



JEWELL MCFARLAND LEWIS
1929-2003

DEL LEWIS
1925
Honored as Historymakers 1997
Communications Leaders



The following is an oral history interview with Delbert Lewis (**DL**) and Jewell Lewis (**JL**) conducted by Zona Davis Lorig (**ZL**) for Historical League, Inc. on May 27, 1996 at their home in Phoenix.

*Transcripts for website edited by members of Historical League, Inc.
Original tapes are in the collection of the Arizona Heritage Center Archives, an Historical Society Museum, Tempe, Arizona.*

ZL: First of all I would like to offer my congratulations to you on being named Historymakers. This is the first time we've had a couple as Historymakers. That's very nice.

JL: Thank you very much. We are very honored.

ZL: Mr. Lewis, we're going to start with you today. Mrs. Lewis and I talked about this. And so we decided to start with you and talk about your early life. Were you born in Phoenix?

DL: No, I was born in Willington, California and didn't come to Phoenix until I was two. But my folks were from here in the early 1900s.

ZL: And so they moved away from here and then . . .

DL: Got married over in California and my sister and I were born there. And then we came back when I was about two years old.

ZL: What did your family do?

DL: My father was an automobile mechanic and machinist, trained in California and at the Phoenix Technical School here in Phoenix. When we came back to Arizona, he and two brothers (Clarence, Clyde and Harry Lewis) opened an automobile garage in 1928 called the Blue Diamond Garage. It was at 271 West Jefferson Street.



ZL: Right down town. And you lived in South Phoenix?

DL: When we first came back, my father being from the agricultural state of Nebraska and coming out here as a young man, liked farming. He was watching the SRP project and Roosevelt Dam which was constructed for irrigation, which was strange to him. There happened to be a movement afoot, by a group of people in the North Phoenix area, to have a land rush out in the north Paradise Valley area, North Scottsdale called the Pinnacle Peak Area. Now this was in 1928 and there was a suit filed by a group called the Verde River Valley Water Users Association. They filed a suit against the Salt River Project District to get the rights to the Verde River. SRP was using the Verde at the confluence point, Granite Reef, and they thought they had a right to it, so they sued them in court. Naturally there was a land rush out in that area.

So we picked up and in 1929 we homesteaded out there and I'm only three years old. And so there were probably 50 or 60 families that staked out their territory, 160 acres per person. And you had to live on it for nine months and improve it. We built a little 20 by 20 shack, I think it was in 1929 and that winter was one of the worst we'd ever seen in Phoenix. I can remember it just rained, rained, rained. It was all dirt roads, and my Dad and his brothers had to build a road out there. They dragged the railroad irons across the section lines with the Model T Fords and trucks and then put up their little huts. We had to haul our water, kerosene lamps, wood stove. We had a floor in our little hut. A lot of them didn't. But it was going to be worth the price because we thought that land would have water, irrigation and it was practically free . . . just homestead rights. Then Dad and his brothers would drive back and forth to work.

ZL: And that was a long way in those days.

DL: Twenty-five miles, Cave Creek Road was the only road . . . all dirt. And with all that rain it was just a mess. A lot of times he couldn't get home at night and we'd be out there all by ourselves . . . my mother and me and my sister. It was pretty hard. I remember I was sick all the time. It seemed like I had terrible whooping cough and flu, not pneumonia, but I was just sick, sick, sick.

Then spring broke in 1930 and it was absolutely beautiful. As you know what this desert does when it gets a lot of rain in the winter. We had animals out there. We lived off the land basically. We ate a lot of rabbit and birds. In the 30s business was pretty good, but as the depression worked on it was pretty hard for people to pay for their bills. We got title to the land in late summer of 1930 and we moved back in town to Phoenix. I can remember my folks saying, "Now we want to move to a place where Phoenix is really going to grow. What are we going to do?" And so we looked over the Valley, and it was almost desert from McDowell on . . . it was like desert or farms or something. The active part was South Phoenix. So we chose to go to South Phoenix, 3rd Street and Southern and they bought a little house. It was probably 1200 square feet, frame, tract. That's where I remember things more vividly. There was a school nearby.

ZL: So you were five or six?



DL: I was only four when we moved to South Phoenix, living there in this house that I thought was just heaven. At five, I went to kindergarten at Roosevelt School which was less than a half mile walk. It was a big country school, the biggest elementary school and the only elementary school south of the Salt River in the Phoenix School District. That was where I started and I went to school at Roosevelt until I was about 12. We had a lot of nice neighbors there. One in particular, a friend of mine that I met, moved in next door. Boyd Orth has been my friend ever since we were four years old.

By that time, my father's brothers had all dropped out of the garage business because there wasn't enough money to be made to support three families. So it ended up my father running the whole thing with one helper. And even that got so bad in the mid 30s he was offered an hourly job in Florence for a dollar an hour. Now that was a lot of money in 1935. That was forty bucks a week. My mother and father, before they were married, had lived in Florence in their early teens and twenties. They reluctantly went back and took this county job. So we moved to Florence in 1936 or 1937.

ZL: What job did he have there?

DL: There he was a Pinal County Highway Department auto mechanic. And he repaired all the machinery and trucks and vehicles for the Pinal County Highway Department. So we stayed there. I went to my last two years of elementary school and my first two years of high school there. That was probably the state's smallest high school with 125 kids in a four year high school. But it's an old town. Florence is probably the third oldest city in the state, 1866.

Then my folks separated. My mother came back to Phoenix; my father stayed there. So my sister and I moved back to Phoenix with my mother where I finished high school. We both finished high school at Phoenix Union. I joined up with all my old friends from Roosevelt School District again. I never was too far separated from them anyway.

Then it was in early 1944 that a lot of us from Phoenix all joined the Navy. We were right in the height of the war.

ZL: Now why did you select the Navy?

DL: It seemed that it was really neat uniforms and besides my father was a Navy vet of World War I and that's all I heard about - World War I - all my life. My Daddy was in the Navy. He was the torpedo man on a destroyer and he thought highly of the Navy. As a matter of fact, he tried to join again at the same time, but he couldn't pass the physical. I think at that time he was only 48 years old and they were taking volunteer tradesmen even up to age sixty.

After high school we all went to war. We went to San Diego for training and there were about 40 of us from all Phoenix high schools; most of us were from Phoenix Union High School. We trained at San Diego for five weeks, came home for a five day leave and then they shipped us overseas.



ZL: And where did you go?

DL: First I went to Pearl Harbor for reassignment and we sat there for about two weeks. Every day they'd take, by lot, certain men out and put them someplace on ships. When my turn came we didn't know where we were going. They took 500 of us out in alphabetical order, so consequently there were 17 Lewis's in a row in this one call. I was one of 17 Lewis's to go on this transport ship and about 25 days later we ended up at Saipan in the Mariana Islands. It had just been captured by the Marines and the Marines were still there. We were put into the Seabees, that's the Naval Seabees, the fighting construction outfit of the Navy. We were attached to the Second Marine Division and we did all the construction work and logistics support for the Marines. But on that particular assignment we were in a different tact. They were trying to build a B29 [air] strip, so that was our main chore. We weren't the only unit there, there were probably 15 or 20 battalions there at that time, adding more all the time and building B29 [air] strips as fast as they could.

I was there Thanksgiving Day and we were having canned turkey for Thanksgiving lunch. We had to stand in the long chow line and we had tents that you'd eat in. It was canned turkey I'm sure, but it was good. Right in the middle of it we had a daylight air raid. There were about three or four planes and the reason they had raided was because the night before they had brought in the first B29s from Hickam Field and landed on a couple of strips that were just completed. They knew about it and so they bombed us in the daylight raid. And they got some of the B29s because they were just parked on the strips and wide open. I think they'd brought in 30 the day before that Thanksgiving. We all had to leave the chow hall and run for cover because they were zooming all around. They finally drove them off. That didn't stop us and we went ahead and built those strips as fast as we could. We built three at Saipan and then we moved to Tinian right next door and built seven there and at the same time about 190 miles away was Guam and there was another big battalion group there building B29 strips. They must have built 12 or 15 down there. But we were about two months ahead of them. So during all the raids they made on Tokyo and Japanese homelands, all the planes for the first part were coming from Tinian and Saipan. Later in the war they were coming from all three islands when they mounted 1500 to 3000 plane attacks. But that was my military days there. When the war was over . . .

ZL: So you were there the whole time?

DL: No, no. When the Germans surrendered in April of 1945 they passed a law that all men over 42 years old could be immediately discharged and sent home. Well, the particular CB battalion I was with, three-fourths of the men were out of there and gone. Here I was 17, 18 years old when I got there. When they left there were just a few of us left that were under 42 and I was 18 turning 19. So we stayed and they sent all the other fellows home. And then we started gearing up for the big push on the Japanese Islands.

ZL: Did they send other replacements in for you?



DL: No, they disbanded my outfit. And then I went from the 18th Seabees to the 38th and we had all younger people in the 38th. But they disbanded that one because they didn't need that many anyway. So they were planning on the big push for invading Homeland Island in Japan and my group was in May and June. So we were getting ready. They issued all of our gear and we were told that we'd be boarding a ship pretty soon going up toward Japan and waiting for the push. And then they had us attached to the 10th Army. All the years I was in the Navy, I wore either Marine clothes or Army clothes because we were attached to somebody.

I never got to sail on a ship except in transport. They did Okinawa on the first of April and we didn't have to go to that one and they did Iwo Jima on Feb. 19th and we didn't have to go to that one either. We usually had Sunday's off, worked 6 days a week, and on this Sunday they said everyone was restricted to base. No going in to the PX or traveling about, you were restricted to your base. We couldn't figure out what was the matter, but we could see in our harbor nearby there was a big Navy ship, the USS Indianapolis, a new heavy cruiser. Since this was an Army Air Corps island, we didn't get Navy ships there very often and so we knew something was up. This was on Tinian and the rumors just went wild through the camp and you'd be surprised at how accurate and how close that rumor was about what they were delivering.

They were delivering the atomic bombs and the rumors were so accurate. They said, "They are delivering a bomb that will end the war. It is so powerful and it's a huge firebomb. And this bomb when it goes off it seeks oxygen, so much oxygen to burn and continue the fire. It will go down a man's nose and into his lungs in search of oxygen." That was kind of spooky. We couldn't believe that. No word was ever mentioned of atomic energy or atomic bomb, just a huge fire bomb. And we had seen the previous year how successful the fire bombs were in Tokyo where we had dropped those incendiary bombs and they just burned those little wooden shacks up. So we thought it was a huge fire bomb, no mention of atomic energy. We knew nothing about it; never heard of it.

We were there when they took off and bombed Hiroshima that first time. Then we knew it was ours, where it came from, but they wouldn't talk too much about it. Then five or six days later they did the second one, that came also from Tinian. And they bombed Nagasaki with that one. And then of course they surrendered. Just about the time they were starting to surrender, they put us on a ship to go to Tokyo. So as soon as the peace was signed up there in the Tokyo Bay, we were on board ship hanging around Iwo Jima and we could go in and see it and then get back on ship.

Then on October first we went in to Nagasaki. We were put out of the 10th Army and were back with the Second Marine Division. We camped right outside the bombed out city of Nagasaki in an old Japanese military base that had been abandoned. We camped in that for our headquarters and our job was to start repairing Nagasaki. We cleaned up the road, made roads in and around it.

