres. George Reeve. Johnson was one of seven elected effective June 30 to three-year terms as directors of the Phoenix Metropolitan Chamber of Commerce. He will help guide programs and priorities for the 2,480 firms which belong to the Chamber. Reeve will serve as 1973 vice-chairman of the Phoenix-Scottsdale United Way campaign, for which he served as a captain in a 1972 campaign that netted \$3,110,805.

Ski News Spreads Fast In The East

What golf and swimming are to the Southwest, skiing is to such areas as metropolitan Washington, D.C.-Baltimore. And maybe more so.

That's why Del Webb people at Massanutten were able to report, in the first issue of *Kettletter*, that with no advance notice because of last minute artificial snowmaking opportunities:

"... the word got around and the skiers came — 700 the first day. They skied and they loved it. Apparently, they talked about it at home, because the crowd nearly doubled on the following weekend — not counting the 800 spectators."

The Massanutten lodge is well equipped, reports *Kettletter*, including 700 sets of ski rental equipment.



Carlsbad Groundbreaking

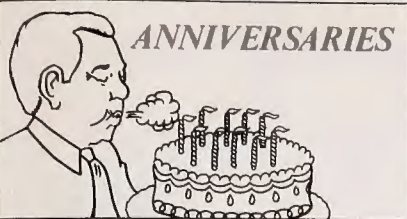
SHOVELS apparently were dispensed with as groundbreaking for Hughes Aircraft electronics manufacturing facility in Carlsbad, Calif. Instead, friendly dirt occupied Paul Ruffing, Ficker Architects; Ralph Wanless, Webb operations manager; Jim Hastings, Webb superintendent and Byron Hanchett, Hughes Aircraft manager of contracts. The March 23 event was also attended by 15 officials of City of Carlsbad and was followed by a luncheon hosted by Hughes.

Largest Las Vegas Parking Garage Belongs To Mint Hotel



NEVADA'S MOST spacious and modern high-rise parking facility swung into operation at Del Webb's Mint Hotel and Casino in early June. When filled, the seven story structure houses 1,100 automobiles. Protecting Mint patrons and their cars are 24-hour surveillance by closed-circuit television cameras and a well-trained security staff, including protection after dark by Taurus (right) and trainer George DeWolf. Security and Parking Director Dick Paul says: "We feel this is the finest possible security available to our guests." Prime contractor was the Webb Corporation, with Conrad Associates in charge of design and construction.





APRIL

10 YEARS — Donald Middleton — Phx; Frankie L. Crickman and Remedios Rodriguez — Mint; Aletha Hughes — SCA; Jeanne Thomas — Sahara-Nevada Corp.; Alex Noyd and Helen Van Matre — Mt. Shadows; William Borner, Margaret Britton, Joseph Cohin, Curtis Norris, Benjamin Ramirez and Iriz Zepka — Sahara.

15 YEARS — James J. McCallum — Sahara.

MAY

10 YEARS — Rowena Davis — Newporter; John Hunady — Mint; Nina Dellacourt, Frank Fulton, Helga Hand-schue, Louis Mauget, Murray Moore and Karen Wall — Sahara.

15 YEARS — Ira Kandarian and Robert Klassen — Sahara.

JUNE

10 YEARS — James Craig and Jack Gimbel—Phx; Dorothy Kruger—SCA; Yvonne Ames, Lewis Crosby, Eloise Culverson, Naomi George, Rolando Hernandez, John McCormick, Sally McCune, John P. Stewart and John Sullivan — Sahara Hotel; Marion Avelino — Mint Hotel.

Kuilima Maintains Promotion Stride As Oahu Resort Marks First Birthday

Del Webb's Kuilima has had a year of public exposure of its first-class location and facilities, but management is not sitting still, promotion-wise.

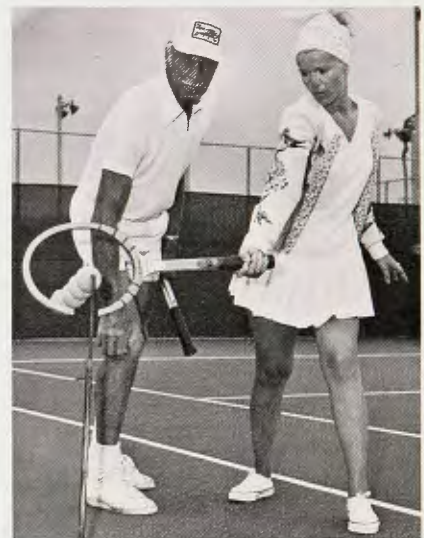
For example, they are advertising a Kuilima "Honeymoon Package" for \$220 a couple which includes three nights, three room-service breakfasts, three dinners, a picnic-basket luncheon with a bottle of wine and round-trip airport-hotel transportation.

General Manager Jack Hardy and staff advertise Kuilima as remote enough to offer "outer island atmosphere," but add that transportation between the Kuilima and Honolulu is available four times daily on a "fun bus."

"In addition to ground transportation from the Honolulu airport, guests can now use a daily shuttle service to Kuilima Air Park.

WHAT ELSE? Preregistered guests are mailed distinctive Kuilima tags to facilitate airport baggage handling . . . In addition to 500 rooms, cottages and cabanas, all with a view of the ocean, Del Webb's Kuilima has two large pent-house suites with board rooms . . . Up to 1,300 will fit in one convention room, or six individual meeting rooms . . . In addition to golf, bicycling and climbing in the nearby Koolau Mountains, recreation facilities include four lighted tennis courts, two paddle tennis courts,

two swimming pools and five miles of undisturbed beach . . . The nearly mile-long driveway into Kuilima is well landscaped, including 160 palms donated by residents of nearby Kahuku . . . Challenges on the Kulima golf course include 80 sand traps, one of which at 25 by 145 yards is possibly the largest in the world. More than 3,000 trees and shrubs and 30,000 truckloads of extra-fertile earth were added to the Kuilima course. The 6th and 11th holes border the beach . . . Within five miles is Sunset Beach, site of the Duke Kahanamoku Surfing Classic, for the world's top 24 surfers.



CONNIE STEVENS, star of stage and screen and one of many celebrities who have enjoyed Kuilima tennis facilities, is coached by Fred Pons, hotel tennis pro, who invented the above training device to help players "groove" their stroke.

Leisure Industry

Del. E. Webb CORPORATION



COVER of Webb Corporation's 1972 annual report reflects large portion of firm's revenue derived from such "leisure industry" operations as resort and convention hotels; Sun City, Oak Brook, Massanutten, Val Moritz and Wabeek recreation-oriented community developments and Marina City Club luxury apartments management.

Webb Point Of View

A hotel doesn't just agree to host the National Governor's Conference and then sit back. For example, the Sahara-Tahoe's **Dean Graves** writes that for the June 3-6 event 300 additional phone lines were installed. Because the Webb hotel was full, more than 350 members of the national press corps were housed in nearby motels . . . **Ida Sandler**, Sun City cash controller, has been honored for 25 years service to B'nai B'rith . . . **Larry McMillon**, Sun City assistant property manager, is the new exalted ruler of Phoenix Elks Lodge 335 . . . **Oak Brook Operations Manager Walt Bombard** has been named a two-year director of Builders' Association of Chicago (AGC) . . . Personnel changes at the Mint include **Fred Doehrn**, new

executive chef; former Las Vegas police officer **Dick Paul**, named director of security, safety and parking and **Sean Grady**, from maitre d' to public relations . . . What do Skylab and the Hotel Sahara have in common, you ask? Neutrogena, that's what. The clear, non-irritating soap the Sahara's **Johnny Johnson** introduced nine years ago, and which for years Webb hotel guests have been carrying home in place of ash trays (hopefully), NASA scientists tabbed for Skylab because of maximum cleansing power and minimum water.

Home Office Bowlers End Season In Blaze Of Trophies



IT TOOK a Mountain Shadows steak dinner to get members of the Home Office bowling league to smile at each other. Here's how the winners looked to Photographer Wes Grant (all identifications are left to right, back row first, beginning with photo in upper left of this page): Kulima team (winner of season's first half and runner-up in bowl-off — Clarence Balcerzak (also winner of Most Improved Average), Bill Loos, Tana Gage and Marie Martel. Mt. Shadows team, season champs — Bob Whitacre, Bob Sharpe, Deane Whitacre and Diane Bourque. Ten-year league participation awards — Bob and Mary Beth Festing, Betty Skinner and Ruth and John Morton. High series — Bob Whitacre, 638; high average — Deane Whitacre, 155; high game — Carl Craven, 185; high game — Bill Loos 257; high series — Anita Jackson, 535; most improved average and high game, Jerry Ostland, 8 pins and 228, respectively. Faithful Scorekeeper Award given to Allen Burgett (who had to quit bowling for a foot operation) by Stacey Ostland, league president. Webb Vice-Pres. Jim Comer was guest speaker.



Golfers Settle Their Differences In Only One Day



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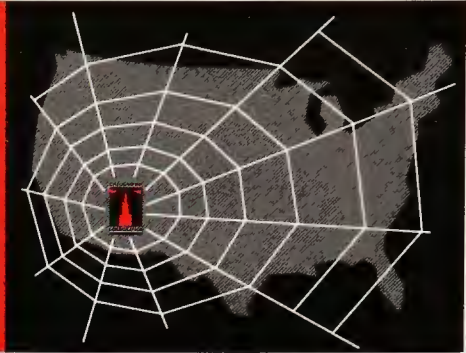


FIRST PLACE trophy winners in the Webb Home Office and Sun City Employees Spring Golf Tournament were: Riverview — (back row, from left) Simon Yeger, John Love, Eddie Alcorn, Dalton Tessier and A. M. Robles, Jr., with a best-ball 62; Lakes West — (front row, from left) Leroy Hannerman, Jack Warren, Larry Haycock and Mike Britt, with a best-ball 65. (Not included in picture was R. "Bud" Theisen.)



JULY-AUGUST 1973
VOL. 27 NO. 7-8

THE WEBB *Spinner*



Webb Earnings Up 48% To \$3,465,850 For Record First Half Net Of 40¢ Per Share

An all-time record for Webb first-half earnings, a net \$3,465,850, representing a 48 percent gain over the same 1972 period, has been reported to stockholders. Net operating income (earnings) was \$3,358,007.

Gross revenues the first half of this year were \$146,072,560, compared to last year's first half \$167,861,390. Net earnings of 40¢ per share compared to 27¢ per share the 1972 first half.

Reasons for the bright financial report, said Pres. R. H. Johnson, included Sun City home sales, which are well ahead of the like period last year.

Wabek, Massanutten, Oak Brook and condominiums near the Kuilima Hotel were other Development Group projects reporting favorable progress.

Johnson said Las Vegas and Sahara-Tahoe hotels in Nevada have been outstanding this year, "and other hotels performed exceedingly well."

The Commercial Group has been active in management of properties for

third-party owners, and expansion of business for its auto-parking subsidiary, DEWPARK, Johnson added, while continuing negotiations toward possible sale of the Fresno TowneHouse.

(New construction work is reported in another story.)

New Negotiated And Equity Work Started

New contracting group work (since May-June *Spinner*) is under way at Lake Tahoe, Nev., Culver City, Calif., and Tucson, Sun City and Scottsdale in Arizona.

Wayne Holland is superintendent and Pat Haisch engineer on a Broadway department store in Tucson, a twin to the Charles Luckman-designed structure underway in Metro Center shopping complex in Phoenix. Tom

(Continued on Page 2)

People Still Master Of Modern Machinery

To those of us not "programmed" to tapes, punch cards and whirring computers, Home Office Management Information Services department may be somewhat shrouded in mystery. More and more Webb groups and departments are being exposed to MIS work, with favorable reactions. Photos of MISers at work, however, demonstrate that while intricate machines do help management, people are still the most important factor. See page 5.

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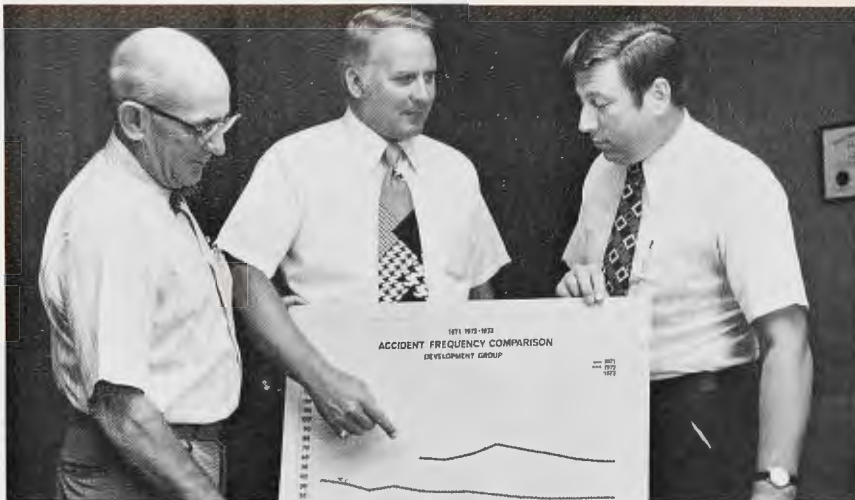
'Supers' Secure Symbols Of Superior Safety



TOP 1972 AWARDS for safety in Webb's Contracting Group went to Don Gray in Hawaii and Bob Gray in Las Vegas. Presenting the President's Award at the Kuilima Hotel on Oahu were



Pres. R. H. Johnson, left, and Exec. Vice-Pres. W. P. (Bill) Collins, right, while Del Webb conducted the Las Vegas honor luncheon at the Mint Hotel.



SUN CITY construction personnel have long been safety regulated. Other phases of Development Group operations, more difficult to regulate and monitor, are under watchful eye of George Kirk, right, project administrator. Quaid Minich, left, Commercial Group safety coordinator and Ed Pierson, assistant corporate safety director, join in discussing zero accident goal.

Corporate Safety Brings All Groups Into Program Of 'Zero Accidents' As Ideal Goal

Frequency rating, the most-often used guideline in judging construction safety, was down approximately 20 percent for the first six months of 1973 compared to the same period last year.

Jobs which had no accidents for the January-June period, some of which have just started, were:

Commerce Plaza, Fountainbell Restaurant, Sahara-Tahoe Ballroom, Kuliima Barefoot Bar, Devco. Administration Building, Caesar's Palace, Hughes Aircraft, Greenway Shopping Center, Chaparral High School, Cedars-Sinai Medical Center, TWA SST Hangar and the Beverly Hills National Bank Building.

At Sun City, where 1,037,045

hours have been logged this year, frequency rating is below national averages and even below Webb's target rating for the first half.

All Commercial Group projects have been accident-free except Crown Center, with two this year. (Crown Center also logs the most hours worked. No national averages for office properties are available for comparison.)

Fresno TowneHouse and Mountain Shadows among Webb hotels were accident-free in June. No national comparative statistics for the industry are available, but through the first six months Webb hotels had slightly improved accident frequency ratings over their first six months of 1972.

New Contracting Work Underway In Arizona, California And Nevada

(Continued from Page 1)

Sorensen is operations manager for the approximately \$4.3 million negotiated project.

At Lake Tahoe, site preparation is underway on the Park Tahoe Hotel directed by Charley Morris, superintendent; Earl Imel, engineer; Don Wilson, operations and George Redhead, office.

Four major equity jobs progressing at Sun City are the 34-tenant Greenway

Shopping Center; a new administration building for Del E. Webb Development Co.; Fountainbell Restaurant and Lakeview Medical Arts Building.

Assigned personnel, respectively: superintendents — Swen Johnson, Jon Ancell, Roland Konopka and Fred McDowell; operations — Doug Mills and Mike McGinn (splitting duties); office — Mike Trimarco and, for three projects, Bill Buffington.

Bricker and Hoyt is architect for all four Sun City structures, as well as for

Superintendents Beat 1971 Safety Records For President's Award

It may have been mid-June before Bob Gray officially received his 1972 Safety Superintendent of the Year award, but the delay didn't detract from the honor or the increased emphasis the Webb Corporation is placing on safety.

Several months earlier, Don Gray was similarly honored in Honolulu as superintendent of jobs totaling more than 20,000 man hours monthly.

"Don earned recognition by improving our 1972 Hawaii accident frequency rating more than 50 percent," said Webb Pres. R. H. Johnson.

"This was achieved over more than 750,000 man hours on 10 Oahu military housing sites, the University of Hawaii tower dormitories, Straub Medical Clinic and the Kuliima Hotel."

In Las Vegas, where Bob Gray had just completed Chaparral High School and was beginning Caesar's Palace tower, Chairman Del Webb presided at an awards luncheon and noted:

"Bob improved his project's accident frequency rating by approximately 350 percent, and logged 16 months without a lost-time accident."

Bob, who joined Webb in 1964 and whose Chaparral project was in the "under 20,000 man hours monthly" category, said:

"I've found education is the best prevention method. Hazards don't go around looking for an accident, they lay in wait for an unaware victim."

Each superintendent received an expenses paid weekend vacation for two.

a Del Webb's Mountain Shadows renovation being directed by Joe Kies, superintendent and Phil Williams, operations.

Phoenix Contracting office manager of operations is John Rechlin; J. S. Craig directs Los Angeles operations and Harold Crum heads Sun City.

A new addition to a Hughes Aircraft building at Culver City, Calif. is directed by Tom Prince, superintendent; George Lord, office and Ralph Wanless, operations.

Mr. Nigro's Background More Interesting Than Generally Known Facts



E. H. "Ed" Nigro

The stories behind men's lives are always more interesting than what is generally reported.

E. H. "Ed" Nigro, who died July 1 in Houston on a Webb hotel business trip, was born Nov. 7, 1918 in Worcester, Mass. He earned pilot's wings after graduating from Holy Cross College in 1940, then rose through combat pilot to serve at base commander and Joint Chief of Staff levels. His many decorations included the Distinguished Flying Cross.

In 1967 he retired to join the Sands Hotel and four months later was named deputy chief executive of all Hughes Nevada operations. He served as head of Webb hotels for the past three years, a post to which he was named three months after joining the firm.

Mr. Nigro was president of the Nevada Resort Association in 1971 and 1972 and twice headed annual Clark County Boy Scout membership drives. His pallbearers included his four sons.

Newly promoted hotel executives also have colorful backgrounds.

Jess Hinkle, 41, as a youth in Oklahoma worked as an oil field roustabout. He was wounded while in the Marines in Korea, then earned a degree at the University of Oklahoma, majoring in accounting and minoring in business law. After working in construction in the Las Vegas area in the early 1960s, he managed his own real estate firm, then joined the Thunderbird Hotel.

Dietrich Mayring, 33, attended the

Hotel Internal Management Training Story In Webb Spinner Now Appears Highly Prophetic

In retrospect, the July-August *Spinner* of one year ago looks almost prophetic.

In that issue, describing operations of the Webb hotel group, we reported: "An aggressive management team, developed from within corporate ranks, is directed by Edward Nigro, president of Del Webb Hotels International and a former Air Force major general.

"Each major department is staffed two or three deep . . . When a vacancy occurs, or a new hotel is built or acquired, there is someone to fill the void with no interruption in continuity."

Mr. Nigro's policy, which Pres. R. H. Johnson praised in the current report to stockholders, filled the gap immediately upon his unexpected death July 1.

Succeeding him was Jess Hinkle, a product of Webb hotel management training since he joined the Thunderbird in 1964 as comptroller. He subsequently became assistant general manager of the Thunderbird and Sahara, general manager of the Thunderbird, and, since 1971, manager of the Mint with its 800-member staff and excellent earnings record. He was trea-

surer of the Webb Nevada hotel operating entity and on the corporate finance committee.

Replacing Hinkle at the Mint is Dietrich Mayring, also a nine-year Webb hotel veteran. He moves to Las Vegas from general manager of Mountain Shadows in Scottsdale, where he began as a front-office cashier. He leaves Arizona as president of the Valley Innkeepers and Valley of the Sun Convention Bureau, and as president-elect of the Arizona Hotel-Motel Association.

Succeeding Mayring at Mountain Shadows is Vlad Chuhlantseff, formerly manager of Del Webb's TowneHouse in Fresno.

He, too, has been with Webb hotels since 1964 when he helped open the TowneHouse as assistant bar manager. His promotions include food and beverage, catering and sales director roles.

Succeeding Chuhlantseff is Tony Atchley, who in seven years with Webb hotels served in a variety of capacities ranging from assistant general manager of the Thunderbird, where he started as assistant director of public relations, to executive director of marketing at the Sahara-Tahoe.



Jess Hinkle



Dietrich Mayring



Vlad Chuhlantseff



Tony Atchley

Swiss School of Hotel Management and achieved a hotel management degree from the Austrian Hotel College. Hotel jobs in London, Austria, Switzerland and Bermuda followed. Mayring is a sailplane pilot, golfer, skier, scuba diver, hunter and tennis buff.

Vlad Chuhlantseff, 38, was born in Japan of Russian parents, and moved with them to San Francisco when he was 12. He graduated from San Fran-

cisco City College restaurant department, then joined the food department of a San Francisco hotel.

Tony Atchley, now 31, in 1960 and just out of high school was hired as a sportswriter by John Romero, then sports editor of a Las Vegas newspaper (John is now public relations and advertising director of the Hotel Sahara). Tony continues an interest in sports as a stock car race driver.

Summer Sports At Marina City Club Open With Celebrity Sportsman Tennis Tournament



MARINA CITY CLUB'S trademark may be its distinctive tower apartments and colorful marina, but a lot of other activity takes place in the Webb-managed project in Marina del Rey, California. For example, pro basketball fans may not recognize him in tennis gear, but the Lakers' Keith Erickson was co-winner of the First Annual MCC Sportsman Invitational Tennis Tournament. His partner was Larry Ratliff, assistant tennis pro at the club and luxury rental apartment complex. Other well-known figures participating included Jim Ryan, Rudy LaRusso, Lynn Shackelford, Bob Seagren, and Larry Riggs, son of tennis great Bobby Riggs. According to the Hollywood Reporter, Erickson was scouted for the lead in a movie, "The Tennis Hustler."

Paper Cites Sahara For Leadership In Minority Hiring Policy

Del Webb's Hotel Sahara has been cited by the *California Living Magazine* (*Los Angeles Herald-Examiner*) for its policy of hiring a minority race.

The Sahara's Carol Crutchfield, whom the magazine says is the Strip's youngest personnel director as well as president of the Southern Nevada Personnel Assn., designed a skill inventory sheet after the Sahara and other Strip hotels signed a Consent Decree in 1971.

"We've hired or upgraded 262 black employees or 34 percent since then . . .," says the Sahara's Bill Smith, who oversees the project.

One black, Bob Foster, moved from room clerk to assistant hotel manager in three years.

Among problems mentioned was occasional inability to upgrade an employee from one union-controlled job to another.

Mr. Webb Only Non-Mason To Help Dedicate Las Vegas City Hall



UPPER LEFT — Del Webb, the only non-Mason taking part in the June 15 dedication of the Las Vegas City Hall, was introduced by Grand Master Lee Griswold prior to reading his part as "Master Builder." **LOWER LEFT** — Mr. Webb watched Mayor Oran Gragson apply cement to a cornerstone, and later took his turn. **ABOVE** — A portion of the crowd watching the ceremony was shaded. Others, who were "sunnyside," included Wayne Holland, Webb superintendent on the two-year project.

Webb MIS Department Formed in 1968

Contracting Group First MIS Client; Most Systems Programmed For Sun City

The first MIS group "client" was Contracting, which still uses accounts payable, payroll and job costs systems.

MIS still provides this group approximately 75 different labor union reports (a good example of paperwork which boosts construction costs and inundates personnel).

Development is the Webb group using MIS most prolifically.

Virtually all departments at Sun City, Ariz., according to Randy Vaughan, Sun City manager of systems and procedures, "depend on computer processing for successful completion of day-to-day responsibilities."

Sun City's relationship is two-way, with some in-put processed at the project, and some printouts produced there via leased wire from Phoenix.

SUN CITY USE

Year	Average Monthly Computer Hours	Systems Installed
1969	35	1
1970	60	6
1971	80	8
1972	125	5
1973	135	6 (forecast)

Sun City uses MIS not only in normal financial contexts, but has refined

systems to aid in sales, advertising and public relations. For example, salesmen are posted daily on housing inventory, including such details as color of rugs and walls.

In Development Group's Land Development division, project administrator George Kirk says liaison has been successful and productive at Oak Brook.

"We feel MIS has great potential in a system to evaluate new ventures . . . a proforma is possible after a few hours work vs. the over 100 hours now required."

Exec. Vice-Pres. George Reeve, general manager of the Commercial Group, says because of computerized processing 22 properties are now handled with the same accounting personnel used for five properties in 1968.

"MIS has done much to help our image as an aggressive competitor. We expect to design and implement new systems in the future," he adds.

Current Hotel Group usage of MIS is for a consolidated mail file system, including sales, credit card, and public relations mailings. More than 380,000 labels for the group's Resorter Magazine, for example, can be printed in 10 hours.

Management Information Services (MIS) was established in 1968. Its early role, to review and analyze the existing data processing and reporting systems, was followed by selection and establishment of a computer in the Home Office.

Systems developed for Phoenix processing, not only company-wide but on a customized group basis, include: payroll, accounts payable, job cost, general ledger, fixed assets, Sun City sales, workman's compensation, hotel mailing and debt management.

According to MIS director Duane Wray: "In our four short years, we have developed a professionally competent staff which collectively possesses a considerable knowledge of corporate operations and activities."

"We recognize that what we did yesterday and what we are doing today provides the experience needed to do what remains to be accomplished.

"We have automated many basic administrative activities, some of which will require updating. Others remain unautomated.

"However, we are entering a new dimension of data processing for the Corporation — development of a comprehensive management reporting system, and teleprocessing (terminals at remote locations to permit the user to communicate directly with the computer).

"Our future success will require an even closer partnership with management. I believe I can speak for all our personnel in saying that we accept the challenge and want to be an active and effective partner in supporting activities of the corporation and its subsidiaries."

Teleprocessing Newest MIS Tool Possibility

EVALUATING a Burroughs T-D 700, an in-put display system for teleprocessing, are, left to right: Don Cyrog, manager of special projects; Duane Wray, MIS general manager and Carl Craven, systems analyst.

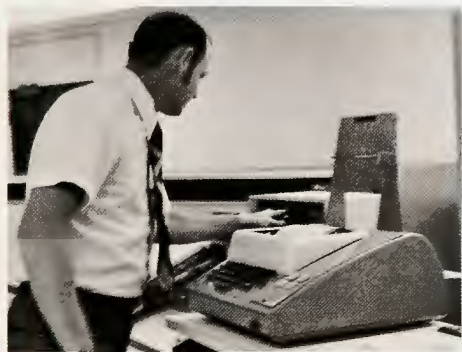
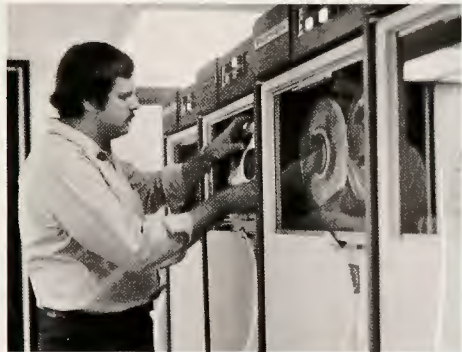
STORY CONTINUED ON PAGE 6



Computers

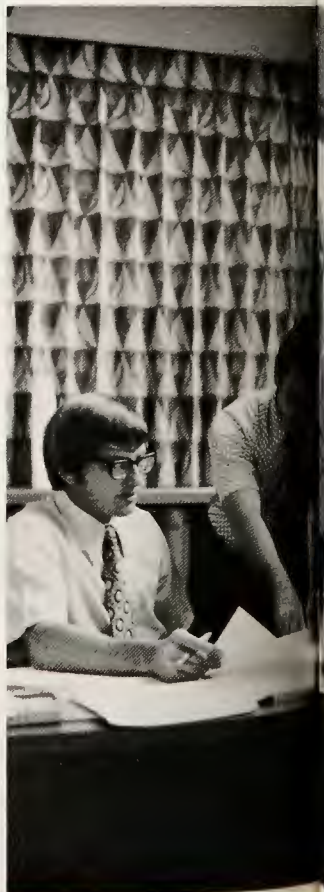


POSITIVE "spin-off" of computer tapes (representing enough paper used exclusively) to more than fill the



Intricate Equipment Still Needs Educated Guidance

LEFT TO RIGHT, TOP TO BOTTOM — Joanna Caldwell, supervisor of production control, verifies job cost control figures before further processing. Preparing a tape for transmission to Sun City is Bernie Browning, lead keytape operator. Operation of the B-3500 computer is a responsibility of John Fedigan; keytapes are fed into the B-3500 to produce print-outs. Bev Stamper, control clerk, keypunches a control card for payroll processing. Art Raisanen, computer operator, prepares a tape unit for cash receipts processing. Keytape operator Lois Cruise converts general ledger documents to keytape records. Source document data is entered into the keytape system by Helen Dodson. The photos are evidence that a variety of machines are needed to prepare cards and tapes which trigger computers. But the human factor, even with the computer's unrelenting demand for accuracy, is still the most important equation.



iny New Technology, New Terminology



records. ere still e stored in the MIS library used by Gwen Clarke, control clerk. Systems and programming documentation comprise a separate library, used by Brenda Voth, receptionist and Julie Brassfield, secretary.

Hardware? Software?

A language has evolved around the world of computers.

There are even stock jokes, like the one about the junior executive promoted to president after someone with golf spikes stepped on his computer card.

The editor considered developing a brief lexicon, but settled for suggesting that if job titles and descriptions in MIS stories and cutlines are confusing, the reader march up to Duane Wray or one of his staff and say:

"How about some descriptive software on your hardware?"



ABOVE — Ship's clock marks late hour as computer operator Dick Kolcz mans second shift. (Dick is currently working days.) **FAR**

LEFT — Before a single tape is coded, needs must be determined, then decisions made on how to achieve those needs. Among MIS decision-makers are Keith Vogler, lead maintenance programmer; Bill McKenna, programmer; Terry Dorsett, manager of data processing, and John McKechnie, maintenance programmer. **LEFT** — The basic blackboard is still used by Marian Nelson, systems analyst; Bob Sharpe, manager of systems development and Lou Volpe and Bob Hopson, programmers.

Webb Valley Hotel Managers Do Not Agree

Last December when the TowneHouse hosted the American Hotel-Motel Association convention, the *Arizona Republic* interviewed visiting managers of well-known hotels in Michigan about dining habits of the American public.

While commenting on a seven-course TowneHouse banquet, which they termed "excellent," the two managers predicted a dismal future for fine dining.

"Young people are in a hurry — it's the asphalt generation," said one. "They're

eating out at McDonald's."

Managers of Webb hotels in Phoenix and Scottsdale do not agree.

"Our main dining room volume increased more than 100 percent in the last two years," said John Roberts, general manager.



Caneton a'la Bigarade Flambe a'la Louie — Chef Louis Weirdo, TowneHouse

Take ¼ lb. duckling, season well, placing 2 orange halves into cavity. Cut carrots, onions and celery into medium size pieces (a mirepoix), putting them also in roasting pan.

Pour 4 oz. of fresh orange juice and 2 oz. of cognac over duckling and roast for one hour at 400°.

After 1 hour, turn down oven and cook for 1½ hours, constantly basting. Then,

let duckling set for 1 hour to remove all of the bone.

While the duckling is cooling, prepare the sauce:

SAUCE — Braising liquor, 2 lumps of sugar, 2 tablespoons vinegar, juice of 1 orange, half a lemon and rind of 1 orange and half lemon shredded.

Strain braising liquor into small saucepan in which 2 lumps of sugar, moistened

with 2 tablespoons of vinegar, have previously been cooked —to caramelize—and boil down. Add juice of 1 orange and half a lemon, boil down again and strain. At last moment add blanched and drained rind of 1 orange and half a lemon shredded into a fine julienne.

The above to be placed in a saucepan until red hot, then pour in 1 oz. of cognac.

AFTER ELABORATE preparation by Chef Weirdo (above photos), delicacy is served by Maitre d' Billy Edwards to Anne Sutton and escort Blair McKeever.



at Fine Dining Is Probably On Its Way Out

the TowneHouse.

Chuhlantseff, new general manager of Mountain Shadows, terms his dining business "excellent."

Maintaining an elaborate menu is an arduous undertaking, but customers are

still ordering specialty dishes at the two Webb hotels.

To show a portion of the work involved in preparing and serving just one of the 18 entrees on the Mountain Shadows dinner menu and one of 15 dinners at the Towne-

House, we photographed Chef Udo Mueller preparing Veal a'la Oscar and Chef Louis Weirido preparing Caneton a'la Bigarade Flambe a'la Louie.

We're only sorry we can't show the process in color.



Veal a'la Oscar — Chef Udo Mueller, Mountain Shadows Hotel

1. Clean veal (most tender part).
2. Slice 6 oz. piece.
3. Pound slightly.
4. Season with salt & pepper.
5. Flour slightly — shaking excess.
6. Preheat sauté pan.
7. Put in veal — sauté.
8. Separate pans — for asparagus and for king crab legs. Heat in butter and water.
9. Sprinkle white wine in sautéed veal — take out and put on dish.
10. Top veal with asparagus and king crab legs.
11. Top all this with bearnaise sauce.
12. Put under salamander and serve hot.



OF flaming session in kitchen by Chef Udo Mueller is
d by Brad Carola to Nancy Newton and Jerry Chambers.



Val Moritz Airport Sets Architectural Tone; Officials Welcomed



TYPICAL of the general style of architecture scheduled for Val Moritz Village in this terminal now underway for Granby-Val Moritz Airport. The \$100,000 facility is being built by the Webb Corporation's Development Group, which is directing the 5,000-acre vacation and second-home recreational project 90 miles

northwest of Denver in venture with World Wide Service Life Insurance Co. and Dr. Fred Sinkovitz and Associates. Rocky Mountain Airways is serving the Denver-Granby/Val Moritz route. Officials and media were scheduled for an Aug. 1 introductory visit to Val Moritz.

Rancho San Diego A New Development Management Project

Webb's Development Group has entered into a management agreement, pending consummation of a joint venture, to develop a 5,000-acre "new town" called Rancho San Diego.

The development is owned by First National City Bank, New York, acting as trustee for clients of its investment management group.

Vice-Pres. Bill R. Doss said "Rancho San Diego will ultimately involve several hundred million dollars in investment."

Its 5,000 green belted acres comprise the former Monte Vista Ranch, Sweetwater, and Cottonwood properties and other parcels 12 miles east of downtown San Diego. Projected population is 50,000 to 75,000.

Existing recreational facilities include two 18-hole golf courses, Cottonwood Lakes for fishing and small sail boating, horseback riding from the Monte Vista Ranch Stables, as well as hiking and bicycling.

Future green belts will include a

Twin Explosions In Booming Sun City, Arizona; New Commercial Projects Match Home Sales

Many people conceive Sun City as composed entirely of homes.

Actually, a dynamic commercial expansion is matching the record home sales mentioned in the page one story on corporate earnings.

In addition to four large projects by the Webb Contracting Group, also reported on page one, the following is underway:

- 309 garden apartments, to house prospective home owners.
- Willowcreek and Willowbrook, Sun City's eighth and ninth golf courses.
- Remodeling on the town's first shopping center.
- A fire station.

variety of parks, an equestrian center, swimming, tennis and an activity center.

Planned community facilities include industrial parks, shopping, convenience, and business centers, medical facilities, a community college for which land is already set aside, and public schools.

- Three branch banks, bringing total to 13.
- Savings and loan branch, to total 10.
- Six churches, to bring total to 17.
- Various other commercial ventures.
- A sixth shopping center, Thunderbird Plaza, has secured major tenants.

Vice Pres. John Meeker reports more than \$23 million in commercial construction underway.

As of May 30, Sun City contained 14,859 living units worth an estimated \$347 million. Population was 28,000, and 11 homes a day were being completed.

Professional Builders' "Top 10" Includes Webb Corporation

Professional Builders' annual report of "Housing Giant's Top 10" in the For-Sale Housing Category, lists Webb as eighth in the industry in 1972, with sales of 2457 units valued at \$83,180,737.



TO DEMONSTRATE that Sun City is a world all its own, photographer Wes Grant used a 17mm "fisheye" lens with 160 degree scope to picture the residential area surrounding La Ronda Shopping Center. Sun City is far from being as crowded as it appears

in the photo above. **BELOW** — Another Grant aerial of a fairway on one of Sun City's seven golf courses more accurately depicts the town's openness.

Special Lens 'Lies' Just A Little At Booming Sun City



19th Hole Moved To #9



SURPRISE for Nick and Sylvia Amper of Northridge, Calif., on their 20th anniversary celebrated at the Kuilima Resort and Country Club in Hawaii, was a bottle of champagne, compliments of Palmer Lawrence, left, Kuilima golf pro. The 500-room Webb property is Oahu's only oceanside resort with its own 18-hole championship course and lighted tennis courts, on which the First Annual Connie Stevens Celebrity Tennis Tournament will be held in October.

Iron Worker vs. Iron Wielder



SUN CITY foreman Joe Cesar, right, admires trophies won by youngest daughter JoAnne, 14, who used golfing irons to become 1973 Arizona Junior State Champion. With lessons from her father and Sun City Golf Pro Fielding Abbott, center, and practice swinging clubs since she was six, JoAnne has corraled 23 trophies. She recently earned fourth place in the Junior World Tournament in San Diego, and has August tourneys scheduled in Vermont and New Jersey.