As a 3rd class petty officer by then, I had an interesting job to go around to all the gun emplacements that the Japanese had on all the peaks and mountains around the port, and for 20 or 30 miles in either direction, and destroy their gun emplacements. They had four and six inch guns mounted on these high peaks all up



and down that coast and we had a Marine demo expert with us and we'd just help him. He'd drop a charge down the barrel and it'd go off and just splatter the barrel so it was completely ruined. That was our job for a couple of weeks.

I've often thought that it sure would have been hell to have to invade those islands, Marine style, and have those guys sitting up there looking right down on you like ducks on a pond. Just very little beach if any, just rocks. Just a mountain that came right out of the water. I don't know where they could have landed. And I just thanked my lucky stars for the atomic bomb. It would have been murder to have to try and take those islands cause you know they're going to fight harder on their own homeland. And they saved their best troops and fighters for their homeland. They put the second and third class soldiers out in the field and saved their best for the island. So I'm glad we didn't have to test them.

Anyway we did that chore there and then they moved us into another port nearby, about 50 miles away called Sasebo. It was a big seaport and it wasn't bombed too badly. That was the headquarters where all the shipping would come in and the replacements and that's where a lot of the guys were going home from. Every month, when they had enough discharge points, they would send a qualified group home. So I watched them go home and sometimes an aircraft carrier would come in and take a whole load of men back to the United States. I'd been over there 21 months then and boy I was mad cause I thought it was my time to go home, but the way you gathered points was one, our age and two, if you had a wife or dependent and I lost on both cases. So I was stuck. Anyway these guys were going home on these fast ships and boy I thought that was great.

And finally our turn came, about three or four months later after my discharge date. Of all things, they took 300 of us and put us on three LSTs [Landing Ship Tanks] and six LCIs [Landing Craft Infantry's]. An LCI would carry 15 passengers and it had a crew of 30 and it was about 25 feet wide and about 80 feet long, six diesel engines in it and it was the smallest ocean going thing in the world, to go overseas. We couldn't argue, at least we were going. We went in convoy and it had to go the speed of the slowest ship, so we were going about four miles an hour. Six thousand miles from home at four miles an hour. And then they were always breaking down and towing each other. The LSTs had as many as two towed behind because the motors blew up or something. It took us 30 days and we finally got to Guam.

When we got to Guam we said, "Oh boy we're finally going to get off of this thing" and we griped and griped and sure enough they decommissioned the ships there. They wanted to get them back to San Diego. I don't know why. So they put us all ashore and then we waited in another receiving barracks to get transportation home. Then we thought, "Oh boy, now they're going to fly us home. All these military air transport planes are here and going to get flown. We're old veterans now; we're old-timers." And we sat there another week or two and finally our call came and we all go down and they put 7500 of us on one ship, a big troop ship. But it was the fastest troop ship I was ever on. It went 19 miles an hour.

So we pulled into San Francisco under the Golden Gate Bridge at about 5:00 a. m. on June 1st of 1946. And if you can imagine what San Francisco looks like at 5:00 a.m., all bright with daylight, sun was



coming up. Not a soul around. We pulled into the port and we docked. No big brass band, no hello, welcome home. All the hoopla was long gone. And looking back, I can see how those Vietnam guys felt. But that didn't bother me. I wasn't expecting any of that. I had been reading about all the hoopla after the war was over in New York and L.A. and all over the place, but we just went into there quietly, disembarked, got on our buses and went to Treasure Island where they processed us and gave us one night of liberty and the next day we boarded a train for the discharge point in San Pedro down at Los Angeles harbor.

We took a two day train ride in cattle cars down there. That was a fun thing. We had a lot of fun jumping the train. It looked like an old freight train. We pulled over for every train that went by. We were about half way down - can't remember the town, like Fresno - and we were on the siding, we didn't know how long. We had one sergeant in charge of several hundred men and we didn't pay any attention to him. We were in the city and so about four of us decided we were going to get some beer. We jumped off the train as it was standing there and we walked three or four blocks over to a bar and we made him open. It was Sunday and he wouldn't open until noon. We made him open and got the beer, but we stayed too long.

When we came back, there was our train going down the road, pulled out. So we hired a taxi driver and we all had our military uniforms on and we told him our predicament and he said, "Oh I'll catch them, I know where there's a hill and the trains have to slow down, it's about 60 miles. He had this old crummy taxi cab, probably about 1941 something. There were four or five of us just jammed in that thing and away he goes as fast as he'd go. Every so often the road would follow the train tracks and we could see that we were gaining on the train. We finally came to that hill and we saw the train starting to slow down and we went clear around and got to the top of the hill and we were waiting there. Oh, the poor old guy's car burned up. It just smoked and the engine quit right there at the end. He turned it off when he got to the top, and said, "Okay we can catch it here." I don't know how he got home. He probably had to call a wrecker, but his car just exploded. The engine just quit right there. And then here came the train . . . Chug, chug right up the hill and we jumped right back on and they never knew we were gone.

Then, of course, we went down to San Pedro and got discharged. And I remember coming out with that ruptured duck, the little emblem that they put on your Navy suit that shows you are discharged veteran now and the last thing they do is give you your mustering out pay, that's any unused pay that you've accumulated while you were in the service, plus \$100.00 bonus. And they gave it to you in cash if I remember right. So they came to my name, and I stepped up there, "Delbert Lewis, \$1600.00. \$1600.00! How did you get \$1600.00?" I said, "Well, look at the records." "You haven't drawn a paycheck in two years?" I said "That's right." And they said, "How'd you live." And I said, "Well, I got by. They fed me." They couldn't believe a third class man . . .

ZL: You didn't take any pay for two years?

DL: That's right. I was an entrepreneurial type.



ZL: Yes, I can tell that.

DL: At the next desk they said, "Okay, sailor would you like to join up for the Navy reserves?" And I said, "Why?" He said, "You only meet once a month, it's a unit and you get paid for that day, and we protect your rank." And I said, "I want to protect this one little stripe, two and a half years? I want to protect that thing? I want out of this thing as fast as I can and I don't want to see it again." So I passed it up.

As time went on that was a blessing in disguise because it was just four years later when Korea came and they called back all reserves. They were the first ones activated to go back to Korea and they had to have a darn good excuse or be mortally wounded or something or they were sent to Korea. A lot of my friends who did that, especially some who were officers, men who I knew in Phoenix and Florence, men who were fliers and all, they had to go back and they could hardly stand to get sent right back after the time they had been over there. So that was one blessing that I didn't have to go back to Korea, but a lot of my friends did.

So that was that summer of 1946. By that time my father and mother had divorced and my mother had remarried, so I went to my father's place in Florence. He had a little house there and I kind of moved in with him. In 1946, Jewell's father, Governor McFarland, was running for reelection. Lo and behold my sister was there too, she'd come back and was staying there sometime after college and so I saw this pretty girl running around with my sister. I didn't know who she was and my sister said, "That's Jewell. You remember Jewell. You grew up with her here eight years ago." And I said, "Well, she sure looks different now." So we started going around with her; we went several places that summer - to the swimming pool and dancing as a group; nothing serious. Just a group of friends from Phoenix and Florence, and we had a good time and my sister was involved. Then came time for education and we thought about going to school. I wanted to go to school at the U of A on the GI bill because I could live with my father. It was only 60 miles and it would be real handy. I had a football interest and had talked to the coaches. They wanted me to come down and play football, so I signed up to go to the U of A.

ZL: Who was the football coach at that time?

DL: His name was Miles Casteel. He was the Wildcat coach at Tucson then. Jewell worked her family around so she was going down to the U of A too, so that was handy. If I remember right, it was just mostly Arizona kids. We knew so many of them, returning veterans in that particular year. There was something like 1500 veterans at the U of A and a total of about 3500 kids in the whole university in 1946. Fifteen hundred of them were veterans returning on the GI bill and I was one of them.

ZL: I often think how much that changed the campuses at that time because they were almost all female students during the war and the population went down so much and then when the veterans came back . . .

DL: And she's got the story to tell on that. So I played football. I went two weeks early to play football and they had a very limited schedule. I played football that freshman year with them.



ZL: What teams did you play?

DL: We played what they called then, the Border Conference. They played Arizona State College at Tempe, and they played Texas Tech, Harden Simmons, Texas El Paso, and occasionally some Fresno school or someone like that. They had a very limited schedule that first year. But the big game, of course, was the Arizona State College at Tempe. That's what they were called then. And we had like 3500 – 4000 kids, and ASU had 1500 kids and they had a lot of veterans.

So I started dating Jewell that freshman year. I had my father's old jalopy car, the one he'd had since the early 30s that he had repaired; at least it was transportation. As you know, cars were in short supply; nonexistent during the war and slow to recover and get the market up after the war. So you'd drive any clunker you could find and keep it running.

ZL: But you commuted to Florence every day?

DL: No, I lived in a fraternity house. First I lived in Arizona Hall, one of the oldest dormitories that first year. And by the second year I had joined a fraternity and so I moved into their house that second year until I finished college. And I was studying engineering.

ZL: Any particular branch?

DL: Civil engineering. I studied engineering and played football. My second year in football I went about half the season and because of high blood pressure they told me it would be best to quit. And I thought that was a pretty good idea cause studies were getting harder and harder all the time. So I didn't play anymore midway through my second year. I wasn't that big or that good anyway but anyone who had the fortitude to stay out there and suffer the heat and the knocks and the bangs and . . .

ZL: Well, they were just rebuilding the program? They probably didn't play during the war did they?

DL: They did for one year. They came back in '45 and played, but they didn't play in '43 or '44 but they put a team together in '45 and they played four games, I think. I wasn't there then. During the summer time, because I was going with Jewell, I would get a summer job. The first summer I went back to Florence and worked a job as a carpenter. I did carpentry work in the service too.

I think it was the summer of '48 and '49, I went back to Washington D.C. and stayed with a friend and worked in Jewell's father's office. Or he got me a job. They called it a patronage job where every Senator had so many jobs in and around the capitol building that he could assign someone, some constituents from the state. Her father was always insistent that whoever he appointed to that job had to go to school. He wasn't letting any old man come there just for a meal ticket. So the kids were taking those kinds of job and I got a job in the Senate Gallery, guarding a door to the Senate Gallery so that when the people came in,



we'd hold the door and keep order if need be. There were two of us to each door. That was a good job. It paid a couple of hundred bucks a month and that was a lot of money in 1948, '49 and '50.

ZL: You probably learned a great deal.

DL: And then another summer I went back and I did the Senate post office. But you had to be going to school. So I'd go to school at 8:00, but my job started at 3:30 in the morning. Go down to the Senate basement and the mail delivery would be there. There was four of us there - two of us from Arizona, a fellow by the name of Goodman who was from Mesa and he was in medical school. And so we'd work, the four of us, and each man had one floor of the Senate office building. There was only one Senate office building then. I had the fourth floor which her father was on. We'd sort the mail, put in our big wheeled carrier, bundled and tied, go around the fourth floor and deliver it to the mail drops at every Senator's door. So that was a good job - 3:30 to 6:30 and you were through for the day.

JL: And then he was taking me out at night.