Webb Point Of View Points Up New Value Of Anything Made Of Gold

Joe Laird is very security conscious. The corporate safety director always removes keys and locks vehicles, all except once recently when he used a dilapidated truck to drive his boy to a Little League game. Afterward, the truck was still in place, but not a valuable gold ring containing the ignition key. About the only conclusion Joe could draw was that he had underestimated the soaring price of gold . . . **Sig Front**, honored in New York recently as president of the Hotel Sales Management Association International, became only the third HSMA official since 1927 to receive New York's "Key to the City." On the same trip the Webb Hotels International sales director was made an "honorary life-guard" of Atlantic City, and honored by the Poconos Mountains (Pennsylvania) resort area . . . Las Vegas Mayor **Oran Gragson**, in a gracious gesture, declined to wear Masonic vestments when he learned Del Webb was the only non-Mason helping dedicate the new City Hall, where a *Webb Spinner* was among documents sealed in a "time capsule." . . . **Vern Clark**, most recently regional vice-president for the Tetley national hotels sales representative firm, is the new executive director of sales and marketing for Del Webb's

Kuilima, with offices in Beverly Hills . . . **Morley Theaker**, governor of Rotary District 500, termed accommodations and service "excellent" at the group's recent Kuilima convention . . . **Bill Warriner**, Contracting Group director of sales, has accepted an invitation to

speak on Construction Work Development at the American Institute of Contractors Forum . . . **Jim Nabors**, who concluded a Sahara Congo Room stint July 30, first presented his hick/opera singer split personality in 1962 at the Purple Onion in San Francisco. The Andy Griffith Show followed . . . Sahara Hotel Marketing Director **Doug Farley**, is general chairman of a Las Vegas area fund-raising drive for the second consecutive year, with a \$50,000 goal . . . Following **Buddy Hackett** and **Johnny Carson**, who headline August Sahara entertainment, is **Rowan and Martin**. On the same billboard will be **Dick Haymes**, the same Dick Haymes of the famous six marriages and hit songs of the 1940s, who hasn't appeared on the strip for nearly 20 years but who received a standing ovation while performing in May for the Phoenix Boys' Club's Del Webb Testimonial . . . **Jack Haren**, husband of **Jeanne Haren**, Webb Home Office insurance manager, was recently featured in the First National Bank's magazine as a former top musician now active in FNB's trust department. He was first trumpet with Ted Fio Rio's band when Jeanne was Ted's secretary . . . If you missed the story on page 2, last year was a bright one for Gray superintendents.



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Webb Land Developments Making News



Score Ecology Vote For Massanutten

With news of "environmentalists" tackling land developments in all parts of the United States, Massanutten support is very encouraging.

Latest endorsement appeared in a page one story in the Sept. 4 edition of the *Washington Post*.

Author Ken Ringle, in comparing the "27 developments (on) the slopes and hollows of the Massanutten," uses Webb's project as the example of a completely-planned development.

Ringle says of the district ranger for the nearby George Washington National Forest:

"(George) Huppuch says he and other rangers believe there's a place for some development on Massanutten Mountain. They have high praise, for example, for the cooperation and environmental consciousness of the Del Webb development at the mountain's south end."

← **STAGECOACH** seemed an appropriate way to tour Val Moritz, the 5,000-acre Colorado recreation/vacation home project officially opened in August by Webb's Development Group. (More photos and information inside.)

Hotel, Commercial Groups Enter Exciting New Fields

Del Webb Hotels International has moved the company further into the leisure industry by opening travel-related subsidiaries, Del Webb World Travel and Del Webb's Club Caravan.

And Del E. Webb Realty & Management has broadened its full-service real estate role by stepping up brokerage activity.

Webb World Travel will package, wholesale and sell travel arrangements, specializing in group arrangements, while Webb's Club Caravan will offer travel savings, travel insurance, discount merchandise and VIP recognition at Webb hotels.

Howard Goodwin, Sahara sales manager named to head the two new ven-

tures, points out the travel industry doubled during the 1960s, and indications are it will double again this decade.

John Nettleship heads Commercial Group brokerage operations.

Expanded stories on the new travel and brokerage ventures are planned for future *Spinner* issues.

INSIDE	No Discouraging Words Heard . . . P. 5	Tahoe Golf Event Is Classic P. 7
	A Witch Looks At The Kuilima . . . P. 6	Chairman Gets 7th Diamond P. 8

Accident-Free Projects - 29

Eighteen Webb construction sites, nine property management projects and two hotels completed July without a lost-time accident.

Of construction jobs reporting accidents, Sun City, Arizona has the lowest July rate (Sun City also logged the most hours). Sahara-Tahoe displayed the lowest frequency rating among hotels incurring lost-time accidents.

Compared to June, frequency rates were slightly lower in Construction and Hotel groups.

Among Webb-managed office buildings or complexes, all were July accident-free except Crown Center, and it reported only one mishap. Rosenzweig Center, which like Crown Center contains multiple buildings but reports as one unit, logged the most hours worked among Commercial Group projects.

Hotelmen Powwow At Lake Tahoe



SAHARA-TAHOE gathering of Webb hotel officials provided a good opportunity for a photo by David Parker, whose formation looks good but makes left to right identification a little tricky. Included are the following hotel general managers: Phil Arce, Kuilima; John Roberts, Phoenix TowneHouse; Monty Hundley, Sahara-Tahoe; Dick Schofield, Sahara; Vlad Chuhlantseff, Mountain Shadows; Dietrich Mayring, Mint, and Ed Nigro, Jr., Newporter Inn. Others pictured are R. H. Johnson, Webb Corporation president; Jess Hinkle, president, Del Webb Hotels International; Milt Frampton, executive vice-president, Del Webb Hotel Company; Tom Aro, vice-president, treasurer; Keith Ashworth, vice-president, personnel and administration; Bill Dougall, vice-president, purchasing; Sig Front, vice-president, sales; Herb McDonald, vice-president, public relations; Jack Hardy, Del Webb World Travel, Los Angeles; Tony Atchley, Sahara-Tahoe assistant general manager; Walter Rabitaille, special assistant, casinos and John Chiero, director, Resort Reservations.

New Work In Three States

New Contracting Group work includes still another shopping center at Sun City, Ariz., a cafeteria project at Hughes Aircraft Culver City, Calif., plant and condominiums in northern Oahu.

Thunderbird Plaza work at Sun City, designed by Bricker and Hoyt, is headed by Jon Ancell as superintendent; Doug Mills, operations and Mike Trimarco, office.

Kuilima Estates East, a project of Insson, headed by Vice-Pres. Joe Aubin, is underway near Del Webb's Kuilima hotel. Architect is Lemmon, Freeth, Haines, Jones & Farrell. Those directing construction from the Hawaii contracting office will be named in a future issue.

Complete remodeling of a Hughes cafeteria built by Webb in 1950 is being handled by those directing the recently announced addition to the Culver City plant - Tom Prince, Ralph Wanless, Jerry Stafford and George Lord.

Mark Spitz, Resident Of Marina City Club, Conducts A 'Swimfest'



MOST FAMOUS swimmer in the world, Mark Spitz, conducted a September swimfest for benefit of children of residents and club members of Marina City Club, where Mark and wife Suzy have an apartment. An estimated 250-300 children (and adults) watched and heard Spitz dispense tips on the sport through which he earned seven Gold Medals in the 1972 Olympics. While the sports star spends a good deal of time on the water in his Marina City Club-moored boat, he says he has not been in the water (swimming) since 1972. Del E. Webb Realty & Management Co. leases and manages the luxury apartment and club complex on the water in Marina del Rey, Calif.



From Store To Bar, Photos Indicate Webb Construction Versatility

IN REPORTING Construction Group activity, we strive to show an architectural rendering upon announcement, if the project is sizable; to mention assigned personnel and architect, at least at job onset, and to picture the building when completed, at opening ceremonies if possible. When Dave Parker toured Nevada and California projects recently, he included Chaparral High School in Las Vegas, above, completed earlier this year. Also photographed was progress on Saint Agnes Hospital in Fresno, left, on which construction supervisors include M. D. Stevens, superintendent; Harold Kramer, operations; Butch Hampton, engineer and Ron Snow, office. Rounding out the page, below, are progress photos of the Broadway department store in Metro Center in Phoenix, and a poolside "Barefoot Bar" at Kulilima Hotel.





After Val Moritz Program

Discouraging Words, Skies Not Cloudy All Day (Almost)

AT VAL MORITZ opening ceremonies were clear or sprinkled with clouds until after everyone headed home, then a typical summer shower breezed across the 5,000-acre development. The great outdoors was clearly the attraction of the day, and developers wisely staged events to take advantage of natural beauty of the Granby area 90 miles northwest of Denver. The only program marked opening of the Granby-Val Moritz Airways, and scheduled inaugural flights of Rocky Mountain Airways, included brief remarks by Colorado Gov. John Vanderhoof (at left), Del Webb and Bud Walters, project manager. Guests were treated to a hearty outdoor steak fry, listened to a Western band and toured the area in a stagecoach from Granby's Chuck Inn. What they saw included breathtaking scenery like photo above. Val Moritz focal point will be a reproduction of an Austrian village (in which cars will be prohibited), but the project will maintain a wide variety of recreational attractions and housing. Most of the acreage will remain in a natural state.



A Witch Looks at Kuilima

Sybil Leek went to Kuilima without a reservation. In fact, when she went for a drive one April morning this year she wasn't headed for the hotel. It was just a pleasure tour.

"It was a beautiful day and the scenery was lovely. I was enjoying the drive. There was a rather sharp bend in the road and suddenly there was Kuilima. The sun and the sea and the air were just right. Magnificent. I didn't realize the hotel was there for a moment. I was just taken with the place."

There was--something--about Kahuku Point, site of the hotel, that interested Sybil.

"I discovered Kahuku Point about nine years ago on one of my first trips to the Islands. I discovered it while walking. That's the way to learn about a place. Walk. It strikes me as a place where a lot of psychic forces have been let loose in the past. If I were starting a meditation center I would put it there."

When she turned her gaze and thoughts on the physical structure of the resort she was pleased.

"Kuilima is beautifully constructed. I walked alone in the corridors and examined them. I had the feeling the hotel was well planned and put together. At one point I walked down a corridor and came upon a magnificent view of the ocean. Outside there are these wonderful little orange and blue flowers everywhere. People think of orchids when they think of Hawaii but there are other beautiful flowers there, too. And those wonderful sea birds and those big waves! The architect is to be congratulated."

She had the feeling that she was in tune with the history of the area.

"Good things have happened here before. Since I first visited Kahuku Point I have never gone to the Islands without returning. There is a very high level of beauty here, very aesthetic. I could describe it as savage beauty, but peaceful. It's the one area of Oahu that can scream, 'I'm different.' It is sometimes windy but wind often blows away bad vibrations."



Sybil Leek suns herself at Del Webb's Kuilima, a resort she calls "A place for special people."

Sybil spent the day at Kuilima, browsing around the hotel and the area. Kuilima executives had no knowledge of her presence.

"I didn't know a soul. Perhaps that was better. I had no one to give me a guided tour. I walked around a lot. There is a fantastic amount of things to do at Kuilima. There is a fascinating little village nearby. The golf course is wonderful. I was confused in Honolulu. But in Kuilima I had the feeling of being in Hawaii. An old man who is a friend of mine lives close by. He is pure Hawaiian. I want to do a story on him and some other articles on Hawaii. As a matter of fact--the next time I go back perhaps I'll stay for a while and do a book on old Hawaii."

Sybil does not believe advertising will sell Kuilima, but she believes it will be a successful hotel.

"Advertising cannot sell the hotel for what it is, for the unique sense of peace it contains. But Kuilima will be successful. The point on which it is built has stood for thousands of years. It has seen people approach and leave. Now the people are staying. Kuilima is a hotel for special people and special people like to discover things for themselves."

(Editors note -- Sybil Leek is an expert in areas most people consider mysterious. A woman of incredible energy, she is at one time astrologist, medium, witch, telepath and psychic. Her books include *Diary of a Witch*, *ESP--The Magic Within*

You, Telepathy--The Respectable Phenomenon, and the Sybil Leek Book of Fortune Telling. She has visited Hawaii many times and in 1969 became the first white woman in 150 years to take part in the Fire Ceremony of the Kahunas, the royal priests of

Hawaii. It is with great fascination that Resorter editors present her own personal analysis of Del Webb's Kuilima Hotel, Oahu, Hawaii.)

(Reprinted from Del Webb Hotels Resorter, Summer, 1973)

Sahara-Tahoe Amateur Golf Classic One Of A Kind



SAHARA-TAHOE Amateur Golf Classic is more than a tournament! Nothing in the three-day event is left to chance. While men compete for Cadillacs and cash (four Caddies were awarded in 1973 for closest to the pin), ladies have their own tournament and a host of other events, such as a poolside style show. Dur-

ing August's opening night "riverboat party," guests had their color portrait taken with skimmer and parasol. Participants little realized the planning involved. Assignments were made this year by Tournament Chairman Tony Atchley on 28 pages, most of them legal size.



This Is Boxing Arena?



SWANK hotel front may not look like entrance to an arena, but the TowneHouse ballroom is where the top Phoenix boxing action is for at least 14 Monday nights, courtesy of an experiment by the Sentinel Boxing Club. Del Webb's Sahara-Tahoe and the Harford (Connecticut) Hilton also host boxing.

Webb Point Of View

Never sample telethons because you prejudice them commercial and boring? Try some of next year's **Jerry Lewis** effort for Muscular Distrophy. We tuned in his 20-hour Labor Day production and were snared in the emotion-charged atmosphere. This year's pledge total exceeded any previous by more than 33 per cent. Sahara G. M. **Dick Schofield** was on camera during the Sahara-staged event to present \$5,000 from the hotel and the Webb Corporation . . . **Frank Gorshin** headlines Sahara entertainment Sept. 11 to Oct. 1, followed by **Nancy Sinatra**, Oct. 2-15 . . . Exec. Vice-Pres. **Fred Kuentz** has been named vice-chairman of the Urban Land Institute's Recreational Development Council . . . **Mr. Webb** and his rough assignments! His Sept. 25 trip to Binghamton, N.Y. to help pick Miss World-USA (and to crown her on ABC-TV) is the fifth straight year he has judged! . . . A competing retirement project advertiser in a full-page ad in a Sun City, Arizona newspaper used the headline: "Visiting Sun City? There's A Better Place On The Scenic Side Of The Valley." Who challenged this debatable claim? We don't know, but "Better Place" has now been dropped . . . Even if you scoff at astrology, ESP, etc., you might enjoy page six on "vibes" of **Sybil Leek**.



Where do you put a seventh diamond on the petite men's pin which signifies length of Webb employment? That was the dilemma of Maxine Newman (who runs a tight anniversary record ship) when it came to decorating the pin for her boss, Del Webb. (A diamond is added every five years, beginning at 15.)

Our policy of picturing only those with 25 or more years duty is still intact. It's just that we were a little lax in taking a special photo of Mr. Webb, commemorating the 45 years ago he started this company with little more than a hammer and saw.

We hope to produce the picture in the next issue.

JULY

10 YEARS — Angel T. Villegas—SCA; Hy Cohen, Harvey Heimbuch, Paul Hogan, Frank Bottassi, Edgar Draper, Joseph Cracium, Jr., and Annie Traynham — Hotel Sahara; Robert Caldwell and Eleanor Leahy — Newporter Inn; John Fliess, Ebenezer Benson, Clayton Jones, Kenneth Lane, Luther Shue (all overdue), and Helen Valentine — Sahara-Nevada Country Club; Earl Leseberg (overdue), — Sahara-Nevada Corp.

45 YEARS — Del E. Webb.

AUGUST

10 YEARS — Shadie Briscoe — Newporter Inn; Paul Mangrum — Sahara-Nevada Country Club; John Orwick — Mint; Bing Lee, Jack Hanley, Herbert Jeppson, Warren Brown, Marianne Tucek, Ava Felkner — Hotel Sahara.

15 YEARS — Marie Henning — Hotel Sahara.

20 YEARS—Jean Belaz—Hotel Sahara; Maurice Fitzgerald — Mint.

SEPTEMBER

10 YEARS — Jerry Peterson — Phx; Lois Seelbach — Mint; Kay Schram — Mint; Robert Felts, Don Silbur, Joseph Miller, Jr. — Hotel Sahara; John Gledhill — SCA; Massoud Mahdavi — Newporter Inn.

15 YEARS — Maria Le Bario — Phx. TowneHouse.

Open Air Inventory



KITCHEN equipment from Mountain Shadows was donated to the Phoenix Opportunities Industrialization Center when crews undertook a remodeling program at the Webb-owned and managed Scottsdale resort. Checking equipment are Don Alford, left, and Gene Blue, OIC special projects coordinator and executive director, respectively, and Bill Judson, right, hotel resident manager.

MIS's Lone Ranger



While we didn't plan to picture everyone in MIS in the July-August *Spinner*, it turned out we did—all except Paul Tuemmler, left, systems development programmer, who must have felt conspicuous by his absence.



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OCTOBER 1973
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THE WEBB *Spinner*



\$28 Million Michigan Hotel Newest Contracting Project

A major investment for the Ford Motor Land Development Corporation — an 800-room hotel to be operated as the Hyatt Regency Dearborn — will be built by Del E. Webb Michigan beginning this month in Dearborn, Mich.

The \$28.2 million construction contract will be directed by Senior Vice-Pres. Appy Guizot from the Los Angeles office over the 24-month completion span.

The 14-story hotel will feature a 14-

story atrium, a revolving, roof-top restaurant, two ballrooms and 18 meeting rooms.

Negotiations were handled by Wayne Doran, president of the Ford Motor Company land development subsidiary, and Webb Exec. Vice-Pres. Bill Collins.

Architect is Charles Luckman Associates. Directing on-site Webb work are Billie Armstrong, operations; Jim Haslinger, superintendent; Jerry Stafford, project engineer; Morris DeConinck, field engineer, and Steve Haselhorst, accountant.

In other new Los Angeles work, contracts have been received to install a laboratory and remodel a cafeteria in a building at the Culver City, Calif., headquarters of Hughes Aircraft. Supervision is by the same staff directing another project there.

Building Kulilima Estates on Oahu, under Vice-Pres. Bob Sheer, are Ricky Okada and Creed Miller, superintendents; Stanley Ono, assistant superintendent; Walter Fujita, operations; Larry Thompson, project engineer; Tom Chestnut, office engineer; Domi Corpuz, office manager and Jim Kellar, project manager.



WORK BEGINS this month on the 800-room Hyatt Regency Dearborn, property of the Ford Motor Land Development Corporation.

Exciting Sun City Continues To Roll Up Sales Records

Sun City continued its amazing record as offices there reported sale of 2,444 living units for the first nine months of 1973, compared to 2,065 for the same period last year.

Value jumped from \$60 million last year to \$84 million for the first three quarters of 1973.

John Meeker and Owen Childress, Webb vice-presidents and top officers of Del E. Webb Development Co., expect new models to give an even

further surge to sales when opened during or near next January.

The new line of homes will border Willowbrook and Willowcreek, Sun City's eighth and ninth golf courses. Location is north of Bell Road (once considered the town's ultimate boundary).

Lending excitement to the flurry of home construction are other new building activities, including the 13-acre, 35-business Greenway Terrace Shopping

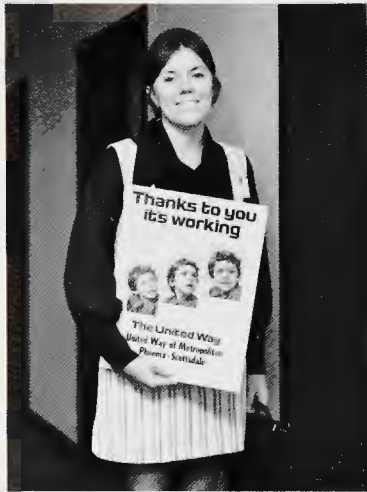
Center (the town's fifth), to include a Webb cafeteria; Webb's Fountainbell restaurant; new banks (to total 13); a new savings and loan (bringing total to 10) and six new churches (17 in all).

The ever-expanding list of recreational activities later this year will include a desert-type picnic area on the project-owned Heading Ranch north of Sun City, where skeet and trap shooting already is available.

INSIDE

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On The Travel Bandwagon P. 3

Exclusive Skyline Fraternity P. 4
What's A CPM, You Ask? P. 6



PAYING rare October visit to Home Office, Susan Wilson commented on her role as one of only four women loaned executives in the Phoenix-Scottsdale United Way fall drive.



KEY PEOPLE in the 1973 United Way of Southern Nevada campaign, discussing goal of \$1,182,300, are, from left: Dick Schofield, Sahara general manager and United Way president; Sahara Manager William Fitzgerald, chairman of the loaned executive program; Darryl Aguirre, United Way's "Miss Fair Share," and Les Hunter, hotel assistant manager and a loaned executive.

October Means United Way—And A Personal Commitment

Coast to coast, October is synonymous with what was once known as Community Chest but is now United Way.

Webb offices and employees from Virginia to Hawaii get involved in these annual campaigns. No where, though, is commitment more apparent than in Phoenix and Las Vegas.

Exec. Vice-Pres. George Reeve is vice-chairman of the Metropolitan Phoenix-Scottsdale United Way, and Sahara General Manager Dick Schofield is president of United Way in Southern Nevada.

Schofield, who this year conducts United Way board meetings, directs weekly report luncheons and generally maintains enthusiasm, last year directed Southern Nevada's largest division — the Pacesetter.

Reeve last year led a United Way fund-collecting division and this year shares the same leadership duties which Schofield heads in Las Vegas.

The Loaned Executive Program

Sahara Manager William Fitzgerald chairs Southern Nevada's program of obtaining "loaned executives" to head divisions and make personal calls. Sahara Asst. Manager Les Hunter is one of those executives.

"Ground-level" door knocking and phone calling is done by people like Les Hunter and Susan Wilson, Home Office secretary.

"One of the revelations of my life," is the way Susan describes the experience which began Sept. 5 and ended officially Oct. 17.

"If you don't think emotions are involved, then you haven't visited some of the agencies which benefit."

After a visit of representative beneficiaries, and a pre-drive training session, loaned executives were invited to drop out of the program if they didn't feel they could support it with enthusiasm.

Susan elected to stay.

She was one of 26 executives in the Commerce and Industry Division, responsible for securing \$1.4 million of the \$3.3 million Phoenix-Scottsdale goal.

Some of Valley's Largest Stores

Her 57 accounts included such firms as Sears, Saks Fifth Avenue, I. Magnin, Rhodes and American Express.

"We were instructed to start with each account's top executive, then work with an assigned chairman — showing a film, distributing literature and collecting money and pledges."

She averaged 70 miles per day in personal calls.

Servicing each account required an average of 12 phone calls.

"I can't think of anyone — wealthy or poor, young or old — who couldn't be affected by United Way. The flood last year, which involved many fine homes, resulted in Red Cross emergency measures totaling \$480,000."

The day this was written, Susan was given an additional 22 accounts.

She wasn't sure she could service them in one week, by Oct. 17, and she didn't necessarily want to return to Webb duties without completing her assignment.

They Know The Feeling

George Reeve and Dick Schofield know that feeling of involvement. Reeve says:

"Susan Wilson's whole outlook on charity is changed. Her dedication is the kind absolutely necessary for United Way programs to meet their goal."

The Home Office employees drive was not concluded when this was written, but the corporate headquarters had made its pledge.

It was higher than last year's. So was Del Webb Hotels International corporate and employee giving in Southern Nevada.

A deep understanding of charity was obvious.

Webb Hotels Move Further Into Travel/Leisure Industry

We asked Howard Goodwin, who heads new Webb hotel ventures into the booming travel industry, to explain some of the reasons for these new investments — Editor.

* * *

Q — Howard, why are we getting further into the travel business with our new Del Webb World Travel venture?

A — Because of the profit potential indicated, and because it expands our total capability to service a customer at a destination, whether we have a Webb hotel there or not.



"Good potential" — Howard Goodwin

* * *

Q — Is Webb the only large hotel company in this phase of operations?

A — No, there are others.

* * *

Q — We say we "wholesale" travel products. How do we make money as a wholesaler?

A — In packaging total travel arrangements and products on which retail agents earn commissions, we allow a profit margin for our services.

* * *

Q — What's a good example of a travel "package" we would put together?

A — The United Airlines/Del Webb World Travel package called the "Las Vegas Caravan." It's available to affinity groups of 40 or more from 43 cities. We supply the complete package, to Las Vegas and return, including air transportation, "meet and greet" service, ground transfers, baggage handling and hotel arrangements, plus various optional entertainment features. It's already a success.

* * *

Q — Are we competing with travel agents?

A — Some may think so at first, but when they realize we will offer packages which they might have difficulty in putting together, and that they will make commissions off our packages, we will become one of the "good guys."

* * *

Q — What about Del Webb's Club Caravan?

A — This is a separate venture which stands on its own. It offers travel, insurance, special treatment at Webb hotels, discount merchandise and other benefits and services.

* * *

Q — Obviously we expect these ventures to be profitable?

A — Yes, with a small beginning but with a potentially large future.

* * *

Q — Is Del Webb Hotels International planning other ventures into the travel industry?

A — We can not make definite future predictions, but consider that the industry contains such other service possibilities as more hotels, restaurants, rent-a-car, and local tour operations. The travel industry doubled in the 1960s. We believe it has the same potential in the '70s.

Safety 'Picture' Keeps Brightening

Nineteen jobs in Webb's Contracting Group and 10 Commercial Group projects completed August without a lost-time accident.

Safety records for Contracting, Commercial and Hotel groups all showed an improvement over July. While Commercial projects were not logged last year, Contracting and Hotel accident frequency rates were lower for the first eight months of 1972.

Contracting's rate, in fact, was 28 points better than July and 8 points better for the year to date. Hotel's rate was 2 points better for the same period.

Sun City, the only Development Group project on which safety figures are reported, also lowered its August frequency rate.

Frequency ratings are computed on lost time accidents per million man hours worked. Sun City's 10 lost time accidents in August, for example, gave it a 38.14 rating on 262,165 man hours.



GOLFING IS PART of the leisure boom, points out Goodwin, and is available → to Webb Las Vegas hotel patrons at the Sahara-Nevada Country Club.



How

WEBB-BUILT structures include: 1) Sheraton Oak Brook; 2) Commerce Plaza, Phase 2 & 3;



Developers Can Say They Built A Skyline?



Webb Can, In Oak Brook, Ill.!

Bank Building; 4 & 5) Executive Plaza Towers; 6) McDonald's Corporation; 7) Cinema 150.

ing Is Believing se For A Project

Photos support reasons for Massanutten's praise by naturalists (September Spinner). The Virginia project's ski lodge and building which covers lift, all "blend" into the scenery. Lower left photos show are lifted to leave terrain undisturbed, and a mag- toward the Blue Ridge Mountains. **RIGHT** — near Detroit, also displays a high regard for the ent, with townhouses nestled among the trees and a which seems to "hug" the ground, lower left. Lower (showing back of clubhouse), was taken on day Nicklaus, talking with Chrysler Realty Corporation Ed Homer, was giving an exhibition on the course design. Webb's Development Group is responsible ng all projects pictured on this page; the firm's Con- roup built the structures in the page's top photo.



In Pursuit Of A CPM!

Phoenix October Weather Unbeatable, IREM Students Hear From Inside

Two Webb out-of-town office management men spent the first week of October in the Phoenix TowneHouse, compliments of their bosses.

Bill Whiteside and Bill Busi didn't see too much of their rooms, however, or the TowneHouse pool, either.

After Monday's 13-hour session, the remainder of their week averaged only eight hours in class, with a nightly assignment.



DUANE ROBERTS—He sat in class wondering what 90 other professionals thought of Rosenzweig Center management.

The occasion was the Institute of Real Estate Management's Phase II toward a Certified Property Management award — roughly equivalent to accounting's CPA designation.

Becoming a CPM requires five years of field experience (three if working directly under a CPM) and at least three IREM courses.

Whiteside is leasing and property manager for Houston's 609 Fannin Building and Busi is project leasing manager at Purdental Plaza in Denver, Colorado.

Phase II is offered in only five U.S. cities this year.

"It helps to get away from the office," say the two property managers. "It improves concentration."

Duane Roberts, property manager for the entire Rosenzweig Center complex and also working for a CPM, probably agrees.

Completing Phase II with Whiteside and Busi, he undoubtedly was wondering what was happening in his nearby office, and how 90 other professional property managers were sizing up Rosenzweig Center.

"No comments were good comments," summed up Roberts.

Large Buildings Pay Large Taxes; Do Neighbors Appreciate The Help?

Did you know that 19 highrise buildings in Phoenix, including Rosenzweig Center, pay \$2.65 million in real estate taxes?

Or that building owners must pay a four per cent tax on rents they collect?

Harold Belsher thinks most people don't realize what highrises contribute in taxes and too many really don't care.

Which is a frustration of being president of the Arizona chapter of Building Owners and Managers Association.

"Nearby residents often resent a new highrise. If they knew how much of their tax load is assumed, it would be different" points out the Del E. Webb Realty & Management vice-president.



LITTLE RED SCHOOLHOUSE was big white Phoenix TowneHouse for Bill Busi, right, and Bill Whiteside, who didn't get to sample much of the famous Phoenix October weather while attending a real estate course.

Remodeling Program Paying Dividends As 609 Fannin Secures Houston Shipper

Texas Transport and Terminal Co., one of Houston's largest shipping agencies, will headquarter in the 609 Fannin Building. Bill Whiteside, Del E. Webb Realty & Management Co. property and leasing manager for the 22-story former Shell Building, said leasing agent Bob Kawa negotiated the contract.

The 609 Fannin Building was purchased in 1970 by World Service Life Insurance Company and the Webb Corporation.

A \$1.5 million remodeling program earned recognition in 1972 from the Houston Municipal Art Commission and a national Excellence In Building Modernization Award by *Building Magazine*.

MD Telethon Termed Webb Firm's Largest Single Public Relations Event

Sahara Publicity Director Larry Close termed it the "largest public relations venture in the history of the Del Webb Corporation."

For 20 hours on Sept. 2-3, the Sahara hosted the 20-hour Jerry Lewis telethon for Muscular Dystrophy, beamed into 153 major cities. The hotel exterior was seen by viewers at night and at sunrise.

Mary Larkin, chief Sahara operator, said a record 23,982 in-coming calls were logged, even though the telethon had its own number (with 250 lines).

Close estimated more than 10,000 callers tried to reach Lewis through the Sahara switchboard. "Our number was never announced — callers either saw it in our national ad or called their operator."

Close and associate Bob Brackett

said that Sahara Chef Don Anderson served a record number of coffee shop and buffet patrons, and that Eddie Warren, security chief, was responsible for controlling lines of up to 3,000 waiting to see the telethon (the audience was rotated every 30 minutes).

"The Sahara staff found out exactly what 'Labor Day' means," said Close.



RIGHT — Sahara General Manager Dick Schofield presents Jerry Lewis with \$5,000 donation from Webb Corporation. **BELOW** — Sound stage for Lewis telethon was responsibility of Benny Carlson, Sahara catering director. Sound men Bob Marks, Dick Keller and John Hayes installed more than two tons of audio and video equipment.



Our Anniversaries — Mr. Webb Started It All, Maxine Records It All



LAST MONTH we promised a photo of Mr. Webb in honor of 45 years service (he founded the company in July, 1928). We wanted a photo of Maxine Newman — Mr. Webb's secretary, who keeps records on all anniversaries — presenting his award. Busy schedules prevented that, so we are showing Maxine receiving her 10-year pin. Congratulations, Mr. Webb! And Maxine, thanks for recording our employment birthdays!

Talent Must Be Where Courses Are?



ABOUT 325, including 30 women, competed in the fall golf tournament at Sun City for Webb area employees. Winning teams on courses on which the novel "best lie" event was held, each with a 63, were composed of eight Sun City and one Mountain Shadows employees. Back row, from left: Dan Dell, Ernest Carranza, Juan Jimenez, Bill Bates and Jim Dunn. Front row: Tom Kelley (Mountain Shadows) Gary Love, Coy Myers, and Alex Martinez. Home Office talent, where were you?

Webb Point Of View (On Many Points)

Vice-Pres. **Don Stephenson** was one of only eight people to be honored at the annual Phoenix Metropolitan Chamber of Commerce recognition dinner, attended by 800. His award was for organizing two statewide education conferences for the Chamber, for which he headed the Education Task Force. Another honoree was **Chuck Kersey**, for compiling a travel guide while he was TowneHouse sales manager * * * **Joe Laird**, corporate safety director, and assistant **Ed Pierson** have each been named to the executive committee of the National Safety Council, Home Building and Heavy divisions respectively * * * Assigned from the Los Angeles office to a midwest job, **Jerry Stafford** secured doctor's permission to fly pregnant wife Dale ahead, then left a few days later via family camper. The stork, on the same itinerary, arrived in Milwaukee less than 24 hours after Jerry. Another healthy boy, their third * * * According to Marina City Club Social Director **Fran Fanning**, 12 fully-clothed guests took a plunge in the pool plankwalk at the annual luau, where the George Ishiharas won a trip to the Kuilima. **Judy Coleman**, MCC public relations director, reports filming of Universal's "Double Indemnity," with Lee Cobb, Samantha Eggar, and Richard Crenna. Others filmed at the Webb-managed complex, chosen for its marina setting, include Charlton Heston, Jackie Cooper, Cloris Leachman, Glenn Ford, and Don Knotts * * * With time before his Phoenix flight, Sun City Sales Manager **Ken Parker** found a corner of Chicago's O'Hare Airport waiting room, plugged in a "desk top" projector, and leaned back to watch a new Sun



City film. Others gathered, and 22 minutes later Ken started answering questions. Several weeks ago he sold a home to one of his airport viewers. That movie, and another entitled "The Story of Arizona and Sun City," both made by Sun City's advertising department and narrated by Jack Ware and Sen. Barry Goldwater, respectively, have combined showings to 275 schools, districts and colleges; 1106 clubs and organizations; 31 national or statewide conventions, 50 federal or state agencies and 11 Arizona and 45 television audiences * * * Modern Maturity Magazine reports that a study by University of Wisconsin's Drs. Gordon Bultena and Vivian Wood indicates that residents of Sun City are better adjusted and satisfied than retired people elsewhere * * * And finally, on Sun City, Chicago Tribune Columnist Jack Mabley implied in an otherwise complimentary column that Sun Citians live mostly for fun and games. An immediate and wide response brought another column, including the statement: "I learned . . . there exists an unlimited outlet for social and charity work for Sun Citizens, and they are heavily in it." It must be flattering to be so well read so far from home * * * An interesting followup to Resorter Editor **John Romero's** interview with Sybil Leek: Kuilima Public Relations Director **Len Yelinek** says that James Harvey of Las Vegas, who has been "practicing scientific astrology for 45 years and is said to have an 80 percent batting average," predicts the Kuilima will become world-renowned as a gourmet spot and in 1977 will be one of Del Webb's most successful hotels.

Sig Front Is Honored In 'Really Big Day'



"SIG FRONT DAY" was an appropriate title for a Sept. 28 event in which the Webb hotels sales director was recognized by Nevada's Governor Mike O'Callahan, left, Las Vegas Mayor Oran Gragson, the Hotel Sales Management Association International (of which Sig is president) and the University of Nevada at Las Vegas, which hosted the luncheon in Front's honor. Some 300 people attended. Tim Lafferty, president of the UNLV Hotel Association, said: "Seldom in the history of a city does a man from that city rise to the top of his profession. Sig Front has accomplished that goal . . . We consider it only appropriate that tribute be paid to this man who has contributed so much to the high quality of professionalism in the hotel industry and whose efforts have so greatly aided in establishing Las Vegas as the resort and convention capital of the world."



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THE WEBB *Spinner*



Much To Be Thankful For Despite Shortages, Have A Good Christmas!

Excessive power use and outdoor displays are out, but minimal indoor Christmas lighting is still in.

Long weekend automobile trips may be temporarily out, but good eating is still in.

It may or may not be a white Christmas for Webb employees, depending on their geographic location.

But it shouldn't be a blue or black Christmas either. With generous giving and good will still in fashion, and tasty meals like those served at Del Webb hotels still available, Christmas 1973 should be a very good one.

Merry Christmas and a Happy New Year from the Webb Spinner staff.



A HOME OFFICE institution, the 17th floor "pull up" Christmas tree with its minimum of lighting and maximum of decorations, really came into its own this year. While secretaries Marge Klinefelter and Joy Lewis arrange a "snow" blanket and top angel, respectively, Judy Williams affixes the first of many non-electric decorations to adorn the tree.



FOOD IS STILL plentiful in America, and fine restaurants will be serving bountiful meals during the holiday season. Del Webb's TowneHouse chef, Harry Locher, holds a roast duckling and trimmings, one of five dinners on the hotel's Christmas menu. Despite recent price increases, food is still a bargain compared to many European countries.

Webb personnel have wasted no time in responding to our nation's energy "crisis." Most affected are the Hotel and Commercial groups. Their reaction to shortages that threaten the hotel-resort industry, and

perhaps office operations too, is outlined on pages four and five. Also, for a mouth-watering Christmas menu, see page three, and to learn why "old coot" is not a popular phrase in Sun City, read page eight.

Safety Remains A High Priority Item

Commercial Group operations retained the best Webb safety record, with all properties logging an accident-free September and October. Group properties show a 10.73 frequency rating through 10 months, with only Crown Center reporting any accidents in 1973.

Frequency ratings (accidents per million man hours) in the Hotel Group remain lower than the first 10 months of 1972, with the Mint, Newporter Inn and Phoenix TowneHouse showing measurable drops, and the Kulima a fairly sharp increase in accidents.

At the Development Group's Sun City, the Webb project logging most working hours, frequency was down in October over September, but remained behind 1972 (28.60 to 24.78, but still below the Webb target of 30). Projects reporting for the first time were Massanutten (with two accidents) and Val Moritz, with none.

In Construction 19 projects logged two months of accident-free work. Kulima Estates incurred four accidents over two months, and Saint Agnes Hospital, Red Hill Housing and Tri-Service Housing each logged an accident in October.

The group's rating remained below the 1972 figures, but above the Webb target.

Webb's Contracting Group operations in Oak Brook, Ill., have earned a Certificate of Commendation for no disabling injuries in 1972,

according to Walt Bombard, manager of operations. Recognition is by the Chicago Builders Chapter, Associated General Contractors of America.

TowneHouse Contest

Del Webb's Phoenix TowneHouse, one of the hotels showing the best improvement in accident frequency over 1972, has initiated an Employee Safety Incentive Program.

All employees of all departments completing an accident-free month are eligible for a drawing for a prize. Recognition through yearly awards to department and department heads is also established.



TOWNEHOUSE WINNER in a new safety contest is Terri Kaufman, receiving a prize from Don Berdine, LPS Engineering Services. Terri joined the TowneHouse staff in 1967 as a PBX operator, and was promoted last August to accounts payable clerk.