DL: I'd go to school, and I lived in southeast Washington and she lived in northwest Washington. I didn't have a car then, I'd take the street car, got a monthly pass. So as soon as I was through with school I'd go on out to her place and I'd stay out there late; maybe go someplace, maybe we wouldn't. Her folks usually fed me out there. Then I'd get on the street car to go home. And several times I'd fall asleep on that street car and go round and round again till I'd be at the dead end. I did get out about the dead end on the southeast end. I was really burning the candle on both ends.

ZL: Where did you go to school back there?

DL: George Washington University one time for a summer session and one summer I went to Maryland University. But in the summer of '50 I graduated and we were planning on getting married in 1950. I graduated and went back to Washington and I was living with my friend who had a nice sized apartment back there; he had three or four Arizona boys living there too. It was kind of temporary quarters until you got located. When we told her folks we were planning on getting married and her father said no, we couldn't get married until she had her Master's Degree. So we accepted that and she enrolled at George Washington for her master's program and I got a job as a civil engineer for Engineering Laboratories Research and Development at Fort Belvoir Army Corp of Engineers place as an novice engineer. So it was a pretty good job. And I moved out to the base, the bachelor quarters because I got a good rate out there on rent and all. I remember my pay was \$3100.00 a year. That was a GS5 ranking and that's where it started at and that's where it stayed. So I did that. Then my dad gave me that old car that I used in college, that old wreck. It was a 1934 and now we're in 1950, '51 and so I had that thing and I drove it back to Washington and it made it. I had to repair the engine on the way. But now we had a little transportation to get around a little bit. Sometimes it had no brakes, no lights and it had Arizona plates and I got into more trouble with those Arizona plates. At least I had my job and was working and as it came close for her time to graduate, we had our wedding plans all set for June of '51. That was a big affair. So by that time I had taken my



money and I think we had taken some wedding gift money too and we bought a brand new car, 1951 Chevy, from Watkins Chevrolet in Buckeye. And I remember it cost \$1350.00. Blue Coupe. And so then we got married and had our honeymoon.

ZL: Now you married in Florence, right?

DL: No, this was in Washington D.C. And I am still working at the Army Corp of Engineers Research Laboratories. And so as soon as she graduated she got a job and we got an apartment in Alexandria, Virginia. That's just across the river from D.C. and not too far from Fort Belvoir where I was working. She got a job at the plant, the military base at Fort Belvoir, teaching military kids. She got \$2500.00 a year and she got another \$100.00 because she had a masters degree and we could both go to work at the same time and come home at the same time. So that was handy. That was my first encounter that winter with snow. I remember the snow we had. We had a pretty good freeway. We drove about 10 miles on the Shirley Highway, freeway, and I hadn't seen much snow in my life and that was a pretty rough winter, the winter of '51 and '52 in January and February. But we had a regular routine. We'd get ready for work, we had to set out the breakfast cereal the night before and like clockwork go out and scrape the ice off the car and warm the car up and go to work. And so then we stayed in the beautiful apartment house in Alexandria, Virginia and then in '52 it was time for her father to campaign for reelection. So it was long and in the primary there was no opposition and so we're still working there and so it got pretty close to the end of September and her father asked us and asked me, "Would you like to go back home back to Florence and take over my cotton farms? I've got those farms and I love farming, but I never got to do it. I always had to lease, but I love farming. It would be really good for you. It has good opportunity. I know it's out of your field, but you'd be home and it pays very well now. It's a good business." And I said, "Yes, I think we will." Mac said, "And you can help me in the campaign of '52 too." We came home and took over that farm in Florence.

ZL: Now was that a hard decision?

DL: Not too hard. I had agriculture leanings in grade school and high school. Always had gardens and animals and forage and FFA and all that stuff so agriculture wasn't that strange to me. For a wedding present he had given us his home, which was this old 1918 adobe hut that had been added on to but had been fixed up nicely on 160 acres of land. And that was one of the wedding presents. So we moved in there and he let us have that 160 acre farm and that's where we started and I kind of oversaw his farm, the financial part of it. And his foreman, he was renting the other places, he had two big places. He had an Oklahoma farmer running those. A real old cotton grower, Mac would say to him, "I want you to show my son-in-law Delbert here how to grow cotton." "I'll do it Mac." So he was my tutor. He could neither read nor write nor sign his name, but could sure grow cotton. And so we started there and as the time went on we expanded our own operation a little bigger and then her father gave us, or leased us a part of his other farm. That made us bigger and I kept buying little pieces around me and then we started having children in '54. And had our first in '54, a boy in '57 and one in '60. And we were still farming.



During that time when we first came back and we lost that election to Barry Goldwater in '52, we were all broken hearted about that, but it was her father's idea, and he said, "You know, I've been in the Communications subcommittee for years, in Washington and we wrote the communications act in '34. Why don't we get together and go for one of these television licenses in Phoenix." So he gets some old political friends and farmers Leon Mow, Ralph Watkins Chevrolet, and Henry Larson and a couple other men, all good personal friends and Jewell and I were stockholders. We put in some savings in so we invested in it too. But those three men did all the work in applying for the license.

ZL: Which three did the work?

DL: Well it was Mow, McFarland, Watkins and some with Larson. Four men that were on the application for Channel Three. We absolutely knew nothing about television . . . well nobody did.

ZL: Could we do just a little history of TV stations in Phoenix because I just think it is so interesting. The very first one was KPHO, Channel Five.

DL: Yes. Jewell and I saw our first television in 1949 in Tucson. The first television station was KPHO in Phoenix that came on in late '48 and '49. And they piped it down to Tucson and the bars would have a set and you could see television down there. And Channel Five, Meredith Broadcasting, coming from Phoenix. Well, we thought that was nice.

ZL: Who owned that?

DL: Meredith Publishing, you know Better Homes and Garden people.

ZL: So it wasn't locally owned?

DL: Oh, no. No, it was not local.

ZL: In doing my research I couldn't find who owned Channel Five.

DL: Meredith Broadcasting, they still do. Anyway, what networks there were, they had them all. There was Dumont, ABC was just barely, maybe they weren't even broadcasting until 1952, no they weren't even on the air yet, CBS, NBC and Dumont television. So they broadcast all of them you know, and not too many hours at that.

ZL: And Jack Murphy was the reporter.

DL: And he was also my high school classmate and in the Navy with me. Jack and I were in the Navy together. We went all through school, to high school and war and the university. And Jack, we did a thing for him two years ago when they honored him for the distinguished broadcaster, Arizona broadcaster and



I did a little piece, the roasting on Jack. But he had broadcasting in his blood, even in high school. He'd be down there sweeping out the floors at KOY and those places and announcing . . . he really loved that thing. We had no idea about that in high school, but he did. His mind was set. So KPHO was on and we came back by 1952 and by 1950 the feds froze anymore allocation of licenses because of Korea. No more, you couldn't do it.

So that's what her father said, "I don't have anything to do. The first time I've been off a public payroll in years. Why don't we get this license. I am a free, independent, local citizen." So we applied. But he had it in his mind that in the following two years he was going to run for Governor.

ZL: You think he was thinking that already?

DL: Oh already, yes. He never intended to get out of the Senate or politics. So he was thinking that. But anyway, we went ahead and we applied because they opened them in 1953 as soon as Eisenhower went in and they stopped the Korean War and called the troops then the FCC said, "OK we are accepting applications in this period." They always set a window, here's a two months, three months period you can apply for this. So we waited until the last day. Three other people had applied for that Channel Three outlet: KTAR Broadcasting which is a Chicago outfit-called John J. Lewis of Chicago, Johnson Wax owned KTAR, and a local Phoenix advertising company filed, and some other group of local people had filed for Channel Three. At the same time, people had filed for Channel 10: The Autry group which was Chauncey. Nobody wanted Channel Eight because that had to be educational, non commercial.

ZL: Even then?

DL: Yes, and even today. And Channel 12 was a Mesa station and nobody wanted Channel 12, it was a Mesa station and it is today. It's like allocated . . .

JL: And that was Red Harkins, who is Dan Harkins dad.

DL: So nobody wanted that. Because that's in Mesa, a little old cow town over there in Mesa.

ZL: Now when did that pick up NBC?

DL: Okay, now I'll tell you. Everybody was filing for these but those were open. Nobody went for 12 and nobody went for eight, but three and 10 was where the competition was. Five was already on. So, the last day . . . we had been preparing our presentation well in advance..and the last day they were accepting allocations we dropped ours in at Washington D.C. Really upset the KTAR people. They were so upset, because they had already planned, they knew they were going to get it, they had already planned and modified their radio building to accept television. They'd done all this rework and here we came along and dropped in at the last minute.



ZL: Now did you go back there to Washington?

DL: I didn't, but everybody else did when the filings and whatnot . . . Then they scheduled the hearings in '54. That was '53. And I think we put our application in early '54 just before the window closed. By that time, a few months later the other two dropped out and it was KTAR and us remaining. So they scheduled our hearing for like May of '54. A comparative hearing where we both go back and present our sides why we should be the grantee and successful license applicant. It was set for a certain day. In the meantime, while all this was happening, Harkins got channel 12 KTYL in Mesa. No opposition, they granted it to him boom, and he started building it right there at Isley's Refrigeration Place, automobile wreck center. That's where he built it. And so he had no opposition, they granted it to him and he built a little bailing wire station, had a little tower out in the back and he came on the air with KTYL Mesa and immediately applied for NBC. And since they wanted to get away from Channel Five, they pulled away from Channel Five and gave him the license for NBC. And so he was broadcasting there.

About the same time there was a big fight over Channel 10. Here's Gene Autry's group with Chauncey as one of the principles, but Gene Autry is the main guy and on this side was KOY group which was Governor Williams, Jack Williams and that group. Let's see Frank Beer and a bunch of old Phoenician people over there. They were fighting for it too. They both had applied for Channel 10. And so they started battling and I think they started in the hearings. They went back to the hearings and had a day or so and finally got together and said, "Why don't we just petition them and operate and apply for this license jointly. You know how we can do this: You can run it one day and we can run it the next." So they agreed to form a separate corporation, a joint ownership and FCC approved it. Never had been done before or since. A joint license and holder of a license and operator. Well, everybody know it'd be a matter of time before the Autry group would swallow it and it did. I think it lasted about six months or so. And then it wasn't very effective because here you had staff trying to serve two masters and one day it would be this person's income and expense and the next day the other one and . . .

JL: And you had different call letters on the same station.

DL: So anyway it was a fiasco and so it wasn't too long before Autry bought the others out and in the meantime, when they did go on the air, Channel 10, they brought over ABC by strength of KOY having ABC radio. So ABC came over to Channel 10. So now poor KPHO is sitting over there and the only thing they have left is CBS and Dupont and Dupont was about ready to go out then. But they had CBS. Well Autry knew in his mind, he was thick with CBS he was going to get CBS sooner or later, but he took the ABC thing. Then we come on the air.

ZL: You went back for your hearings then?

DL: We never really . . . we went to the preliminary, that's as far as we got. Maybe I didn't get to that point yet. This all happened just before we were granted. And then it got closer and closer to our hearing date and NBC knew they were whipped because McFarland being in the Senate, he had friends, Harry Truman



administration, appointees on the FCC, they were all good friends of his. He'd worked with them for 10 years. And so the other guys knew this is not going to be very good for us because we don't have the power of those guys so they up and bought Harkins over at KTYL Mesa. Now they move over there and they bought him and they change the call letters from KTYL to KVAR Mesa, just took it over. When they withdrew from that application they granted us immediately. There was no more competition so they granted it. As we're building our plant in '54 . . .

ZL: Where was that?

DL: Where we were building? Right where we are now; 16th Street and Osborn, there was a cow pasture and we were outside the city limits and we built right there. We built the building first and built it in '54. We built the shopping center later. We had about seven and a half acres there on that corner. I remember in building in '54's, her father and Ralph Watkins and I flew over to Los Angeles to get some ideas of what a television station looked like and I being an engineer and draftsman, I took sketches. We went and visited every studio in Los Angeles and Hollywood, the NBC, the ABC, the CBS, and the Dumont, and all of them. Of course he knew most all these people, the Governor, Senator McFarland was in the communication thing in the Senate so he know a lot of those people. And the motion picture industry people just loved him, Jack Valenti and those guys, Hollywood people, because he backed them up on some un- American activity thing during the war. The red hairy hunter when they are accusing all the Hollywood people of being communist or Nazi's or something.

ZL: Your dad didn't jump on that bandwagon?

JL: He defended them.

ZL: He defended them so they were . . .

DL: It was guilt by association and inaccuracies. Anyway they just opened the doors to us and I'm just making sketches of everything they had: Studio A is this big and you have your traffic, varies functions around here, engineering here, repair here, sets over here and the height and I'm making all these sketches. So I sketch the original floor plan of our building. How it's going to look, how big, because we picked the sizes. There was no television tape at that time, it was all film or live, one of the two or both, but no tape yet. We came back and I had to design the floor plan, then we had an architect put it all together. And built it and it did very well. It's served these 41, 42 years even to this very day. The layout is good. The space requirement, luckily, because of miniaturization of all electronic equipment, we were gaining space every year. It used to be you'd fill up a whole big room with all this tube type equipment and along came transistors and little tiny chip things and so our engineering equipment kept shrinking. So our engineering space has more space in it right now than it ever did because of miniaturization. So it's served us well for 42 years.

ZL: And where did you have your tower?



DL: Well, we applied for right off the bat, South Mountain. We were about the third one-up there. KOY, KPHO stayed down at the Westward Ho for a number of years yet, but Channel 10 was up there and Channel 12 had applied for one up there. And we applied. They were building one about the same time we were. We were probably the second tower on South Mountain. So we built the tower before we went on the air. We were scheduled for an early, February 28th on the air program of '55. And we were ready and we did it on that very date.

ZL: And what was your first show?

DL: Oh gosh. I have a hard time remembering that. But I'll tell you, leading up to that part though. How we got ABC. Now that's a story in itself.

ZL: Yes, that is a fascinating story.

DL: Now we were getting ready to come on the air. ABC is over here with KTAR, I mean Chauncey, KOOL. 12 has got NBC and they're operating out of Mesa getting ready to move to Phoenix. And we came on the scene and Leonard Goldenson whom her father knew from Senate days, he owned, before he built ABC, he had Paramount Theaters. He was a Hollywood guy, an older man. And he had helped him on some various legislation that he was asking for during the Senate days, mergers and things. A little merger now looked like a spec on a fly compared to what they look like now. And anyway, so he came to Mac and said, "Mac". He knew that Autry was waiting for CBS. "If you'll sign up with us right now we will give them the six months notice and when you come on the air you can come on with our network." So Mac, he thought about it. He said, "You know, I guess I think we better do it." We always thought he always wanted NBC, didn't he?

JL: I think so.

DL: I think he loved, because he loved General (Sarnoff), NBC Father. And since that was already gone, I said I think we better do it. So we did. He signed up with them. And so we had it all arranged. We came, opened up on that day with ABC Network. And they only had four hours of programming a day. We didn't come on out here until 4:00 in the afternoon, it'd be 7:00 New York and everything was over telephone lines then. So we'd come on and we starting programming an hour or two early. We'd start at 3:00 in the afternoon. And we'd do a local show, live, children's stuff. We wanted to compete with . . . one of our first local shows was "The Arabian Knight" and we were going to compete with "The Wallace Show." It wasn't Ladmo yet, just the Wallace Show. And he had all these good cartoons and all these little kids watching, and we said it's Popeye that's killing us. These Popeye cartoons. They were new and fresh and we couldn't get any new and fresh ones. So, we had this live Arabian Knight who would come out and we'd play those silly old crazy cat things, cartoons that were built in the '20's or '30's. We had a hard time for programming. And, he came out and we had an Arabian tent in there with fake palm trees and he had this flowing gown on. Oh it was funny. Well that was our live show, for kids.



ZL: And that was one hour?

DL: We didn't last very long on that. We had several other things after that.

ZL: And then what were the national shows?

DL: Oh gosh.

ZL: Was it news?

DL: They had a little news . . . we had no news. We had what you call rip and read. We had the UP wire and the Associated Press and the United press. We tried to mock ourselves after radio. We had a little booth which was like a radio booth, and the guy would go tear off the tellatape or teletype and read the news. We'd show the camera right through the glass on him and he'd be reading. Art Brock was one of the first ones, one of the first announcer. He did everything. He did weather, sports and read the ripped off news. We had no reporters. We didn't take any news locally at that opening. It was so primitive in those days. But we grew from there. But later on, I'm trying to think of some of the ABC shows that were on. Early on I know ABC was growing fast then and they had the Disney thing. Mickey Mouse Club was one of the first ones. They had some theater things, I can't remember.

JL: McHale's Navy.

DL: That was a little later. But Mickey Mouse club was one. I'd have to get one of the old programs to look and see..

ZL: Now how did KOOL and Autry and Chauncey feel about this when ABC switched over to . . .

JL: They got mad.

DL: They got mad. Here Tom Chauncey was a very close friend, a political friend of McFarland's for years.

ZL: He'd been your Dad's campaign manager.

DL: Yes, campaign manager and all that. When that happened, and came about and Tom was working with us in the '52 election and he was a good Democrat and he liked McFarland and Autry and all those guys. When Leonard Goldenson gave them notice six months and you're out. So he came to Mac and said, "Mac, we're up against it here. We can't get CBS for at least another year. If you'd do me a favor and you refuse Leonard Goldenson's offer to give you ABC so we can keep it for another 6 months before we can get CBS. And Mac says, "Tom, as much as I like you and all that, we're struggling over . . . we're going to



be hurt too. If we don't do that we going to die on a vine. I think we better do that. You're going to get yours sooner or later." Anyway, Tom got mad about that. And I think the reason he was mad at Mac and didn't speak to him for 30 years after that. The reason he was, I think Tom Chauncey got his neck stretched out this far by saying, "Oh I can get Mac to agree to this." He told his owners, Autry and Beer and a lot of those guys. "Why I can do this. Mac is a good friend of mine. He'll do that for me." And I think he promised all this stuff and didn't deliver and he was so embarrassed that he just hated Mac. Well he didn't speak to him for years. Nor to me. And I worked with him in that '52 election and we used his rooms in the Adams Hotel for recordings and stuff like that, but that was the end of a friendship there. But we went ahead.

JL: But he has since mellowed.

DL: Oh yes, he did. They became very dominate in Phoenix television as you know. And he was responsible for that, but that was a break of good friendship and, it mellowed. He didn't speak to me again until . . . he had just been pushed out of Channel 10 by the Autry group and he had all that money and he called, first he called up Jewell's father. This was in 197 . . . no 1980, '81 and McFarland was having a lot of trouble, his health was really failing after that surgery, brain surgery. The nurse put him on the phone, he had just awakened, her father, and he had this problem after that brain surgery after he'd wake up it'd take him 30 minutes to an hour to get oriented. So he was trying to talk to him, Tom was trying to talk to him after he'd just awakened. And so he couldn't make sense of it so he called me and wanted to buy the station. And he said I just talked to your father-in-law and so I thought better talk to you because he couldn't make sense of him. So I talked to him and I said, "No Tom, we're not selling." "But I've got the money, I can pay you cash." And I said, "We're just not going to do it Tom." And that was the first time I'd spoken to him in 30 years, 29 years. He was half mad all over again. We took the ABC guys on and came on with them. So we grew with them. They were the little step child, just a big joke in the '50's and '60's and they kept getting more and more programming and got a little better. And didn't make a really serious challenge until '76 season. When they scored big and took all the ratings war race during '76. Then they were legitimized at that time.

ZL: And what shows made them so popular?

DL: First they had one of those mini-series . . . Laverne and Shirley and Happy Days and all of that. They had a bunch of those 30 minute shows that put them up there. Didn't they have one big miniseries. It was before Roots, Rich Man Poor Man or something like that. They were the first to come out with the mini-series and they were the first . . . They were always big, since Goldenson was big with the movie industry. They did some of the best movies, put some of the best movies on, he got them. And so they had good movies but they finally cracked the line and won the national ratings race. And so they were legitimately accepted.

ZL: How did you, now in the meantime you're still farming out in Florence?



DL: I am doing both. I'm an officer and I'm coming up once a week or twice a month or something like that. But farming, it was our farming money that helped invest in this thing to make it go. He had accumulated some money, McFarland, and we capitalized for \$500,000. McFarland put in \$200,000; Ralph put in \$100,000; Leon put in \$100,000; Jewell and I put in \$60,000. Then we had some minor people who had the balance. It took all of that and more. Then when we first went on the air, that next three, four, five years it was terrible. Everybody wanted to bail out, quit it. We were just losing too much money. We put some more money in it, and McFarland put more money in it, almost as much as he did before. And the cotton, we were doing very well. So, we had that. We were making good money in the cotton business. But the other partners, they were ready to quit. And get out of this business, dump it. We can't continue this. It was in 1960, the thing that saved us, and I give the credit to video tape. Video tape came on in 1960. So, we'd been going five years with everything live or old film or slides. That's how the programming went, or network which was over the wire. But then when you had video tape, why you could delay things and that was a lot better. I remember the old programs that came out of New York. They weren't taped, they were live. And when they blooped, they blooped and it was over the air. Everybody was fighting that. But once you had video tape, boy that was expense. But the first ones were handpicked video tape machines, three inch tape that wide. We called it quad tape. I don't know why quad but it was about three inches wide and big old cartridges and black and white. But, it just revolutionized everything. They didn't have portable cameras, everything was on the floor or in the studio. They didn't have you go out in the field with those. But by videotaping shows, then you could edit them and all of that. Then the news got very interesting. And they started at that time, around the mid '60's, of doing news on film cameras, eight millimeter, 16 millimeter and that sort and showing news. We were late getting started on news. 10 stole the march on everybody. And Chauncey and their news thing. KOOL news was big. And then 12 followed them and we came in a little later.

ZL: What year did you start local news?

DL: Well think it was probably, but to be really competitive it was like, in the mid '60's I guess that we got a News Department and hired news anchors and starting doing that. We tried doing that in '57 and Hubert Humphrey called up McFarland once and says, "I have this young man back here that's getting into television and he wants to come west and he'd make a good news man. He's doing things on television here in Minneapolis. And so Mac says," Okay, Hubert, I'll see him. Send him out." So he came out and we hired him as a news director. A one man band. His name was Ray Thompson. We hired him first and he stayed with us. That was like in the '57 and '58. He stayed just a year or two and he resigned and went over to Channel 12 and was remarkable.

JL: He was there for many years.

DL: Then we got him back again in '77. He was on the downgrade then, but he was number one for Channel 12. But he left us because he said it wasn't quite the idea . . . our news department wasn't developing the way he wanted it, bigger, bigger. We didn't have the money to grow bigger, bigger so he went over to 12 and grew with them. But we had him first and last. We hired him first and we were the last



one he worked for. That was an interesting little raise.