Happenings At Virginia's Marvelous Massanutten

* Toll-free phone numbers allow Washington, D.C. enthusiasts to check on snow conditions on Massanutten's slopes, where night skiing is offered.

* In the brief 21 days ski slopes were open last season, 8000 skiers bought tickets.

* Like Sun City, Massanutten has a Del Webb Drive.

* The project's first nine ski slopes were named, in a contest, after Indian tribes. The units in one of the subdivisions are named after Virginia's six signers of the Declaration of Independence (can you name even two?)

* Two tennis courts and a swimming pool are open, a lake has been stocked with fish, and the first nine holes of a golf course designed.

* Massanutten property has been in the Hopkins family for more than 100 years. In Civil War days Hopkins Springs was a famous mineral spring spa.

* Don Warner, formerly general manager at Beech Mountain, a well-known North Carolina ski and recreation development, is now Massanutten's new general sales manager.

Those signers were Jefferson, Lee (Richard), Harrison, Wythe, Braxton, and Lee (Lightfoot).

TowneHouse Conference Focuses Attention On Minority Opportunities



PRINCIPALS AT Conference on Minority Economic Opportunity, Nov. 8 at Del Webb's TowneHouse included, from left: Don MacNaughton, chairman and chief executive officer of The Prudential Insurance Company of America, who delivered the principal address; R. H. Johnson, Webb Corporation president and chief executive officer; Sam Mardian, president, Phoenix Metropolitan Chamber of Commerce; Al DeRogatis, Prudential's

community relations director and Bill Warriner, Webb Contracting Group's director of sales and chairman of the Chamber's Minority Affairs Task Force, an assignment for which he recently received a plaque and recognition at the Chamber's annual banquet. At the TowneHouse conference, Warriner presented a directory of approximately 900 minority-owned and operated businesses, available to members.

Good News About Food Prices, Too A TowneHouse Dinner To Whet Your Appetite

A comparison by *Forbes Magazine* of six staple items shows February, 1973 food prices 25 per cent higher than the U.S. in France, and 79 per cent higher in Switzerland.

TowneHouse Executive Chef Harry Locher, who has worked in both European countries and whose mother lives in Switzerland, expressed some surprise at the difference.

He also questioned that eating out is "sky high" in Switzerland, a term used by *Forbes* with the statement: "Dinner at a pleasant, not plush, fish restaurant can run over \$60 for three."

"You can spend \$60 eating lobster, including wine, in a 'pleasant' U.S. restaurant," points out the amicable Locher.

"In Europe, you must realize you have few chain restaurants to bring down the average cost of eating out, as we do here."

Nevertheless, Locher agrees that hotel dining in America is a good value, and that anyone who believes they can fare equally well in Europe on lower budgets just isn't aware of the facts.

In drawing non-convention and non-office hotel dining trade, the chef makes a point.

"At the TowneHouse, we try to make customers feel more at ease and more at home, even though they realize they can't get service like ours at home."

Entrees on his Christmas menu will range from \$5.50 to \$9.50.

One of Chef Locher's favorites, priced at \$7.00 will appear as follows:

* * * *

ICED RELISH TRAY WITH JUMBO OLIVES

CHOICE OF ONE:

Tender Hearts of Romaine With Caesar Dressing
and Croutons

Chilled Citrus Fruit Cup
Cream of Mushroom Soup

ROAST LONG ISLAND DUCK
WITH BLACK CHERRY BRANDY SAUCE

SPECIAL STUFFED POTATO

HONEY GLAZED BABY CARROTS

CHOICE OF ONE DESSERT SELECTION:

Hot Apple Raisin Pie With Brandy Sauce
Festive Eggnog Ice Cream
Chocolate Mousse

LOAVES OF TOWNEHOUSE BREAD

BEVERAGE

AFTER DINNER MINTS

* * * *

Brighter Days For Cerebral Palsy



CHRISTMAS looked brighter and United Cerebral Palsy was richer by \$10,000 after Terry Dorsett, left, received a check from Don Luke, representing Chrysler-Plymouth Dealers of Maricopa County. Dorsett, manager of data processing for the corporate Management Information Services department and president of the Central Arizona chapter of Cerebral Palsy, says the October Imperial Ball sponsored by the auto dealers is expected to yield even more funds to help operate a Phoenix elementary school for multiply-handicapped children. Dorsett was recently appointed to UCP's national board of directors.

Cheerful Room—Cheerful Voices



ONE Home Office area always decorated with a lot of imagination and a minimum of blazing lights is the office of PBX Operators Pat McGuire, left, and Nancy Newton. This bright, 1972 scene is a reflection of the cheerful voice with which Pat and Nancy greet those who call Del E. Webb Corporation headquarters.

Engineering, Common Sense, Even Patriotism Helping Webb People, Projects To Meet The 1973 Energy 'Crisis'

The October issue of *Skyscraper Management* contained an article by Quaid Minich, "You Can Demand Lower Operating Costs."

If it wasn't a premonition, at least the Webb Realty & Management engineering vice-president was "on the money" in choosing his subject.

By early November, Webb properties in all parts of the country were taking firm measures to save electricity and fuel.

And tenants, employees and hotel guests were responding well to measures not seen since rationing and shortages of World War II.

Del Webb hotels not only were asking their thousands of employees to cut power use, but posting signs asking guests to turn off lights and television when leaving their room for a time.

"We are quite aware and concerned about the current energy crisis, and have taken affirmative steps toward conserving power," said Jess Hinkle, president of Del Webb's Hotels International.

"We have met with all of our general managers. They in turn have met with their department heads. Steps taken not only save energy and reduce costs, but set an example for employees to conserve energy in their homes.

"I believe the hotel industry, particularly Webb Hotels, by taking the initiative and darkening a significant amount of outdoor lighting, has set an example for the community, the state, and the nation."

Jim Searles, chief engineer for Hotel Sahara, says energy saving must become a way of life for resort employees, "a patriotic feeling."

Searles says the hotel itself is saving in many ways, and the big remaining challenge is in the home.

"Sahara management is thinking about issuing pledges with which employees can dedicate themselves to reducing home power use by 25 per cent."

C. Van Hoy, Hotel Sahara-Tahoe chief electrician, decided he should survey his own department before urging others to reduce lighting.

"He ended up using 73 per cent less power," says Tony Hartman, hotel public relations director.

In one of the more dramatic moves, 60 halide arc lamps used to floodlight two Rosenzweig Center high-rises were shut off.

The Webb Building was the first Phoenix office highrise to completely light its exterior, and along with Greyhound Tower, only last spring was awarded first place for its lighting effects by the Electric League of Arizona.

(See page six for the prizewinning photo.)

Webb personnel were taking leading roles in asking cooperation among all Phoenix area office buildings in saving energy.

Harold Belsher, Webb Realty and Management's vice president/commercial development, and president of Arizona Building Owners and Managers Association, late November directed an appeal to BOMA members.

The association represents buildings housing 250,000 tenants and 29,000 employees.



"We have set a good example" — Jess Hinkle

Necessity Brings Phrasemakers

Lexicographers do not agree on the author of the phrase, "Necessity is the mother of invention."

The energy crisis is an amazing example of the saying's truth, however, as Webb projects from Virginia to Hawaii are demonstrating.

Phil D'Anna, Oak Brook project manager, in a memo to employees asking for extraordinary cooperation, finishes with this call to action:

"LIGHTS OUT — KEEP COOL — EASY ON THE GAS."



SPECIAL EMPLOYEE appeals, such as this "Energy Crisis Special" displayed by Cindy Enos, Hotel Sahara-Tahoe secretary, have alerted Webb employees to need to conserve electricity and gasoline.

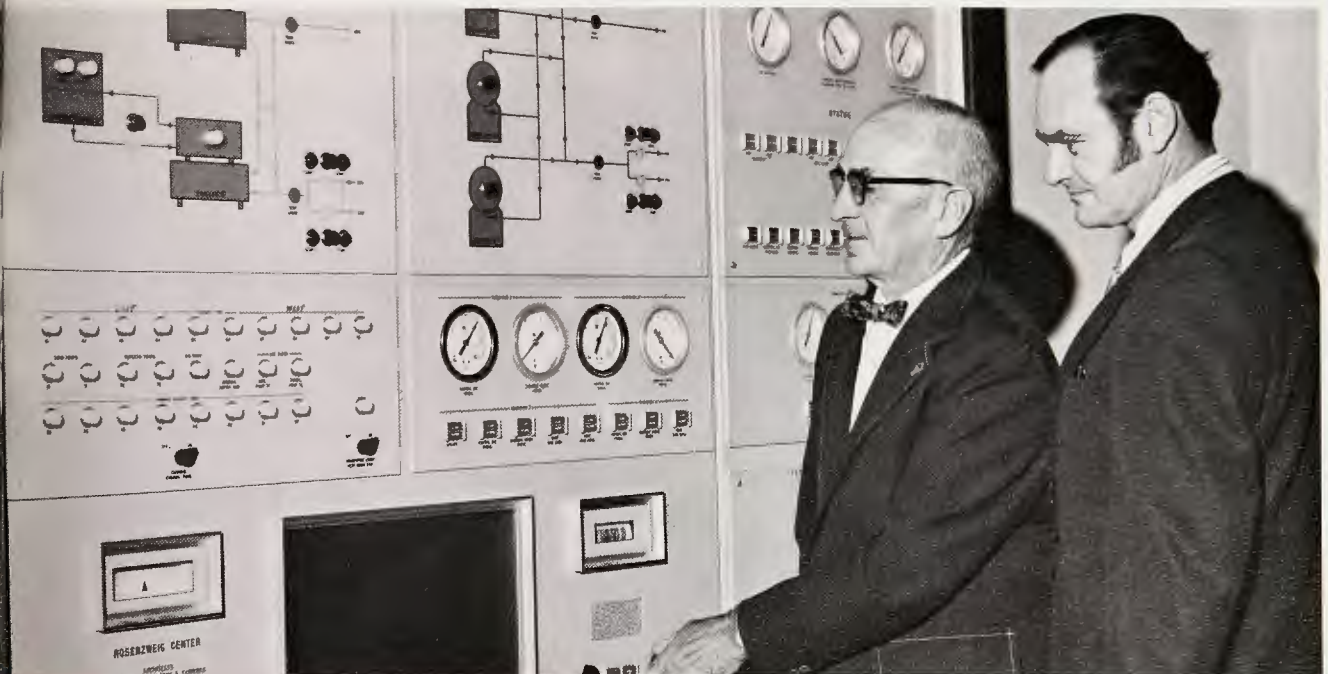
There's A Variety Of Ways To Save Power



GENERAL halide arc lamps, pointed out by Helen Power, Rosenzweig Center Building Office receptionist, are among 60 which, when they were darkened, made Rosenzweig Center a nighttime landmark for the entire Valley of the Sun as well as a beacon for motorists and airline passengers.



BUSY MAN in Rosenzweig Center is Kenneth Ketchum, chief electrician of LPS Engineering Services, who checks candle power at desk of Judy Schneider, secretary. Survey of lighting, beginning in Webb Home Offices, resulted in removal of fluorescent bulbs of up to 50 per cent in one large room.



ENGINEERING represents great power savings potential, and in Rosenzweig Center, one of many new innovations is sharing cooled and heated water among five buildings. Heart of the Center's

mechanical operation is this control center, examined by Quaid Minich, left, and Marvin Todd, engineering and property management vice-presidents, respectively, for Webb Realty & Management.

Sahara Win Brings Smiles To Mahaffeys



MRS. JOHN Mahaffey wasn't going to let a \$27,000 check get away, as she opened her purse to accommodate the reward her husband received as 1973 winner of the 15th annual Sahara Invitational. Watching were Del Webb and Lynda Carter, tournament queen and former Miss World-U.S.A. Six former Invitational champs were among those who competed for \$135,000 in prize money on the Sahara-Nevada Country Club course.

Jantzen Picks Kuilima



JANTZEN, INC. has named one of the largest swimwear/shirt groups in its men's line after Del Webb's Kuilima Hotel, according to Herb McDonald, advertising and promotion director for Del Webb Hotels International. Promotion of the Kuilima line will include boosts for a national television special featuring Jerry West, who with Dave Marr modeled at various locales around the resort. The advertisement pictured above is among those to appear in four colors in *Playboy*, *Esquire* and *World Tennis*, as well as many "trade" magazines.

Mr. Webb Donates New Diagnostic Tools



FIRST of its kind in Arizona, a microcirculatory correlator is tested by Del Webb (using a thumb circulatory band) under surveillance of Dr. Bayard Horton and Dr. Dorothy Macey. Mr. Webb donated two of the machines to the Walter O. Boswell Hospital in Sun City, where Dr. Horton is director of medical research and Dr. Macey is director of clinical investigation. The units are composite electronic instruments for monitoring the vascular system from a relatively new diagnostic perspective — the micro blood vessels (of which the human body contains enough, if placed end to end to circle the earth two and one-half times).

Rosenzweig Center Darkens Floodlights To Save Power

Lighting Contest Prizewinners, Greyhound Tower, left; Del Webb Building, right.





PANEL MEMBER W. J. (Jim) Miller spoke on "The Financial Future of Community Colleges," at the October Phoenix convention of North Central Community-Junior Colleges. The three-day event in Del Webb's TowneHouse attracted more than 300 delegates from middle-U.S. and the Southwest.

AT TOWNEHOUSE meeting, an award for 10 years of "Out-standing Service" was presented by Dr. John Prince, president of the Maricopa County Community College District to Webb Executive Vice-President Miller. His service spans two terms as board president, separation from the Phoenix Union High School system and a rapid spurt in growth.

From Selling Caps To Capping Students

Webb Officer Part Of Explosive School Growth

When he was hawking caps at football games to benefit the West High Dads' Club, W. J. (Jim) Miller couldn't foresee his future in education.

Even if he had, the Webb executive vice-president/treasurer probably wouldn't have had it any other way.

Early interest in high school activity led indirectly to being named, and accepting, a directorship of the Maricopa County Community College District.

That was 1962.

Since then Jim Miller has served twice as board president of one of the nation's fastest growing community college systems, and now America's third largest district.

Figures reveal the explosive growth.

	<u>1962-63</u>	<u>1972-73</u>
Enrollment	5,084	37,092
Budget	\$3,517,252	\$24,587,993
Full-time Faculty	183	640
Full-time Clerical	40	589

"Each of our five board members represent about 200,000 Maricopa County residents," explains Miller, "I

am responsible for the area west of Phoenix's Central Avenue."

A school system representative paid tribute to the Webb treasurer:

"Jim Miller not only is valuable as a representative of the business community, but he can be counted on in another important way.

"He will ask questions that need to be asked on fiscal responsibility, socially-oriented innovations, and other 'new' areas.

"Yet you can be equally sure he'll vote with the majority if he believes the issue is in the best interest of the entire community."

Proof that Miller has helped the district live up to its name as a "community" venture, says the representative, is that for the first time night students, including many part-time and adults, outnumber day students.

Phoenix College, the only school functioning when Jim Miller joined the board, leads in enrollment with 10,897, followed by Glendale, Mesa, Maricopa Tech and Scottsdale.



OCTOBER

10 YEARS — Mary Larkin, Edward Ozuna — Hotel Sahara; Oscar Hofmann — Mt. Shadows; Harold Belsher — Phx.

15 YEARS — Roberta Petrovich — Hotel Sahara; Mabel Seitz — Phx.

20 YEARS — Al Heller — Hotel Sahara.

NOVEMBER

10 YEARS — Ruth Banta — Sun City; Bill Collins, John Rechlin — Phx.;

Alton Robinson, Richard Howe, Jones Kinser, Odessa Byerley, Martha Allred — Hotel Sahara.

15 YEARS — Gary Ruggles — Sahara Hotel.

DECEMBER

10 YEARS — James S. Haslinger — L.A.; Albert Hoye, Russell Bentulan, Harold Armstrong, Carlos Mares — Hotel Sahara.

15 YEARS — James Schirm, Joseph Soltis, Gene Felkins — Hotel Sahara.



Webb Point Of View (On Many Points)

Want an author to autograph his book for you? Buy a copy of "Standard Refrigeration and Air Conditioning Questions and Answers," and **Quaid Minich**, Webb Realty & Management's engineering vice-president, who is proudly displaying McGraw-Hill's second edition, will happily comply * * * In a letter to Chairman **Del Webb**, referring to the overhaul headquarters the Webb firm completed in Kansas City, Trans World Airline's Chairman C. C. Tillinghast wrote, in part: "I appreciate the vigor with which Mr. (Bill) **Collins** and the rest of your staff proceeded in completing this facility . . . I also appreciate the way your organization honored the verbal commitments which you and Mr. Collins made relative to doing your best to give us a quality building as quickly as possible." * * * The refrain from a currently popular song includes the admonition, "You don't pull on Superman's cape, and you don't spit in the wind." At Sun City, Arizona you don't use the phrase "old coot," not only because most of the residents are very young at heart, but because "coot" is a dirty word for a dirty bird. Sun City's two lakes attract hundreds of them, and in turn they are attracted by the lush grass and flowers in bordering yards. The hitch is that coots are protected by Arizona law. Last year Webb personnel rented motor boats and shotguns



to race around the lake firing blank shotgun cartridges to move the fowl on, and even trapped them for transportation to other parts of the state. This fall, reports the *Sun City News-Sun's* Don Rosebrock, one lakeside dweller has propped up dummies in lawn chairs, which bracket a "No Coots Allowed!" sign. Mrs. L. A. Schulze, who once in a while joins the dummies in another chair, just to keep the birds honest, says the scheme is working. Other residents are using non-lethal air rifles, shouted obscenities, and other futile gestures. * * * The Kuilima is making news! A nationally-syndicated travel column reports the Oahu hotel is offering a travel "package" which can include visits to nearby nudist colony (not run by the Kuilima). *Forbes Magazine* notes: "The new freedom in fashions has led individual businesses to impose rules of their own. In Hawaii, for example, Del Webb's Kuilima Hotel has supplemented the usual admonitions against bare feet and wet swimsuits in the hotel's bars and restaurants by a new rule: 'Blouses must be reasonably buttoned.'" * * * It was not as exciting, but worth noting to read in *Incentive Travel Manager Magazine* that the Kuilima and Hertz Rent-A-Car have teamed on a "Wheel-Around-Oahu" package to include hotel

accommodations and a car for 24-hours, and, in the hotel's own newsletter, that the first Kuilima-sponsored Connie Stevens Celebrity Tennis benefit "netted" \$35,000 for a Saigon hospital. * * * We didn't mention in our October United Fund story that **Bill Warriner** served as a loaned executive captain of the Phoenix Construction Division. * * * **Bob Cannon** is a new Webb Development Co. vice-president * * * Chief researcher for newer and better shuffleboard courts at Sun City is **Reuben Burnham**, who reports the sport outdraws billiards 3 to 1 and mini-golf more than 2 to 1 * * * At Marina City Club, where Mark Spitz, John Lambert (publisher of *Playgirl*) and John Hadl are among the more illustrious tenants, Hadl, the Los Angeles Rams quarterback, uses the complex's three-block-long marina for his off-the-field running * * * The 25th annual Pillsbury bake-off will be telecast nationally Feb. 19 from Del Webb's Phoenix TowneHouse * * * **Marvin Todd**, Webb Realty & Management Co.'s vice-president/property management, and **Ron Tracey**, property and leasing manager for Webb-managed property in Tucson, recently spoke at a Realtor's convention in that city.



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THE WEBB *Spinner*



What Are They Seeing?



SUN CITY'S new model homes opening brought lots of people and lots of stares at some new features. See pages two and three.

What Is He Doing?



CRAIG HAZELTINE'S bike trip is one of many ways Home Office employees are coping with the energy crisis. See story below.

What Is He Saying?



CITIZEN'S movement led by Exec. Vice-Pres. George Reeve won favorable results in Washington, D.C., plus Phoenix television interviews. See story below.

Sun City Unveils New Array Of Model Homes

Sun City unleashed a dazzling array of new homes and apartments in mid-January. While only time will tell how the general public accepts the innovations, a pre-public employee opening revealed many stimulating features.

So many things are happening in the booming resort-retirement town, in addition to new homes, that two private firms, with three newspaper editions a week, barely scratch the surface.

A brief capsule:

SUN BOWL CELEBRITIES

When the box office opened in Sun City Jan. 2 to sell \$8.00 season tickets to the annual Celebrity Series, all 5,000 were gone by noon. Lines began forming at 6:30 a.m.

Individual tickets (2,500) at \$2.00 each remained for shows that included

(Continued on Page 6)

Here's How Some Meet Energy Crisis

Response to a Home Office questionnaire on ways Webb employees are saving energy reveals such a variety that one person could not possibly think of them all.

On the premise that good ideas inspire others (people and ideas), here we go:

The most often-named home energy-saving device was turning down the thermostat. Doug Mills notes that he keeps night temperature at normal levels, but lower in the day when his small children can be dressed warmly and watched.

Lowest night temperature listed was 65, at the W. J. Miller home, where unused rooms are closed off. In the Bob Whitacre, Charles Ingham, and George Reeve homes, curtains and drapes are closed to conserve heat. Ingham opens them during day to let in warmth, and

(Continued on Page 6)

Citizen Power Felt In Washington, D.C.

Citizen power in its finest form was mobilized in early December to fight an undefinable regulation of the federal Environmental Protection Agency (EPA)

Deliberately choosing a name which stood for a different line of thinking — Proper Environmental Planning (PEP) — the citizen group selected Webb Corporation's George Reeve as chairman.

On Friday, Dec. 14, in a fast-moving press conference that lived up to its acronym, Reeve told a room full of media representatives and officials that he and others would go to Washington the following Monday.

By Sunday, an EPA representative in Washington had promised an Arizona U.S. senator the regulation in question would not be enforced — for the present.

(Continued on Page 4)

What The Public Didn't See At Sun City, Arizona

GETTING 22 MODEL HOMES ready for an eagle-eyed, discriminating public is no easy task, no matter how long a lead time is available. When a work force is already busy building and furnishing 10 or 11 new homes and apartments per day, the assignment takes on added pressures. Photos on this page represent pre-opening scenes, including new indoor pool, six-foot-bath and elegant dining room features.





What They Finally Did See Obviously Intrigued Them

ALERIA '74 is the title given to Sun City's home models, which range in price from \$90 to \$69,990 and feature five modes of living. Departures from traditional design include unusual room shapes and ceiling treatments, and the indoor swimming pool. Instead, in place of the pool, is a conservatory landscaped with exotic plants or carpeted as an Arizona room.



Webb Officer Leads Arizona Challenge Of Undefinable Federal Parking Regulation

(Continued from Page 1)

EPA had chosen a highly questionable method to improve or maintain — no one is sure which — the quality of the air we breath, an admirable goal.

In early December, in an edict called "Arizona's Transportation Control Plan," EPA called for a number of tough — or unattainable or unenforceable, no one is sure which — controls over any new parking facility for 50 or more cars.

The item which incensed so many Arizona business, labor, civic, and governmental leaders, reads:

"The emissions resulting from the design or operation of the facility will not prevent or interfere with the attainment or maintenance of any national ambient air quality standard at any time within 10 years from the date of application."

Reeve called the rule "undefinable by every attorney I've talked to," and added: "There are no engineering specifications in existence today capable of providing air quality standards 10 years in the future.

"Since regulations are retroactive to Aug. 15," said Reeve, "businessmen and individual citizens have suddenly become criminals if they started, or are modifying existing facilities without written EPA approval."

The penalties to which Reeve referred include fines, "for any person," of up to \$25,000 per day for the first offense, or imprisonment of up to one year, or both, with the fine and prison maximums doubled for subsequent offenses.

Reeve said Dec. 14 that PEP was formed after the community was "shocked into reality," and that, if enforced, EPA rules could create "economic chaos."

The PEP membership list on Dec. 14, after one week of existence, included 66 well-known Arizonans, including at least 19 presidents or chairmen of Arizona-based firms.

BULLETIN

Just before the Webb Spinner went to press, the EPA announced it was delaying until Jan. 1, 1975, enforcement of the controversial parking rule.

A statistic from the Dec. 31, 1973 issue of U.S. News and World Report reveals why the auto is so essential to the economic well-being of the Valley of the Sun.

Among the 50 largest metropolitan areas in the U.S., Phoenix, with 89 per cent, is tied for fourth in the percentage of employees getting to work by car.

This compares to 41 per cent in New York and 67 percent in Chicago.

(As an answer to the quality of air, the energy-fuel shortage, and the unsafe factor of mixing big and small cars, it is the editor's opinion that the government should establish an auto horsepower maximum and a reasonable time in which to implement it. There would, of course, have to be separation of trucks and autos.)

Fresno Center Sold To Salt Lake City Company

The Webb Corporation has sold Fresno Center to Collier Heinz Associates (CHA) of Salt Lake City.

Webb closed the 210-room hotel portion of the complex last Aug. 19 after a number of years of loss operation. The lower half of the tower complex, comprising office space, remained open.

Fresno Center was opened in 1964 in downtown Fresno, Calif. It also includes a 310-car garage.

CHA, which reportedly owns 23 office buildings and hotels or motels, plans to reopen Del Webb's Towne-House hotel under a new name.

Here's W

"Our elected officials in Wa have been promised relief from EPA regulations, but not in writ George Reeve, on Jan. 9.

"We may have some action s ever.

Greyhound Tower



Office Building Can Mean To A City Like Phoenix

we want clean air. But keep- part of the Arizona work force in unemployment lines is not y to get it." s a way of demonstrating the mpact of one office building on

the Valley economy, in PEP's Dec. 14 press conference cited Greyhound Tower in Rosenzweig Center.

Greyhound Tower, for which 600 parking spaces were created, by *Phoenix regulations*, and which are all now in use by

Greyhound Tower tenants, might never have been built under current, standing EPA regulations.

enter

ONE TIME IMPACT

ITEM	NUMBER JOBS	CASH OUTLAY
Related Fees	10 (realtor commission, title company fees, and attorneys' fees)	\$ 100,000
Development and Planning	75 (architect, engineer, construction lender, permanent lender, public relations, contractor, city plan review, and leasing agents)	1,500,000
Construction and Materials	560 (truck drivers, laborers, electricians, carpenters, cement finishers, elevator mechanics, steel workers, mechanical installers, painters, glass workers, engineers, and inspectors)	7,000,000
Land		<u>1,500,000</u>
TOTAL ONE-TIME IMPACT		\$10,000,000

ANNUAL CASH IMPACT

Building Operation	30 (cleaning, utilities, administration, operating engineers, and vendors/suppliers)	\$ 400,000
Tenants	1500 (average income: \$15,000)	22,500,000
Taxes	(city sales, state sales, state income, federal income, property and tenants' taxes)	<u>500,000</u>
TOTAL ANNUAL IMPACT		\$23,400,000
TOTAL JOBS INVOLVED		2175

(These figures based on estimated 1973 costs)

Model A, Bikes, Busses, Tune-Ups And Candlepower!

(Continued from Page 1)

recently added insulation in his attic. Reeve uses his fireplace more.

Some people may not have thought of reducing size of lightbulbs, but Marian Wilson, Rose Williams and Bob Whitacre did. In addition, Marian cooks two to three days of meals at one time.

Many people are conscious of gasoline use, and ways to save it. Those who say they consolidate or eliminate auto trips, are considering car pools, or have tuned engines, include W. J. Miller, George Reeve (who drives a Model A on weekends to save gas), Charles Ingham, Doug Mills, John Nettleship, Tom Sorensen, Speedy Winston, Judy Schneider, Doris Meeks and Marge Klinefelter.

In fact, Bob Whitacre figures he saves 30 per cent more gasoline after an engine tuneup and inflating tires.

Doris Meeks plans to take a course on engine tuning, not only to save gas but to eliminate the high prices and poor workmanship she recently encountered.

Doris, Judy Schneider and Lois Brown, all Commercial Group secretaries, showed unanimity of thought (or consultation) when they suggested a

four-day work week to save gas and energy.

Alam Fakhrlul is also a four-day advocate, and believes the Webb firm should provide car-pool incentives.

Les Laibly reports that he, Quaid Minich and Hal Belsher have been riding together since early December. He suggests that if a company pool car is



DORIS MEEKS, one of many who believe an engine tune-up is one answer to the gas shortage, may take an auto mechanics course.

furnished the trio, they would gladly arrange a car pool for five in Commercial Group, including at least one attractive secretary.

Arthur Burtis rides a new Paradise Valley bus route which connects with the same bus used by Marian Wilson.

Several people should be cited for inspirational actions or quotes:

The W. J. Millers bought bicycles.

Craig Hazeltine sometimes bikes all the way from the Arizona State University campus, catching a ride home with Fakhrlul Alam, at least until he is in good enough shape to make the 45-minute return trip.

Susan Wilson says that during the Christmas season she became reacquainted with "candle-power." They are "inexpensive, last a long time, may be bought or made in varying odors and scents, are safe when used with a minimum amount of caution and add a little atmosphere to boot.

"They aren't ideal to read by, obviously, but they are a great source of backup lighting," she adds.

Bob Whitacre believes its possible to reduce energy 10 to 30 per cent without giving up necessities or recreation.

Charles Ingham sums it up well:

"We make it a habit to 'think' energy conservation at home and at work."

Sun City—30,000 People And Bustin' At The Seams

(Continued from Page 1)

Lawrence Welk, Jan. 12 (\$2.50); Big Band Cavalcade (Martin, Crosby, Mooney, Morrow), Feb. 3; Roberta Peters, Feb. 17; King Family, Feb. 24; Roger Williams, March 3 and Mills Brothers, March 17.

LECTURE SERIES

Neil Armstrong, first man on the moon, appeared Jan. 14 as part of a continuing celebrity lecture series sponsored by Del E. Webb Development Co. and Walter O. Boswell Memorial Hospital Auxiliary (proceeds to the auxiliary).

MILWAUKEE BREWERS

The American League's Milwaukee Brewers baseball team will return to Sun City, this time under a 10-year contract, to not only play exhibition games

but also to train on a second diamond now under construction. Workouts begin Feb. 15.

PGA GOLF TOURNEY

During the second week in January, Sun City was host for the second year to professional golfers who did not qualify for the Phoenix Open. The \$10,000 tourney, for an expected 144 players, was held on the 7,000-yard South Course.

HAPPY BIRTHDAY

Sun Citians are invited to three anniversary balls Jan. 26, in three recreation centers. Many residents make it a point to attend all of the annual dances, which feature live music.

Also free is a Sun Bowl birthday show the following day, the 36-member Royal Tahitian Dance Co., and a get-

acquainted Koffee Klatch at two locations on Jan. 25.

NEW GOLF COURSES

Sun City's eighth and ninth golf course, Willowbrook and Willowcreek, opened for play in December. Willowcreek, with six lakes and interconnecting creeks, has water on 16 of 18 holes.

30,000 AND CLIMBING

Unofficial Dec. 1 census at Sun City showed the community with at least 30,000 residents.

It also has: Five shopping centers with over 250 stores and services; 25 financial institutions; 79 doctor and dentist offices as well as a hospital staffed by more than 170 physicians and surgeons; and a symphony orchestra, among many, many cultural and entertainment offerings.

She Would Do It Again, Though Two Nerve-Wracking Years For One CPS Rating!

(A Certified Professional Secretary – CPS – is considered by many to be the top of the profession. From the time she joined the National Secretaries Association (NSA), Diane Bourque, secretary to Home Office Vice-Pres. Bill Doss, was intrigued by the rating held by approximately 7,000. It is earned after passing a six-part exam: Communication and Decision Making, Office Procedures, Environmental Relationships, Business and Public Policy, Financial Analysis and Mathematics of Business, and Economics of Management. At our request she described her feelings between 1971, prior to her test, and this July when she finally earned her CPS. – The Editor)

"It took a lot of urging from a friend to convince me that I should take the exam. She had just received her CPS, and said that if she could do it, I could too. (I didn't realize then she was one of the 6% who pass all six parts in their first try.)

"After I decided to sit for the exam, I realized that I was deficient in all areas to a certain extent, especially accounting. I enrolled in classes at Phoenix College conducted by NSA, September through April.

"I became more convinced than ever of my lack of expertise, but by this time the May 4-5 exam was drawing near and I had already been accepted.

I Got Some 'Heavy' Books

"I got heavy books on economics, accounting and law and spent most of my waking hours away from work (and I confess a few at work and lunch hours) poring over them – economics and sunshine at the pool, law at the laundromat and accounting in frustration.

"Several of us study class attendees at the ASU exam center had a common bond of doubt, self pity, horror and inadequacy. We kept looking tensely at each other and wishing each other luck.

"One girl had taken a week off to cram, and was coaching herself with 'flash cards'. Another had not slept all night. I had simply gotten up at 5 a.m. and read the last three

chapters of the advanced accounting book borrowed from our division controller. Then I drove out to ASU in a stupor.

Fortunate To Have A 'Mother Superior'

"The exam lasted two grueling days, from 8 a.m. Friday to 5 p.m. Saturday. We were fortunate to have a 'mother superior' Mary Jacks, CPS, associate professor of business at ASU. She took all of us to her office to relax between sections, the cafeteria for lunch the first day and out to lunch (with a drink) the second day. She did her best to put us at ease, and was a great help in maintaining our equilibrium.

"The test was tension-provoking because sections are designed NOT to be finished in the time allotted. It was important to work as fast and accurately as possible.

'Each section except Communications and Decision Making was multiple choice.'

"When Saturday night finally came our chapter threw a big party for candidates and spouses. All I remember was being in a daze when I got there (didn't need liquor for that), with all of us telling each other that we felt sure we didn't pass *any* section and that we would *never* go through that again.

Went Home For The Long Wait

"Then we all went home for the long wait until mid-July (when results were announced). Candidates are notified of the section passed, and whether passed high or low. Scores are not released, and tests are not made available.

"A person knows without opening the envelope whether they passed – mine finally came without CPS after the name. Of course, it was the accounting that I had failed (failed high though). I was elated that I had passed five out of six sections, which only 8% do on the first try, but unhappy that I had come so close and failed.

'In 1973 it was back to Phoenix College.'

"That May, all that was left to sit for was 2½ hours of accounting at ASU, where I saw lots of familiar faces; only 5 of our class of about 40 had received certification the previous year.

'Rushed Home For The Mail'

"July drug in again. I rushed home each day for the mail. My envelope this time was addressed to Diane Bourque, CPS. I felt so elated and relieved that I couldn't resist the temptation to call the office right then and there and gloat a bit.

"In retrospect, I would do it all over again. Just the possession of the certificate hasn't gotten me instant status, wealth or requests for autographs. However, it has given me a feeling of confidence, the knowledge that the seemingly impossible can be done, a feeling of accomplishment and the respect and admiration of some of my fellow secretaries and management.

'Phoenix College honors the CPS holder with 12 credit hours and this will motivate me to finish college.'

"Another thing – I can read a financial statement, cite the difference between a tort and a felony, work under pressure, and maybe explain a bit about gross national product; all of which makes every day's work more meaningful and interesting."



DIANE BOURQUE is all smiles now, but it took two years of study and anxiety to earn a coveted CPS rating.

New Man On Encanto Golf Course

The new man on the Encanto golf course in Phoenix these days — the one who used to play there pretty regularly 30 years ago — is M. T. Rigg.

His handicap of 14 may not be the lowest in every foursome he joins, but his partners could do far worse than make him permanent scorekeeper.

Still keen-eyed and still very good with figures, M. T. (Milford) retired Dec. 31 after more than 28 years of



M. T. Rigg

managing construction project offices for the Webb Corporation.

He has personally verified well over \$100 million in payrolls during those years, beginning with Diamond-Gardner in Red Bluff, Calif.

“Of the 20 major jobs in which I’ve been involved, I guess that’s my favorite. Building a paper products plant from scratch was a big, complicated project. It reminded me, too, of the Forest Service, for which I once worked.”

M. T. worked for only one other firm, Goodyear, from which he joined Webb in 1945. He bought a home near Encanto Park in 1946, and, with a 9 handicap, golfed regularly with such Webb veterans as John Meeker.

While working in California, Colorado, New York, and Nevada from 1956 - 1965, the Riggs rented their Phoenix home. Now he has only a short walk to the 18-hole municipal course.

Has construction changed much in 28 years? the editor couldn’t resist asking.

“Methods,” chuckles M. T., “but not people.

“You still hear the same arguments about ‘high time’ (extra pay for working above a certain height) vs. ‘low time’ — the same union arguments about who can unload and handle what materials, and so on.”

M. T. and Ellen Rigg don’t plan to travel much, and then only on short trips.

The shortest trip will also be his most regular, says M. T. with satisfaction, the one to indulge in his favorite and only hobby.

The exercise should help him stay healthy; he missed only one week of work in 28 years.

Lots of good golfing, M. T.!

Profit Sharing Trust To Buy Webb Stock

The Webb Corporation Employees’ Profit Sharing Plan and Trust has announced plans to purchase shares of common stock of the Webb Company up to a maximum of \$100,000.

Trust officers indicated that it does not currently own any Webb shares and wishes to diversify its investment portfolio.

No period of time was set for beginning or continuance of acquisitions.



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Webb Point Of View

Del Webb, one of the founders of the Phoenix Open, once again played with his good friend Bob Hope in the Jan. 9 tournament, and once again received a good-natured ribbing before the pair teed off with Vic Armstrong and pro Tom Weiskopf. “I love to play with Del,” went one of the cracks, “because when you get an unplayable lie, he’ll build something under it.” Mr. Webb recently received a “thank you” from William Mauer for playing in the first annual Joe DiMaggio World Celebrity Pro-Am in Pinehurst, N.C. * * * Also playing in the annual Phoenix golf classic were Webb Pres. **R. H. Johnson** and Vice-Pres. **John Meeker**. Their pro partner was Ken Venturi; Lonnie McFadden was the fourth * * * Promotions are a good way to start off the new year. Here’s some: **Rex Colbert**, formerly general manager of four hotels in California, to general manager of Del Webb’s Phoenix TowneHouse; **J. H. “Jim” Dies**, from TowneHouse sales manager to director of sales; **R. James Courtice** to TownHouse sales manager; **John W. Gregory**, formerly executive vice-president of Professional Hotel Management and Professional Bar Co., with responsibility for 14 hotels and restaurants and 76 apartment complexes, to executive vice-president and managing director of Marina City Club, Marina del Rey, Calif. * * * Del Webb’s Hotel Sahara, which in 1965 pioneered the three-day vacation package in Las Vegas, became the first major Strip Hotel to accept weekend package business, effective Jan. 1. The “Sahara Safari” package includes deluxe accommodations, two dinner shows, lounge show, free drinks and other features for \$49.50 per person. “It would be less than candid to say the energy crisis was not a major consideration in our decision,” said Gen. Mgr. **Richard Schofield**, “but it is a change our customers have been requesting.” * * * The Sahara’s Director of Marketing, **Doug Farley**, has been elected president of the Southern Nevada chapter of Hotel Sales Management Assn. * * * **Sig Front**, Webb Hotels International director of sales, as president of Hotels Sales Management International met in November with the president of Ireland. * * * What was The Dining Room at the TowneHouse is once again The Aztec Room, and The Lounge is now The Scuttlebut.