ZL: And then who came after Ray left the first time?

DL: Let's see. Ray came. Who did we have then? We hired, we had Mitch Duncan and those other guys before Ray. They weren't getting very far. We had Johnny Banks for awhile and Ted Knight from Channel 10 came about that time.

JL: Are you talking about anchors or directors?

DL: Yea, that's right. He was a news director. She's talking about anchors. Right after him we got Mary Jo West. We brought her back. And then the Phoenix papers creamed her. Just mutilated her. Because they were mad at us. We did an editorial about gas, faulty gas meters.

JL: Yes, they let us have it.

ZL: Well tell some more about that.

DL: About what?

ZL: About why the press got upset with you.

DL: We had a news director by the name of Cecil Tuck, who came from Texas. A very good writer, he'd won Jots of awards and he was very smart. He liked sensationalism but he was going to get us some news ratings. He did one year. We came up with some like investigative reporting. I think he was the starter of that to an extent. We had just had a gas explosion in Phoenix and this woman who was one of our news room employees, a writer, whose name was Susan Smith. A single woman 35 or 36, she went into her bathroom and was getting up one morning and taking a shower. She had her housecoat on and her hair wrapped up in a towel. She lit a cigarette and the thing just blew up and burned her just terribly. Not on her face, but all over, something like 70 percent of her body, her hands, her feet, and her garment caught fire. Her towel was wet so her head and most of her face were all right. And so an investigation was it was a faulty job from the gas company which was owned by APS. The little apartment that she was living in, there was no gas service there. It had been stubbed off years before. You know they just stub, take the meters out, no more gas service and stub it under the house. And the line was where it had been leaking and it came up through her apartment. And it seemed like they had just several of them all in a row happen then. That one happened, and another one did. So we did an investigative piece on it and boy we got in the good news story of how they did this and did that, faulty here and faulty there. We were just going after them hammer and tong. Our news director was loving it. The public was loving it. We were hammering them real good about this. And then we were criticizing the owners which was APS for not metering their, doing shoddy workmanship. We did things on that. Had testimonies that they were unsafe and all this and threatening. And they were crying. Let's see who was the guy in charge of APS at that time? Anyway he



was a good friend of Duke Tully, who's running the Phoenix newspaper. So we're picking an them pretty good and Duke Tully came to his rescue and was defending him. Nasty blow doing this thing to the gas company and APS and all. So, we had a big battle going on. We were battling . . . then the papers jumped in and they started criticizing us. And Mary Jo was a brand new girl there you know. And so they were . . .

JL: This was after she came back from New York.

DL: After she came back. She wasn't involved with the story. We had another guy, Jim Skouten, doing this story. And we got into this big battle with Duke Tully and Keith Turley. It was really getting nasty, but everybody was really enjoying the fight. But you don't fight the newspaper. Anyway, so then one time our news director did a three minute editorial on the air, after the Academy Awards. So we had a big audience and he came on and just blasted the hell out of Turley, APS and took on Duke Tully who had entered the fight on behalf of him. He called him the Country Club set, really let him have it, terribly. And it hurt him badly. They had a lot of dropped subscriptions. So they felt pretty hurt about it. Then we had cancellations. And then from there on, every time the media reporter would report on the stations they'd pick on Mary Jo. And they'd pick on us. The cellar dwellers and Mary Jo the poor little girl who couldn't make it back East and came crying back to Phoenix. And they just pounded her to death and it wasn't her doing. The only thing she did wrong, was come back and they interviewed her and she said, "When you come back what do you want to do?" And she said, "I just want to make one dollar more than Linda Alvarez." That was her competitor. And they hammered her with that to death. And the news ratings kept going down and down. I never thought they could get below four. I thought you could go blind and get a four. And they went clear down to a two. Just killing us. So finally we just had a truce and I let that news director go. Not because of that, he had a little flash once, and the rest of the time it was just down, down. So we replaced news directors.

ZL: Now who was that?

DL: Cecil Tuck. And we got another news director and this time we got Mr. No Name Don't Even Ripple the Water kind of guy. And that stopped everything. So we like started all over again.

ZL: And who was that news director?

DL: Kirk Winkler, from Ohio. And then I kept him three years and then I got another one. I used them for three year terms, see. And then we got Jack Fraiser from Channel 12, 10. Twelve, I guess. He was a little more aggressive and did a little bit better and we were struggling. By that time we had Dave Nichols and we had Ray Thompson. Ray Thompson went out before Cecil Tuck. Anyway, we were making a little progress in those days. And Jack Fraiser he quit us. He served about two or three years and then he went back East. And who did we get then? Oh, it was 1983. Mary Jo told Jewell one time, and we didn't even know Mary Jo, she was going back east to Atlanta on a teachers convention and she sat right next to Mary Jo who was going back to visit her parents in Atlanta. And they got to talking. And she told Jewell, "You



know, if you want a good news director", now this is '83 and they had just sold, KOOL had. She said, "Try that guy, Bill Miller. He taught me everything I know over there and he is really sharp. A young guy and he's good." So she thanked her and she came back and we went to see Bill Miller. I'd never met him before. I'd heard of him, but not much. He was an assistant. We talked to him and he was very interested. So he came, we had the contact drawn up and everything all ready to sign. But he said I have one more man I have to talk to before I do this. His wife was just dying to come. And I said, "Okay, who's that?" He says, "Tom Chauncey". Oh, oh. He went to see Tom Chauncey and he hadn't forgotten. He scotched it. He said, "Oh Bill, you should stay with them. I know that I'm out and I'm hurt but your guys, your friends are there, you better stay. So Bill Miller stayed. And it wasn't until three years later and they had changed ownership twice more when we went back to Bill and he was ready.

JL: By that time he'd been with KOOL twenty-three and a half years.

DL: Yes, yes. So this time things had changed so much. We had been watching him closely then and he was geared for more than just a news director. So we brought him over as a station manager. And brought . . . the domino effect was all his key personnel came with him. Got Phil Alvidrez, got Dennis O'Neal, and inside the next eight or nine months, we took 12 or 14 people from them.

JL: But the rest of them we had just replaced. See my father would hire mostly his old buddies. He had the idea, I think sometimes, that anybody off the street could do any job they wanted to.

DL: If you put your mind to it. He did. Why can't you? **JL:** So, anyway. I was appointed sort of head hunter . . .

DL: Talent Search

JL: And so, Paula Wright who was our real head hunter and I went all over. We found all these different people and they're still with us. Everybody I think has tried to get them away from us. But I think that we have the best staff.

DL: Executive Search People, and this Paula Wright was one at this private company and we paid her, paid her well and she and Jewell did this searching. But you go around and look for people who are successful at what they're doing. Not people looking for a job. She went up to complete strangers because she had known their record and history and said, "Would you consider going to Phoenix?" It worked. And we got qualified people. So when Bill came we were working with him at the same time. We had a promotion director on hand, in house. We had a programmer, Susan Schwartz. We had Jim Tuton, a CPA from a local guy, we had a chief engineer from Sacramento. And we had those guys in place when Bill came over.

JL: And they were all top notch.



DL: And she and Jewell found all these people. Not by looking in the want ads. Go to the successful people and talk to their opponents.

ZL: Entice them into leaving.

DL: And boy they were ready to go. And of all those people we had, we still got them. Got every one of them and it's been over 10 years now.

ZL: Now I want to back up just a minute. You said when you started you had no idea how to run a television station. So how did you learn? Did you read a lot of trade magazines, did you

DL: Well, I wasn't that involved in starting. I wasn't involved but . . . the other people even her father, everybody else, knew nothing about it. But how we got started . . . you had to lean heavily on radio people. Her father, he was Governor, Senator McFarland and I told you he was a very good friend of General (Sarnoff). RCA Chairman, NBC was a subsidiary and all. So he went to New York and he hired the first station manager, a radio man who had a little bit of television experience, from New York and his name was Sean Dillon. He came out as our station manager and he also brought in a couple other technical people in programming area. Locally we had the qualified engineers, enough locally that could tune and tweak radio and TV. They had studied it. We had an engineer who was from Buckeye and he built the station, all engineering stuff, very technical people. But the programming and the operation were hired people that McFarland found through his friends in the business from the East.

And then we found Art Brock, brought him back and our announcer whatever he was doing, he was our first. And you remember when we sold shows or time in blocks of hours . . . car dealers, home builders were big. Hallmark Homes. Remember Aquanetta.

ZL: I was just going to ask you about the advertising.

DL: It was sold by the hour. There was no such thing as 30 second spots. You were sponsoring everything. This is brought to you by so and so.

JL: That's the way Channel Eight does it still. You know a lot of programs are sponsored by . . .

DL: And the biggest thing in those days for localism was we had those movies, everybody would run those movies after the 10:00 news. You'd have either an automobile agency or homebuilder, Hallmark , Hallcraft. You had Jeannie Metzger was one of the hostesses and Aquanetta, Jack Ross' wife. Various women would be hosting and every five minutes they'd come on and hype their product, their company.

ZL: Now they weren't out in the field..

DL: It was live. They were in the studio. We'd show these old 16 millimeter films. Maybe they were



getting a little newer then. Showed those films and every few minutes they'd cut to her. But she had to sit there the whole time because this was still live. Then she'd pitch, hype, Jack Ross Motors or Hallcraft Homes and then they'd go back to the movie.

ZL: Was it hard to entice people to advertise on television in those days?

DL: Yes, it was. Because first of all we didn't know how. Nobody knew anything about television. Nobody wanted to advertise because television was so small, there wasn't a lot of viewers in the early '50's, while it was just getting started. There were a lot more radios then. So it was a slow build up. And nobody knew much about it..how to sell. So we tried to copy radio and sell like radio did, by the minute or by 30 minute or by the hour block or whatever, sponsorships. So that's how we sold. it wasn't until quite a ways into the video tape thing did they get down to one minute spots. Then they finally found out later on that 30 seconds is plenty long. And now they have 5 second and 10 second spots. And get a price for that. You can quote them for just that period of time on their spot advertising. That's how it was done and how it's evolved to what it is today. You can still probably buy infomercials which is a commercial informational type commercial that you can get three minutes, five minutes, maybe even 30 minutes like that. But tape advancement, the development of the tape was what really revolutionized the television business. From then on it was like when everyone used the 16 film cameras. You had soundings interviews to the person would go out with the reporter and put a microphone and you'd tape it. And you'd run back to your station, put in your own developing tank, develop it and get it ready for the news, edit it, dry it, put that in for your news. Then it was like 76 when the E&G cameras came out. A small enough camera that you could hang on your shoulder, but they were heavy. TK46 's I think they called it. RCA was the first one. Heavy, awful heavy. Cost, terrible. That was the first one. Everybody jumped to those things. We bought four of them. Finally we were the second or third to get into that field. But then as the Japanese got into it too they kept getting small and smaller. And now the best one you can get is the Sony type, which is very light and the one that has no tubes in them. They call them the CCD's. They all are transistorized, chip operated, no electron tubes in them. So it just rotated and developed so fast. You can't believe how they've advanced.

ZL: Did you produce any shows besides news shows after the Arabian Knight?

DL: Yes, yes.

JL: Copper State Chronicles,

DL: That was recently.

JL: And we did a lot of documentaries. Like we had one down the Colorado River and what are all those things that

DL: Stan Block did. I have those in the basement, probably 40 hour-long film - documentaries.



ZL: What year did those start?

DL: In the '60's and '70's. And it's all on 1200 foot reels and I have them all down in the basement. I don't know whether they are any good or not by now but I think he did maybe 50. He'd take about three months to do one. He did extensive research and filming on the U of A, one on ASU, one on NAU, one on the prison system, one on the Colorado River, one on something else, Indians and all. But they were losers. You couldn't sell them. Nobody would buy time in them. You'd run those things mostly as a public service. Now it's different. They'd pay for that now. But in those days, they weren't winners. You couldn't sell them. I don't know why. Advertisers just wouldn't buy those things. But good works and what's the one Channel 10 had On the Road with . . . Anyway, they had him and he was quite successful, very good at it. And Ralph Painter had a thing that he did over there that was quite interesting at Channel 10. We ended up with Ralph Painter later in his years. His news bits had a little independent thing, going out and taping and filming news.

JL: And then the TV Magazine thing we belonged to.

DL: Oh yes, PM Magazine. It was a kind of quasi program where we'd program a story a day and then national would program the rest of the story. We'd have eight or 10 stories in a 30 minute period. They would shoot them down by satellite, put ours with it and make a PM Magazine show out of it. It appeared to be local, yet it had a lot of national stories. We did that for a couple of years.

ZL: Now what year did you start to get really involved?

DL: Well I'd say it was in '75 and we were living in Coolidge then. Her father made me President in '75. We'd lost one board member-owner. Ralph Watkins, Sr. had died several years before that. And so I was president. In '76 his health started failing so I started coming up two or three times a week. I'd do my farming business and then I'd get in the car. I'd leave by 8:00 or 9:00 and I'd be on my way to Phoenix. I'd stay up here until five, or six, or seven at the office, just hanging out with the Governor. He was more or less running it then. I was helping out every day, and that was a lot of driving. And then the next year, '77, his health was getting worse. He'd have these periods where he'd just lose balance. We didn't know it at that time '76 and '77. He had a huge brain tumor and he wouldn't go to the doctor or anything. But it was pressure right up the top of his head, a melanoma tumor. He'd act strangely for sometimes for a period of five, 10 minutes then he'd be all right. So we knew then that we'd have to move to Phoenix, couldn't wait any longer, because of his health. And he insisted that we do too. He wanted us up there. But we thought that we could finish high school down there with the last two kids but we couldn't. Then about the time he was at his worst, in February of '77, our partners saw his dilemma. They were afraid that we were going to lose the network and they all wanted out. And so he wouldn't sell. We had controlling interest. Jewell and I had 12 percent and he had 40 and we wouldn't sell. So they went out and got a buyer in Texas and offered their stock which was about 40 percent. And so they cut a deal with them . . . two of his best friends. And they came in and presented a plan to him from this Limm Broadcasting from Texas would give us 15



million dollars for the entire station. No for their stock- 15 million for their stock. But if they could convince

ZL: Million or billion??

DL: Million. There's no billions here.

ZL: I thought you said billion and I thought that doesn't sound right.

DL: For their stock and if they could convince us . . . McFarland and me, to sell ours the whole station. It would be 20 million dollars for the station. This was in '77.

ZL: Delbert and Jewell Lewis on May 27, 1996

JL: You were saying the deal was about

ZL: When they were going to buy out the station.

DL: So the deal they offered and they put the pressure on him time wise. Their value based on 15 million was 6 million dollars. You come up with 6 million dollars in ten days or we are going to sell to this guy. But we had, they had an unwritten verbal agreement that if anybody wanted to sell out they would give the other partners first right of refusal. So they said, "Mac, we're giving you the first right of refusal." And so he didn't take very long after he talked to the family, his wife and Jewell and me. "We are going to accept it and we are going to buy you out for six million dollars." We didn't have six million dollars. So, he did everything accordingly, but he was just crushed to have his friends do that to him. Pull it so fast and him ailing and all that. He said, "Well, we have to get the six million dollars here and I'm obligated in ten days to do this." So he asked me to go with him to go down to the bank, First Interstate Bank. And McFarland, being from the old school, you don't buy anything unless you have the money to pay for it. So it was against his grain to borrow money. Oh, terrible. You pay as you go.

ZL: Having lived through the depression you just didn't do that.

DL: That's right, but we knew we had to do it. We'd never borrowed anything from anybody. So we went down to see Ed Carson and Duckworth at the First Interstate Bank. He'd known all these guys for years.

JL: Was it called First Interstate at that time?

ZL: No, it was First National Bank.

DL: Yes, First National. So we went in there and he said, "Ed, I've got to have six million dollars to buy my partners out. And here's what I want to do. You loan me that six million dollars on my signature, I'll let



you hold my stock in collateral and I'll pay you prime plus half a percent." And Ed Carson said, "Anything you say Mac, fine." So we signed the note and they set aside the six million dollars. And in due time it transformed. We passed the stock. They got their money and Mac vowed, "I'm going to pay that sucker off so fast they'll just never believe it." And it gave him In the meantime, right after that, three months later, he had to go in for brain surgery. And he was really in bad shape, but he came out of it great.

ZL: Was that done here?

DL: Yes, Barrows. And he came out of that thing and he worked at that thing. He was going to get back. Oh he was so dedicated. And they think that his drive to pay off that note, he just kept going and going. And he did, he paid that darn note off in three years. He had to put some money with it too, but he paid the thing off. But what he did in doing that he sold the part that he bought, that 40 percent, he sold it to Jewell and me and the five kids on notes, interest bearing notes. So he still had, no he didn't sell all of it, he sold maybe 20 percent, a good half of it to us on notes. And all the children were in it and Jewell and I increased our lot considerably on note. Then we'd pay him off as time went on. But he was getting sicker and sicker. And of course, it was to all be forgiven, that purchase, upon his death . . . his half . . . not Edna's because Edna was half and he was half. But that's how it transpired.

ZL: But that desire to pay off that note . . .

DL: That debt.

ZL: Helped him to live longer.

DL: It helped keep him going. We went to 84. 84 years old. No, I mean 1984, 90 years old.

ZL: He was 90?

DL: Ninety years old before it got him. It wasn't the operation that got him, nor the malignancy, if it was a malignancy. It probably was a malignancy because it attacked . . .

JL: It went down to the stem of his neck which restricted . . .

DL: Restricted his breathing. He couldn't breathe.

JL: They said it was a part of the tumor that they couldn't get out and it grew on his neck there.

DL: But he lived a long live. So basically we were running the thing I guess from the time he got ill and then that precipitated a challenge, a license challenge to us in '83. A disgruntled employee we had, knew of Mac's illness and all. So there was a window, a loophole someplace, where you could challenge a license with just a postcard. File a \$50.00 fee and you could challenge someone's license for renewal. And this



guy did, on his own. A disgruntled employee. And that was in '83. Yes, the year before Mac died. Mac was just crushed that someone would challenge us. And the FCC treated it like a legitimate challenge and the guy was a flake, all kinds of problems, drugs and all that stuff. Yet they accepted as a full bonafide legal challenge and they went the whole course with it. We fought it for the year before we finally put it down. And it cost us like \$150,000.00 in attorney's fees to put this guy off, who had nothing. And it got the challenge going with what I say a shyster lawyer in Washington to do this. And based on the fact that because Mac was ill we had illegally taken control of the station. And we were minority stockholders. Well, how does Gannett and those other companies work with boards when the guy that's running it may not even be a stockholder. Anyway, that was in the law, but we successfully defended that. But that was another thing that disturbed her father in his last year of life. But he was happy that we got it put down. And about 10 months later, it took 10 months to put that down. So it had not been a smooth road.

ZL: No, it has not been a smooth road.

DL: Because all the time we were with ABC, the biggest shock was when they finally did chop us, but we were living under the gun the entire time. ABC was threatening us all the time.

ZL: You mean for many years?

DL: Yes.

ZL: Is that right?

DL: In 1957 or '58 they got mad at us for something or no Channel Five Meredith Station decided they wanted to be ABC so they asked Leonard Goldenson to take it away and give it to them. At that time Mac was Governor of the State of Arizona. He still had all his rights to the United States Senate floor and Mr. Goldenson's right hand man, the President, Olive Trace, said, "Leonard, you can't do that. Why look what you're doing to him. You jerk that away from him. He has all kinds of clout in Washington and they've been with us now since the start. You just can't do that." So he didn't and then again in '76 . . .

JL: They got mad at us because we put Ted Kopple back 30 minutes after our news. They wanted him right after the news. So Goldenson came up to us and he was talking to Del and he says, "Well, you know there's Channel Five who'll always want your thing." And I came up to him and I said, "Mr. Goldenson, are you threatening to take away . . ."

DL: Our affiliation.

JL: And he sputtered and

DL: Back downed then.



JL: And he said, "Oh, no, no, no."

DL: And then there was a subtle hint in the late '70's from Karl Eller's group, Combined Communications. That's when NBC was in the pits and ABC was up on top. And so there was the rumor that they were making a move to drop NBC and go for ABC because they owned several ABC stations along with Channel 12. -That one died. I don't know why or how but it never got off the ground. But there was always a threat. And the last threat that we defended was in '91 when CBS decided that they wanted to buy Channel 10 and make an o and o station out of it. And they didn't want to, they guys who owned it by '91. It was Taft or somebody like that. So they didn't want to do it so CBS said, "Well, we'll go buy Channel Five." So they went to talk to Channel Five. Now they were seriously talking to Channel Five. And they got to within 15 million dollars of a price. Now here's Channel 10 people, Great American Broadcasting Company, they're nervous as heck. So they said, "If they buy Channel Five we're going to be out. Well be an independent. Let's go get Channel Three's ABC license." So they go back to New York and they tell Goldenson that they want Channel Three and they didn't tell us about it. But reading in the trade we saw what was happening. So that particular year, we'd go back about every other year to ABC in New York and show them what we're doing. And by then we were on a real good climb with Miller and all the new guys, our news was coming up. We were just going up like this. We had this presentation, so we called and said, "We want to show you what we're doing. We'll come back there the week before, two weeks before Christmas and make our presentation." "Fine, fine, fine." So we went back there. We took five of our people: news director; programmer, Sue Schwartz; Jewel, me and son, Bill and went back. We took a video tape, we took them gifts, we took them five or was it three kachina dolls, huge ones . . . kachina dolls in glass. We took these gifts for them. And we wanted to know how many people there was going to be there. And I think he said three, the president and this and that. So we brought three gifts. We get back there and they set us up in this room. We're all ready to go and we're all ready to show. It's about 10 o'clock in the morning and some guy comes in and sits down at the table. I didn't know him. Then two more came in, I didn't know them. And then finally a guy came in that I knew and then about five people came in after the one guy came in that I knew and I said, "What is this? I thought there was only going to be three people here?" And he said, " Oh, this is an affiliates relations review board and you're under review." "What?" They never told us. And he said, "Yes, as soon as you leave this afternoon the Channel 10 people are coming in and they're going to make a presentation for your license, your affiliation." Right off the wall. But fortunately we had a real good, I don't know why, the good Lord must have been looking after us. We had an excellent presentation. We showed them graph charts, the way we were going. We made our pitch and we were really upset about it, but we did it. And then they quizzed. They were a little mad because our ratings hadn't done this and hadn't done this. "Yes, we had been back there, but look at us now. Had you seen the book?" They hadn't even looked at the book. And we were already taking over the news operation in Phoenix. This is '91. So we gave the gifts out to the top three guys anyway, but we didn't have enough for the whole crew. There must have been 12 of them in there, all employees. I knew maybe half of them. Then the manager got real mad at Susan Schwartz, our programmer because she was . . . they were mad at us because we were preempting too many of their shows and they didn't like to pay station compensation. Do you know what station compensation is?