THE WEBB *Spinner*

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Sahara Minds Own Energy Business, Then Takes Sales Offensive

After taking maximum steps to conserve energy in their own operations, Hotel Sahara officials have taken the offensive in securing tourist and convention business.

The Sahara, which pioneered the vacation package business in 1965, now is the first "Strip" hotel to make its three-day offer available on weekends.

A series of 60-second radio commercials were created for the hotel's major markets — Los Angeles and San Francisco.

Well-known radio voices gently

(Continued on Page 2)

Webb Buys Casino In Downtown Reno

The Webb Corporation has signed an agreement to purchase a downtown Reno gaming casino and related property for \$5.5 million cash.

The Primadonna Club, 241 North Virginia Street, is being acquired from Ernest J. Primm, long-time Reno resident and gaming operator.

The casino-restaurant-bar extends from Virginia to Sierra Street and supports approximately 30 gambling games, including keno, and 800 slot machines. The transaction also includes adjacent parking and office facilities on Sierra.

"This acquisition," said Webb Pres.

(Continued on Page 2)

A Day In The Life Of A Webb Property Manager

Because most of us are not exposed to the wide variety of occupations making up the diversified Webb family, we thought it would be worthwhile to begin a new series.

Now that we've written and photographed the first story, we're not sure we can do the series justice in three pages on each subject, or make them as interesting as they really are.

We'll try to improve with practice, and hope we can convey some of the job challenges we encounter.

See page three.

Would You Buy A House From These Men? (Hundreds Have)



YOU'D SMILE TOO if you were Otis Brown, George Nazzal, Keith Winston, Vergil Gadberry and Tom Kazakos (from left). See

story below for the latest chapter in the amazing Sun City sales story.

Sun City Sets Another Sales Record During 1973

Five Sun City sales counselors sold more than \$16 million in retirement housing during 1973.

For the fourth consecutive year,

Keith Winston was top salesman with a volume of over \$4 million. The other four counselors, each totaling over \$3 million, were Vergil Gadberry, Tom

Kazakos, George Nazzal, and Otis Brown.

Nineteen other Sun City sales coun-
(Continued on Page 2)

Sahara Still Leader In Las Vegas Promotions

(Continued from Page 1)

spoofer the energy crisis and discuss the seven-day availability of the \$49.50 package while attempting to get to Las Vegas by camel, balloon and dog sled.

Hotel sales executives during mid-January hosted 500 travel agents from 56 U. S. cities to preview the new Safari program.

Following eight days of entertaining and face-to-face meetings, the Sahara devoted 10 percent more rooms to travel agent clientele, and will give incentives to the top 500 producers of Safari business.

In another unique first for Las Vegas, the Sahara on Feb. 1 began showing first-run motion pictures six times daily.

The uncut, two-hour movies can be seen in each guest room on closed circuit television. Four different movies a month will be rotated on a daily basis.

While the move may contradict general thinking in the Las Vegas hotel industry, Dick Schofield, Sahara general manager, believes it will not deter business at Sahara tables and shows.



Del Webb's Hotel Sahara

"Times are changing and we have to change with them," he said.

"The market is becoming more com-

petitive, partly because of the energy crisis and partly because of economic conditions.

"People are being more selective in how they spend their money."

In the meantime, Sig Front, Webb hotels sales and marketing vice-president, was attacking the problem in still another way.

In an article in *Daily Variety*, Front says affluence and complacency in the resort industry has brought on a certain torpor.

"I feel we have to go back to the late '60s when promotions were at their peak . . . Obviously there is no choice but to work closely together now as in the early days when business was tough."

He points out that immediate effort entails counter-acting the effect of negative news stories about the energy situation.

He refuses to call it a crisis and definitely thinks that patriotism has nothing to do with staying home versus the desire to travel.

Airlines in and out of Las Vegas have 84,000 seats, but are only operating at 50 to 60 percent load factor at present, according to Front.

"There may be fewer flights, but there are plenty of available seats to fly in and out of Las Vegas. How can it be patriotic to stay home when planes are flying anyway?"

Front is a member of Nevada's Energy Resources Advisory Board, which serves a two-fold purpose: (1) to conserve power and energy with reduction goals of 15 to 25 percent and (2) at the same time coordinate promotional activities necessary to offset loss of business because of the energy "scare," which, according to Front, "is what it really is."

Front told *Variety* the Sahara Hotel is more heavily booked in 1974 than in previous history.

"Webb Corporation is doing all possible to conserve energy in power lights, but certainly isn't conserving advertising, promotions, sales and marketing to convince the public and customers that all our hotels and outlets are alive with activity. Our computer readout forecasts well over 90 percent convention influx."

Sun City Sales Up

(Continued from Page 1)

selors exceeded the \$2 million mark and 14 others topped \$1 million.

Total 1973 sales for the Webb resort-retirement community were 2,942 homes and apartments with a real estate value of over \$100 million.

This compares with 2,502 home units valued at \$75 million sold in 1972.

During 1973, 4,600 people moved into Sun City pushing the population figure over the 30,000 mark, and \$23 million in commercial construction was underway.

Sun City 'Premier' Among Developments

Robert S. Rosefsky is a syndicated newspaper columnist and author, also known on radio and television.

His "Speaking Dollar-Wise" column appears in 70 newspapers with a combined circulation of approximately 10 million, and addresses itself to economic matters.

Discussing land developments recently, he cited Sun City as an example of the good kind. The "premier example," Rosefsky wrote:

"It's the Taj Mahal of its league."

He also wrote:

"It amazes and dismays me to think that the same \$6,000 down payment that can get you into, say, a \$30,000 Sun City patio home, can just as swiftly get tossed down the drain by getting involved with a shady development. And that's what can happen if you don't see before you sign."

Property Includes Possible Hotel Site

(Continued from Page 1)

R. H. (Bob) Johnson, "will complement our other Nevada operations and further enhance our earnings capabilities. We also have acquired a location that possesses the facilities for a first-class downtown hotel."

Johnson said the transaction, scheduled to close on or before May 1, was approved by corporate directors.

Even Morning Reports Can Be Hair-Raising Only One Routine Item In Property Manager's Day

The only thing typical about a property manager's day is that it isn't typical.

There *is* one regular item on the daily agenda of Rosenzweig Center Manager Duane Roberts — checking the night guard reports and tenant complaints of the previous day.

From then on, it's fast and loose.

Even the "morning reports" can be hair-raising—kids joyriding elevators and bike riding in the garage, unfamiliar faces in the lobbies and strange cars in the parking lots.

Tenant complaints can be a gauge

of performance of Roberts' staff and equipment. They most often involve cleaning procedures and temperatures, but not always.

"Once a secretary, who incidentally was a black belt karate expert, complained her bikini swim suit had been stolen," said Roberts.

"I knew the lady who cleaned her office and there was no way she could have worn the suit. It was so small I'm convinced it fell off the secretary's desk into a wastebasket and no one noticed it."

Marvin Todd, vice president/property management for Webb Realty & Management and former Rosenzweig Center manager, said complaints go both ways.

"You would be surprised at what some of our cleaning staff reports. They have legitimate complaints, too."

The excellent quality of Rosenzweig Center tenants means that generally problems can be worked out smoothly,



EACH DAY for Duane Roberts begins with study of night guard reports and tenant complaints of previous day.



VIEWED FROM AFAR, huge office buildings (even the Rosenzweig Center complex, circled) do not seem the awesome management task they really are. Property management is one of the roles of the Del E. Webb Realty & Management Co.

but the manager of a \$30 million (more or less) complex runs into enough "hard nose" situations.

On one end of the tough scale would be the never-ending supply of irate deliverymen who didn't know, or don't want to remember, that they can use Center elevators only during non-peak tenant traffic.

Really uncomfortable situations include unions which (phone installers, truckers, etc.) refuse to cross a picket line which may be thrown up in the Center (a secondary boycott of sorts, technically illegal).

Or, locking out a long-delinquent tenant.

Reminiscing, Marv Todd likes to pull out a newspaper clipping. "It quotes an architect who says that if his colleagues would spend one year as a janitor before they got their licenses, they might find a way to help keep building maintenance costs down," says Todd.

"What this architect is really saying is that property management is a challenging profession with plenty of opportunity for innovation."

See next page



A PHOTO LOG

PHOTOS, beginning above and progressing clockwise, help portray a day in life of Duane Roberts. **1) VALUABLE** mechanical equipment is discussed with Don Berdine, chief engineer for LPS Engineering. **2) HOUR-LONG** training session on mechanical equipment (which represents approximately 23 per cent of the cost of an office building) involves Charles MacDonald, Jeff Sours and Mike Klatt (from left). **3) IN OFFICE** of Earl Trulove, vice-president of systems and administrative services for Greyhound Corporation, Roberts discusses car pools and parking with, from left: Trulove; Don Guinn, Greyhound's director of administrative services; Leonard Gearan, manager of Rosenzweig Center DEWPARK operations, and Jim Gannarelli, manager of maintenance services for Webb Realty & Management Co. **4) KEN GOODACRE**, Webb property manager for Prudential Plaza in Phoenix, inspects lock while discussing possibility of forming security guard subsidiary. **5) DUTIES OF** MacDonald include not only

Greyhound Tower, but grounds of Center's plaza area. **6) TENANT** expansion is discussed with Eileen LaBarre, accountant, and Marilyn Franke, bookkeeper. **7) ON WAY** to meeting with New York Life, lease proposal is secured from Helen Power, secretary-receptionist. **8) PRESENTING** proposal to Mel Tietjen, general manager of New York Life's regional office, Roberts and Klatt make certain both parties understand all aspects of new lease. **9) GROUND LEVEL** carpet inspection with Klatt reveals need for replacement. **10) EQUIPMENT** inspection and discussion of Webb Building cleaning methods involves Sours and Walt Rambo, foreman of Sparkle Cleantenance janitorial service.

A WRITTEN LOG

8:00 A.M. — Studied guard reports, sign-in and sign-out registers, and complaint calls of previous day.

8:15 A.M. — Reviewed repetitive hot calls, repair of blower fan in Greyhound Tower, and air conditioning condenser for a Webb Building computer center.

8:20 A.M. — Checked with S for completion of roof patch.

8:25 A.M. — Klatt called about for expansion and afternoon with New York Life.

8:30 A.M. — Mechanical systeming seminar.

9:30 A.M. — Returned call possibility of new building, e problems in Denver similar to Greyhound Tower, a personnel, and computerizing recovery in our leases.

10:00 A.M. — Met with Greyhound Corporation personnel regarding car and preferred parking.

10:30 A.M. — Approved invoice payment.

10:45 A.M. — Reviewed security and budget with Goodacre.

11:00 A.M. — Walked through grounds and landscaping with Donald.

11:45 A.M. — Discussed with K window cleaning specifications.





NOON—Lunched with Fireman's representative regarding possible expansion.

P.M. — Estimated construction for New York Life expansion and lease proposal.

P.M. — Met with Honeywell representative to select carpet and discuss orders.

P.M.—Checked with tenant regarding delinquency and received commitment.

P.M. — Presented lease proposal for New York Life.

P.M. — Transmitted two executed letters to Home Office for approval. Wrote a letter to LPS Engineering regarding new policy for absenteeism of workers.

P.M. — Approved employee pay-

P.M. — Reviewed unusually high bill for Continental Bank.

P.M. — Met with garage manager regarding excessive overtime and rescheduled staff.

P.M. — Walked through Towne- with Klatt.

5:00 P.M. — Met with janitorial service foreman regarding complaints and weekly inspection by Sours.

5:15 P.M. — Talked to TowneHouse guard about 20th floor lock-out.

5:30 P.M. — Locked office, contemplated toddy for the body.

A POSTSCRIPT

While a property manager's day always brings surprises, there is considerable follow-up required.

Checking with Duane Roberts about the log he kept, approximately three weeks later, we found: • Negotiations pending favorably on the New York Life expansion • Studies continuing favorably on a security guard subsidiary • The high Continental Bank water bill solved . . . a shutoff float in the outdoor reflecting pool had stuck open • Collection of rent from one delinquent tenant — another tenant took bankruptcy proceedings.



Star Keys New Series Of Sahara Advertisements



NEW



OLD

COMEDIAN Buddy Hackett is spokesman for Del Webb's Hotel Sahara in a new convention advertising campaign underway in numerous association and trade publications. The new print ads replace the comic strip-style Conventionman series utilized for the past 18 months. Attired in costumes ranging from chef to construction worker, Hackett explains the "extra effort" the Sahara goes to, to keep conventioners happy. Each anecdote the comedian relates is based on an actual occurrence which has taken place at the Sahara. Hackett has been a vice-president of Del Webb Hotels International for a number of years.

Safety-First Takes Number Of Forms



ABOVE — Resuscitation methods were studied recently by many Home Office employees, members of an emergency situation and evacuation corps. Training by the Arizona Heart Association and Stewart Oxygen personnel included a number of emergency resuscitation methods, including use of portable oxygen units now available at Webb headquarters.



LEFT — Right way to build ladders and walking bridges, and to display location of safety equipment, is apparent at site of hotel underway at Lake Tahoe, for which Charley Morris is superintendent.



Webb Hotel Group Announces Sweeping Reorganization

Sweeping changes in administration of the Webb Hotel Group have been announced by Jess Hinkle, president, Del Webb Hotels International, "to involve all our executives in the operation of all our properties."

Richard Schofield, general manager of Sahara (for four years) and Monty Hundley, general manager of Sahara-

Tahoe (three-and-one-half years) are new executive vice-presidents of Webb Hotels.

They have been replaced by Vernon Daniel and Bill Dougall, respectively, each a Webb Hotels vice-president.

Other new assignments which span all Webb hotels:

Milt Frampton, to director of pur-

chasing and support operations; Tom Aro, to director of finance and treasurer; Keith Ashworth, to director of accounting and administration; Sig Front, to director of sales and marketing; and Herb McDonald, to director of reservations offices in addition to public relations duties.

In addition, Andy Zorne is the Mint's new assistant general manager.

Yes, Golfers, There Is Another Sport; Good News At A Webb Ski Development

Most Spinner readers are so sand, sun and surf oriented that a Webb-managed ski facility is still a novelty. And good words by newsmen aren't all that common, either. So, we're using excerpts from "Massanutten's Skiing Dreams Finally Become Reality," by Richard Wells, in the *Roanoke (Virginia) Times* — Editor:

"The latest hot tip is that some of the best skiing in the Southeast is practically in the backyard of many Virginians — less than a tank of gas away (roundtrip) from Roanoke . . . It's unquestionably the best terrain in the state and *Ski South Magazine* rates it the third best slope in the South, behind Sugar's Flying Mile and Oh My Gosh at Cataloochee . . . The area rates an A on accessibility . . . There is a grandiose aura to this development reminiscent of Beech in the early days . . . Once inside the Kettle, the quality of this development becomes apparent. In fact, General Manager Len LaSala received a rare accolade from HUD investigators who visited the area and were impressed by the quality of the development . . . The lodge is an architectural masterpiece of native fieldstone and Oregon cedar. It is complete

with all skiing services on the lower level, a cafeteria and observation decks on the middle level and a gourmet dining room and private club, The Peak, up top. Since Rockingham County is dry, membership in the private bottle club is the only way to enjoy an après ski drink here."



FORMER Virginia Gov. Lynwood Holton is presented lifetime family ski pass by Len LaSala, Massanutten project manager, left.

The Other Kind Of Arizona Pool



POOL IT

"Car pool" is becoming a phrase almost as familiar as "swim pool."

Phoenix Central News, in cooperation with other interested groups, is promoting the idea. In only two weeks, the weekly newspaper drew responses from nearly 600 interested people who submitted their names and areas of residence and employment.

The Webb Corporation endorses the idea, and is planning to supply Home Office employees with keyed maps of the area and cards with which to submit needed information.



Bright Newporter Look

MONTE CARLO Plaza, built for overflow and outdoor receptions and trade shows, is part of \$200,000 renovation of 14 meeting room facilities at Newporter Inn. General Manager Ed Nigro, Jr. reports that February convention bookings were ahead of 1973 business, and that he is "very optimistic about another fine year" for the Newport Beach, Calif. resort and convention property.

Webb Point Of View (On Many Points)

When Chicago Bridge and Iron (headquartered in Oak Brook) asked our people there to help welcome the Soviet Union State Committee for Construction, Project Manager **Phil D'Anna** and **Walt Bombard**, manager of construction operations, took on the assignment. Always the perfect hosts, D'Anna and Bombard took them to lunch at the Red Coach Inn. *** The Sun City Lakes Club didn't get any takers the first weekend after its Anchor Chain newsletter made the offer, but **Diane Dello**, receptionist, said that based on phone inquiries at least one member was expected to arrive by saddle or carriage to claim the free lunch or dinner offered for using horses to cope with "gasless Sundays." *** **Sammy Yasuma**, international sales manager for Del Webb's Kuilima, reports the hotel was picked as the 1974-75 training site for Japan's top golfers. *** The Kuilima is billed as Hawaii's fifth stop, along with Waikiki, Maui, Kauai, and the island of Hawaii. *** According to figures compiled by a Quaker group, Webb did more military work in Hawaii during the fiscal years 1969 through 1972 than any other prime contractor. *** **Ed Pierson**, assistant corporate safety director, is a new board member, Arizona section, American Industrial Hygiene Assn. *** **Walt Bombard** is now treasurer of the Builders' Assn. of Chicago. *** **Doug Farley**, director of marketing at the Sahara since 1968, is new executive director of sales and marketing at the 1,000-room hotel, replacing **Sig Front**, who has assumed duties as vice-president, sales, Del Webb Hotels International. Other Sahara promotions include **Paul Spence**, former manager of tours and travel, to national sales manager; **Mike Cleary**, formerly in sales, to manager of marketing; **Billy Snyder**, executive host, adds convention sales services director to duties; **Tim Lafferty**, sales trainee, to junior sales executive and **Vern Schlect**, director of sales, will also assist Farley. *** Sahara Congo Room entertainment includes Buddy Hackett, Feb. 19-25; Totie Fields, Feb. 26-March 4 and Jerry Lewis, March 5-18. *** **Jimmy Cotter**, golf pro at Mountain Shadows, said he believes that the 24 putts used by Wilma Krumwiede, wife of Sun City Controller **Loren Krumwiede**, in winning a recent match, were the lowest ever for the hotel course. Wilma has been playing two years. (The rolling greens there aren't that easy, either). *** Add Bob Seagren to the celebrities who live and/or play at Marina City Club. Leasing Director **Bob Knight** reports that Vaulter Seagren, who won the first round of 1974 competition in television's Sports Superstar spectacular, used MCC as his training site for swimming, weight lifting, tennis, bike riding and running (the latter two on the long promenade facing the MCC marina, where Rams Quarterback John Hadl likes to run). Seagren is defending champion of the Superstar event, worth \$39,700 to him a year ago. *** **George Flagler** is newly-appointed to manager of residential architecture at Sun City. *** The Silver Beaver, highest award a Boy Scout council can give, is a 1974 honor for **Don Wiedower**, utilities coordinator at Sun City. *** A \$1 million Webb investment, Fountainbell Restaurant, is now open at Sun City.



AFTER Del Webb addressed the 1974 Kick-Off meeting of the Arizona Data Processing division of IBM, Branch Manager P. E. Cook presented him with an engraved putter in appreciation for being the principal speaker.

Mr. Webb Appearing On National TV Show

SELF-MADE millionaires Del Webb, Bill Lear, Cal Worthington and Kenneth Moss are the stars of a Merv Griffin show to be seen Feb. 15 in Los Angeles, KTTV, and Feb. 22 in Phoenix, KPHO. The 90-minute show, taped on Feb. 6, is number 504 (for Webb offices which want to check local stations). Lear is associated with stereo equipment and airplanes, Worthington with auto sales and Moss with Wall Street.



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Member of International Association of
 Business Communicators and
 Arizona Business Communicators



Sun City Lakes Club — Expecting Guests By Horse



THE WEBB *Spinner*

MARCH-APRIL, 1974
VOL. 28 NO. 3-4



Operating Earnings Up By 50%

A 50 per cent increase in operating earnings during 1973 over 1972 has been reported to stockholders and the financial community.

Earnings from 1973 operations climbed to \$6,424,518 or 75 cents per share compared to a 1972 total of \$4,335,155 or 50 cents a share, and a 1971 figure of 39 cents a share.

Earnings per share were 77 cents

compared to 99 cents the prior year, but 49 cents of 1972 earnings came from sale of property compared to two cents per share last year (\$128,608 compared to \$4,267,306).

Total 1973 revenues were \$293,497,-885 compared to \$313,835,657 in 1972. Net earnings were \$6,553,126 last year against \$8,602,461 in 1972,

(Continued on Page 3)

New Hangar, School Contracts

Work is underway on two new projects earned by Webb builders in competitive bidding.

At Los Angeles International Airport, a 70-foot "high bay" hangar is underway to house DC-10s for Western Airlines.

VTN Consolidated designed the hangar. Directing Webb crews under the \$4 million contract are Gary Fletchall, superintendent; Ken Boone, operations manager; Hubert Schroeter, engineer and Ralph Boatman, office

(Continued on Page 2)



HANGAR FOR Western Airlines, after preliminary footings are poured by Webb builders, will begin to rise at Los Angeles International Airport.

Kuilima In \$55 Million Option

A \$55 million option agreement for purchase by Kawela Development Co. of the Hotel Kuilima resort complex on Oahu's North Shore was signed March 15.

The purchasing firm is a partnership of Hawaiian investors headed by Honolulu Developer Clarence T. C. Ching.

The seller, Incon Development Co.,

is a joint venture of The Prudential Insurance Company of America and the Webb Corporation.

Ching posted a non-refundable \$1 million cash deposit for an 18-month option, which he can exercise upon payment in cash of the balance of the purchase price.

(Continued on Page 4)

Power To The Bake-Off Gals

It took a lot of extra electrical power and a lot of detailed Towne-House planning to bring off Bake-Off 25, as indicated by the below outside and inside photos. See page eight.



Also Inside

Jerry Chambers is the second subject in our series: "A Day In The Life Of A Webb . . ." He is a Food and Beverage director who joined Mountain Shadows as a bus boy while still in high school, and has held nearly every job he now supervises. See page five.

Hurry Back, Mr. Webb!

In mid-March Mr. Webb underwent successful surgery at Mayo Clinic for removal of a small primary tumor on his left lung. His personal physician termed the operation "very satisfactory."

That same day he sat up in his hospital room. Twelve days later he was at home, reading hundreds of "get well" messages which followed widespread news accounts of the operation.

Mr. Webb is scheduled to conduct the firm's annual meeting on April 26. Until then, he has been advised to reduce his schedule.

He is in touch with Webb operations regularly by phone.

On behalf of all employees, Mr. Webb, we wish you a speedy recovery!

New Construction In Two States

(Continued from Page 1)

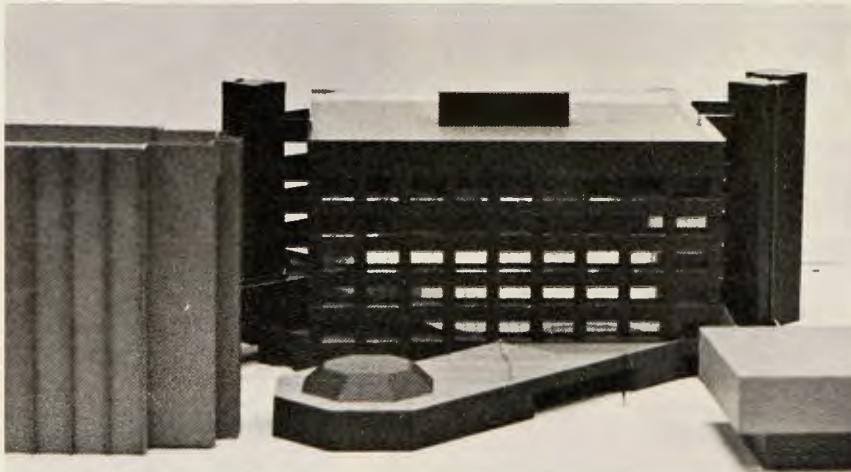
manager.

At Arizona State University in Tempe, under a \$6,243,500 contract, work has started on a four-story Physical Sciences Center building.

Directing the 15-month project is John Ancell, superintendent; Jim Vay, operations manager and Jim Kimball, office manager. Architect is Michael and Kemper Goodwin.

In a negotiated contract for approximately \$680,000, Webb is building a facility at Sun City for First National Bank of Arizona, designed by Charles Luckman Associates. Superintendent is Joe Kies; operations manager is Carmen Palumbo and office manager is Bill Hornbuckle.

The facility will be the bank's fifth in Sun City.



NEW WEBB PROJECT at Arizona State University is depicted in this model. Only four of the six stories will be built at this time.

Healthy Colorado Ski Industry A Good Omen

The Colorado ski industry apparently is not suffering from an expected decline in business due to the energy-gas shortage.

Which is excellent news and a good omen for the Webb-managed Val Moritz development now getting underway deep in the heart of ski country 90 miles northwest of Denver.

On Jan. 21, Denver's *Rocky Moun-*

tain News said Colorado's skiing "may be headed for its biggest money-making season in history."

The *Denver Post*, covering the Jan. 23 annual meeting of Rocky Mountain Airways, which serves the newly-opened, Webb-built Val Moritz airport and other ski areas, reported that the airline's business was up 60 per cent over the first 21 days of 1973.

Underground Puzzle Solved By Shields

When the Webb firm's Development Group assumed management of Rancho San Diego in mid-1973, carryover data on the fledgling California community did not include a plan of the existing sewer system.

Where to tie into laterals became an obstacle.

Reducing this major headache to a minor irritation is an "invention" by Dennis Shields of Chuck Powers operations staff.

A knotted rope attached to the unit is hose-flushed from manhole to manhole.

The devise is then pulled through the system until legs "spring" into a lateral.

Knots are counted and distance figured.

"This unit cost \$126 and will save us thousands of dollars and lots of time," says Bill Doss, Group vice-president.

"Dennis is to be highly commended."



INGENIOUS UNIT displayed in top photo is put in operation by its inventor Dennis Shields (in manhole) and Chuck Powers.

Webb And Johnson Report On Webb Operating Groups

(Continued from Page 1)

with almost half of that figure from property sales, chiefly the Hotel Thunderbird in Las Vegas.

Fourth quarter earnings from operations were nine cents per share for 1973 against two cents in 1972.

In reporting performance of the company's four groups, Pres. R. H. Johnson said Contracting entered 1974 with a \$100 million backlog, mainly in negotiated contracts.

The Development Group's Sun City retirement community sales of more than \$88 million in new housing during 1973 paced an excellent year which saw other land development activity in Virginia, Michigan, Colorado, Illinois and California.

Webb's Commercial Group, concentrating on building management and leasing, also diversified into real estate brokerage, parking garage

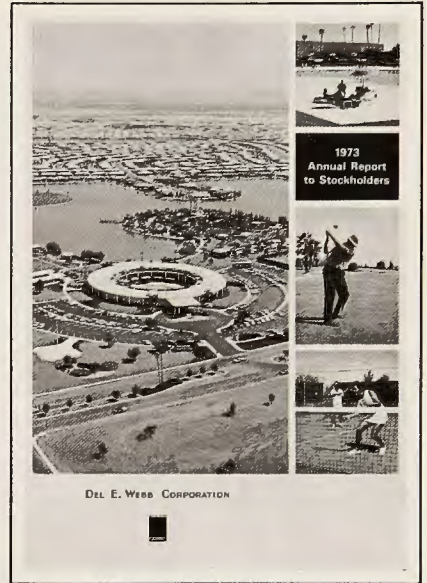
management and building maintenance.

Western U.S. hotels produced record Hotel Group earnings, Johnson reported, with gaming-oriented Nevada resort properties especially productive. Among commercial hotels, the Newporter Inn recorded excellent results.

"We continue to believe that our emphasis on leisure-time activities in the area of resort hotels, travel and retirement communities is right and that the future will bear us out," said Johnson and Chairman Del Webb in a joint message to stockholders.

"Leisure time provision continues to exist in practically all aspects of employment in our country.

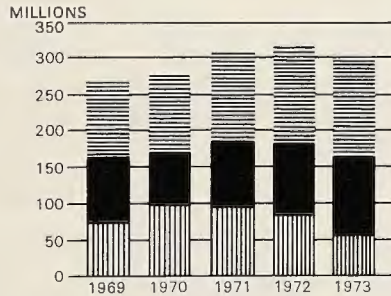
"Forecasters are predicting an upsurge of business activity in mid-year and beyond. We agree with these predictions."



INCLUDED in 1973 report to stockholders (cover above) are below charts indicating "health" of Webb Corporation.

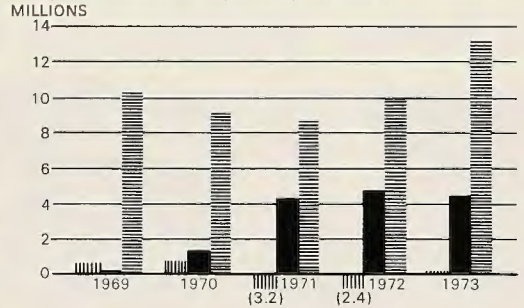
Five Year Review of Financial Data

GROSS REVENUE



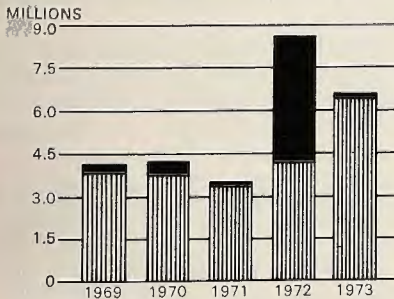
EARNINGS FROM OPERATIONS

(Before unallocated Corporate expenses and income taxes)

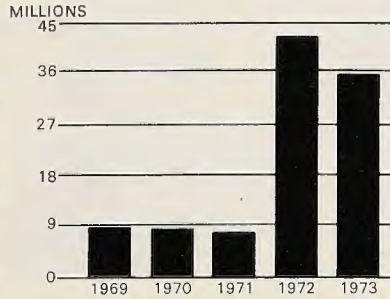


General Contracting Development and Commercial Hotels and Casinos

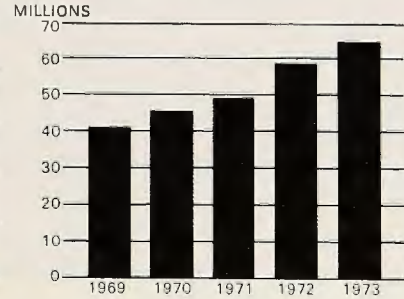
NET EARNINGS



WORKING CAPITAL



STOCKHOLDERS' EQUITY



Gain on Sale of Properties Operations

Hotel Kuilima, 850 Acres Optioned In Cash Transaction



HOTEL KUILIMA is the chief asset in a \$55 million purchase option arrangement on the Oahu resort and 850 surrounding acres.

Another Wabeek Project

Like Postmen, Groundbreakings Must Go On



HAPPINESS IS a groundbreaking. Blustery snow may have brought squints but did not erase smiles of those who launched Wabeek-On-The-Fairways condominiums at the Webb-managed project near Detroit. From left: Jack Pooos, Bloomfield Real Estate Co.; Builder-Developer Ed Johns and wife Candice and Tom Tyson, Wabeek director of marketing.

(Continued from Page 1)

During the option period, Del Webb Hotels International will continue to operate the swank Kuilima Hotel and its 18-hole golf course.

Inscon will continue development of 367 condominiums, 239 of which had been sold in mid-March.

Announcement of the option signing was made by Ray Bly, a Prudential vice-president; Webb Exec. Vice-Pres. Fred Kuentz and Will Clardy, vice-president of Pic Realty, a Prudential subsidiary.

They indicated it was a favorable transaction for Inscon.

The pending sale involves approximately 850 acres, half fee land and half leasehold land leased (by Inscon) in 1968 for 75 years from the James Campbell Estate.

The Webb firm's Contracting Group has been building in the islands since 1964. The Kuilima represents the first Webb investment in Hawaii.

From its opening in May, 1972, the Kuilima has been a mecca for business leaders and stars of the entertainment world.

International attention was focused on the new hotel when President Nixon selected it for his 1972 summit conference with Japanese Prime Minister Tanaka.



Another Columnist Praises Sun City

After an excellent column about Sun City by Robert Rosefsky, another national columnist has written a very complimentary article on the resort-retirement town. A small excerpt:

"To say that Sun City, undoubtedly the nation's largest and most successful retirement center, has something going for it, is an understatement," writes syndicated Bob Walton.

"There are so many things in its favor it's next to impossible to list them all."

Mountain Shadows' Jerry Chambers Agrees Directing Busy Hotel Division Like Coaching Basketball

A basketball game isn't decided by memo.

The coach, however, is an important part of the action. He talks to players constantly, and advises the team an average of six times a game.

The manager of a major hotel division can't run his operation by memo, either.

That's why Jerry Chambers, Food and Beverage director at Del Webb's Mountain Shadows, spends at least 50 per cent of his time in department meetings or on-the-spot supervision.

He wants to make sure his team is well informed, with members communicating as they serve the public at one of the West's most famous resorts.

"Communication is the most fundamental aspect of our business," says Jerry.

"Continual changes in group plans are a constant threat to a communication breakdown. All departments must be informed or problems may be incurred."

While he may touch base with his department heads many times daily, Chambers says there is no substitute for the staff meeting.

These Friday morning sessions are informal, however, with only two rules: (1) First item of business is next week's agenda, Monday through Sunday, and (2) Problems (and complaints) are aired thoroughly.

Coordination is stressed and stressed again, even though Chambers and department heads have worked together an average of eight years.

Food and Beverage has become so busy its 150 members must vacation in July and August, and even these "warm" Arizona months are filling up.

Sundays often provide no "breathing room."

On March 17, for example, Arizona beauticians occupied all 14,000 square feet of the hotel's nine meeting rooms, plus the 7,500-square-foot pool area.

They adjourned at 5:30. An anxious but prepared Banquet & Convention department moved quickly to set up the 7 p.m. dinner shows for an Ed McMahon benefit for 900 people.

While the 'Shadows enjoys tremendous repeat business from its food, beverage, convention and meeting operations, and its room and scenic appeal, Chambers' staff still solicits local business along with the Sales division.

Food and Beverage income is roughly 60 per cent local, regional and national conventions (any group requiring 10 or more sleeping rooms) and 40 per cent from dining room and small local meetings.

"We have well over 200 convention groups on our roster, many of which have met annually for years," says Chambers.

Food and Beverage profits haven't been hurt particularly by any "energy crunch" or economic slowdown — February 1974, was the best February since the hotel opened in 1958.

Jerry has experienced no food shortages, "although there appears to be a textile problem. New waitress's uniforms are slow in arriving."

Fluctuating food prices are everyone's problem in the business. Also, advance business standardized menus are avoided.

Mountain Shadows enjoys a room occupancy of about 95 per cent, October through May. August is projected 70 per cent, based on a new group solicitation plan.

Admitting he often is injected into situations his staff could handle, by people who insist on talking to the "top man," Chambers says trained department heads handle most of the decisions.

Asked by the editor if he agrees with the basketball comparison, Jerry Chambers smiles broadly.

"I guess so. If the team doesn't perform, it's the coach who gets the heat."

See next page



WHEN GERALD FORD arrived at Mountain Shadows recently (upper left), coordinating room and dining room service for the vice-president, staff, security and news personnel was Jerry Chambers' responsibility. His skill in serving Mallory Battery over five years of meetings and banquets was rewarded by the firm's Jim McKinley, right, with a special citation (photo, upper right).

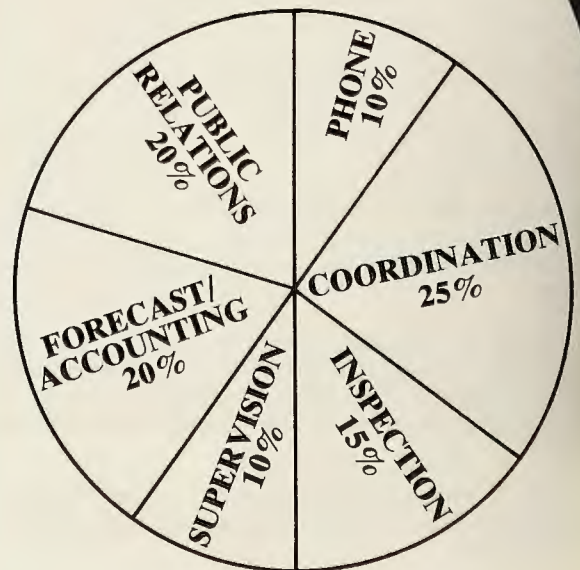
Very Often One Man Represents Entire Hotel

TO MANY who reserve for and conduct hotel conventions and meetings, their first contact is the hotel. At Mountain Shadows, often that's Jerry Chambers. He enjoys a compliment now and then, but also must shoulder the complaints and special favor requests inherent in the "industry." For Jerry and counterparts at other Webb hotels, we use an "other side of the coin" comparison to point up close identity between the man and the property he represents.