ZL: No.

DL: Every time you run an hour or any time on national, their programming, they give you an operational cost which they set arbitrarily. In our particular case it was like \$900.00 an hour. But we were underpaid then. It should have been, in like markets, it was like \$3000.00 an hour for station comp. They weren't trying to wipe that out. Then what we showed them and presented and they said, "We have several things that we want to ask of you before we decide, pick between you and Channel 10. First, no more compensation. That meant a million bucks a year. Your competitors have agreed to that. We will agree to it too. No more preemptions. They limited our preemptions. We had football, ASU, Cardinals and all of that and various local programs that we preempted some of their shows. We had to cut them down to about two thirds and carry some of their programs. We'd take some of their programs that weren't so hot and we'd program them privately, by ourselves. And we agreed to that. Then they had to agree to increase their promotional to boost their programming, Good Morning America and their news, Peter Jennings and we agreed to that. We agreed to everything. So then we went home and we sat. We kept calling and they said we'd have an answer in a week. Two months went by and no answer. We kept calling almost every three or four days. "They're still studying it." Finally, the president called me, and he called me out of the funeral for my step-mother. Caught me at Billy Treat Lewis's funeral and I talked to George and he said, "Well, we've finally decided that we're going to give it to you." I said, "Thank you." He said "And of course, the contract will be forthcoming." And it was with all the stipulations they put on us. And we accepted it. We took it. Well, we got behind that one. We dodged the bullet again. But we continued to go up. Boy, we were just doing gangbusters in the news. We took over all the news ratings and we were doing so well from '91, '92, '93, and '94. When did we lose it, it was the summer of '95 when the big switch came.

ZL: How much warning did you have?

DL: Well, they gave us six months notice. We felt something was strangely happening when Rupert Murdoch stepped into the market with his foreign ownership, and had bought Fox television and several stations. He became a citizen so he could hold licenses in this country and nobody particularly liked him. He was the precipitator of the problem. He came into the market that May of '95 and bought all the stations, or a number of the stations from Great American Broadcasting, which included Channel 10, Tampa and several stations around here, plus other stations. But Mr. Pearlman who formed this group that bought these stations sold us 500 million dollar equity to Rupert Murdoch, with the stipulation that you are going to bring them all into Fox Network affiliations. So here all these stations were CBS and NBC and ABC. So they had to drop them and join Fox. So Channel 15 in Phoenix happened to have Fox. That went to 10 because that's Murdoch's. He's part owner now. They were a pretty powerful outfit. So we felt pretty good at the time being. When it first started, until the second aftershocks took place. Now the aftershocks were starting, they're out of networks and they start shopping for theirs. And they went after us. They said, "We want ABC in Phoenix, in Tampa and Baltimore and if you ABC, don't give it to us we're going to drop you in Detroit and Cleveland. We have you Scripps Howard, we have your network, but we have other options and we are going to drop you." They panicked, and that was June of '95 they told us. We got this terrible situation. They called Bill and me in there. (To Jewell: You didn't get invited to that one.)



JL: Yes, I know it.

DL: They said, " We're in a dilemma. We don't want to do it. You guys are our best station, but we're up against it. We're going to do everything we can to put them off." They tried buying them, they tried everything, so they told us. And that was on my birthday, when they told us June 9th.

ZL: What a birthday present.

DL: So we knew the writing was on the wall and they were trying to cover it and say how much they were going to try and keep us. But then just about a month later they said, "We forced our hand and we have to drop you." He told us up front. Murphy, Tom Murphy, he was very up-front about it, but it still hurt. So we had six months from day of notifications which put it at January 8th of '95. I'm talking '94, now this is '95. '96, we're alone all of '96. And three-fourths of '95. Anyway we didn't think it was that devastating but then we had to start shopping for programming. Then we found the hurt, because that stuff is expensive. They have no mercy on you. They won't cut you any deals. You either pay or you don't get it. So if you want good programming you have to buy it and pay their demands. That was something we hadn't done before and it took a 15 million dollars commitment to get the programming that we wanted because we didn't want to fall back and be just another so called independent with substandard programming. We wanted to be competitive. So we made the commitment and bought it and it's paid off. We're holding our own with them. We won't beat their prime time, except 7:00 prime time we beat with syndicated programming.

ZL: Did you ever think about selling at that point?

DL: He asked me that. The chairman of ABC asked me right on the spot, "Would you consider selling?" They were interested in buying. We, the family, had talked about it before and we decided to stick it out thick or thin. So I told him , "Tom, no we don't want to do it. We're going to stay in this game. We've been in it since the beginning. And we're going to stay with it even if we have to go independent." And so he never quizzed me anymore. Everybody else in the industry had heard or knew our feelings and so they didn't bother me too much. I get an occasional inquiry from someone who doesn't know us, but there's been no serious (?_) of any kind.

ZL: Now you bought Jeopardy and Wheel of Fortune? Now you bought the syndication? Is that a onetime purchase? Or is it a lease arrangement?

DL: It's like a lease, you get so many years. You buy usually about two years at a time. And on the syndicated products like that and you get so many reruns you know. You can replay them at various times, double play. So we got Oprah. You take Jeopardy and Wheel of Fortune, Oprah, Inside Addition, Hard Copy, American Journal. These are all from King World. A big syndicate. They don't make their own shows. They just syndicate them and sell them. They're tough fellows. They have good prices on them. Oprah is the most expensive one we have and it's the loss leader. They charge us so much money for it that



we lose money every month. We pay more than we take in on it. But we expected that. It was in our game plan, because we couldn't afford to let it go to another station because it is good for fringe benefits and so you have to do that. And we expected to and we've done it. We've had Oprah since the beginning and we still got her. We have her until '98 unless she folds up before then.

ZL: She's not losing any ground.

DL: She's lost considerably since we first had her. She was pulling 9's and 10's those first couple of years and now there is such a plethora of these kinds of talk shows and other kinds. But she's still number one. But instead of 9's and 10 ratings, now she's getting sixes, sevens and eights. So that's less dollars. But Sally Jesse is staying in there. We've had her since the beginning. She's about a point behind her, but she's about #2, Sally Jesse. And Donahue was doing very well, but he started failing in his last years and now he's out. This summer will be his last show. They're all reruns now. He's finished. Twenty-five years, was it?

ZL: A long time. And wasn't he the first one?

DL: I think so. I think he was.

ZL: It was a very unique product when he came on.

DL: Well, what else have I not covered?

ZL: Tell me how cable television affected you?

DL: Well, we thought about cable when it first came to light in the '70's. They were talking about it and there were a few cable stations around. Our trade magazines and forecasters of television business said it was going to be a real problem and it had to be nipped in the bud. Some way, you just couldn't afford to do this. So here the cable companies came in, say in the mid '70's, in this area. Their promise to the public was, "We are going to offer you cable to your home, but we're first only going to go to the places where the free broadcasters can't reach. We're going to go behind Camelback Mountain and behind that mountain over here and those areas where the people can't receive it over the air." That was the first pitch that they made to the FCC. The second one is to the public, "We're not going to have any commercials. We are going to be commercial free. No broadcasting commercials, it's just going to be subscription only." That was the second lie. And what else what were they going to do on the thing. It was going to be cheaper and all this kind of stuff. So as time went on and of course the trade magazines and the broadcasting industry they knew what was happening because it was growing, growing. We knew it was coming and it was eroding television viewing. You could see it coming. The more percentage of hookups they had in a community, why naturally it would bleed from the free over the air broadcasting networks and other television shows. So that was devastating enough that they were taking audience and then not 10, 12 years ago they started putting commercials in them. Now there's commercials in them. And they never did go just to the sole places . . . they went straight to the heart and the heavy population concentration and



started stringing their wire, all because they had a city license. So the city was responsible for their growth. They'd go to the city. They could browbeat any city councilmen no matter how big the city was, whether it be LA or Phoenix or New York and get their license and do what they damn well please. So that's how they concentrated in heavily populated areas where they could have house to house like this and wire it and all these subdivisions in and around Phoenix here. They cut a deal with the builders at the beginning. First, they'd contract and take their cable service in all their development homes. And second you could have no outside antennas on these homes. They made it in their CC&R's. We lived in one in Mesa. You couldn't put one out there. So you almost had to take cable or figure out some unique way to get over the air. Which was like putting an antenna inside your attic. They worked fine. We did it in Mesa. We put it inside the attic, it worked fine. We were losing the battle all the way around and the penetration for Phoenix fortunately had lagged behind the other cities in the country. And right now Phoenix, this Valley is probably wired to 50 to 52 percent. Which is bad, but not nearly as bad as 80 and 90 percent in New York and Los Angeles and some of those places.

ZL: Is that how high it is?

DL: Yes. Anything over 60 gets to be real hurtful. But in the big cities it's really up there. It could be in the 90's, 80 and 90 percent wired. And they can arbitrarily and indiscriminately raise the prices anytime they want, their fees. And now they're going to this pay per view. If you want to go see this extra fantastic movie or event . . . pay per view. And finally the Congress in the last year of the Bush administration, the public had revolted from getting ripped off by the cable companies on a nationwide basis. They finally got the television act passed and they passed it over Bush's veto, which had both Democratic and Republican support. They were going to regulate the cable companies and make them roll back some prices because they were gouging the public so badly. Then if they came on the air, using free over the air. They'd copy our signals and put it over the air and sell it, rebroadcast, retransmission consent. So they made them . . . and they didn't like this. You'd have to get a consent from those stations you were retransmitting their signals. You had to get a consent of some kind. We don't care what the deal is, you make out your own deal. But you had to have a consent from the local stations you were rebroadcasting. They fought it and fought it. Bush, he was fighting the thing. Anyway, it passed the Congress and they sent it up there. He vetoed it and they sent it back to the Congress and they passed it over his head. The only time in his term of office that he was vetoed and overridden and it was on that. Now that it's changed hands and they have the Republicans in control again they're about to throw it out. As a matter of fact it has been thrown out.

JL: And then tell her about the spectrum too.

DL: Oh yes, now that's the new thing that's come along. Now they're in such a budget crunch in Congress, and they see ways of getting money, they've figured out . . . if we sell the spectrum, that's the airwaves that we all broadcast on. Now let's talk about television, not the rest of them. We sell that on auction and let it go private we can get 70 billion dollars for selling the spectrum to all the television stations. So they sold off one spectrum to somebody and found what that brought at auction. It brought a billion dollars for just a certain band width of spectrum to some cable group or something that got it. Anyway that whet their



appetite to go for all of it. Now the Congressmen want to make all the television stations spectrum that they are operating on instead of being licensed by FCC. Sell it and go private. Let us rent it from whoever owns it. Well the people that own it are going to be AT&T, Ma Bell, Sony, Murdoch's of the world. Billion dollar companies that can spend two or three billion for one band width of spectrum. So we got it scotched for this year, but it will probably come back. And unfortunately both the Republicans and the Democrats are for it. But the NAB, our service arm association.