Personal Involvement Way To Run Active Division At Major Webb Hotel

TIME FOR Jerry Chambers is generally allotted as indicated in chart below. Comparative representative scenes on right begin with Chambers on the phone and continue clockwise: COORDINATION – With (from left) Jeanne Murphy, catering manager; Jean Scott, hostess; John Sanders, banquet-convention manager; Tom Kelly, beverage manager; Bob Hayworth, room service manager; Barbara Gerg, hostess and Daniel Junge, sous chef. Absent were Udo Mueller, chef and Gino Mei, maitre d'. INSPECTIONS – In kitchen, with Junge and Vlad Chuhlantseff, general manager. SUPERVISION – Checking meeting "set up" with Sanders. FORECASTS & ACCOUNTING – Checking room reservation forecasts with Jeanne Murphy. PUBLIC RELATIONS – Ever-present contact with public includes meeting with John Namon, Swift and Co., right, and Tom O'Leary, hotel sales/public relations coordinator.







NO SOONER had more than 210 large pieces of kitchen equipment been removed from the TowneHouse ballroom than technicians swept in to install a set for the nationally-televised



Bake-Off 25 awards presentation. Millions of housewives across the nation also saw the TowneHouse, swimming pool and surrounding palms shining in Phoenix sunshine.

TowneHouse Can Take Bow For Its Part In Bake-Off 25

We knew the format — it was 25 years old.

Yet, once exposed, it was impossible not to get involved in Bake-Off 25.

Also it was impossible not to be proud of how Del Webb's TowneHouse helped stage this well-planned promotion.

Pillsbury and General Electric responded by thanking the TowneHouse on network ABC-TV and televising flattering views of the Phoenix hotel.

Don't Take Bake-Off Lightly

Bake-Off's sponsors do not take the event lightly.

Neither do the nation's food editors, who devote vast amounts of space to preliminary and final competition.

The TowneHouse as Bake-Off site was booked Jan. 11, 1973.

Its grand ballroom was more than spacious enough for the 100 contestants, 100 ranges, 100 counters, 10 refrigerators, and TV equipment which occupied center stage, and the press and contestant luncheon and display area immediately adjacent.

Staff of 60

Approximately 60 Pillsbury and

G.E. people arrived one week before the Feb. 19 finale.

To power the ranges, mixers, kleig lights and other paraphernalia, 35,000 feet of extra wire boosted ballroom capacity from 480 to 13,200 volts.

The eight female judges were cloistered at 9:00 a.m. the day of the Bake-Off, to select numbered entries.

At 5:30 a.m. the next day at a TowneHouse press breakfast, winners were announced while contestants dined elsewhere.

Winner On Network TV

Just before the 9:30 a.m. TV taping they were ushered onto a special set and Bob Barker stepped on stage to surprise six \$5,000 and two \$20,000 winners.

As hundreds of thousands across the nation vowed to enter the next contest, technicians were already crating equipment and sponsors were planning Bake-Off 26.

And as millions switched off a very neat promotion staged at a well-prepared and well-suited hotel, we were proud it was a Del Webb property.



'FATHER' of the Bake-Off, Pillsbury Vice-Pres. Earl Clasen, Bake-Off Master of Ceremonies Bob Barker and Jim Dies, TowneHouse sales director, from left, stand near cake signifying 25th anniversary of the well-known promotion.



WINNING awards among general foremen for the lowest accident frequency rating at Sun City, Ariz. in High-, Medium- and Low-Risk categories, were Bob Mills, R. L. Coppinger and Buddy Stephenson, respectively. Tied for Most Improved Frequency Record (over 1972) were Bob Weedman, Jim Friedman and Jesse

Brown. Shown in photo, above left (from left): Wally Britton, general superintendent; Coppinger, Weedman and Mills. Above right photo (from left): Friedman, Tony Brown, Sun City safety director; Stephenson (standing) and Jesse Brown.

In Safety Statistics, Down Is Up – Up Is Not Too Good

An extensive safety reporting system for Webb operations shows that in 1973 Contracting and Hotels were down over 1972, Development was up, and Commercial, in its first reporting year, with

only three accidents was the only group to achieve a rating lower than the national average for its type of operation.

Unlike sales, "down" in safety is good and "up" is not so good.

The terms refer to a group's "accident frequency rating," probably the most valid reporting system because it is figured on accidents per man hours worked.

One reporting unit was accident free in 1973 – the Home Office, with 328,295 hours.

Contracting reduced its rating by nearly 17 per cent, from 53 to 44.03.

Hotels went from 19.46 in 1972 to an even 17, with the Phoenix Towne-House making a good improvement.

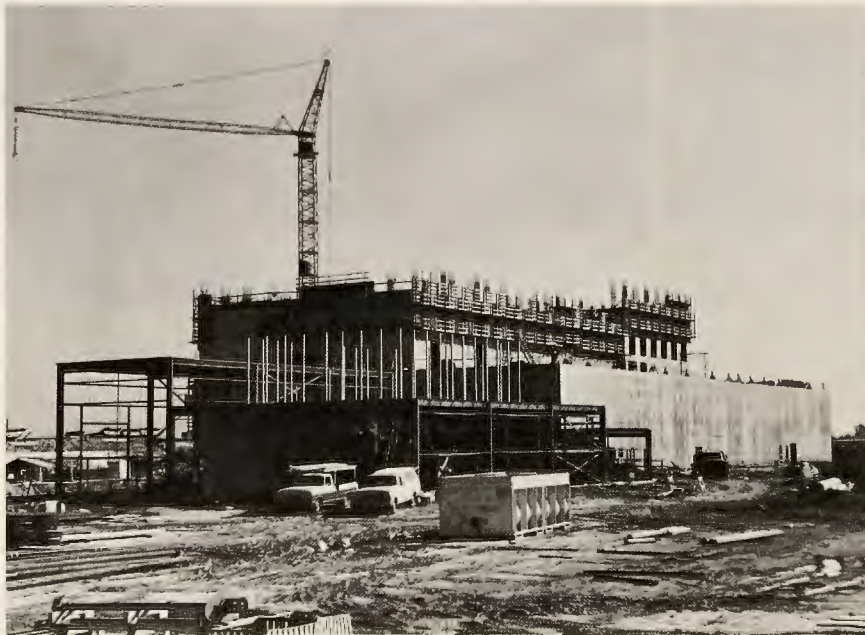
The Newporter Inn and Mint were the only hotels below the national average of 11.7, but Mountain Shadows, Sahara-Tahoe and Sahara were close with 13.25, 13.26 and 14.65 ratings respectively.

Development was up to 27.12 from 24.32 in 1972, but Val Moritz had an accident-free year.

Corporate Safety Director Joe Laird said goals for the first quarter of 1974 include incorporating liability claims into monthly group reports and activating the Occupational Safety and Health Action committee.



NEWPORTER INN captured the annual President's Award for safety in the Hotel Group, based on scoring which compares each property's performance with the group's previous annual frequency rating. Accepting the award, made by Joe Laird, corporate safety director, was the Newporter's Safety Committee, from left: Roberto Garay, chief engineer; Elmer LaLanne, administrative assistant; Paul Holland, comptroller; Julio Perez, resident manager; Ed Nigro, general manager; Victor Pena, security officer; Gerda Osborn, executive housekeeper and Max Echeverria, food and beverage manager. Said Nigro: "We are very proud . . . we will try hard to keep this award on a permanent basis."



One For Money, Two For Show, Getting 3rd Ready

TOP — Finishing touches have been made by Webb builders to an Industrial Products Division manufacturing facility for Hughes Aircraft in Carlsbad, Calif.

LEFT — Slightly less than half complete is a new facility for Saint Agnes Hospital in Fresno, Calif., under the supervision of M. D. Stevens.

BELOW — Top-out for a Webb-built addition to Caesar's Palace in Las Vegas was celebrated in mid-March at ground level and atop the 15-story structure, where the hotel's Vice-Pres. Harry Wald smoothed last concrete, watched by Webb Pres. R. H. Johnson. Also on hand were Exec. Vice-Pres. W. P. (Bill) Collins and Supt. Bob Gray, who reportedly have the project 30 days ahead of schedule.



Webb Represented As Contractors Join In Professional Alliance

Activities of the 110-year-old American Institute of Architects include codes of conduct and national advertising campaigns on behalf of the profession.

Most of the nation's large contractors are aligned in the 25-year-old Associated General Contractors federation, often absorbed in labor and related legislative negotiations which have beleaguered builders through the years.

In 1971, 30 construction professionals formed the American Institute of Constructors, dedicated to "Building excellence in the nation's construction profession."

Representing Webb's Contracting Group as a member is Bill Warriner, sales manager, who spoke on "Construction Market Development" at AIC's third annual forum.

AIC reported a 62% membership increase in 1973.

Vice-President Ford Makes Headquarters At Mountain Shadows



WHEN VICE-PRES. Gerald Ford spent three early March days in the Valley of the Sun, he headquartered at Del Webb's Mountain Shadows resort in Scottsdale, where he was greeted by Vlad Chuhlantseff, general manager.

Mr. Webb Collects A PBA Award



AFTER SIGNING autographs with many of the head-table celebrity guests at the Feb. 19 Phoenix Press Box Association banquet, Del Webb was given a special award for his help to the PBA over its 25 years of raising scholarship funds. Making award is Bob Davies, PBA president, while Emcee Dan Rowan stands near podium. Mr. Webb is one of four PBA Life Members.

Mr. Johnson Collects Birthday, Funds



LEFT — With Mrs. John Pritzlaff, general gifts chairman of COMPAS 4, Webb Pres. R. H. Johnson displays flag at Mountain Shadows, which will donate staff and dinner for the auction gala to benefit Valley arts organizations. COMPAS Pres. Sam Mardian, Jr., said "We know this (Webb) gift will make COMPAS 4 an even greater success than COMPAS 3."



BELOW — At annual Sun City luncheon for civic leaders, Mr. Johnson was surprised with birthday cake topped by one large candle.

Webb Point Of View (On Many Points)

Miss Winter Nationals

Three Webb Sun City men are smiling proudly over a thank-you note from a lady whose "snatched" purse they recovered. Her screams brought Ron Broadway and Randy Vaughn into action on foot, while Al Pote jumped into his car and succeeded in blocking the escape path. Turning, the thief was tackled by Ron, who was soon helped by Randy and Al, three citizens who *did* get "involved." *** Finalists at Bake-Off 25 received plane fare to Phoenix, all except a Phoenix gal and Liz Schlueter of Sun City, who got taxi money to the TowneHouse. *** Larry Tomasino is the new head golf pro at Wabeek *** Women had their moment of glory at a recent Glendale (California) Tennis Club "Battle Of The Sexes", but not at the expense of Harold Kramer. The Los Angeles project operations manager presented his opponent with a bouquet of flowers, which looked in better shape than Harold after his two-set win. *** A cafeteria these days — at least Webb's new Greenbrier in Sun City — is anything but a glorified chow line. Chef is George Figurski, who managed cuisine at Romanoff's in Beverly Hills and the Brown Derby in Hollywood, and was President Eisenhower's chef at the Western White House in Denver. We predict that the nearly-equal credits of

Night Chef John Hayes, Day Sous Chef James Morgan and Night Sous Chef Wallace Richardson, will attract Sun Citians in droves *** Fred Wilson is new director of operations for Del Webb World Travel *** This column depends, upon its friends (please send us your news items).



DECEMBER

15 YEARS — William Heavlin — Phx.

JANUARY

10 YEARS — Vera Bailes, Willis Bulard, Phillip Coleman and Raymond L. Ferrero — Sahara; Joseph DeHatre — Mint; George Myles — Mt. Shadows; William Youngren — Sahara Tahoe.

15 YEARS — Marilyn Cutler — Sahara.

20 YEARS — Douglas Garland — Sahara.

FEBRUARY

10 YEARS — Dalla Hunter and Issac Laws — Mt. Shadows; Lorraine B. Otis — Mint; Gordon Sharp — Phx; Frankie Lambert, Marjorie Morrissey, John Ollie and Lorene Sutton — Sahara.

15 YEARS — Keith Alden — Phx; John Torres — Mt. Shadows; Richard Hamlin, Ray Ruiz and Elizabeth — Stephenson — Sahara.

20 YEARS — William Harp — Sahara.

MARCH

10 YEARS — Vlad Chublantseff — Mt. Shadows; Johnny Ficklin, Eleanor L. Grooms, Wm. Moslander and Bruce J. Myers — Sahara; June Ames — Mt. Shadows; Sandra Miller — Sahara Nevada.

15 YEARS — Del Mitchell — Sahara; Patricio Torres — Mt. Shadows.

20 YEARS — Peter Toporowski — Sahara.



OFFICIATING at various drag racing functions will be a pleasant additional duty during 1974 for Sheri Jamison, secretary in the Sun City operations department. She was chosen Miss Winter Nationals in a recent ceremony.

25 Years Ago 25 Webb Spinner, April 1949

After 21 years of third party contracting the Del E. Webb Construction Co. was well into its first major development, and several national publications were featuring the Tucson economy housing project called Pueblo Gardens.

* * * *

Underway were Veterans Administration hospitals in Livermore, Calif., where F. P. Kuentz was a superintendent with Haynes Electric, and in Portland, Ore., which R. H. Johnson oversaw as general manager of the firm's Los Angeles office.

* * * *

Jim Miller, John Morton and Jerry McLain were three-fifths of the Webb bowling team which finished 13th among 86 entries in a City of Phoenix tournament.



Volume 28 March-April, 1974 No. 3-4

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

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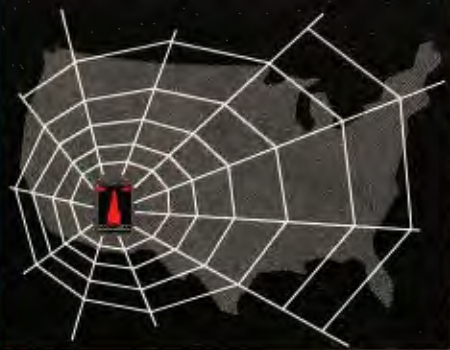


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MAY-JUNE, 1974
VOL. 28 NO. 5-6

THE WEBB *Spinner*



Primadonna Club Purchased; High Return Is Possible

Acquisition of the Primadonna Club in downtown Reno has been completed. Pres. R. H. Johnson said the Primadonna, a \$5½ million cash acquisition which includes property suitable for a hotel, could provide Webb the highest return on invested capital of present company properties. (See photo, page four.)

INSIDE

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SELLING COLORADO mountain land from Illinois requires the enthusiasm and dedication of a Val Moritz staff headed by Walter George, center, aided by Terry Spector and Kathy Oppold. While Del E. Webb Colorado office is in Oak Brook, where Webb has been well-known since 1964, sales efforts range throughout the Chicago area. (Other staff photos on page two.)

Selling Dreams 1000 Miles Away No Easy Matter

Bids for "discretionary income dollars," involving large sums for intangible purchases, require salesmen with plenty of acumen and integrity.

The Webb Development Group believes it has staffed its Val Moritz offices in Illinois, Texas, Colorado and Arizona with these type of people.

A unique offer is helping sales.

A buyer has up to four months to view his lot in person, to "stand pat," "trade up" or secure a complete refund.

The seller (Val Moritz) will pay travel costs to \$500.

If the buyer asks for a refund, he must pay half the cost of the trip, which involves fare to Denver, one night at a leading hotel there, a night at Snow Mountain Ranch near Val Moritz and transportation to Val Moritz and return — via car, airline, bus or train.

The train ride is a tri-weekly, two-and one-half hour excursion through more than 20 tunnels. Operation is by AMTRACK on the Denver & Rio Grande Western.

Rocky Mountain Airways provides twice daily direct service between Denver and Granby, the village adjacent to Val Moritz (also the train stop).

They Tell The Val Moritz Story



OTHER OFF-SITE Val Moritz sales staffs include Denver's, seen above, from left: Manager Jerry Johnson, Paul Lytle, Joanie Stiles, Ralph Schulz, Jerry Stiles and Bob Koepke, broker. **BELOW** — At Ft. Worth, Texas, the Val Moritz image is projected by Mary Cunningham, Lynn Grant, Jerrell Jennings, David Neary and Hutch Carter, manager.



PHOENIX sales operations for the Colorado vacation home project are directed by Manager Chuck Ingham, left, and John Kos, shown with a Val Moritz "relief" model.

Yuma Medical Facility New Contract Project

The Contracting Group's Phoenix office has been awarded a contract for \$6,912,000, in joint venture with Arrow Construction Co. of Yuma, Az., to build a 62-bed addition to the Yuma Regional Medical Center.

Work, which includes remodeling and a mechanical building, has already started. Directing the 20-month project is Ed Webb, superintendent; Ed Simon, operations manager; Dennis Mahnke, engineer and Bill Buffington, office manager.

Design is by Varney-Sexton-Syndor & Associates, Phoenix.

HUD Statement Could Require Some Clarification

Webb employees unfamiliar with U.S. Housing and Urban Development rules may have been surprised to read in Val Moritz advertisements:

"Obtain the HUD Property Report from the developer and read it before signing anything. HUD neither approves the merits of the offering nor the value, if any, of the property."

The statement is a standard requirement for firms selling land interstate, unless lots number less than 50, are more than five acres, have certain buildings on them or meet several other exemption rules.

Say! Superior Sahara Seed Spitter Selected

The 60th annual convention of the National Watermelon Growers has a new seed spitting champ — Lalo Trevino, at 34'-6".

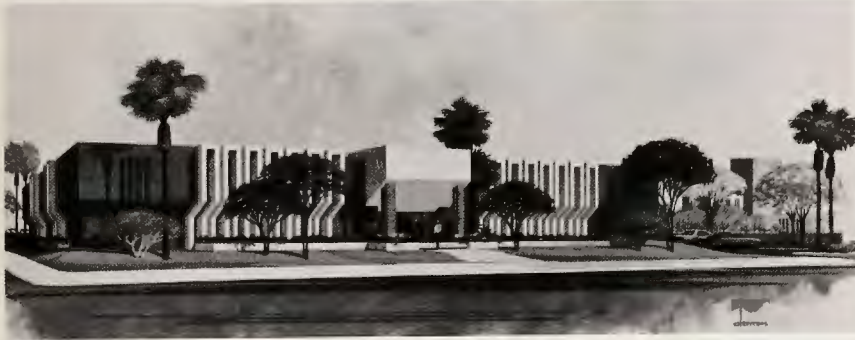
Del Webb's Hotel Sahara, where the convention and spitting contest was held, reports official rules include:

- 1) Official spitting seeds are provided.
- 2) No fair using pipes and tubes.
- 3) Contestant swallowing seed prior to launching will be given one extra seed.
- 4) Dentures going further than the seed don't count.
- 5) Etc.

Mesa Office Leasing/Management Contract Is Secured



MESA FINANCIAL and Professional Center, above, and RWK Building, below.



FAMILIAR FACES among Valley leasing and brokerage professionals belong to John Nettleship, left, Commercial Group sales and leasing manager, and Glenn McArthur, right, and Tom Arnold, sales consultants.

Del E. Webb Realty & Management Co. has been named leasing and managing agent for the Mesa Financial and Professional Center, according to Cecil Owens, president of Alpha Four, project developer.

The 122,500-square-foot office building will rise adjacent to the announced \$30 million Mesa Mall shopping center, "in an area of East Mesa which vitally needs modern office space," according to Rex Maughan, executive vice-president of the Webb realty subsidiary.

OTHER LEASING EXCLUSIVES

An exclusive Realty & Management leasing assignment scheduled to open in July is the RWK Building, a two-story office structure at Third Street and Osborn in mid-town Phoenix.

Owner Robert Kersting has ordered a number of "extras" for the building's interior and exterior, to be occupied in part by the Arizona agency he directs—Northwestern Mutual Life Insurance.

Another leasing exclusive is the Paul Johnson Building, 5022 N. 20th Street, Phoenix, a two-story office building with free covered parking and immediate occupancy for tenants of up to 18,000 square feet.

Realty & Management Leading Valley Firm



MORE office space is leased and managed in Phoenix by the Webb firm than by any other. Assignments include the 20-story Greyhound Tower.

Haslinger Wins 1973 Safety Award



Jim Haslinger

Jim Haslinger, construction superintendent for the Hyatt Regency Hotel underway in Dearborn, has won the

1973 President's Safety Award.

Haslinger was honored at a Dearborn luncheon by Webb Pres. R. H. Johnson. Also on hand from Phoenix were Exec. Vice-Pres. Bill Collins, and Joe Laird and Bill Warriner, corporate and construction group safety directors, respectively.

The award was earned while Haslinger directed construction of the Beverly Hills (California) National Bank Building.

"We have a fairly comprehensive judging system based on amount of improvement from our group's previous year's frequency record," explained Collins.

"Jim won with 381 points, but it's worth noting that first and tenth place were only five percentage points apart."

First Quarter Safety Records Mixed

With only six accidents on current jobs, including three at Saint Agnes Hospital, Contracting still found its frequency record higher at quarter's end than for the first three months of 1973.

In Development projects, Sun City's frequency also was up over 1973, but still below national average. Oak Brook reported one accident for the quarter, with none for Wabeek, Massanutten and Val Moritz.

Only Rosenzweig Center among 10

Commercial projects reported any accidents (1) the first quarter, with the group a fraction off the national average for office properties.

Newporter Inn was the only hotel to complete an accident-free quarter. Group frequency figures were slightly below the same period last year, but still above national hotel/restaurant averages. The Sahara and Kulima each reported 19 accidents.

Newporter Inn Brings First-Run Movies To Rooms

Would you pay \$3.75 to watch a first-run movie in the privacy and comfort of your hotel room?

If your family is on vacation, or if you are a traveling businessman with time on your hands, the Newporter Inn is betting you will.

All 325 rooms at the Webb resort hotel at Newport Beach, Calif. now offer a choice of two movies daily, from 10 a.m. to 2 a.m. Free previews are available throughout the day.

To order a movie the guest simply dials a number on the room phone.

The installation is an advanced version of a system now in more than 70 major hotels in the U.S. and Canada.

"The hotel-resort industry is undergoing a tremendous change. We must provide the traveling public with more than just a room with a bed," comments Ed Nigro, general manager. "Cinematation will contribute to our unique and full service."



Primadonna Club Puts Up Big Front In Downtown Reno

PRIMADONNA CLUB facade may never earn an architectural award, but it does draw attention in downtown Reno, where, ← the Webb firm has purchased the casino and nearby property suitable for a hotel. General manager is Phil Arce.

Facade Not Good Indicator Of Primadonna Club Size

The Primadonna Club is a full city block long, and currently employs 722, according to Joey Compton, personnel manager.

The new Webb purchase derives most of its business, like other Reno gaming establishments, from the San Francisco area, a 225-mile-drive on Interstate 80.

Webb Arizona Hotels Collect 9 Stars From Mobil

MOUNTAIN SHADOWS — 11-TIME TOP WINNER

"ONE OF the best in the country" is the top, Five-Star ranking given Mountain Shadows in Scottsdale by Mobil Travel Guide, for the eleventh consecutive year. Only a few resorts are so ranked annually — in 1974, only 11. Ratings are made after surprise visits and from guest ratings.



4-STAR TOWNEHOUSE

PRIDE in TowneHouse award is evident in smiles of Michele Swerdlow, executive secretary and Harry Locher, executive chef. Four-Stars were given to only 269 hotels, motels, restaurants & resorts out of 21,000 rated.



Why Mobil Travel Guide Ratings Aren't Taken Lightly

Recently, at least two resorts have built major trade magazine advertising campaigns around their Five-Star awards.

"Peer" advertising is the ultimate tribute to Mobil Oil Co., which puts a major effort into rating more than 21,000 U.S. hotels, motels, restaurants and resorts.

Only 31 Five-Star Awards were given in 1974 — for all four categories.

Mobil says about Mountain Shadows:

"The five-star rating is bestowed only when a resort, such as Mountain Shadows, offers top-rate, professionally-operated recreational facilities, and is serviced by a trained, dedicated staff. The service is what ultimately distinguishes five-star resorts — these establishments usually employ one person for every 2-3 guests.

"Del Webb's Mountain Shadows is a true valley paradise with lavish gardens, lakes, winding streams, a waterfall, and many palm trees.

In vivid contrast with the rugged terrain of Camelback Mountain and hills which surround it, Mountain Shadows offers colorful and luxurious accommodations in low white buildings, a lushly green 18-hole golf course, an Olympic-size pool, tennis, riding, and countless other activities.

"Mountain Shadows was inspected by a field representative who surveys the quality of bedding, cleanliness, quietness, maintenance, and spaciousness. Also checked are swimming pools, condition of the grounds, and building exteriors. For five-star recognition, a resort must score exceptionally high on more than 100 inspection points.

"Listing in *Mobil Travel Guide* is free, with no charge or fee of any kind to the establishment. Ratings and editing of the *Guide* are conducted by an independent consulting firm. Advertising is not accepted."

1974 FIVE-STAR RESORTS

Mountain Shadows (Del Webb's), Scottsdale, Arizona
Arizona Biltmore, Phoenix, Arizona
Boca Raton Hotel & Club, Boca Raton, Florida
Cloister, Sea Island, Georgia
Doral Country Club, Miami, Florida
Marriott's Camelback Inn, Scottsdale, Arizona
The Breakers, Palm Beach, Florida
The Greenbrier, White Sulphur Springs, West Virginia
The Homestead, Hot Springs, Virginia
Tides Inn, Irvington, Virginia
Wigwam, Litchfield Park, Arizona



First 11 Days On Western Airlines Job Full Of Work, Surprise For Gary Fletchall

The first 11 days on the Western Airlines hangar job were very active ones for Gary Fletchall.

He had been at the Los Angeles International Airport site before, after Webb had been low bidder on the DC-10 facility.

Ken Boone and Hubert Schroeter, Webb operations manager and engineer respectively, had been there for preliminary estimations, and, with Fletchall, had done boundary work after Webb had been awarded the \$4 million job.

But for a short while, that first day, he was alone.

FEB. 18, DAY 1

Fletchall is joined by Nick Zinnelis, labor foreman. They tackle fencing, a priority security item.

Marking existing asphalt to be sawcut before earth can be removed becomes a Fletchall-Schroeter task. This is followed by a meeting with the excavation contractor who the following day will move in a huge loader and scraper.

These preliminary tasks completed, Fletchall starts the 26 miles to Webb's Los Angeles office for drawings and other items.

FEB. 19, DAY 2

First task is a final grade check with Schroeter and Leon Davis, carpenter foreman.

By 10 a.m., C. G. Willis & Son is gouging up huge chunks of asphalt, loading them into the first of the seven trucks which over the next several weeks will remove 10,000 cubic yards of earth for the concrete slab and piers to be sunk as far as 20 feet into the soil.

At 11 a.m., Fletchall's daytime home for the next 13 months, a 55-foot trailer, rolls in from the Los Angeles yard.

Officials of Western Airlines, International Airport, City of Los Angeles, builder and architect begin to arrive for an 11:30 "groundbreaking" ceremony. Dozens of photos are made.

Rain stops excavation at 2:30 p.m. and Fletchall delivers structural steel shop drawings to architect.

FEB. 20, DAY 3

This is day of meetings with architect and owner at job site on layout, landscaping, soil testing and safety, and of phone calls to subcontractors to expedite shop drawings.

FEB. 21, DAY 4

Representative of laboratory soil concrete testing firm arrives on a permanent basis. During midmorning of meetings and phone calls it becomes apparent that a sewer line is broken, discharging into the surrounding soil. Concerned inspectors arrive quickly. Attention is focused on the emergency.

FEB. 22, DAY 5

While excavation continues around repairs are completed on sewer line work day closes all concerned parties relieved; some are even happy.

FEB. 25, 26 & 27, DAYS 6, 7 & 8

Excavation continues, but satisfactory progress is jarred as testing reveals soil contains an excess of 8-11 per cent moisture.

It later becomes evident moisture present only because previous asphalt paving prevented normal evaporation.

Relative happiness settles in once again.

FEB. 28, DAY 9

Illusion of unfettered progress recedes as light rain begins to fall. Excavator shuts down.

MARCH 1, DAY 10

With excavation down, main activity erection of three storage sheds at Webb yard. Heavy rain starts late PM.

(Continued on Page 8)



Early Part Of Job Is The Lonely Part

It's day one for the superintendent of a major construction project.

All around him is space; barren ground.

Later today, other workmen will arrive. At his operations center, job engineers are smoothing details.

He knows that owner, architect, and builder will work as a team on the multi-million dollar facility to loom where he now walks.

Already, hundreds of hours have been spent on the site and over drawing boards.

Yet, right now, he is alone.

He knows that he is responsible for the workers soon to be crowding about . . . that he is the man on the spot as the building rises.

And it's a lonesome, awesome responsibility.

LEFT — The first few days on a job a superintendent is virtually alone as he awaits arrival of men, equipment and materials. An early task is fencing the area to safeguard inventories and protect intruders from accidents. The earth and what lies below become the first big challenge, and Gary Fletchall got the feel of his new project by crisscrossing the site on foot. **RIGHT** — Temporary relocation of existing structures was a necessary part of first site work, as discussed by Fletchall and Earl Davis, general carpenter foreman. **BELOW** — Another vital part of the preparatory work is clearing the site. In photo immediately below, Fletchall is never far from a detail with Earl Davis.



First 11 Days

(Continued from Page 6)

MARCH 2, DAY 11

Not normally a work day for Fletchall, he nevertheless has been worrying about the rain and arrives at job site alone at 5 a.m. to find parts of the construction area under water.

Alone, he hand-digs trench to drain off water and with arrival of Zinnelis at 7:00 a.m. pumping operations begin. Additional pumps to work through Saturday and Sunday are obtained. Fletchall arrives home at 4:00 p.m.

A POSTSCRIPT

While rains the week of March 3 required additional pumping, the deluge turned out to be a blessing in disguise.

By the time Webb builders began erecting foundation forms and pouring concrete, the problem had been met and largely solved. This was fortunate, because Los Angeles incurred an unusually wet spring.

The days for Fletchall became longer and more jam-packed.

On the job by 6:30-7 a.m., preceded only by Leon Davis, he was consistently the last man off at an average departure time of 6:30 p.m.

Even at pre-and-post-rush-hour traffic times, his 33-mile trip home to Garden Grove takes an hour.

Fortunately, wife Pat and children Shawna, Milisa, Parci and John are understanding.

Gary Fletchall is typical of the dedication, skill and ability to work with others required of a superintendent.

Like others, he earned his spurs as an assistant superintendent on a number of Webb jobs, and finds responsibility as "top boss" measurably greater.

His superiors knew that Fletchall responds well to responsibility, and that only such a man will make a good "super."

* * * *

As this story was completed in mid-May, the Western Airlines hangar reinforcing steel was already 40 feet up toward an eventual height of 91 feet.

Gary Fletchall had encountered no more problems like the broken sewer line or flooding, but is wise enough to know that a host of "hang-ups" is always possible.

Meanwhile, he greets each day with more optimism than pessimism, not always easy in the tough and demanding world of heavy construction.



After The Photos, A Different Excitement

AFTER GROUNDBREAKING ceremonies came a variety of photos, then lunch, courtesy of Western Airlines. One pose included, from left: Senior Vice-Pres. Appy Guizot; Gerald O'Grady, Western Airlines senior vice-president, legal; Norman Cates, vice-president, VTN (project architect-engineers); Pres. R. H. Johnson; Robert Madsen, project manager, Donald Drews, facilities director and Arthur Kelly, president, all of Western Airlines. **BELOW** — Directing the not-so-glamorous but still exciting challenge of constructing a building became the task of a Webb leadership crew which includes, from left: Fletchall; Ralph Boatman, office manager; Hubert Schroeter, engineer and Ken Boone, operations manager.



Nevada Investments 'Very Stable:' Chairman Webb



WHILE PRESIDING over annual meeting Del Webb turns to four directors — R. H. Johnson, Roy Drachman, Jarl Nerdrum and John Milliken, whose retirement from the board was announced. Mr. Webb expressed thanks to Judge Milliken for 14 years of service as a director and long previous association with the firm. **BELOW** — Mr. Webb and Mr. Johnson chat with some of those in attendance, who were "greeted" at Hotel Sahara-Tahoe by a large message board, and by a panel of smiling hostesses, lower right.



In his first public appearance after a March operation, a hale and hearty-looking Del Webb opened the firm's 14th annual meeting at its Hotel Sahara-Tahoe at Lake Tahoe, Nev.

After introducing directors and officers present, including Pres. R. H. Johnson who delivered the main address, Mr. Webb spoke on the subject of the company's Nevada investments.

Referring to stock market investors and advisors who may be uncertain about the future of resort and gaming hotels in the state, he called the industry "very stable."

Mr. Johnson noted in his address that the hotel business "still appears among the brightest of our diversified operations."

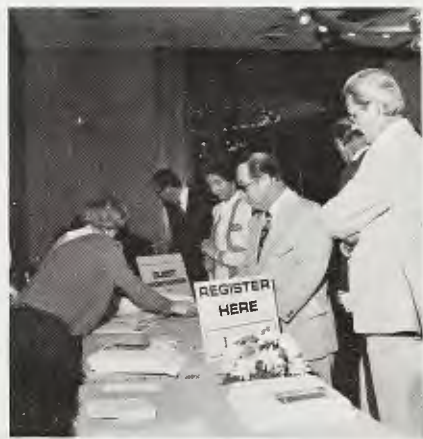
Business Accelerates As Quarter Finishes

Webb Corporation net earnings for the first quarter of 1974 were \$907,976, or 11 cents per share on revenues of \$68,805,203.

This compared to 1973 first quarter revenues of \$73,526,655 and a net profit of \$1,394,282 or 16 cents per share, which included some revenue from sale of equity properties.

Activities of the four operating groups started slowly in January and February because of rising inflation, energy-fuel shortages and a "wait and see attitude" of the public.

March business was much improved at quarter end, reported Pres. R. H. Johnson, with expectation of "an excellent overall 1974."



Wabeek Scores Best Quarter Since Opening

The first quarter of 1974 at Wabeek was the best for sales of single family home sites since the Bloomfield Hills, Mich. project was opened in 1972.

Tom Tyson, marketing director for the joint development with Chrysler Realty, reports sale of 30 sites for approximately \$1 million — more than quadruple the comparable 1973 quarter.

Sites are priced from \$17,000 to \$80,000. Future Wabeek recreational facilities will include tennis and swimming. A highly-regarded 18-hole golf course is already playable.

Spinner Earns Words Of Praise

In a recent multi-state competition against company publications of all sizes, colors and budgets, the *Webb Spinner* was judged well within the top one-third of the 153 entries.

Commenting on the *Spinner's* overall content, the publication judge wrote:

"A lively, interesting publication. Well-written, interestingly laid out. Stories are very well written and are kept short and to the point, as befits the format. We particularly like the Sun City insert in the March issue, and this would seem to be an effective way to cover Webb projects. Overall, an excellent publication with wide appeal."

Oak Brook Termed Good Office Market

The *Chicagoland Real Estate Advertiser* reports that a survey by the Chicago Mortgage Bankers Assn. found the Loop office market overbuilt, but that office space in several suburban areas, including Oak Brook, was renting at \$7.50-\$8.50 a square foot.

"It (Oak Brook) is a beautiful, well-planned community that makes an attractive setting for each building and tenant. The average occupancy rate in multi-tenant office buildings in Oak Brook is approximately 90 per cent."

Bowlers And Golfers Declare Winners



HOME OFFICE League bowling champs are, from left, Rollie Seitz, Hazel Stamatis, Ruth Morton and John Morton. Other special honors: High Game — Sheri Craven, 208 and Clarence Balcerzak and John King, 244; High Series — Anita Jackson, 542 and Bob Netherton, 637; High Average — Maxine Mitchell, 158 and Carl Craven, 188; Most Improved — Sheri Jamison, 11 pins and Doug Hensler, 19 pins; 4-6 Split — Carl Craven and All-Spare Game — Bob Netherton. **BELOW** — The Phoenix-area salaried employees' tournament at Sun City, in which foursomes hit from location of the "best" ball, resulted in winning teams with 65 each. At Willow Creek, from left, Harold Crum, Allen Klinefelter, Diane Bourque and John Meeker. At Riverview, same order, Walt Holm, Bill Collins, Vickie Mull and Bob Meyers. Willow Creek and Riverview are two of nine Sun City courses.



Webb Point Of View (On A Wide Variety Of Points)

"Tim" Timmerman is a host with a gimmick, — a hat collection started 12 years ago. At his going-away (to Val Moritz) party for fellow Land Division worker Bob Rock, guests were photographed in a Mounty's hat from Canada, a fez from Istanbul and chapeaus from Cairo, Greece and assorted famous datelines * * * "More like a private resort than a private club," is the way *Los Angeles Magazine* describes the Webb-managed **Marina City Club**, a one-of-a-kind in Marina del Rey, Calif. * * * Sorry **Keith Alden**. We knew you celebrated your 10th Webb anniversary in L.A., not Phoenix.

LATEST NAME GAME

Latest name game in the Commercial Group began with DEWPARK, the auto parking subsidiary. It was probably **Jim Gannarelli** who passed other possible subsidiary names to the *Phoenix Central News* — DIPPITY-DEW (swimming pools) and DEWSWEEP and DEW-GUARD (cleaning and security ventures). Also, that Prudential Plaza Manager **Ken Goodacre** is now a DEW-GOODER and **Rex Maughan**, DEWR&M's Exec. V.P., is displaying a plaque naming him DEWDAD. Sounds like fun. We suggest DEWGLUE (mucilage), DEWBREW (beer) and DEWMOOEWECCO (cattle, sheep and pigeons). * * * **Mary Bolsness** is new catering manager at the **Newporter Inn**, where **Cynthia Shields** has been named director of sales for the 325-room Newport Beach convention/resort hotel. Cynthia is the first woman to hold such a post with **Del Webb Hotels International**.

OUTSTANDING STRIP EXECUTIVE?

Would you believe **Dick Schofield** is associated with "Executive Secretaries of the Strip?" Yes! They named the Webb Hotel Exec. V.P. "outstanding Strip executive of the year." (The "Strip," for our readers who haven't been west, is the highway along which most of the major Las Vegas hotels are located) * * * **Bob Shafer** has been named district sales manager and **Patricia Frugoli** sales manager for the San Francisco office of **Del Webb World Travel** * * * DEWR&M's V. P. **Quaid Minich** has article #2 in *Skyscraper Management* — "Energy Costs Demand Further Study."

TADEWURZ WLADZUI KONOPKA

The **Sahara** continued its super entertainment schedule in May with Johnny Mathis and the Las Vegas debut of Ted Knight, the anchorman on "The Mary Tyler Moore Show," whose real name is Tadewurz Wladzui Konopka. Then, Rowan and Martin, May 14-20; Buddy Hackett, May 21-June 10; Johnny Carson, June 11-17 and Jerry Lewis, June 18-July 1 * * * A citation for saving energy, signed by Secretary of Commerce Fred Dent, was accepted on behalf of Pres. **R. H. Johnson** at an Arizona capitol program by Exec. Vice-Pres. **George Reeve** * * * **Bill Tigie** reports that last ski season more than 20,000

skiers flocked to Virginia's largest winter recreation area for 54 days of fun. That's at **Massanutten**, son, a Webb development.

TWO STOOD PAT

If figures intrigue you, mathematicians say the odds of a royal flush being dealt are 649,765 to 1, but there are no odds on it happening twice in the same game. It did to Frank Rosen and Joe Esposito, at the **Sahara** * * * Sunshine alone is largely responsible for attracting new residents and visitors to southern Arizona, according to *ARIZONA PROGRESS*, Valley National Bank's monthly report. In the entire Western Hemisphere, less than four hundredths of one percent of the earth's surface receives 4,000 plus hours of sun a year. Phoenix and Tucson fall within this exclusive area.

HOTTEST ENTERTAINER ALIVE

Elvis Presley, called the "hottest entertainer alive" by **Tony Atchley**, assistant manager of Webb's **Sahara-Tahoe**, opened that resort's major summer entertainment schedule May 16-26. Elvis is followed by the 5th Dimension (June 3-13), Isaac Hayes (June 14-20) and Diana Ross (June 22-July 4). * * * The **Sahara** boasts more than 100 employees on the job 15 or more consecutive years. That's loyalty! * * * Steam bathing is a new added attraction in many **Sahara-Tahoe** rooms.



TED KNIGHT, seated, the egocentric anchorman on "The Mary Tyler Moore Show," was termed a "success" in his Sahara night club debut by **Larry Close**, right, hotel publicity and promotion director. Clowning with Knight were **Bob Brackett**, associate Sahara publicity director, and **John Romero**, executive director of advertising, publicity and promotion.



GUEST BOB ROCK donned a fez for this photo at a going away (to Val Moritz) party in his honor hosted by a fellow Land Division worker, "Tim" Timmerman.

Fred McDowell A Sun City Gardener?

The Way It Was

Fred McDowell retired?
 In Sun City, growing tomatoes?
 In operation, he was a superintendent to behold . . . stalking around in boots, launching tobacco juice.

Green construction men used to tiptoe around him.
 And he never seemed to look older.
 A lot of us didn't know he was 69



FRED and Ollie McDowell live along a fairway in Sun City, Ariz., where the retired Webb superintendent has opted for raising tomatoes instead of playing golf, with good success.

this spring when he finished Theta Com in Phoenix and the Medical Arts Building in Sun City.

After you got to know Fred, though, his sense of humor and love of people dispelled any impression of gruffness.

Not that he couldn't be tough — you can't build skyscrapers and other multi-million jobs by being a pushover.

But you find it hard to believe he is gardening in Sun City.

He does too, and admits his wife Ollie shares some of his restlessness.

But the McDowells love Sun City and the fairway home they've occupied for nearly two years.

Along with onions, peas, beans, carrots and tomatoes, Fred harvests golf balls which stray into his yard, although he doesn't play the game.

Their travel is fairly limited — mostly to a cabin they own near Flagstaff, where he also gardens.

Retirement of the senior Webb superintendent — outranked in total years only by President Bob Johnson — is like watching the end of an era.

If they added the superintendent's name to the bronze insignia embedded

in every Webb job, "McDowell" would be a familiar word at all Rosenzweig Center highrise buildings. And at a lot of other Webb projects guided by a man who considered a teaching-career after graduation from Tempe Normal.

"Come out and see us!" he urged the Spinner editor.

I'm sure he would want us to pass the invitation to every reader.

25 Years Ago 25

Spinner, May-June, 1949

While the Home Office was holding a picnic in South Mountain Park, Dale Griffith, Ken Boone and Bob Johnson of the L.A. office were recovering from a weekend of reducing 30 trees to firewood and building a retaining wall.

W. J. Miller was promoted from assistant chief accountant to business manager.

When M. D. Stevens suffered an appendectomy, his hospital room just happened to overlook the site where his crew was building the Denver V. A. hospital. You guessed it — M. D. kept in touch by phone.

Design and engineering for a huge Pabco plant in New Jersey was being handled by a 48-man Webb crew in Oakland, Calif.



MEMORIES were revived when an International timeclock was discovered in an obscure part of the Home Office warehouse. Business Manager Jack Gimbel, left, had it refurbished and President Bob Johnson recalls how he "punched in" when he started as a timekeeper in 1936. "The clock is well over 30 years old," says Gimbel. "It's labeled 'Inventory #2.' A jeweler had to make some gears . . . he couldn't find any in stock."

The Way It Is



ATTENTION to the seven-day-a-week availability of the Sahara Safari sales "package" is secured through a larger-than-life likeness of Jane Nelson. The billboard — which the Sahara's publicity department underwhelmingly notes was here "shaping up" — can be seen in the Los Angeles and San Francisco areas.



Vol. 28 May-June, 1974 No. 5

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Member of International Association of
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JULY, 1974
VOL. 28 NO. 7

THE WEBB *Spinner*



What Kind Of Man Was Firm's Founder?

What kind of man was Del Webb?

Those who knew of his wealth, his sports associations, his far-flung company operations and his friendships with the famous usually expected a bombastic personality.

What they met was "The Bashful Barnum," as he was dubbed by the *Los Angeles Times*.

He was quietly colorful.

He enjoyed the limelight, but he was warmly human.

Mr. Webb was a showman in ways not generally associated with showmanship.

He could put his name on large hotels and office buildings, and even communities.

He could hobnob with presidents, actors, business tycoons . . . the famous and near famous.

But he could establish instant rapport with a green clerk and field construction men of all ranks.

He started as a carpenter and ended as an entrepreneur.

His young manhood contains clues to his personality.

As a boy he won in competition a washtub full of marbles.

He became good enough to be in demand all over the West Coast as a weekend baseball pitcher.

He dropped from 200 to 99 pounds after a bout of typhoid when he was 26 years old. He came back then.

And he bounced back in mid-March, this year, to chair the April stockholders' meeting.

He was fighting a losing battle for his life when the end came July 4.

Tributes to the man born May 17, 1899, flowed quickly from the public and from media across the nation. Some of the headlines from the Phoenix daily newspapers are reproduced on pages six and seven.

Del Webb—His Rules Didn't Stifle Creativity

Mr. Webb was fond of saying of those in his company: "If I lost everything, I could make it all back with good people."

We who work for the company which bears the man's name have lost a good friend and a good businessman.

What success the Webb Corporation has enjoyed is largely the result of his leadership and devotion to duties.

And to the free rein he gave the people he employed.

Del Webb was an orderly man.

His colors were red and black.

His company insignia was not to be changed in any way.

Each department and group were guided by basic rules and regulations.

He never took more than several days vacation a year, and even those were punctuated.

(Continued on Page 12)

Photos Help Tell Story Of Del E. Webb

A 100-page *Spinner* would not include all the story material filed on Del Webb.

And 200 pages couldn't contain the photos.

But photos better convey Mr. Webb's immense energy and far-flung activities.

Hundreds portray his association with the famous from all walks of life.

Hundreds more show him with clients and those in his company, breaking ground for a new project, presenting anniversary pins, in conferences.

Selecting representative photos to pay tribute to this special man was an awesome task. It is with humility we present this brief photo history.



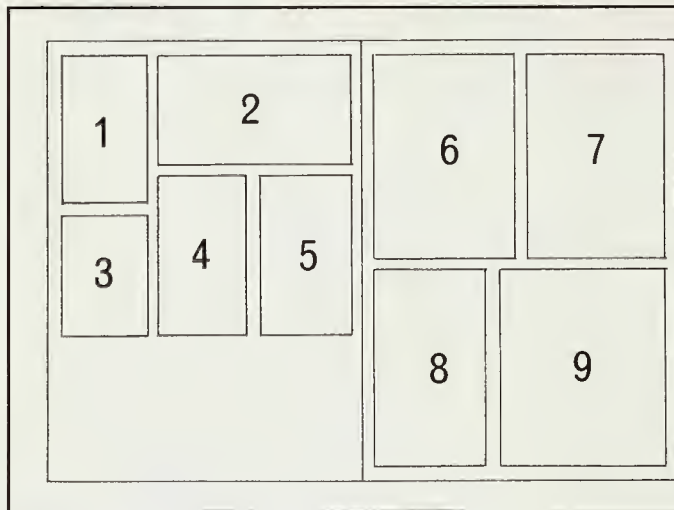
DEL E. WEBB

Del E. Webb, board chairman of Del E. Webb Corporation, died July 4 in Methodist Hospital at Rochester, Minn.

The 75-year-old, nationally-known building contractor and former co-owner of the New York Yankees, underwent a successful lung operation for cancer in mid-March. Back to Mayo Clinic for a routine checkup, further surgery revealed additional complications from which he passed away.

A last wish, included in his will, was that no funeral be held, his body cremated, and a desire that his ashes be scattered over Arizona.

Surviving are his widow, Toni, of Phoenix, and a brother, Halmer J. Webb of North Hollywood, Calif.



1) WITH YOUNG BROTHER, on farm near Fresno, 1910s. 2) In driver's seat, as member of Durant Motors team, 1920s. (Durant became a founder of General Motors, a company which Mr. Webb said he admired and used as an organizational model. He also remembered "No Smoking" sign on Durant's desk.) 3) Rev. J. W. Webb, grandfather; Earl Webb, father, and Del Webb. 4) As young California carpenter, early 1920s. 5) With mother and father, in 1940s. 6) As young Phoenix contractor in 1940s. 7) Famous "No Smoking" sign appeared in desk portrait of 1950s. 8) At Home Office, early 1960s. 9) With wife Toni; they were married in 1960.



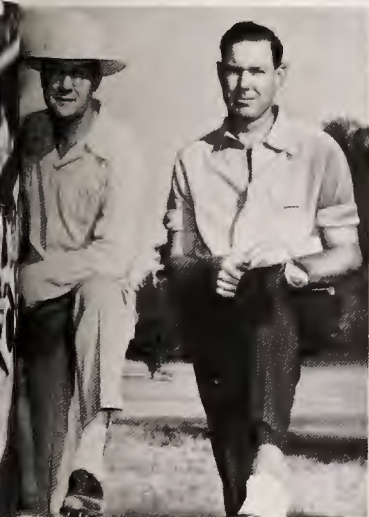




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1) **WITH YANKEE STAR** Joe DiMaggio, many times a golfing partner after his baseball retirement, and Bob Vinson, pilot of a Webb Company plane. 2) When the Yankees switched training sites with the New York Giants in 1951, Mr. Webb clowned for photographers in Phoenix with Yankee Manager Casey Stengel. 3) Del Webb in the Yankee dressing room following a

pennant or World Series win was a familiar sight from 1947. Here he congratulates Don Larsen after Larsen pitched a perfect Series game. 4) When the Yankees were invited to Japan in 1955, Mr. Webb indulged in his only avocation: posed with local caddies. "I couldn't understand the Japanese," he said. 5) Of another Yankee star, he once said: "Mickey Vernon had a chance of being better than Ty Cobb, until he got the knees." 6) At a Dodger game, with wife Toni, Mr. Webb appeared in a Yankee broadcast. 7) Of many celebrity golfing partners, Bob Hope was probably the one he most often joined on the tee, from coast to coast. Mr. Webb frequently was the natured foil of Bob's jokes, as in this 1947 photo. 8) In 1963, he appeared with Hope at a Tucson March of Dimes benefit. In 1963, the two made a surprise visit to a Sun City, Ariz. golf course but were soon mobbed. "I have to let Del win today," Hope told the crowd. "I hear he's down to his last city." 10) At a 1970 AFB Celebrity match in Phoenix, Mr. Webb joined in a good losing effort on Bob. 11) When the firm's offices were less dispersed



to join his executives in regular golf contests, as in photo with R. H. (Bob) Johnson. 12) After his firm the Sahara Hotel in 1961, Mr. Webb happily joined Sahara Invitational tournaments. His annual awards included Lee Trevino in 1971, and 13) Jack Nicklaus (4) Mr. Webb and Bob Goldwater, second from right, big founders of the Phoenix Open in the 1930s. This Arnold Palmer and Hope was taken at Phoenix Open 1973, the sponsoring Thunderbirds named Webb one of its new honorary members in recognition of his support over the years.



THE THUNDERBIRDS



THE ARIZONA REPUBLIC

Friday, July 5, 1974

Del E. Webb Lies; builder of Sun City

Del E. Webb, 75, who built a small contracting business into the Webb Corp., one of the nation's construction firms, died Thursday in Rochester, Minn.

but this dream was thwarted by and illness.

His love of the game, however, led him to become co-owner of the New York Yankees during the late 1940s and early 1950s.

Phoenix, Friday, July 5, 1974

The Arizona Republic

Webb Left

possible to write a book on the development of the city without devoting a chapter exclusively to Webb.

It was a pretty neat trick to cram all of his life into one chapter.

Webb, who died yesterday at 75, made his fortune in construction. But his fame came from sports.

Ben Foote, president (in fact chairman),

"There I was now in the position of co-owner of the company."

"And I was anything like him."

The Phoenix Gazette

PAGE 6 Section A

FRIDAY

Del E. Webb, Building Giant

"I just apply baseball to business and it works."

That was the explanation once given by Del E. Webb for his remarkable success in business.

along with his farm activities, made Webb an even international figure.

THE ARIZONA REPUBLIC

Phoenix, Saturday, July 6, 1974

Tools of an empire built

Editorials

The Del Webb story

Del Webb, who died yesterday at the age of 75, was a man who walked with kings but never lost the common touch. His biography in "Who's Who in the West" reports that he was a carpenter in Fresno from 1917 to 1926 and in Phoenix during 1927 and 1928. Not many tycoons are likely to recall such humble beginnings.

"new way of life" for 100,000 retirees in the decades ahead. The current investment in Sun City totals \$500 million, and the spendable income of Sun Citizens is estimated at \$175 million a year. The benefits to Arizona's economy are obvious.

Webb also was proud of the fact that he played professional baseball to augment his income from 1926 through 1932. After a stay in hospital he combined the technical skill of a carpenter with the competitive drive of a baseball player and went into business as a contractor. The rest is history.

Del Webb was a personal friend of President Franklin D. Roosevelt and hobnobbed with business magnates, governors and members of Congress. He knew scores of prominent athletes. He was a Democratic Party member, who took a keen interest in politics.

But his main interest was in people. Whether they lived in the White House, spent their time on a baseball diamond, or bought his houses in Sun City wasn't really important. What they thought and how they reacted was important to Webb.

Del Webb built great resort hotels, planned and constructed fine office buildings, was part owner of the New York Yankees baseball team, employed housing at the pace center. His company is a multimillion-dollar enterprise, listed in the New York Stock Exchange.

The Del Webb Corp. has been asked to...



Mark On Valley Sports

...ing Of '51

"Our head table was so full that year," said Yogi Berra had to sit in the audience."

A Better Valley

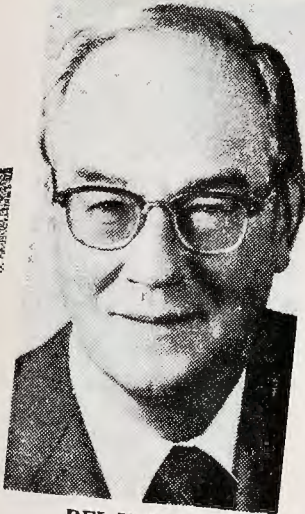
Chicago S

Phoenix Gazette

Vol. 94, No. 278

PHOENIX, ARIZONA, THURSDAY AFTERNOON, JULY

Del Webb Die After Operation



DEL E. WEBB

Del E. Webb, a rags-to-riches business legend in Phoenix, where he got his start in the building trade, died today in Methodist Hospital in Rochester, Minn., of complications following surgery.

He had undergone a lung operation for cancer in March. He was 75.

At the time of his death, Webb had built his 1928 assets of little more than a hammer and a saw into a nationally known building operation that included hotels, office buildings and land developments across the country.

He is survived by his wife, Toni, of Phoenix, and a

brother, Halmer J. Webb of North Hollywood, Calif.

A last wish, included in his will, was that there be no funeral. Accordingly, the body will be cremated in Rochester, and the ashes scattered over Arizona, the state in which he achieved his business success.

Del Webb was chairman of the board of Del E. Webb Corporation, which has always had its headquarters in Phoenix.

ONE OF HIS most successful ventures was development of the Sun City resort-retirement community near Phoenix, launched in 1960 and now housing 32,000 residents.

The former co-owner for 20

years of the world-champion New York Yankees had turned to Mayo Clinic in Rochester for a routine check. Further surgery revealed additional complications.

Webb was born May 1899, in Fresno, Calif.. Ernest and Henrietta Fox camp Webb.

During his youth, the rangy Webb spent a great deal of time doing the things he loved best: Working with a hammer and playing baseball.

WHEN THE senior Webb's contracting, sand and grave business failed, Webb quit school to work as a carpenter weekdays and to pitch ball on Sundays for substantial semiprofessional fees.

PHOENIX

NEWSPAPERS PAY THEIR RESPECTS

Mr. Webb started "making headlines" on a regular basis prior to and during the early years of World War II, when his firm built military facilities in record times.

By the time the Yankees started winning pennants and World Series for he and Dan Topping, his name was a by-word, at least in Arizona and the baseball world, and became interchangeable with the firm he founded.

Making the right kind of headlines is different than just making headlines, and recognition of his accomplishments upon his death, by media across the nation, was gratifying.

But nowhere was it more warm and profuse than in Phoenix, his adopted hometown. On these pages we reproduce some of this coverage from the Phoenix Gazette and Arizona Republic.

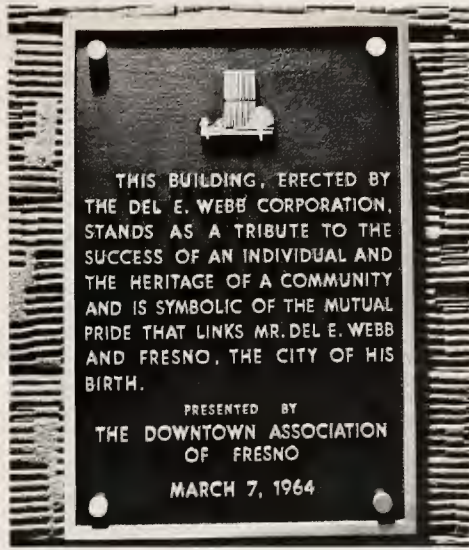





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GOLF AND BASEBALL opened many social and business contacts for Del Webb and the firm he directed. 1) While presidents and other famous men often used his Yankee box seats, Mr. Webb in 1955 joined Harry Truman in the former president's box in Kansas City, a park his firm enlarged to major league dimensions. 2) Mr. Webb felt particularly at home with sports-

men. A favorite occasion was the Phoenix Press Box Association's Sports Award Banquet, where he chatted in 1967 with Walter R. Banks, left, and Jesse Owens. 3) The following day, Mr. Webb likely would fly across the country for an assignment. In 1970, he joined Colorado Gov. John Love at Phoenix Civic Plaza groundbreaking. 4) As a celebrity himself, Mr. Webb was sought for such events. Three of the many hundreds he attended included Pueblo Gardens in 1949 in Tucson, the first development investment (at opening); 5) In 1950, for the opening of Louis V.A. Hospital, and 6) at Phoenix Civic Plaza, 1964, Mayor Henderson explained to the Webbs a personal gift to the city, then 8) unveiled a commemorative plaque. 9) A Phoenix Boys Club had given him its highest local honor when it sponsored a testimonial dinner in 1973, where William Lyndon Johnson, national executive director, made a special award. 10) In 1963, Pres. Lyndon Johnson honored Mr. Webb and R. H. Johnson for the firm's safety record in building the nation's



missile silo complex. 11) Doctor of Humane Letters degree was bestowed in 1971 by University of
 2) In 1962, after his firm had opened four retirement
 Ethel Andrus, founder of the American Association
 Persons, presented a special award. 13) At Sun City,
 n Mr. Webb called his proudest achievement, he
 extremely warm greetings each time he made a visit.




Writer Interprets Some Of The 'Color'

Part Of The Fascinating Life Of Del E. Webb

Mr. Webb's official biography contained information on colorful aspects of his career. In a lengthy July 5 story on his death in the Los Angeles Times, which began on page one, Robert Kistler interpreted some of this material. We thought you would be interested in excerpts. — Editor

"Mr. Webb, a Fresno native who dropped out of high school to work as a carpenter for 50 cents an hour and play semipro baseball throughout Central California, had aspirations of pitching in the major leagues.

"However, while playing an exhibition game at San Quentin Prison in 1926, he contracted typhoid from an inmate's drinking cup and was forced to stay in bed for a year.

"His pitching career over, and his normal weight of 200 down to a meager 99 pounds, he moved to Phoenix because of the climate.

* * *

"Despite his success in general contracting and construction, Mr. Webb — once described by a writer as "looking like a gentleman farmer and talking like a blend of field hand and potbellied stove philosopher" — always maintained that his purchase of the Yankees was his best business deal.

* * *

"During Mr. Webb's 20-year reign as Yankee co-owner, the team never had a losing season financially and did almost as well on the field, winning 15 league championships and 10 World Series crowns.

* * *

"Ironically, what would prove to be the two most important changes in Mr. Webb's career — starting his then-tiny construction company in Phoenix and later moving into Las Vegas — came about by accident.

"Shortly after moving to Phoenix after his bout with typhoid, Mr. Webb was working for a small contractor as a door-hanger.

"He got his paycheck one Friday and cashed it, only to later find it had bounced. The next Monday he went to find the contractor. The man had left town, leaving debts and an unfinished grocery store.



THREE show business personalities he called friends joined Mr. Webb several years ago at a birthday party . . . Jack Benny, Joey Bishop and Buddy Hackett. Benny and Hackett are entertainers in Webb Corporation hotels.

"According to a close associate, Mr. Webb talked the owner of the grocery into putting up the financing and Mr. Webb took over the absentee contractor's firm.

"The company consisted of one cement mixer, 10 wheelbarrows, 20 shovels and 10 picks.

"Mr. Webb's entry into the Nevada gaming center was unplanned. This is his own version:

"When a contractor building the Flamingo Hotel — the real gambling palace on the Strip — ran into problems, Webb stepped in as a favor to friends at the bank backing the project.

"Mr. Webb soon discovered that the partly-built hotel had been sold to a party by the name of Benjamin (Bugsy) Siegel.

"The name didn't mean anything to me at the time," Webb once said in an interview with the Times, "Bugsy's name sure found out in a hurry."

"According to Mr. Webb, he asked his attorneys to get out of the deal, but they told him Siegel had a binding contract. Siegel, who had what appeared to be a bulge under his shirt pocket, said he thought so too.

"Mr. Webb built.

"Mr. Webb would later recall that he had no problem with Siegel, adding that Bugsy paid up faster than just about any contractor. Mr. Webb had built for.

"However, one day Siegel did admittedly shake up Mr. Webb by bragging that he had personally killed 12 persons and saying of another mob figure in Las Vegas, 'I'm going to kill that s.o.b., too.'

"It didn't sound to Mr. Webb like an idle threat, the contractor would say later, and when Siegel noted the shocked expression on Mr. Webb's face, he quickly added:

"'Del, don't worry. We (mobsters) only kill each other.'"

* * *

"Despite his normally quiet, introspective personal manner, Mr. Webb also took delight in occasionally dazzling company by, say, picking up the telephone during an interview and making — and getting through — a call to Howard Hughes' private office, then located at the top of the Desert Inn Hotel in Las Vegas.

"Following one such call in 1969, Mr. Webb beamed and told his listeners:

"'Well, I've known Howard for 35 years and I consider him one of my closest friends. We've done a lot of his building work. He has his peculiarities, but he's one of the shrewdest fellows I ever knew.'"

* * *

"Throughout his career, Mr. Webb remained something of an enigma. By 1969, his personal wealth was estimated at more than \$100 million, a figure Mr. Webb did not dispute.

"A friend of presidents and acquainted with the very rich and flashily attired, Mr. Webb himself preferred conservative blue suits, of which he had perhaps 150.

"His penchant for golf remained with him in his later years, and, at age 70, he still maintained a seven handicap. He would play six, often seven days a week until his initial surgery last year, associates said.

Del Story—Builder, Then Owner

Mr. Kistler has presented only one aspect of the Webb Corporation's Nevada involvement. Actually Mr. Webb's first construction project in Las Vegas was a Union Oil Station in 1935.

The firm's investments in Nevada date to 1952, when as a partnership it built the first of many buildings for the Hotel Sahara, taking an equity in lieu of construction fees.

By the mid-1950s the Webb firm had launched in Arizona its own motel chain.

Several years later it acquired Mountain Shadows in Scottsdale and built Del Webb's TowneHouse in San Francisco.

Just as Mr. Webb had decided 30 years earlier it was as easy and more profitable to bid a \$10 million job as it was a \$1 million project, his organization began to cast its lot with larger, more sophisticated hotel properties.

When the Sahara-Nevada Corporation was purchased in 1961, with the Sahara, Mint casino and other land in Las Vegas, a foundation had been prepared for the first publicly-held company to enter the Nevada gaming-resort business.

The experience of Sahara and Mint staff members was needed to bridge the transition into this new aspect of the gaming industry.

Thousands of employees did remain, and do so today.

In addition to preceding Hughes, Hilton and MGM into Nevada, the Webb Corporation helped introduce controls into the gaming industry which won praise from press and government officials.

A part of Mr. Webb's April 26 stockholder address was an appraisal of the industry and his firm's gaming investments.

* * *

Upon Mr. Webb's death, Nevada Gov. Mike O'Callaghan said:

"He was always a welcome visitor as he never discussed his own financial empire. He always relaxed. I valued his friendship."



ORIGINAL Hotel Sahara facilities, built by the Webb firm in 1952.

'Quiet Giant Has Left His Mark'

What impressions do men like Del Webb leave with others?

Los Angeles Times writer Kersting surmised the two most important changes in Mr. Webb's life were the start of his Phoenix contracting business in 1928, and his entrance into Las Vegas.

Into our office the Monday after Mr. Webb's death came a poem from Doug Farley, executive sales director of the Hotel Sahara, who has been in the Nevada hotel business for six years.

He wrote it just after learning of Mr. Webb's death. It is interesting, both in Doug's impressions of what Mr. Webb has accomplished, and in his warm regard for "this man of destiny."

From the Valley called San Joaquin
This man of destiny came
This carpenter who as a youth
Loved most, a baseball game.

He settled in a desert spot
Down Arizona way
And started building an empire
Thru hard work every day.

He gathered round him other men
Who felt the same as he
They toiled and sweat and planned and built
a corporate entity.

As he developed in his life
He found it quite a joy
To give to many charities
Especially if it helped a boy.

His building projects multiplied
His horizons ever grew
His name became a household word
When the Yankees deal went thru.

As time went by, all were amazed
At his wondrous energy
He was scratch at golf, and often played
In famed golf company.

He developed the acme for retirement
Known world wide as Sun City
Yet all its attractive accoutrement
Could not lure him into inactivity.

He was a man to look up to
One we were always glad to see
And we'll sorely miss this quiet man
Who founded our Del Webb Family.

This quiet giant has left his mark
In construction round the earth
And none can erase the Del Webb spark
That gave his life a lasting worth.

Douglas A. Farley

Webb Point Of View (On Mr. Webb)

That Del Webb was a legend in his own time is no fabrication of the Webb public relations department. He was a man larger than life . . . At times, it seemed he received more recognition outside Arizona, yet in recent years honors came his way there increasingly . . . He was a man who built his business in Phoenix. Travel took him to all parts of the world, yet he always bragged about Arizona. He asked his ashes be scattered over the state . . . **He was a conservative Democrat by registration, yet often voted Republican.** He was once asked about running for Arizona governor, and declined. He was invited on a college board of regents, yet constant travel confined regular civic participation to Boys Clubs, of which he was a national director, and, through annual donation of Sahara Hotel facilities, one of the club's largest fund raisers. Many other donations were never made public . . . His traits were bywords. He was a fast driver, yet invariably was nearly late for a function or a plane. Favorite foods were steak and ice cream. He wanted the front seat of an airplane to stretch his 6-4 frame. **He would use a favorite anecdote in his speeches for years.** He was not a polished speaker, but was warm and sincere, and once charmed the leading columnist in Phoenix to note his country-boy grammar, but add: "We could have listened to him all night." . . . Arriving on a job-site, for a groundbreaking or whatever, his first respects were to the superintendent. His scrawls on memos were the bane of their receivers, little more legible than his signature. Many employees never knew his name was Delbert Eugene, and few knew he developed his signature in one day of signing thousands of contract copies . . . **He was usually the tallest in a crowd, and often the only one with a hat . . .** His forcefulness and insight in running the Yankees earned him the respect of other owners, who made him league president, and the enmity of a few whose running feuds made national headlines . . . He was on friendly terms with every U.S. president since F.D.R., who called him to Washington to talk about Phoenix WPA projects and learned each had forged his ambitions during the fire of illness — Roosevelt with polio and Webb with typhoid . . . In the early 1960s, a Phoenix magazine said Mr. Webb was the best known Arizonan of all time. **He was pictured on the cover of many magazines, including TIME . . .** In recent years he was regularly linked with the success of Sun City. Sun Citizens not only believed Mr. Webb added years to their lives in creating the Sun City way of life, but they identified with his age, energy and enthusiasm . . . It was Sun City which announced a memorial service for the man linked to their town. But he will be missed by us all.



FINAL public appearance was at company stockholder meeting, April 26, 1974.

R. H. Johnson Salutes Mr. Webb

(Continued from Page 1)

tuated by telephone calls to company operations across town or across a continent.

Sometimes people chaffed under his paperwork.

Del Webb personally didn't build the first Phoenix shopping center, and the first Phoenix enclosed mall shopping center.

He didn't create personally the world's most famous retirement town.

He didn't develop, single handed, a mid-town Phoenix business complex.

He didn't alone operate leading resort and convention hotels.

And he didn't erect some of the nation's most complex construction projects.

But he established an organizational framework with freedom for others to do so under his direction.

And he was proud enough to put his name on them, and constantly to be a good salesman for the company he founded in 1928.

R. H. (Bob) Johnson, who joined Mr. Webb in 1936, said it for us all:

"Mr. Webb was a 'born leader,' and he will be sorely missed by a legion of employees and friends who admired him for his business acumen, his aggressiveness and his dedication to his company."



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THE WEBB *Spinner*



AUG.-SEPT. 1974
VOL. 28 NO. 8-9

Many Gather In Sun City Tribute To Del E. Webb

In the soft twilight of a warm July 14 evening, in the community he called his proudest achievement, Del Webb was eulogized by friends, to friends.

An estimated 5,000 gathered in the Sun City Sun Bowl to hear remarks by R. H. Johnson, three Sun City officials, and a main address by Sen. Barry Goldwater.

Their words speak for us all. The following excerpts say much about the late Del Webb:

* * *

R. H. Johnson, who had worked for and with Del Webb for 40 years:

"He was my model, my mentor . . . an aggressive leader. He was a vibrant person, and he lived each day fully with great enthusiasm for the present and future."

* * * *

Senator Goldwater, who traced a 40-year friendship with Mr. Webb:

"I think the dominant thing I remember about him was his passion for honesty. After he became a businessman it was a thrill to watch him. He started on nothing but American initiative, willingness to work, and devotion."

"Then he got the great idea of Sun City. I think this is the most remarkable community — an idea for a community — that any man has had in the history of our country."

"As a native of this state, I think I can say he has contributed as much to Arizona as any one man — not just in a material way but in a spiritual way . . ."

* * *

Earl Clore, president, Sun City Homeowners Association:

"Rededicate your efforts to keeping Sun City the kind of city that Del Webb would be proud to have his name associated with."

R. H. Johnson Elected Chairman

Robert H. Johnson, 58, has been named chairman by the Webb Corporation board of directors to succeed Del Webb, who died July 4 at the age of 75.

He will serve as chairman, chief executive officer and president, as did Mr. Webb for several years before Mr. Johnson was named president.

Some important years in the life of the native Arizonan, who has bridged the Webb firm's transition from Phoenix builder to national contractor-developer and hotel owner-operator.

1935 — Joined Webb Corporation.

1942 — Opened and directed Los Angeles office.

1947 — Elected vice-president (at age 31).

1961 — Named senior vice-president (company revenues were \$67.1 million that year).

1967 — Elected president (1967



R. H. Johnson

revenues were \$166 million).

1973 — Named chief executive officer (a \$293.5 million year).

New Construction

In new major contracting work since last *Spinner* report, the Los Angeles office has launched a hospital in Portland, Oreg., for Seventh Day Adventists, and Raincross Square, exhibit and performing arts center in Riverside, Calif.

The \$20 million, negotiated hospital project includes an adjoining profes-

(Continued on Page 3)



SEN. Barry Goldwater returns to his seat at Sun City Stadium after making main address in a memorial service for Del Webb.

* * * *

Bill Kent, vice-president, Recreation Centers of Sun City:

(Continued on Page 2)

Sun City Salute

Sun City, Arizona is featured in the June, 1974 issue of *Arizona Highways*. In a page-one editorial, Editor Joe Stacey wrote:

"We were here when Sun City, Arizona was born from desert lands and cotton fields. It has succeeded because of a developer's integrity and represents one of man's first achievements in establishing dignity to a life style formerly associated with indignation."



R. H. JOHNSON, hired by Del Webb in 1935 and elected president in 1967, pays tribute to his late associate at a Sun City memorial service attended by an estimated 5,000 people, some seen in photos at right and above.



'I built you a Sun City, but only you can fulfill its promise!'

(Continued from Page 1)

"The recreation facilities, the lakes, the golf courses and even our very homes are remembrances of Webb. We are thankful for the special way of life he made available for us."

* * * *

Doug Morris, president, Sun City Taxpayers Association:

"I never knew Del Webb. I also never saw a human mind or soul, but I can see their accomplishments.

And I can look at Sun City and see Del Webb.

"I know this is not the usual memorial speech, but I hope his spirit never rests. That it continues to be in the winding streets of Sun City; that it motivates those with the task of translating the genius of his vision into reality, and those who reach 65, 70 or older who may feel their challenge is over.

"I hope the spirit of Del Webb never rests. For then, whose voice

would come to us on the breeze that drifts over the land of Arizona?

"Whose voice would say?: 'I built you a Sun City, but only you can fulfill its promise'."

* * *

Del Webb disliked funerals, and willed that none be held in his honor; that he be cremated and his ashes spread over Arizona.

But he couldn't stop the people from gathering in his memory.

Mr. Webb's Death Draws Widespread Sympathy, News Reporting

As news of Del Webb's death was carried by radio, television and newspaper, tributes and expressions of sympathy began arriving.

They swelled in numbers at the home of Mrs. Del Webb, the Home Office in Phoenix and in other Webb Corporation offices from Virginia to Hawaii.

Included were memorials from the Los Angeles City Council and the Los Angeles County Board of Supervisors.

In a formal resolution the Webb Corporation board of directors said:

" Del E. Webb, a great man and a good friend, has touched our lives

and thereby made us better than we were before."

On July 4, the day of his death, and on July 5 and succeeding days in daily newspapers and periodicals, Del Webb dominated the news and headlines as never before.

Articles from 917 publications have come to the attention of the public relations department. Their combined circulation exceeds 78 million.

Beginning in 1940, Del Webb was associated with speedy erection of some of the Southwest's major wartime facilities.

In 1945, and for 20 years thereafter,

he was linked with the most famous baseball franchise of all time — the New York Yankees.

Then motels, hotels, Sun Cities and some of America's major construction projects brought the Del Webb name to America's attention.

In news of finance, construction, real estate, sports and entertainment, his name was linked to the company he founded.

And when he died, editors across America noted his passing with headlines of all sizes, including warm editorials from areas not associated with Webb projects.

New Contracts

(Continued from Page 1)

sional building and is expected to be completed in two years. Assigned personnel include:

Don Gray, superintendent; Howard Omote, engineer; Guy Thomas, assistant superintendent; Charles Cooke, labor foreman; Mike Hollingsworth, office manager and Keith Alden, operations manager.

Under a low bid of \$6,998,000, work has begun on the 600-day Raincross Square project, directed by John (Mac) McAllister, superintendent; Ken Boone, project manager and Jim Torres, office manager.

Also underway under direction of Jim Craig, Los Angeles chief of operations, is California work for Hughes Aircraft at Irvine and Culver City.

The two-story building at Irvine is under a 10-month schedule guided by Swen Johnson, superintendent; Ron Febbrara, engineer; Bill Arnold, office manager and Harold Kramer, operations manager.

The six-month Culver City project, two steel buildings, is directed by Tom Prince, superintendent; Bill Messzik, operations manager and George Lord, office manager.

Oak Brook Buildings Near Completion



TWIN OFFICE buildings and garage in Oak Brook, Ill. for Arthur Rubloff & Company, near completion under direction of Don Kosman, superintendent; Walter Bombard, operations manager; Carolyn Moore, engineer and Charlie Brown, office manager.

Hotel Group Profits Highlight 1974 First Half Earnings

Second-quarter Webb earnings of 23 cents and six-month 1974 earnings of 34 cents per share, compared to a 1973 second-quarter 24 cents and six-month earnings of 40 cents per share.

Net operating income from the 1974 first half was \$2,874,485, compared to \$3,465,850 for the like 1973 period.

First half gross revenues were \$149,765,109 compared to last year's \$146,072,560.

Pres. R. H. Johnson said high interest rates and cautious buyers hurt Webb second-home projects, but that Sun City, Ariz., experienced good first half sales.

Hotel Group results bettered 1973's first half, Johnson stated, and "reflect our anticipations for a good 1974."

He termed "especially outstanding" the operating profits of the new Primaldonna Club casino in Reno, and "fine profit showings" by Mountain Shadows in Scottsdale and the Newporter Inn at Newport Beach, Calif.



HAVING much fun preparing for Bat Night and Fan Appreciation Night, two of the many Sun City Stadium promotions they created this summer, are Gaylen Bartlett, Mary Stone and Helen Foster, from left.

Property Managers Turn Softball Promoters

For property management people, Gaylen Bartlett, Helen Taylor and Mary Stone make one heck of a promotional team.

They recently finished a 3½ month cram course in the subject. Their April goal: "Fill as many of the 4,000 Sun City Stadium seats as possible to help earn the Saints a trip to Africa."

"Come-ons" for the gals and guys softball teams which call Sun City home included free popcorn, peanuts and ice cream, 5 cent apple cider and 10 cent beer.

"The first beer night bombed because of a rare cold front" recalls Bartlett, Sun City property manager.

Other promotions included appreciation nights, and drawings for merchandise donated by the town's five shopping centers and for press box seats, where fans enjoyed cooling, free snacks and kibitzing with Bob Baker, a professional who also announced the Milwaukee Brewers spring training games at Sun City.

The promotions paid off.

Saints attendance was up despite a 50 per cent ticket price increase. The Page Raiders men's softball team drew well in its first year, then went on to become national champions.

Sun City has sponsored the nationally-known Saints girls team for eight years, and Gaylen, Helen and Mary

capped their home season July 28 with a Fan Appreciation Night.

We Can Be Proud

It's a too-close-to-the-trees fact — Sun City, Arizona is more famous than many of us realize. We sometimes forget that our own company created this oasis.

Then, we read about distinguished Sun Citians still contributing to society.

Or, we view a national columnist's keen appraisal. Or glow with pride when Joe Stacey lavishes praise in words and color photos in highly-regarded *Arizona Highways*.

* * *

Joe Stacey introduced the feature with "The Saga Of Vulture Road," which in 1867 led from Wickenburg's Vulture Mine to yet-unnamed Phoenix (a collection of hay fields for horses at nearby Fort McDowell).

Later, R. P. Davie, from Marinette, Wisc., bought land between the Agua Fria and New rivers, and in 1912 proudly named his small settlement after his home town.

Marinette eventually succumbed to the automation of corporate farming, but 50 years later attracted the many people its founder envisioned when it became Sun City.

Sun City Shares Magazine With Grand Canyon

In 1967, Sun City was featured in an issue of *Arizona Highways* which included three other articles. Editor Ray Carlson said then:

"The continual flow of tourists (to Sun City) has pushed the community into the spotlight shared by the Grand Canyon, the Petrified Forest National Park, and other major points of scenic interest which draw visitors from all over the world to Arizona."

It is the Grand Canyon alone with which Sun City shares the *Arizona Highways* issue of June, 1974.

Editor Joe Stacey shares his predecessor's high regard for the community.

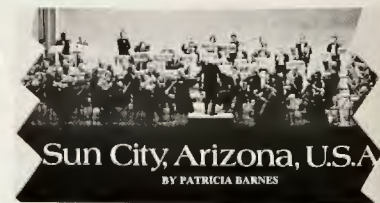
"We are not here to sell Sun City," he begins, in a rare, mid-issue editorial.

"We are here to praise Sun City, Arizona and to pay tribute with editorial testimony to the developers, workers and residents of one of Arizona's important and vital communities."

"Sun City, Arizona is one of the most wonderful things that has happened in the United States of America," he concludes.

"And in a world of beautiful places and wonderful things — that's something very special."

Those are kind words, Mr. Stacey . . . we appreciate them very much — Editor.



reach like a vast mosaic across former cotton fields through and among 17,000 homes and along golf links streets in varied patterns, and the irregular shrunken large mansions, fish-bowl-like lakes. Five recreational, more conspicuous and imaginative, 2 of activities—swimming, shuffleboard, tennis—crafts, tennis, miniature golf, lectures, music— a — for which residents pay an annual fee of \$1.

tedium is the spring training home of the Arizona Cardinals. Through the justice it bears "Marinette" and women's softball activities, an outdoor amphitheater. Just this year late as Lawrence Welk, Freddy Martin, and the King Family. The residents at Sun-Center provided this reason for such locations and Sun Leisure.

ter savings and loan association offices, new go offices, 17 churches, a movie theater, a 16-acre two private country clubs, the 200-bed Walter World Hospital, a 60,000 square foot medical (a variety of modern music and restaurants, which is already obsolete for Sun City is con- "But to see Sun City only as a happy display contemplative an empty glass. The glass is a success "is using these?"

The youthful spirit of Sun Citians to "Bat" Night" type. Age is unifying in and each person is judged for himself rather of which he has seen. Sun City says and in this annual undertaking once over a "young upstart." To really parade will try new things, make one. Even discover new interests and talents.

The quiet follower, freed of frictions that have long bound him, may speak assume leadership. The dominating r by his new peers to listen and learn, shops and creates a social bond of confidence, many of them veterans of-

The traveler is invited to the world, a permitted an understood privacy be could? All of this occurs within an environment services and convenience to the need

Most Sun City residents have no, families. Golf courses, pools, small clubs and entertainment and cultural activities and appreciated. Residents have organized clubs and organizations spanning hobby, r tables and recreation groups all the " symbols or clichés.

Sun City is a unique real estate development. The Dal E. Webb Development Company "No Corporation, not out"

Day In The Life Of A Sun City Superintendent

Wheels Take Martenson Where The Real Action Is

A work day with Del Martenson is something else.

Most of us couldn't handle it — physically, or otherwise.

The 37-year-old Sun City field superintendent has an official desk, but his main office is a red truck and his most valuable files are under his hat — a knowledge of men and home building.

Watching Martenson and other Sun City supervisors leads one to believe housing will never be fully automated, not as long as humans err and argue, and weather and materials are unpredictable.

Technically, Martenson's time is divided equally between human relations, quality control and production.

In reality, he may concentrate on quality control for three straight days, then take another two to settle a dispute between subcontractors.

His average summer work day starts at 5 a.m., when first crafts arrive to beat the heat (others arrive at 6 and 7 a.m.).

Sometime after the last of the 900-plus workers leave at 3:30 p.m., Martenson ends an 11-hour day.

Between those times occur the construction of one of the nation's most famous planned communities.

"I've been here since Oct. 10, 1959, when I started as an apprentice carpenter. I wouldn't change this experience for *anything*."

Anything is what he gets every day:

A dispute between cement finishers and painters about cement splashed on the house, or about paint on the sidewalk.

A question on whether cabinets slightly damaged in shipment should be returned to the factory.

A decision on whether to work around a phase of production because ordered materials are late in shipment.

And so goes the daily un-routine.

"Best Quality Homes:" Martenson

Does quality of Sun City housing suffer from high production quotas and the labor-materials problems which plague all builders?

Not to hear Sun Citians talk.

They probably take more pride in their homes than any other group their size anywhere in the world.

Not to hear construction men like Del Martenson talk.

"We have the best quality homes for the dollar in the Valley," he says flatly.

Although like a heavy construction superintendent Martenson has back-up field and office personnel, a good portion of the buck stops at his desk — be it truck or office.

Sun City production in June was not at an all-time high, but the pace to an outsider appeared relatively frantic.

Of approximately 920 field men on the job daily, two-thirds are employed by Webb. One daily progress sheet listed 340 carpenters, 184 laborers, 31 cement finishers, 50 teamsters, 37 operating engineers and 1 ironworker.

Martenson doesn't relax indoors after most of a work day outside.

Summer weekdays he coaches Little League, and on weekends and vacations likes to hunt and fish.

Considering his Monday-Friday routine, the solitude of field and stream seems almost necessary.

SEE NEXT PAGE



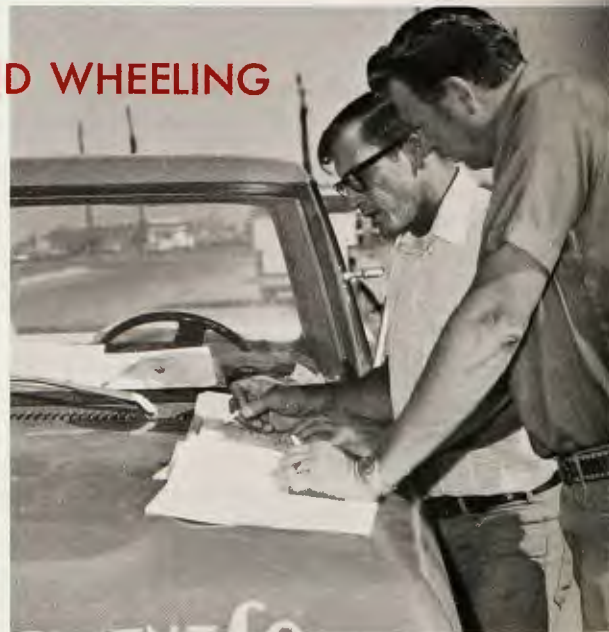
AVERAGING 130-plus miles a day checking Sun City construction, Martenson confers "on the run" with Roy Stephenson, trim foreman.

EYEBALLING AND JAWBONING



THERE'S NO SUBSTITUTE for on-site construction inspection and personal communication at Sun City, where one lit take on seven home starts a day can multiply to slow production and create worker and buyer irritation. Compaction and moisture content are only several items Field Superintendent Del Martenson, left, checks before foundations are poured. Efficiency is constantly sought. Martenson confers with (Coke) Costanzi, above, housing superintendent, about compacting sidewalk and slab concrete pour (obstacle is the compact underground electrical cable, a hitch still being studied). See page seven top photos, left to right, carpentry is checked by Jim Marler and Bobby Fine, framing foremen for patio and garden court apartments, respectively and cabinets go under scrutiny with Richard Schwartze and John Clark, coordinator.

SPIELING AND WHEELING



IN BOOMING SUN CITY, with 575 or more housing units underway at one time (when this was written in June), it isn't enough that supervisors have efficient transportation, even if they log 33,000 miles a year like Del Martenson . . . two-way radios become an extension of their duties. At the hub of a 50-mile-radius UHF facility sits Dawn Winton, who relays orders

for materials and otherwise helps the 35 men driving trucks with radios, and the several afoot with walkie-talkies. Despite blistering 110-degree day, Martenson uses an even hotter strategy to check plans with Gene Smallwood, superintendent of district construction.



TOUCHING ALL BASES



BE AN OUTDOORSMAN, Martenson must make important
or stops. A daily contact is Wally Britton, manager of
struction. Though they have worked together 12 years,
etails are taken for granted. That attitude is shared with
ert Mills, (upper right photo), truss yard superintendent.
fter 10 years of automation in making roof trusses, panels,
hangs and several other components, quality and efficiency
still bywords (though jigs leave little room for error). Webb

homes are guaranteed free of all defects for 60 days, and under
warranty one year, and Marge Gillespie, Service Warranties,
brings Martenson up-to-date on needed changes. At his desk,
finally, Martenson talks again with John Clark. On his right is
a blue print of Sun City, which if continued will progress across
the ceiling. Two other walls are covered with "blow-up" sections
where construction is currently underway, and Martenson jokes
about papering over his windows with maps.



Newly-Named Olive Square Offices, Shopping, Now Webb-Managed, Leased

OLIVE SQUARE shopping center and office building is now the responsibility of Webb Realty & Management, as guided by Sue Arbogast, Harold Belsher and Les Laibly, from left. The new 200,000-square-foot facility at 43rd Avenue and Olive in north-west Phoenix is partially occupied, and has just received a new name and logo as designed by Marie Martel, Webb graphics art director. Known in shopping center jargon as a "mini-mall," Olive Square nevertheless has 100,000 square feet of refrigerated mall space, with seating, landscaping, public restrooms and even shoppers' locker space, leading at one end to the four-story office building seen below. A fall grand opening is planned.



Park Tahoe Progresses



Golf Courses Sold

The two golf courses in Sun City, Calif. were sold recently to Louis Hart of Glendale, Calif. for an undisclosed purchase price, with negotiations handled by Glenn McArthur and Tom Arnold of Webb Realty & Management.

Webb opened Sun City, in 1962. In 1972, it sold the majority of its holdings in the community, retaining the 236- and 67-acre golf courses, as well as some residual commercial and residential land.

PROGRESS in steel erection of Park Tahoe Hotel, at Lake Tahoe for owner ← Brooks Park, is under direction of, from left: Bob Weeks, office manager; Earl Imel, engineer; Ed Raybon, assistant superintendent and Charley Morris, superintendent. Don Wilson is operations manager.

TWA-KCI Awards

Webb-built projects at Kansas City International Airport (KCI) have earned Mid-West Concrete Industry Board awards.

The TWA overhaul facility was Grand Award winner for industrial buildings, the first such honor bestowed since 1969, "For the ability to provide a functional facility and, at the same time, construct an outstanding and eye-catching structure that clearly identifies it with the air industry."

The KCI terminals won the Specific Award for "unusual architectural expression of a structural frame and simplicity provided. . . ."

In addition to plaques for contractors, medallions were given to Jim Dodson and Jack McAllister, superintendents for TWA and terminals, respectively.

Safety Is... Hard Hats, Safety Nets and Chokesavers



TOP MAN in May safety competition among 20 heavy construction superintendents for Webb was Jon Ancell, assigned to Arizona State University's six-story Physical Sciences Center addition. Here Ancell receives a plaque from Doreen Glantz, supervisor of loss control systems. Reasons for award, according to Jim Vay, operations manager, include installation of safety nets inside the structure's 106-foot and 98-foot elevator shafts (which extend 22-feet into the basement). Craig Hazeltine is engineer and Jim Kimball office manager of the Tempe project. **SAFETY TRAINING** in the area of patron protection, use of "chokesaver" for all Webb valley



dining facilities, was demonstrated by Karen Porter, left, assistant professor at the Arizona State University College of Nursing. Watching, during one of two, two-hour training sessions, from left, were Bill Curtis, former manager of Greenbriar Cafeteria; Joe Laird, corporate safety director and Beulah Wilson, TowneHouse hostess. The plastic device can save the life of a person choking on food, which the National Safety Council estimates kills 2,500 Americans annually (sixth-leading cause of accidental death). Doctors have estimated 90 per cent of these deaths can be avoided by immediate removal of food, usually a large piece of meat, and usually occurring to someone under the influence of alcohol.

First Half Safety Up, Down

First-half Webb safety statistics represented a "mixed bag," with Sun City, Ariz. administration and housing accident frequency ratings better than in 1973, and Commercial and Hotels slightly higher.

(As in golf, a low figure is desired. Frequency ratings are lost-time accidents per million hours worked.)

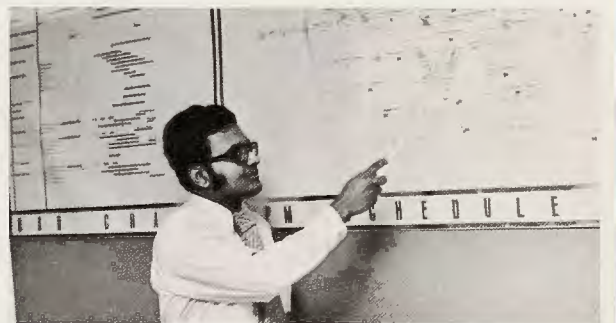
Contracting, on which only current year statistics are reported, in June topped May's rating, and was higher than the Webb target figure for 1974.

Brightest spots in the report by Joe Laird, corporate safety director, appear to be Sun City housing, and Newporter Inn, Mint, Mountain Shadows and Sahara-Tahoe hotels, where frequency rates are lower compared to 1973.

Newporter Inn, which won the Hotel Group's top safety honor last year, continued an outstanding record with only one 1974 lost-time accident and a subsequent frequency rating more than 300 per cent below national averages.

Among the Contracting Group's four divisions, Phoenix led June with no lost-time accidents, and also led for year-to-date.

28-Foot Chart Goes To Detroit



ABOUT ONE-FOURTH of a 28-foot chart he compiled is visible in this photo of Fakhru'l Alam, who schedules projects for Webb's Phoenix Contracting Group office. He took the CPM (critical path method) chart to a recent seminar in Detroit, where he was commended for his panelist contributions by Kanu Sheth of the sponsoring Burroughs Corporation. The above color-coded diagram on the Arizona State University Physical Sciences Center represents 500 activities, and is made entirely of press-on material, which Alam says is easier to change, and reproduces better than traditional inking.



Sahara-Tahoe Unveils 1974 Golfing Gala

FOR ITS invitational golf tournament for its best customers, the Hotel Sahara Tahoe annually stages grandiose events. One 1974 phase involved award of a Cadillac on each of four par 3 holes for closest drive to the pin, such as on Edge-wood Tahoe's 17th green, photo at left. Just below is a scene from "The Price Is Right," one of several events staged for wives of golfers. Hollywood Emcee Dennis James conducted the program, at the conclusion of which a Vega auto was awarded. The three-day gala was capped by a Mexican Fiesta which included breaking of gift-laden pinatas, bottom left. Tournament Chairman was Tony Atchley, hotel assistant general manager. In photo immediately below, Jerry West, standing, clowns with Rick Barry. The two basketball stars were among a celebrity field which also included Joe DiMaggio.



George Reeve Heading 900-Member United Way Drive

By far the largest charity in the Phoenix area — as it is over most of the nation — is United Way.

The Greater Phoenix-Scottsdale drive is propelled by a volunteer staff of approximately 900, headed by Webb Exec. Vice-Pres. George Reeve.

The official drive is Oct. 1-29, but Valley newspaper readers have been learning about United Way for weeks. Reeve's message to the estimated 840,000 people who live in Phoenix and Scottsdale, applies to Webb employees everywhere:

"Alone, we can help one, two or perhaps three persons daily or weekly.

Together, through our one Fair Share gift to United Way, we:

- *Help provide daycare for hundreds of preschoolers.*
- *Help give thousands of hours of skilled nursing care to people in their homes.*
- *Help provide training and education to retarded children and adults.*
- *Help blind children and adults 'see' with their fingers.*
- *Help some 75,000 boys and girls enjoy character-building activities.*
- *Help hundreds of troubled families receive professional counseling.*
- *Help give food, clothing and shelter to those in need in an emergency.*



REVIEWING United Way campaign material, George Reeve, left, explains 1975 campaign to Webb Pres. R. H. Johnson.

Everyone giving a Fair Share is helping provide these services daily, all year, through United Way's 41-member-agencies.

A minimum of \$3,500,000 is needed to continue these services in 1975 in greater Phoenix-Scottsdale. It's my responsibility to ask you to please give your Fair Share toward this minimum goal.

I ask you now, confidently and enthusiastically, because I have personally visited the agencies and examined their programs. You want to help people to the best of your ability."

United Way figures a Fair Share donation as an hour's pay a month for 12 months. Or, for those earning more than \$8,000, 1 per cent of annual salary.

The past year, 321 firms in Phoenix-Scottsdale received awards for 70-100 per cent of employees contributing a Fair Share, some for the tenth time.

Webb Home Office corporate giving is among the highest in the Valley, but employee giving is among the lowest, although it has been increasing the past several years.

George Reeve hopes that by explaining where United Way money goes, employee donations will be increased.

Webb Point Of View (On A Wide Variety Of Points)

Brooks Park, owner of the Edgewood Tahoe golf course, was a Cadillac winner at the recent **Sahara-Tahoe** golf tournament. He graciously declined, asking that the car's purchase price be donated to cancer research in memory of **Del Webb** * * * How many of us who play golf would be cool enough to make ball contact if we were shooting for a Cadillac, let alone hit a green? Yet, following are the yardages and distance from pins on the four "Caddie" holes: 12th, 174 yds. — 5' 2¼ inches; 5th, 156 yds. — 2' 2¾ inches; 7th, 157 yds. — 3' 1½ inches; 17th, 143 yds. — 2' 2¼ inches. * * * The Boy Scouts' Boulder Dam Area (Las Vegas) Council in June named one of their four major camping areas Camp Del Webb. * * * At the **Sahara**, Jim Nabors and Charo will entertain

until Sept. 20, followed by Rowan & Martin until Oct. 4 and then Buddy Hackett, Oct. 5-18. * * * **Lenny Martin** has been named **Sahara** Entertainment Coordinator. * * * At **Sahara-Tahoe**, Helen Reddy is featured Sept. 9-22. Elvis Presley returns for a second 1974 performance Oct. 11-14. In contrast to earlier Tahoe performances, when calls for reservations literally knocked out phone service, tickets will be sold on a first come, first serve, \$15 (no dinner) policy. * * * When **Newporter Inn** Credit Manager **Kenn Morgan** was sprayed with mace and robbed, the following employees recovered the week-end receipts: **Roberto Cervantes, Trinh Todd, Brian Chapman, Brian Vick** and **Lee Durler**. Along with Morgan, they were named Employees of the Month and presented \$50 gift checks. The

robber was pursued so avidly he collapsed and died of a heart attack. * * * **Bill Blaziek**, former **Kuilima** director of sales, is named to the same position at **Del Webb's Phoenix TowneHouse**. * * * Corporate Safety Director **Joe Laird** has been named vice-chairman, Home Building Division, National Safety Council. He succeeded in landing an expected 200-member meeting at the **TowneHouse** in February. * * * **Del Webb World Travel** has packaged seven separate tours to Mexico, ranging from the Mazatlan Sun Fling at \$239 to the Grand Circle at \$499, covering Acapulco, Taxco, Mexico City, Guadalajara, Puerto Vallarta and Mazatlan. Also offered: four separate "Mini-Vacations." All are described in a colorful "Mexico Caravan" brochure.

(Continued on Page 12)

Webb Point Of View

(Continued from Page 11)

A more recent package, for \$319, is to the **Kuilima** and a Honolulu hotel for eight days. * * * At **Mountain Shadows**, dancing is so popular a quartet plays during Sunday brunch hours. * * * **Bill Gillard**, Land Division sales manager, was married July 14 (Bastille Day) at **Mountain Shadows**. * * * The tenth 18-hole golf course at **Sun City**, Union Hills Country Club, was begun this summer. * * * Yuma's got it — women's lib, that is. When Vice-Pres. **Jim Comer** arrived to help in ground breaking on the Regional Medical Center job, he was one of 19 men who watched while five nurses and a female hospital board member handled shovels. * * * **Howard Davis**, former Woodmoor Corporation senior vice-president, is new general manager at **Wabeek**, where the \$36,000 raised for the Detroit Police Athletic League at the annual celebrity golf tournament was almost triple last year's net. * * * Writing about "choke-saver" training for Valley Webb eating facilities, we learned an estimated 2,294,417 meals will be served this year (800,000 at **TowneHouse**, 300,000 at **Mountain Shadows** and 1,194,417 at **Sun City**). * * * **Jack Gimbel**, corporate business manager, is president of Tele-Communications Arizona, an organization which exchanges ideas about complex tele-communication systems.



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

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Member of International Association of
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Arizona Business Communicators



APRIL

10 YEARS — Lucille Christ and Orville M. Sadler — Mint; Berniece Young — Newporter; Ken Parker — Sun City; Moiser G. Casabe, Lisbon Eagles and Maria Garcia — Sahara.

15 YEARS — David Parker — Phoenix; Dale Christensen and Rose Poole — Sahara.

MAY

10 YEARS — Swen Johnson and Tommye Ware — Phoenix; Dave Bryant — Mt. Shadows; Mario Oregal — Newporter; John Addington, Mary Barrett and Rene Villasis — Sahara.

15 YEARS — Lola Miller and Allen Pinkham — Sahara.

20 YEARS — Leroy Eide — Sahara.

JUNE

10 YEARS — Edward Brate — Mt. Shadows; Jack Durant, Mary Hankins, Maria Hawkins, Victor Mancha and George Tomich — Sahara; Joseph F. Scalise — Sahara Tahoe.

15 YEARS — Robert L. Samuel — Mint; Sandra Curtis and Irene MacDonald — Sahara.

20 YEARS — Paul Camilli and Andrew Richards — Sahara.

JULY

10 YEARS — Donald R. Claus, Phillip Coleman, Zeda Cox, Alfredo N. Ferrucci, William Jameson, John F. Karas, Mitsuko Lauver, Edell McDade, Janis McNair, Carolyn Malone, Rozale Rekeczky and Fern Shekell — Sahara.

15 YEARS — Byron Williams — Mint; Estella White — Sahara.

20 YEARS — Arthur Carlos — Sahara.

AUGUST

10 YEARS — E. Benton Breazeale and Deward Tewalt — Mint; Evelyn Benson Parry — Newporter; Morton N. Algase, Robert Durfee, Sherri A. Fry and Ora Washington — Sahara.

15 YEARS — Robert Buerger, Armando Guerra and Edgar A. Poe — Sahara.

20 YEARS — Dee Mattsson — Sahara.

Newporter Celebrity



HOTEL General Manager Ed Nigro greets then Vice-Pres. Gerald Ford, who topped the list of political "names" visiting Newporter Inn this summer. Others included James St. Clair, Alexander Haig, Kenneth Rush and Henry Kissinger. Kissinger, like Ford, sent a note of appreciation to Nigro and staff for a pleasant stay at the Webb hotel in Newport Beach, Calif., near former President Nixon's summer White House.

25 Years Ago 25

Aug.-Sept., 1949

As the Webb firm broke ground to build the Phoenix Veteran's Administration hospital in Phoenix, it was successful in a low bid on the Kansas City V.A. hospital. Already underway were similar projects in Portland, Denver and Livermore, Calif.

* * *

A lot of supervisory travel to such far-flung jobs was by a Webb-owned Beechcraft, on which the *Spinner* noted, 550,000 miles had been logged since its acquisition in 1946.

* * *

A photo of a row of garaged company cars showed them to be black, one of Mr. Webb's two favorite colors. Later, he was persuaded to make a temperature comparison, on a summer day, between the interior of a black car and of a white car. Company cars have been white ever since.

* * *

Top story in the August *Spinner* was a fire which destroyed one-third of a 400-foot warehouse at the firm's former 23rd Avenue Home Office. A September photo showed Speedy Winston receiving an engraved watch from Mr. Webb for his efforts in fire fighting and saving stored vehicles.

Sept. 11
celebr
Ed McG
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THE WEBB *Spinner*



OCTOBER, 1974
VOL. 28 NO. 10

Webb Bid Low On Hospital In Florence, Ariz.

The Webb Phoenix Contracting office is low bidder at \$5,529,000 on a 92-bed hospital for Pinal County, Arizona.
The Sept. 26 bid was \$29,000 above the estimate by the project architect, Flatow, Moore, Bryan and Fairburn.
Six other firms bid on the facility to be built on 10 acres near Florence.

Construction has started on a negotiated contract to build another branch in Sun City for Valley National Bank.
Directing the six-month project, designed by Peter A. Lendrum Associates, are Joe Kies, superintendent; Carmen Palumbo, operations manager and Bill Hornbuckle, office manager.
Just completed at Sun City by Webb builders is the fifth branch for First National Bank.

Sahara Rolls Out 17th Red Carpet For Golfers

When Tommy Aaron posed for the below photo, he was just starting pro-am competition in the 17th annual Sahara Invitational. Aaron, 1973 Masters champ, did not finish "in the money" at the \$135,000 event won by Al Geiberger.
The Invitational is typical of promo-

tional leadership by the Las Vegas Del Webb hotel, which donated ticket sales proceeds to the St. Rose de Lima Hospital in Henderson, Nev. All-professional play was at the Webb-owned Sahara-Nevada Country Club.
The 1974 tournament was dedicated to the memory of Del E. Webb.



October Offerings

- Photos indicate Webb contracting mobility and versatility P. 2-3
- A day in the life of a parking manager is a day dealing with human nature and its "almost visceral attachment to the car" P. 4-5
- Selling United Way is believing in United Way P. 6
- Bill Warriner honored by Chamber of Commerce and Webb Corporation by Boy Scouts P. 6
- Primadonna picnic a gastronomic, athletic success... P. 7
- Sahara employee loyalty story P. 8





Versatility Evident Photo Review Selected Jobs

1	4
2	5
3	

PHOTOS TELL the story of Webb Construction Group mobility and versatility. 1) One of a series of condominiums being built for Webb's Inskon Development Co., designed by Vice Pres. Joe Aubin, near the Sheraton Hotel on North Oahu. Construction by Hawaii Contracting Division, designed by Vice-Pres. Bob Sheer. 2) A new store and administration building for Hawaiian Airlines is well underway at Los Angeles International Airport. Bay clear for DC-10s, is 70 feet. 3) Saint Joseph's Hospital, being built in Fresno, California. 4) Department store in Tucson, Arizona. The Broadway, together with auto service building, a duplicate of a way complex recently completed by Webb in Metro Center, Phoenix. 5) A new store addition to Caesar's Palace in Las Vegas. The hangar and hos-



pital are being built from the Los Angeles office headed by Senior Vice-Pres. Appy Guizot, and the store and hotel addition are a Phoenix office assignment under Vice-Pres. Jim Comer. The five projects include bid and negotiated work, in concrete and steel. According to Comer, they show "versatility — the

key ingredient in Construction Group operations. Each represents a different set of conditions, from a complicated, fully-equipped hospital to the basics, a single-family dwelling, to a posh hotel, to a complete services department store and aircraft hangar." Adds Comer: "If it can be drawn, we can build it."

They Put The Spark In Detroit's DEWPARK

Harold Thomas



Rowland Lewis

I. V. Hayes



John Rogers

A Day With A Parking Manager . . . Babysitting 1100 Cars It's People Who Put Variety In Parking Business

It's not that the duties of a parking garage manager vary so much from day to day.

It's good old human nature which, for Rowland Lewis, takes the boredom out of babysitting more than 1100 cars a day.

In dealing with people and their second biggest investment (after a home), Lewis watches about \$3.5 million worth of autos a day at the Detroit garage he directs for Webb Realty & Management Co.'s DEWPARK.

Drivers, not their chrome-plated investments, provide the variables in the business of stacking and storing cars.

It's no accident that "Courtesy" is the number one listed rule on the DEWPARK manual page titled "Rules for Employee Conduct."

And while long hair and beards may be O.K. for some, DEWPARK believes customers appreciate haircuts and clean shaves.

Though cheerfulness and neatness count for a lot at Detroit's Greyhound garage, Lewis finds it doesn't solve all the problems.

"We still have drivers who straddle a parking stripe, who are late in paying monthly fees or who have lost tickets or permits," says Lewis.

"We try to bend over backward, issuing three courtesy notices before we hand out a parking violator's last resort is a tow-away."

Since assuming management of the Greyhound approximately 18 months ago, the Webb Company boosted average monthly volume from \$28,000 to \$45,000, partly through a price increase.

It also cleaned up and painted the premises, and tinted monthly decals for 281 of the garage's 581 spots.

"We wouldn't have to be so polite to monthly payers, because we have a big waiting list," says Lewis.

"But it's very good business, and a lot more fun than hostility."

"We're proud of our Detroit operation," says Jimmy J. Narelli, Phoenix operations manager for DEWPARK.

"As an example of the quality staff working with the land, not too long ago a driver of a Mark IV paid a \$5 parking fee with a bill. I. V. Hayes gave him 10 cents and the driver sped off. Filing the bill, I. V. found \$100 instead of \$1.

"He turned the big bill into the office."



und Garage, Detroit

and It's People Who Can Add The Headaches, Too)

Consider the parking business, and the men who go
 the automobile is the delight of millions of people
 supported by its manufacture and maintenance.
 it's a headache for developers and others who must
 size facilities to handle the jam-up of cars around
 hotels, apartments, etc.

**In the case of parking and
 ing cars around highrises,
 just anyone can handle
 problems. DEWPARK
 but even so it is selective
 contracts it will assume.**

Developers must realize that
 parking as part of a huge
 lex almost always is *not*
 making in itself," says Marv
 DEWPARK general man-

riefly, our plan to secure good contracts involves con-
 parking lot and garage owners that there is consider-
 now-how required in parking management.

**Todd says this includes coping with a seemingly
 orn desire by a few to beat the system.**

"Cheat," is the word.

Norene Martin, executive director of the National Park-
 ing Association, says:

"The problem we face today with the automobile was
 clearly not anticipated. But this does not excuse us from
 confronting it now, head-on, with a little imagination, a
 great deal of courage, some technical know-how, and a will
 to plan ahead, at least further
 ahead than the end of one's nose.



**"Note that I included
 courage as an essential. This
 is because the American,
 young and old, male and
 female, has an almost visceral
 attachment to his car and
 becomes very touchy indeed
 when anyone tries to hinder
 him from using it as he
 pleases."**

Despite the headaches involved, DEWPARK will go as
 far as Detroit for a good parking contract.

In maintaining present parking contracts and seeking
 new business, it will continue to blend equal proportions of
 operations and relations — human relations.

Bill Warriner A Chamber Honoree



PLAQUE in appreciation for serving as 1973-74 chairman of the Minority Affairs Task Force of the Phoenix Metropolitan Chamber of Commerce was presented at recent annual recognition dinner to Bill Warriner, right, sales director for Webb's Contracting Group by Sam Mardian, outgoing Chamber president. A Task Force accomplishment was a directory of approximately 900 Valley minority-owned and operated businesses.

Webb 'Good Turn' Gets Scout Thanks



CUB SCOUT Bill Snead came to Pres. R. H. Johnson's office to present to him a Guardian Member plaque for Webb Corporation support of the Boy Scout movement.



Home Office "Loaned Executive" Jeff Sours

He Sells United Way To 35 Firms

Jeff Sours is an executive "loaned" to United Fund, Sept. 23-Nov. 1.

The assignment sounds impersonal, but the experience is intensely personal.

Greater Phoenix-Scottsdale United Way operates a three-day, end-of-the-week orientation for "loaned executives." Its emotional high point is a tour of some benefiting agencies.

On Monday, solicitations begin.

Jeff Sours' 1974 assignment is 35 industrial firms in and around Sky Harbor International Airport. His task is to try to talk with the top man at each firm.

Initial contact was made in late September.

At approximately 15 of these firms he met with something less than full cooperation, from lukewarm endorsement of United Way to dis-interest.

"These are the companies we can never quit trying to sell. This may be the year they finally understand the need to give and encourage employees to give," says Sours.

"The remaining 20 are great to work with. We keep in constant contact to encourage greater participation. Generally, we set up their employee programs."

Sours thinks that even hard-core resisters would contribute if they could tour the United Way agencies as he did.

"Seeing the disadvantaged and the retarded makes you so thankful for what you have that you really want to give."

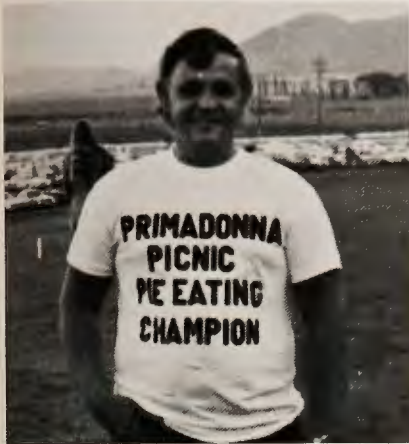
Webb Home Office employees will see some of the ways United Way helps others, in a film sometime during mid-October when they are asked to give to United Way.

Safety Goes Hawaiian



MONTHLY Contracting Group Safety Award for July was won by Harry Arizumi, superintendent on the Webb condominium project near the firm's Kuilima Hotel on Oahu. Flanking Arizumi is Dave Walker, left, Honolulu vice-president of Fireman's Fund Insurance Companies, and Webb Vice-Pres. Bob Sheer.

Primadonna Picnic



WHEN THE PRIMADONNA Club gave a picnic for employees and families to end a successful, busy summer, approximately 1400 converged on the Bower's Mansion area of a state park south of Reno. "Despite starting late, ending early, experiencing a shortage of supplies and tolerating a surplus of freeloaders, to classify the picnic as anything less than a great success would be a distortion of truth," said Rick Healy of the Primadonna advertising

staff. The name of the gentleman who inhaled a pie in 27 seconds to win that contest is lost, but other records show disappearance of 1,250 steaks, 400 hot dogs, 400 hamburgers, 15 tanks of soft drinks, 17 kegs of beer, 7 cases of diet cola and innumerable side dishes. Between eating, picnickers worked off calories in wheel-barrel races, football throws, egg tosses, swimming matches, up-hill sprints, volleyball and pony rides.

Sahara-Tahoe Now Offering Prime Rib, \$7.50 Dinner Show

Del Webb's Sahara Tahoe hotel at Lake Tahoe raised eyebrows among competition by announcing a \$7.50, prime-rib dinner show beginning Oct. 18.

The weekend specials begin with Ray Stevens and Kay Starr, and include Bobby Vinton, Anne Murray, Bobby Goldsboro and Roger Miller, among others.

Hotel Gen. Mgr. William Dougall terms the program "exciting." He says that normally dinner shows cost between \$15 and \$20.

Webb hotels show an aptitude for innovative leadership. Recently the Sahara began showing "first run" movies on hotel room television screens, and is featuring top recording artists in its huge convention center for modest prices.

Sahara-Tahoe stages dinner movies and main boxing events in its High Sierra showroom, and avidly promotes ski "packages" and other business leaders.

The hotel is just across the highway from Heavenly Valley, one of the country's largest ski complexes.

Americans Can Keep On Smiling

Inflation appears to be a fact of life in countries which many Americans assume hold bargains in food and housing. Jeffrie Light, corporate public relations secretary, scans a Del Webb TowneHouse luncheon menu which shows a Vichyssoise and Shrimp Louis luncheon for two, with a martini each and a full bottle of California Chablis, costing \$14.40 before tax and tip. In Tokyo, reports *U.S. News & World Report*, a business luncheon for two with cocktail and wine, costs \$36.00. We thought you would be interested in other comparative figures from the same survey:



City	Business lunch for two	Single room at medium-class hotel	Month rent, 4-room unfurnished apartment
Amsterdam	\$27.00	\$23.25	\$310.00
Brussels	\$31.00	\$25.11	\$317.00
Frankfurt	\$43.00	\$27.23	\$315.00
Stockholm	\$29.00	\$19.27	\$292.00
London	\$28.00	\$39.80	\$610.00
Madrid	\$23.00	\$13.19	\$408.00
Washington	\$22.00	\$21.00	\$375.00
Mexico City	\$16.00	\$16.81	\$240.00
Paris	\$41.00	\$19.38	\$490.00
Rome	\$14.00	\$19.62	\$237.00
Geneva	\$31.00	\$20.40	\$459.00
Tokyo	\$36.00	\$26.95	\$1,326.00
Toronto	\$23.00	\$28.12	\$250.00



HOTEL SAHARA, finding it had a record 29 employees celebrating 10 or more years service the last four months of 1974, gave a party hosted by General Manager Vernon Daniel and Casino Manager Chet Edwards. In the photo, everyone pictured, from left, are 10-year anniversaries except the hosts or where noted: Ron Michl, Bill Smith, Robert Strait, Harvey Connole, Floyd Ashley, Elmer Vincent, Chuck Beasley, Gerald Rogers, Bill Jones, Marie

Woodward, Nancy Sprague, Leo Di Pasqua, Walter Lawrence, Lola Davis, Alanna Villatore, Bea Kramrich, Daniel, Executive Housekeeper Helen Roberts (15 years) and Edwards. Recipients not pictured include Joseph Burdett (20 years) Robert Davis (20 years) Jose Marquez (15 years), Harold Sutlief, Ruby Oldenburg, Robert King, Rosetta Green, Donald Dodson, John Clark, Dock Brown, Fred Beecher and Ronald Opsitos.

Webb Point of View

Sig Front, our hotels sales director, has been named chairman of the Associate Member Advisory Committee of the American Society of Association Executives * * * **Al Pote**, who pens newsletters to **Sun City** home buyers, was the subject of a recent syndicated newspaper column by Bob Walton. Pote sprinkles wit among tidbits supplied in generous portions by people who may be several years away from moving in.

Jim's A 'Speed Tuffer'



FAMILIAR Webb tower has probably never before been done in yarn, bathmat size. Jim DeBolt, Home Office supplies supervisor, "speed tufted" a great-looking red and black replica on burlap backing. He isn't sure what to do with the 10-hour, \$10-materials project, but believes he knows the technique well enough to go on to something even more difficult.

His 282 letters to date, containing an estimated 400,000 words, so intrigue readers they ask to remain on the mailing list after moving to Sun City * * * Recording stars will be spotlighted in concerts in the **Hotel Sahara's** 5,000-seat Space Center. Sly and The Family Stone, James Taylor, Three Dog Night, Loggins & Messina, America and The Guess Who are committed groups, with tickets in \$5-\$6 range. Gen. Mgr. **Vernon Daniel** and Entertainment Coordinator **Lenny Martin** made the press conference announcement * * * **Jerome Delaney**, a Million Dollar Sales Club member, is the new administrative sales manager at **Wabeek**, where home sites

range from \$17,000 to \$80,000 * * * **Hotel Sahara-Tahoe** quickly sold out, cash in advance, no dinner, eight Oct. 11-14 Elvis Presley concerts * * * **Phil Allred**, graphics art assistant, designed a logo for **Olive Square** now in use in advertisements, brochure and signs * * * *The tricky subconscious.* In the last issue the editor identified **Sun City's Helen Taylor** correctly in a story, but in a photo caption as Helen Foster, a Sun City secretary of at least seven years ago * * * This column depends, upon its friends. Help us with items.

Tough Down The Middle



TOUGH down the middle for Hooples University Park B League team brought a winning 10-4 record and trophy, and a sponsor for this fall's Monterey Park B League. The middle of Hooples slow-pitch softball team was Home Office employees, from left: Bob Sharpe, pitcher; Jay Standard, second base and John Barrett, center field and team manager.



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VOL. 28 NO. 11-12

THE WEBB *Spinner*



New Arizona Hospitals Underway

Work has begun on \$10,772,950 in construction additions to Maricopa and Pinal county hospitals.

The new Maricopa County Hospital surgical and administrative wing is a \$6,273,000 contract to be finished in 30 months. The two-story, 73,000-square foot addition, designed by Henningson, Durham & Richardson of Phoenix, will contain seven operating rooms.

Webb completed the 490-bed Maricopa County hospital in 1970. The new contract includes remodeling 37,000

square feet of that structure.

Directing construction are Don Kosman, superintendent; Stacey Ostland, operations manager; Tom Teasdall, engineer and Charley Brown, office manager.

The Pinal County Hospital addition is a free-standing, 100-bed facility designed by Flatow, Moore, Bryan and Fairburn, Phoenix.

Webb will erect the 85,000-square-foot, one-story building in 15 months under a \$4,499,950 contract. The pres-

(Continued on page 2)

December Delights

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From Virginia To California, It's Merry Christmas!



MASSANUTTEN — It wouldn't be Christmas without snow, even if it has to be the man-made stuff displayed by Uel Gardner, ski director; Valerie Stevens, switchboard operator and Fred Swaney, general manager.



NEWPORTER INN — As a 1974 "present," guests now enjoy a new sport at the John Wayne Tennis Center on the hotel grounds. Jeannie Peck, executive secretary, posts a holiday wreath on the soon-to-be finished clubhouse.

Builders Turn Dreams Into Reality

Every project begins as a vision in someone's mind.

Somewhere in the development process the architect transfers that dream onto paper, not only as plans and specifications but often as a sketch of the finished product, as displayed below.

Someone must make those visions and plans a reality. The contractor is that necessary link. Below are three such dreams, two begun in recent months, and one, Pinal General Hospital, announced in this issue.

New Hospital Work

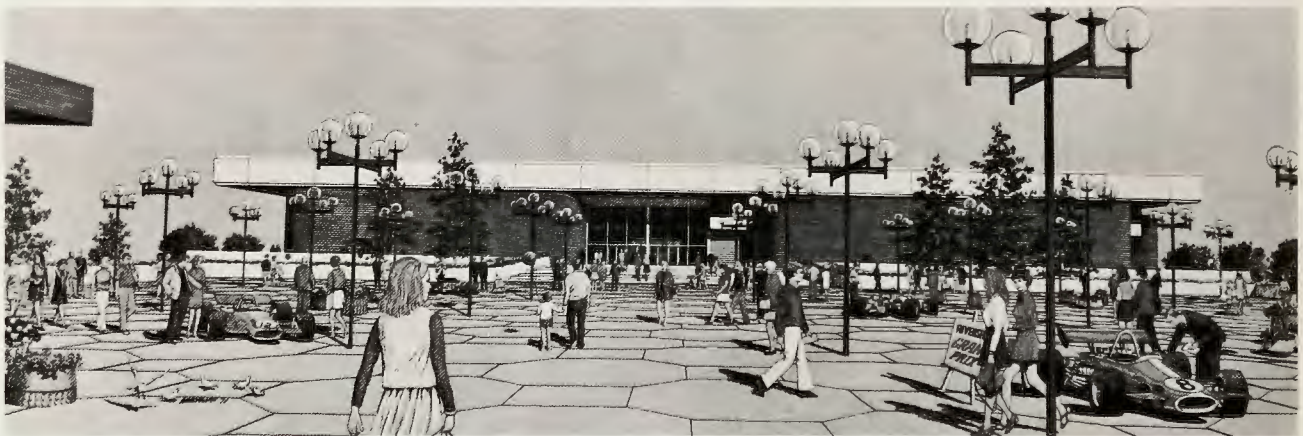
(Continued from page 1)

ent 64-bed Pinal County facility at Florence was originally built in 1939.

Ed Raybon is superintendent on this project, with Phil Williams as operations manager and Bill Hornbuckle directing the job office.



Pinal General Hospital, designed by Flatow, Moore, Bryan & Fairburn



Raincross Square, Riverside, Calif., designed by Brown & Rawdon



Seventh Day Adventist Hospital, Portland, designed by Balsiger, Petersen & Shewbridge

Massanutten Tour On Russian Itinerary

Massanutten was the only land development visited by a four-man delegation from Russia during a recent lengthy tour of the U. S.

The exchange program on environmental and urban planning problems was covered by newspaper, radio and television stations.

"They were quite impressed with the project as well as our hospitality," says Ken Brown, Massanutten assistant sales manager, "and overstayed their visit by 1½ hours.

"An itinerary was translated into Russian by Madison College in Harrisonburg (Massanutten headquarters), and typed on Russian typewriters. This was received joyfully by the visitors.

"In most other places they learned answers to their questions only after passing a particular building or object."

Webb Report Reflects Bright Spots, Caution

Webb Corporation net earnings for the first nine months of 1974 were \$4,858,182 or 57 cents per share on revenues of \$233,829,935, compared with net earnings of \$5,800,995, or 68 cents per share on revenues of \$222,411,156 for the same period in 1973.

Third-quarter 1974 revenues were \$84,064,826, bringing net earnings of \$1,983,697, or 23 cents per share; comparable 1973 figures were \$76,338,596, \$2,335,145 and 28 cents.

Webb hotels experienced an excellent third quarter, said Pres. R. H. Johnson, with Sahara Tahoe showing outstanding results, and the Primaldonna casino in Reno doing "exceptionally well." Business was good at Mountain Shadows and Newporter Inn.

The Development Group, said Mr. Johnson, continues to reflect adverse impact of high interest rates, escalating costs and buyer caution at its community developments. Housing sales were markedly lower at Sun City than in the 1973 third quarter.

"We have assumed full financial responsibility for our Massanutten, Va., second-home project while negotiating with our partner for acquisition of a substantial part of its interest."

Lions—A Two-Way Street

For Dick Dahl, Lions is a two-way street.

He gets the satisfaction of helping and meeting people, and the club gets him as president for 1974-75.

The Webb Corporation's manager of internal auditing is happy with the arrangement.

Soon after he joined in 1969, the 44-member North Phoenix club learned he is a CPA and offered him the treasurer's job. From then on, it was right up the vice-presidents' chairs.

North Phoenix is not the oldest Lions club in Phoenix, nor is it the largest. No one exceeds its involvement, however.

Nationally, Lions are associated with sight conservation and helping the blind. Alan Woody, a North Phoenix member who is blind, heads the Lion-owned Phoenix Center for the Blind.

Another association is with underprivileged and handicapped children. North Phoenix member Bill Lockard, designed all the buildings at Camp Tatiyee near Show Low, where 350 such youngsters annually enjoy summer camping courtesy of Arizona Lions.

For children from 11 assigned Valley schools, the club headed by Dahl buys an average of 25 eye glasses a year.

North Phoenix Lions work hard to support these projects, through sale of hockey and raffle tickets, a "charity float" in the rodeo parade and newsprint recycling.

Projected cash outgo for this year is \$9,000.

Dahl finds lasting satisfaction in helping others, but his greatest week-to-week interest has been serving as co-chairman of programs for four years.

"I've come up with about 75 speakers, on a very wide range of subjects. It's fascinating.

"Lions is the largest service organization in the world, but there are many other worthwhile groups," he says. "A friend got me to attend some meetings, and I was hooked.

"I've never regretted joining."



Lions President Dick Dahl

Johnson added that while lot sales have been reasonably good at the firm's 25-per-cent-owned Val Moritz second-home development in Colorado, "unacceptable requirements to borrow additional funds have caused us to suspend lot sales and development activity."

The Commercial Group, said the president, continues concentration on leasing, building and project management as income sources. Occupancy is excellent at Phoenix Rosenzweig Center complex but lower than desired at Webb office buildings in Kansas City and Cincinnati.

"Our Contracting Group continues to operate profitably," Mr. Johnson

reported.

"Uncertainties continue to dominate the future as inflation affects all facets of our activities.

"The high cost of money and construction labor, especially in second-home land development projects, has prompted us to adopt a cautious attitude on their short-term future.

"Massanutten and Val Moritz have experienced significant losses since their inception. During the third quarter we have provided substantial reserves for possible losses on these projects. As plans for operation or disposal of the properties become more firm, significant further adjustments could become necessary."



A

B

Rancho San Diego...Future Oak Brook Of The West? Webb Spanking Growth Into New California Town

After 15 months as manager of Rancho San Diego, the Webb Corporation has entered a joint venture to develop 4,650 acres east of downtown San Diego.

In many ways, the project seems to resemble Oak Brook, Ill.

Webb entered both ventures after they were begun, but needing an experienced hand . . . Oak Brook in 1964 as a 15-year venture, Rancho San Diego now appearing to need the same span to complete.

Oak Brook is virtually complete today. Webb's Land Development division hopes to foreshorten Rancho San Diego as well.

Some further comparisons:

Both projects are completely planned, and controlled architecturally.

Both are surrounded by boundaries which tend to increase land value . . . Oak Brook by pre-existing communities, and Rancho San Diego by El Cajon on the North, La Mesa on the west, planned regional parks on the south and mountains on the east.

In 1964 Oak Brook had golf courses, polo fields, hunting preserves, horse trails, ponds for ice skating and patches of woods on rolling topography.

Rancho San Diego has two 18-hole golf courses, riding stables, two recreation centers, a lake for fishing and rolling topography.

Oak Brook is bi-sected by freeways,

serving Chicago's "loop" 20 miles due east and O'Hare Airport, 10 miles north.

A projected freeway will bisect Rancho San Diego and serve downtown San Diego and Lindbergh Field, both 12 miles west.

"There are more similarities," says George Kirk, Phoenix project administrator and coordinator with Del E. Webb California, Inc.

"And differences, too."

"Oak Brook is a very prestige location, with high land prices. Rancho San Diego may never approach these prices, but it too will become a prestige community of choice homes, and 'name' garden industrial plants."

Rancho San Diego has more acres. It will contain things Oak Brook never could, and should be a more balanced town.

Grossmont Community College has purchased 165 acres for a third San Diego County campus with projected 10,000 enrollment. Elementary schools are planned.

Nearly 2,000 acres will remain "open", including golf courses, parks, lakes and hills.

Sweetwater Village West is RSD's first developed phase. Fifty families now live there and 150 more homes are in some development stage.

This first phase has its own parks. Six of 10 acres devoted to retailing are in

escrow for a shopping center.

Sweetwater Village East and Avila Village, containing 560 acres, are under final review by authorities.

Joint venture partner is Rancho San Diego Land Company, owned by First National City Bank of New York acting as trustee for certain pension trusts.

Project manager is Frank Sharp. Other key personnel include Jim Woods, operations manager; Green, marketing director and Bowers, controller.

G

HANSEN PARK

NAMED IN HONOR OF FRED J. HANSEN
PIONEER, AGRICULTURALIST AND CIVIC LEADER

NOVEMBER 9, 1973 RANCHO SAN DIEGO



C D

Planned Growth Helps New Town Get Correct Start

OBJECT of any developer should be to create a successful project without unduly disturbing the environment. Part of the topography of Rancho San Diego is shown in some of the first architecture of this completely-planned but embryonic community are pictured here. **A** — The palm-lined entrance to what was formerly Sweetwater Ranch. **B** — That attractive entrance now leads to RSD's administration building, newly built but looking like a natural fit to the terrain very well. **C** — Model homes by Ayres, one of four models which have built or are building homes. **D** — RSD, beginning a program of San Diego County involvement, on Nov. 15 launched the first annual Who San Diego Tee Off For Tots golf tournament. The benefit for the Marine Corps Toys for Tots generated nearly \$1000 worth of retail value toys. Man-ning the cannon for the "shotgun" start were, from left: Brig. Gen. Paul Kelley, commanding general of the 4th Marine Division; Vice-Pres. Bill Doss; George Kirk and Frank Parks. **E** — Hansen Park, one of two parks providing recreation and playing facilities for Sweetwater Village. It is framed against the type of roll-land making up RSD's 4,650 acres. The river plain which winds through provides the area and mature vegetation for two 18-hole golf courses. **G** — Hansen Park honored Fred Hansen, right, now deceased, who bought Sweetwater Ranch in 1926 and was a San Diego county civic leader. Frank Hansen helps uncover sign.



E F



The 365-Day Job Of Promoting A 200

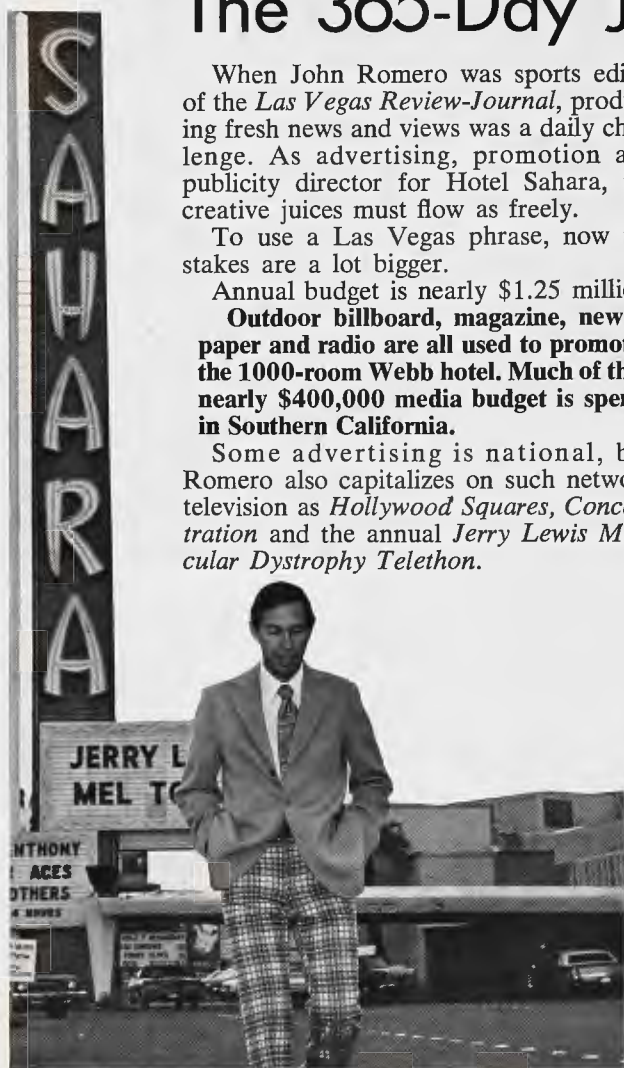
When John Romero was sports editor of the *Las Vegas Review-Journal*, producing fresh news and views was a daily challenge. As advertising, promotion and publicity director for Hotel Sahara, the creative juices must flow as freely.

To use a Las Vegas phrase, now the stakes are a lot bigger.

Annual budget is nearly \$1.25 million.

Outdoor billboard, magazine, newspaper and radio are all used to promote the 1000-room Webb hotel. Much of the nearly \$400,000 media budget is spent in Southern California.

Some advertising is national, but Romero also capitalizes on such network television as *Hollywood Squares*, *Concentration* and the annual *Jerry Lewis Muscular Dystrophy Telethon*.



Romero's Day Too Mixed To Be Typical

THERE IS PROBABLY no department in any company which has a more untypical, unscheduled daily calendar than public relations-advertising-promotion. This is especially true of a major Nevada hotel, which is why we didn't try to outline a typical day for John Romero, seen above touring the Sahara grounds. Since hundreds of indoor and outdoor Sahara signs are his responsibility, Romero ponders what to do about a driver who didn't heed a sign and damaged the hotel's main marquee. In middle photos, he pauses in gaming area to check convention promotions with Curtis Thompson, hotel manager, and, leaving the sales department, with Vern Schlect, director of sales. In photo far right, session on planning an outdoor billboard campaign occupies the attention of Romero's assistant, Sandy Hackett; Nancy Mamucia, secretary; Bob Brackett; Don Rey and Mike Connell, billboard firm representatives, and Romero. Many Sahara employees work long and/or irregular hours; Romero and Lenny Martain, hotel entertainment director, joke that their car turned into a pumpkin when they didn't leave by midnight.

On the first two named shows, contestants stand in a "Shower of Money" booth half full of currency, and when the shower is turned on and they attempt to snare and stuff bills, an opening (money which they keep).

Utilizing this wider exposure, Romero is advertising more in 1975 in Chicago, New York and other downtown markets.

With Bob Brackett directing publicity, Romero spends most of his time on promotions and creating and advertising through the Webb-owned Saguaro agency.

Selling the Sahara's convention center, meeting rooms and guest suites is as important as filling the Congregational Church.

This is attempted through approximately eight trade publications and four or five direct mailings annually.

Romero used the very expressive face of Buddy Hackett, Webb hotels vice-president and star entertainer, in 1974 sales advertising he hopes will win an award as well as increase future business. Hackett will be featured in a different, but parallel 1975 campaign.

Romero obviously enjoys creating, but refuses to be too serious about it. This attitude has earned him, and the hotel, 14 national advertising awards.

Many campaigns have featured a light or novel approach, including Best Humorous Radio Commercial, an award-winning 1973 direct mail campaign with five zip-top tin containers and a 1974 Phoenix summer newspaper-radio push built around the phrase, "Are You Dining Tonight At The Towne Hotel?"

While Romero plans national campaigns months in advance, lounge acts, buffets, poker tournaments and "name" entertainers must be promoted and weekly through local media.



Nevada Hotel

a dozen Las Vegas hotels advertising nationally, and lesser hotels and motels pulling a combined visitors a week, competition for the tourist dollar

Bro and Brackett have produced a "VIP Spree" book-hotel which they expect will pull an additional 10,000 a month through the door. The goal is 30,000

The Sahara was the first major Las Vegas hotel to associate with a desert theme, and its second promotion (after the Sahara Invitational) is the day, two-night Sahara Safari "package."

need to innovate to compete against newer and larger never ends, however, and newer promotions include concerts in the Sahara's huge convention center, Christmas Super Sahara celebrations, remodelings, renovation-drink price at Don the Beachcomber, . . . the list goes on.

Bro feels he must be available night and day when a promotion is launched. Otherwise his schedule is fairly six days a week. (Lots of people work longer, he

uses an athletic background to counterpoint the demands of meeting deadlines. For five years he has been a distance runner, good enough — averaging about a mile — to run in the Boston Marathon and complete about 40 races a year.

Three years previously he was a boxing judge whose duties included six world title fights.

He took up golf . . . shooting in the mid-80s. I like it. I never replace running for me. Not enough exercise."





Presidential Press Conference; A TowneHouse Routine, Or Not?

Is handling a presidential press conference a routine matter?

Yes, and no!

Yes, when the principals — Del Webb's Phoenix TowneHouse, Secret Service and Sigma Delta Chi — are professionals.

And no, because when the President of the United States is whisked from car to podium by a flying wedge of security, the most jaded observer feels the excitement.

Even the President is affected.

"Just before he walked into the ballroom he combed his hair and straightened his tie, anxious to look his best like any of us."

Milt Frampton, TowneHouse general manager, who officially greeted Gerald Ford eight minutes before he stepped before 1,000 people and national television, described the week preceding the Nov. 14 event.

In addition to Sigma Delta Chi, whose national convention the president addressed, the TowneHouse dealt with three government groups — the White House, communications people and the Secret Service.

The White House made contact Nov. 7. Secret Service followed two days later. On Nov. 10 specialists began installing phone, radio and teletype equipment in some of the 25 reserved, second-floor rooms.

"We had been through this before," says Frampton, "including national television and high officials.

"Despite the fact we insisted on our way in some instances, directors of communications and Secret Service personally thanked me for our cooperation. Bill Shover, convention chairman, wrote a nice letter."

A banquet complicated matters.

Exactly one hour after Mr. Ford stepped from the podium, 1,000 guests were seated at tables covered and set, with salad and appetizer in place.

Since it took 20 minutes to clear the room of people,

PRESIDENT Gerald Ford addresses 1,000 people in the TowneHouse ballroom. **BELOW** — Earlier in the day, four responsible for arrangements chatted. From left: Ron Tomsen, White House communications; Milt Frampton; Roy Anderson, Phoenix Secret Service and Darrell Peck.



the job was really done in 40 minutes.

"The count went up 200 just before the press conference, but our staff adjusted," said Frampton. "They did a great job. Normally, we would start setting up at 4 p.m. for a banquet that size."

For security reasons, the President entered through the hotel's kitchen, interrupting meal preparations coming and going.

When the TowneHouse podium was replaced with a special podium which follows the president (along with a special car), Frampton wanted to place a hotel sign behind the speaker.

That plan, however, was pre-empted by a huge Sigma Delta Chi banner.

A special TowneHouse sign did appear above the door used by the President, courtesy of the manager.

Day to day liaison between the hotel, government and Sigma Delta Chi was Darrell Peck, resident manager, who also "cleared" 70 Webb kitchen, catering and staff people.

"On each we provided name, address, social security number, date and place of birth and occupation. Everyone passed," said Peck.

Sun City, Arizona – Happy 15th Birthday

Sun Citians themselves and Del Webb Development people are joining in the community's largest celebration to date – Jan. 11-25 – to observe Sun City's 15th birthday.

Opening ceremonies will feature Webb, government and community spokesmen, followed by a variety show starring Myron Floren for residents and guests.

The same variety show is open to the public the following day, Jan. 12.

The two-week calendar includes a number of other entertainment events, arts and craft shows and contests among Sun Citians.

Included is an art contest for professionals and amateurs at Sundial Auditorium, with public viewing Jan. 15, and a Sun City theme song contest.

Other contests will be in poetry, photography and essay.

Sun City was opened Dec. 31, 1959. It has grown by the end of 1974 to a population of 32,000, with 145 businesses and 15 churches.

A tremendous variety of recreational and hobby facilities are available for \$24 a year per resident.

Sun City's Name

Sun City got a running start as a byword for resort-retirement living.

Rather than use national advertising to make a simple announcement of the new concept, the Webb Corporation bought space in the Saturday Evening Post, Life and a network of 27 Sunday newspaper magazines to launch a contest to name the community.

The winners, all of whom suggested Sun City, were judged on the basis of a 25-word statement on why they picked the name. Prizes were a home on a fairway lot, a fairway lot, and vacations for three winners to Phoenix.

Entries were limited to those 50 and older, and provided an excellent mailing list of qualified prospects.

Sun City Bargains In Entertainment, Lectures

At \$2.50 admission, entertainment and lectures at Sun City are often a bargain. The Celebrity Series takes place in the Sun Bowl, and the Lecture Series in Sundial Auditorium.

The Sun City public relations department, which arranges for both series of programs, says tickets are available in Phoenix at Diamond's Select-A-Seat, and almost always at the door or gate.

The lectures are at 3 p.m. and 8 p.m. All Sun Bowl programs begin at 2 p.m.

LECTURE SERIES

Peg Bracken – Jan. 20
Peter Lind Hayes – Feb. 24
Bud Wilkinson – Mar. 31
Henry Cabot Lodge – Apr. 28

CELEBRITY SERIES

Tommy Dorsey – Jan. 26
Henry Mancini – Feb. 2
Mary Costa – Feb. 16
Rosemary Clooney – Mar. 2
Roger Williams – Mar. 23

Sun City Fence, The Broadway Store Win Concrete Awards

Once again structures completed by Webb builders have won Excellence In Concrete awards by Arizona Rock Products Assn.

Special awards (only three were given), for "extensive, imaginative and aesthetic use of concrete," included the Broadway department store in Tucson, designed by Charles Luckman and Associates and pictured in the October *Spinner*, and the Sun City perimeter fence.

Designer of the Sun City fence is Curtis Copeland, who heads the Webb architectural staff there.

"We built forms to simulate slump block," he says. "Offsetting every 24 feet of poured-in-place fence is "Deco-Block."

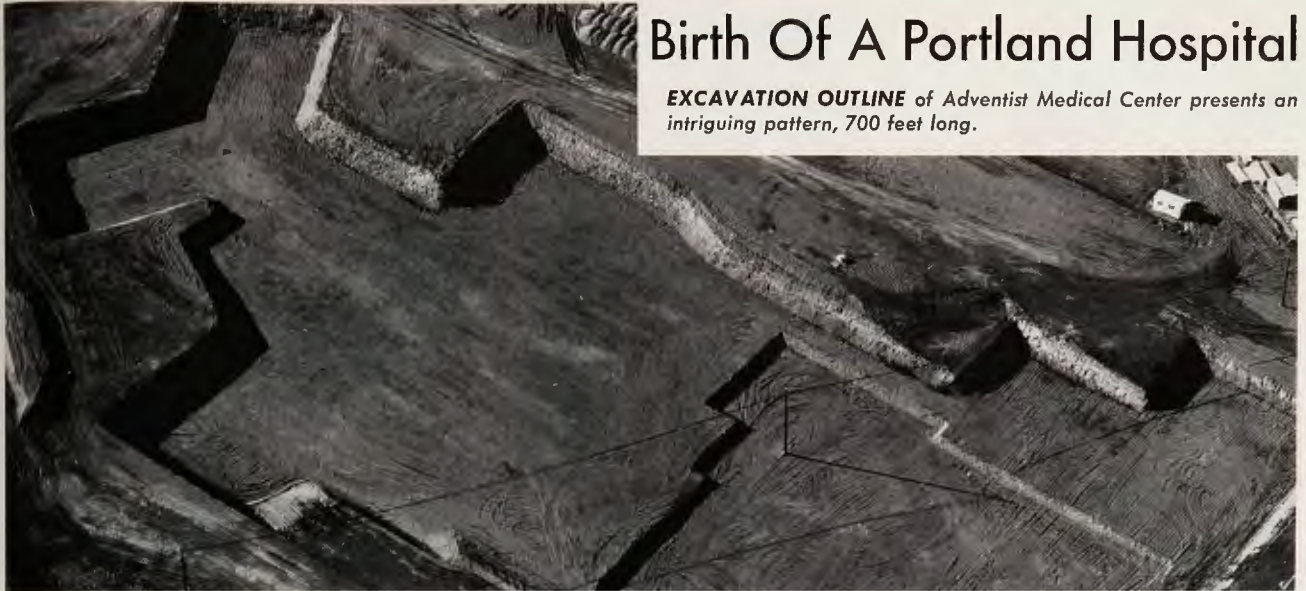
Already 10 miles of this type of perimeter fence has been built.



SUN CITY'S winning fence and Sheri Jamison, operations secretary

WABEEK'S "SUMMER OF '74"





Birth Of A Portland Hospital

EXCAVATION OUTLINE of Adventist Medical Center presents an intriguing pattern, 700 feet long.

← Summer '74

SIGNS OF A COMMUNITY LEADER — (1) A check for \$33,000 from the J. P. McCarthy-Wabeek Golf Invitational for the Police Athletic League's underprivileged youth activities in Greater Detroit (a 300% increase over 1973). From left: Del E. Russell, PAL executive director; Robert B. McCurry, Jr., vice-president United States auto sales and service, Chrysler Corporation; PAL Pres. Matthew S. McLaughlin, vice-president, marketing, Ford Motor Company; Broadcast Celebrity J. P. McCarthy, tournament chairman; Howard A. Davis, the Webb Corporation's general manager for Wabeek, and Joe Garagiola, sports/entertainment celebrity. (2) George Romney, former HUD director, takes the podium at Wabeek Country Club. (3) Wabeek banquet honoring Hall of Famer Charlie Gehringer (center) with baseball's newest "3,000" hitter, Al Kaline, and Howard Davis. (4) Wabeekian Jack Cochran and Candy Johns, Wabeek's 1974 lady's champion, congratulate Kaline on his golfing feat — a 25 footer! (5) PAL tourney winner, J. C. Snead accepts the keys to a 1974 Dodge Colt after setting a new Wabeek course record — 67, as (6) Lee Trevino ponders how he'll soon win the 1974 PGA Championship and the World Series of Golf. (7) Getting final instructions before teeing off in the PAL Invitational are George Blanda, Lee Trevino and George Johnson. (8) Dave DeBusschere, general manager of the New York Nets of the American Basketball Association, leads his team to victory with a 10-under par 61 while (9) Joe Garagiola tells how he's developed the perfect putter. (10) Detroit Tiger Kaline and "friend" Mike Bartlett at Tiger Alumni Day at Wabeek. (11) Howard

United Way Battles To Top \$3.5 Million

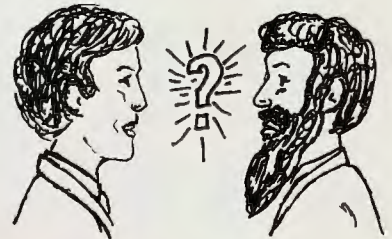


PROBLEMS of fund raising in a stagnant economy were discussed at final report luncheon of the Greater Phoenix-Scottsdale United Way in Del Webb's Towne-House by Exec. Vice-Pres. George Reeve, left, campaign general chairman, and Wilson Barrett, president. At Spinner press time, the fund was only slightly below its goal, and Reeve announced that donations were still being sought.

Davis and Michigan's First Lady, Mrs. William Milliken, at Special Olympics preview. (12) Wabeek Marketing Director Tom Tyson ponders with Howard Davis how to set more sales records. (13) Wabeek's dazzling 18th tee, final launching pad for many "water" balls. (14) Gordie Howe, hockey great, and former Detroit Tiger Johnny Green. (15) Sargent Shriver and Eunice Kennedy Shriver, founder and president of Special Olympics, Inc., came to Wabeek to announce a worldwide fund raising program for the 1975 International Special Olympic games for the mentally retarded.

Webb Point Of View

The Sahara probably leads all Las Vegas hotels in "job security and loyalty," with 100 or more employees on the job 15 years or more, including a dozen with more than 20 years service * * * A \$600,000 sale of 36 acres of unimproved land in Tempe has been concluded, with **Glenn McArthur** and **Joyce Strickland** of Del E. Webb Realty & Management Co. as brokers for the seller * * * A little image deflation is not a bad thing. For example, you may think of Russians as bearded, booted, etc. A photo from **Massanutten's Ken Brown** shows the four Russians who



toured the project to be clean shaven, while Project Manager **Ken Swaney** and one White House representative sport mustaches and the State Department interpreter displays an eight-inch beard. Then there was the October *Spinner* photo of **Harry Arizumi**, local Oahu superintendent receiving a safety award, attired in a plain shirt. Mainlanders Vice-Pres.

(Continued on Page 12)



The *Webb Spinner* salutes two people who in November celebrated 25 years with the company — Exec. Vice-Pres. Fred Kuentz and Morris DeConinck, who observed the anniversary with a new assignment as field engineer on the Portland Adventist Medical Center (his 26th assignment in 25 years).

SEPTEMBER

10 YEARS — Lemetosie McDaniel* and Beverly A. Stone — Mint; Edna Day, Anthony Holden and Jane Simcoe — Mt. Shadows; Sharlene Gear — Sun City; Enos V. Crawford — Sahara-Nev. C. C.; Helen Kampling** — Sahara.

OCTOBER

10 YEARS — Francisco Cota — King's Inn; Nancy Gannuscio, Edna Johnston, Laurence Karam and Menzie McGhee — Mt. Shadows; George Sangster — Phx.

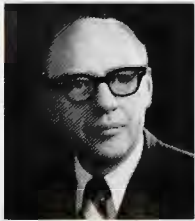
15 YEARS — Mary Arp — Sun City.

NOVEMBER

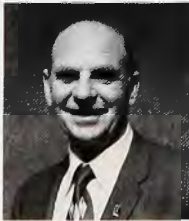
10 YEARS — Dietrich Mayring and John P. Pflashingner — Mint; Jess Hinkle — L. V.; Grace Horn — Sun City.

15 YEARS — Arlene Bialik — Towne-House.

25 YEARS — Morris DeConinck — L.A.; Fred Kuentz — Phx.



Fred Kuentz



Morris DeConinck

DECEMBER

10 YEARS—John Marc Roy — Newporter; Bob Whitacre — Phx.; Tom McNulty — Sun City.

15 YEARS — Marilyn Franke — Phx.; Delno Martenson — Sun City.

*Not mentioned when he observed his anniversary in 1972.

**Not included with October *Spinner* Sahara anniversaries.

Webb Point Of View (On Many Points)

(Continued from Page 11)

Bob Sheer and Fireman's Fund **Dave Walker** were decked out in Hawaiian shirts * * * **Bennett Tremaine** has joined DEWR&M as director of California operations headquartered in Los Angeles. Formerly with Litton Industries, he will be involved in brokerage, mortgage banking, appraisal, leasing, property management and consulting in commercial, industrial and residential income properties * * * **Doug Neal** has been named leasing and property manager for DEWR&M's **Kroger Building** in Cincinnati. He was formerly building and production manager for the Cincinnati Post & Times Star * * * **Phil D'Anna**, general manager at **Oak Brook**, gave the keynote address to the fall conference of midwest Data Processing Management Assn. It was entitled: "Discover A Positive Mental Attitude" * * * **Fred Swaney**, **Massanutten** general manager, delivered an address entitled "Planned Real Estate Developments and the Lodging Industry," to the 38th convention of the Virginia Hotel & Motel Assn. * * * To his post as president of Arizona Tele-Communicators, **Jack Gimble** can add a challenge as director of the Tele-Communicators Assn. * * * **Larry Close** has moved from director of publicity at the **Sahara** to director of advertising and publicity for the **Primadonna Club** in Reno. His **Sahara** job has been filled by **Bob Brackett**, formerly Sahara associate director of publicity * * * After its annual mid-December closing, the **Sahara's** Congo Room will feature Totie Fields and Jerry Vale, Dec. 27-Jan. 16 * * * **Sahara-Tahoe** will feature the return to Lake Tahoe of Dean Martin, Dec. 27-30, then toast New Year's Eve with Nelson Riddle's band, dancing and dinner for \$50 a couple * * * Recently we noted that several Webb employees caught a purse-snatcher in **Sun City**. Now, the *Sun City News-Sun* reports that a 70-year-old Sun City golfer pursued two purse snatchers, caught one, held him at bay with a nine-iron, then tied him with a piece of rope awaiting a sheriff's deputy. The second juvenile was caught later * * * Caesar's Palace people in Las Vegas are undoubtedly pleased with **Bob Gray**, **Dennis Mahnke**, **Ted Tissaw** and **Dick**

Heiny, who directed completion of the hotel's 15-story addition. The Phoenix Construction office is proud to say first guests were able to move in July 1, and the entire \$8 million project was finished 30 days early * * * Las Vegas may not quite be pre-WW II Casablanca, but interesting things happen there. Opening weekend for the Sahara Invitational, several VIP Arabians deplaned from United Airlines to find themselves near **Sahara** limousines waiting for



VIP pro and amateur entrants in the hotel's golf event. The visitors didn't use hotel transportation, but the *Las Vegas Sun* carried a story saying they were in town to buy the Sahara. This brought an immediate response from Webb Pres. **R. H. Johnson** and Webb Hotels Pres. **Jess Hinkle**, and a *Sun* story the following day carried a firm denial of any negotiations for sale of any Webb hotel.



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