ZL: And that stands for?

DL: National Association of Broadcasters. They have a lot of clout and they put it down for this year to see the folly of it. But what it would really do, a broadcaster like us would have no obligation to do public service work, charitable work, public announcements, and society things that have been done free and gratis. Political advertising would go away, you know the forums and things, the national defense act for national emergencies over the air. You wouldn't have to do that. You'd be a piece of chattel property.

JL: It would be the end of free television.

DL: Free, over the air broadcasting would go away. The companies who would buy this would own, like you own your own lot. They own this spectrum piece, they'd sell it to people like us or those who can't pay billions of dollars for that. They'd sell it to you or lease it to you for any price they'd set or see fit. And what would happen in the end or so our industry leaders say is that everything would go pay TV. You'd have to pay for your news. You'd pay and put your nickel in the slot every time you'd turn your television set on:- It would be the biggest rip off in the world's history. But we haven't convinced everybody in Congress that's what would happen. But I think we have enough intelligent people there who could foresee what would happen and we are trying to get them convinced. But some of these young people just don't quite understand that.

ZL: They can't look into the future to see that.

DL: But here's the funny thing about it. Why do they want to saddle it on the television people. The telephone company could do the same thing, all their transmitting telephone all around the world. They don't charge them, all the cellular - phone people, telegrams, everything that goes over the spectrum now. They're not talking about auctioning theirs off, nor the radio people. Just the television people. So it's really not quite fair, but Dole is for it. But now that he's resigned he won't be a force and McCain joined him in hopes that he'd get something out of it I suppose. And Clinton leans that way and so does Goldwater.

JL: They want to balance the budget at all costs. That's what it is.

DL: On the backs of the TV broadcasters.



ZL: And maybe without looking into the future with what might happen.

DL: But the public . . . a friend of mine who's big in New York in Tribune Broadcasting Company . . . no the chairman of NBC, ABC at NAB convention in Las Vegas gave an excellent speech. I wasn't there to hear it, but I got the copy and I haven't finished listening to it yet where he spelled out what it would do to the public and he quoted this very thing. What the airwaves, the ether waves, what the spectrum meant to the American public. Meant this, meant that. Talked about all these wonderful things you do for the public. The good of the people. It's a public resource and it all came from General Sarnoff's speech from 40-50 years ago.

ZL: Isn't that amazing.

DL: He mentioned, the thing, what good ether was going to do and spectrum was going to do for the general public. It's a national asset, it should remain the property of the public, for the good and benefit for the public. And commercial free over the air. Nothing and none of this charging, gouging stuff. And he said all these things forty, fifty years ago. And this chairman got that old speech out and was quoting this speech that was written way back in the early '50's by General Sarnoff. Why he'd been dead for 20 years.

ZL: Quite a futurist.

DL: He was quite the communications developer and leader in radio and television. He was the number one man. Like Marconi invented it. Well, I am about to run out. Jewell you better start. How much more do you need from me. I'm going to have to get to work here pretty quick.

ZL: All right . I think we are . . .

DL: You know what we have that I thought about. We've had several articles written. Several pages each that we could get our hands on. One was with the Phoenix Magazine. They did a nice, interesting three or four page story on Jewell and me. She did, recently the Arizona Women, they did a story on her. And I had a pretty nice thing by the Republic several years ago. Where else did we have something written on us?

ZL: We have an article from Phoenix Magazine. I haven't seen one from Arizona Women.

DL: I did most of that one, I think.

ZL: It's very nice and then I've found lots of articles in the Republic.

DL: Can you just go down to the computer and punch a button and they throw up all of them.

ZL: Right. You go down and push in the year. It goes back . . . if you go back too early you go back to the Arizona Room at the Phoenix Public Library . But in recent years you go to '91 and you put in Delbert



Lewis and any article that has your name in it comes up on the screen and it's really interesting. Okay. Let's go to KASW Channel 61.

DL: As you know, as the law is right now for television, not for radio, you can only have one commercial television station in your market. But they are toying with that where they are going to allow you two. Radio you are allowed unlimited. One only in TV, radio unlimited.

ZL: Oh, it's unlimited now. I thought that I read that you could have six.

DL: Well, yes six. Well, unlimited nationwide, but no more than six in one market. So they can have six radio stations in one market. We have a company that has six in this market.

ZL: Oh I thought, the information I found said two each. Two AM and two FM.

DL: Well yes, but six radio stations with no more than four. You could have a four and two split, I think. You can't make them all six FM's. You have to have at least 2 AM's. I think you can't have six. I think we have a company now that has six in this market. Just a recent purchase. So anyway, television is still limited to one, but they are talking about allowing it to have two. AU and a V. So we saw this coming so we thought well, we got to grow a little bit so Jet's get ready for it. So we went for an LMA. Do you know what the LMA's are?

ZL: No.

DL: That's called a Local Marketing Agreement. And so we cut a deal with the owner, license holder of Channel61.

JL: Who was Gregory Brooks.

DL: Yes, Greg Brooks. If you would grant us this LMA for your station and I think it's for twenty years, we will build it for you; we will run everything, rent everything, and sell it, take the money and pay you X amount of dollars for running it per year. You have to do all the license requirements, see to it that you get the right public affairs, programming, and the various public things that you have to do to maintain your license. You see to that and we'll do all the commercial stuff. And we'll sell it and treat it like our own. Of course we had an option to buy after five years. And so we exercise that with him. He had no way to build it. It takes a lot of money to build a station. You have to get the tower space, you have to get all that equipment and put it in a new building and all. And we gave him an office and we have an LMA with him, like we had an LMA with that radio station too.

JL: GTWC

DL: Yes, KTWC. We had



JL: But KOAZ now.

DL: Yes, we changed the name to it. We exercised that option. We bought that just last month.

ZL: You changed the name?

JL: Yes it's KOOL JAZZ and it's OASIS.

DL: It was KTWICE.

ZL: Right, that played Christmas music all the month of December.

DL: Well, any way now we have 61, we put them on the air last December and we've programmed it basically for children's network. So we got a contract with Fox's Children's network, plus we have WB's, Warner Brothers, programming. We can put some children stuff on there, basically aiming for the children. We can get all this old, old programming the Happy Days, and McHale's Navy. All those that were good things. You can play those all up and down the scale. You won't get big ratings, but you get good ratings. And we got four programs a week, two hours or two and a half hours a week, of Warner Brothers. We signed with Warner Brothers Network on 61. But it's not much programming and we also bought the Simpsons and we play the Simpsons. We counter our own news at 6 o'clock with the Simpsons and a lot of times it comes in second place. One time we had Channel 3 was number one and the Simpsons was number two. And the other news came behind that. It's a fun thing.

ZL: Don't you do old movies on that channel?

DL: Yes we do that too. And good movies, new movies too. All kinds of them. But anyway and we have that and it's working. Mr. Brooks and his son-in-law are over there every day looking over the requirements of the FCC to hold their office. Since they are Mormon people, we program their Mormon . . . what do you call those things . . . every three months . . . conferences . . . they have a Mormon Conference.

ZL: From Salt Lake at the Temple.

DL: All over the country, the world, maybe and we do that. And that's public affairs programming. We show a lot of the Mormon things, public affairs programming, their choir in Salt Lake and all that. They like that. And if the time comes that they never allow us to be holder of two licenses here, we can . . . well, we still have our LMA and that's twenty years. I don't expect to be around twenty years from now.

JL: Oh yes you are.



ZL: Now you and he were neighbors as farmers?

DL: Yes. We were competitors in the farming business. About 15 years ago or so I met him . . . my neighbor who had been farming since '52 and my neighbor's two brothers wanted to sell. They came to me. So I cut them an offer. I made them an offer of what I thought it was worth to me. Then Brooks came down to Florence from Chandler and he was buying land around there, investment. He'd rent his farms out. And he competed against me and he won. I never met him and I told him how dissatisfied I was with that. Then a few years later he bought another farm down there, and I wasn't going to compete against him anymore because he had more money than I did. No, he was paying more than it was worth really. And then he went to a move. He tried to incorporate his farm, right adjacent to mine and to the city. And so he went for an incorporation thing. I fought him on that and I lost. So now I had several hundred acres in the city limits. Well, I was mad at the time but I forgot. I had never met him at the time. I'd talked to him on the phone several times. I'd never met him until just a year or so ago when we decided, we found out he had the license to '61. Then I met him. He was afraid I had hard feelings. I said, "No Greg, I don't have any hard feelings. I forgot about that a long time ago. And it wasn't all that bad. I'd been out there 35 years by myself outside the city limits and I wanted it to stay that way, but it's not all that bad." The town needed the money and they needed the head count. They were going out there for incorporation to get the prisons inside the city limits where they could count them as city population. So all of a sudden you have a town that has 2500 people, citizens in it and a population of 6000 because the rest of them are convicts. And they draw all that money in based on those convicts and they don't have to serve them. Here we have a town of six or seven thousand people and three-fourth's of them are prisoners. They'd been incorporated into the city limits.

ZL: That is amazing. I didn't know that.

DL: So anyway, we get along fine and bygones are bygones. I never was real furious about it anyway.

JL: But we've found out that we've known the same people for years and years.

DL: They are old timers around here and my Dad's brothers are Mormons, married into the Mormon families in Mesa. We knew a lot of the same people. I never was. I've been Presbyterian. But one branch of the Lewis family accepted the Mormon faith and followed that. And so we just knew a lot of the same people. Since they're old Arizona people and my folks were here as young people way before they got married. Just the way that things go around. So now what do you want to know about?

ZL: Well now I want to know about - Arizona is finally going to have a baseball team, The Arizona Diamondbacks. And you're a partner?

DL: Equity holder. Small equity holder.

ZL: And you hope to broadcast the games?



DL: We got the contract to broadcast the games on Channel 3 and Jerry Colangelo, it was not only our expert manipulation, I should say or ability, but it was a process of elimination. Channel 5 was geared to be the Diamondbacks. This was pre-network and they were an independent station so they were going to holding a 5 million dollar equity in Diamondbacks and they were going to broadcast the games. Then when all the switch started and they became CBS, CBS won't let them do that. That's a lot of games. They'd have to really cut them off or put them at odd hours or something. So we were the logical ones to comes to. So we went to Jerry and pitched him and he took us on. So I bought a small equity in a limited partnership in the Diamondbacks. So, we're owners in a limited partnership arrangement which wasn't necessary, but we got the contracts already. So we'll be doing the games on Channel 3, broadcasting prime time or whenever it comes down.

ZL: Now one article I saw said you might have an arrangement with Channel 61 to do the away games.

DL: We could do that, I think we can mix them around anyway we want. We can put them on 61 or 3.

ZL: It said then it wouldn't interfere with your news program which is very successful.

DL: He would let us do certain games, but basically we'll have most of them on Channel 3. If it interferes with news there will be some leeway.

ZL: So anyway, you can arrange that broadcast any way you like.

DL: Yes, we can. I think there is latitude to put them over on the other channel if it works out. But basically they will be on 3. Some of the games will hit during news hour. So I think Jerry was being very generous in letting us put it on other things. But we can promote both ways. Both stations do promoting. We're carrying the Arizona Rattlers on Channel61 now. And you know that game is sold out every time they play here. And so I watched it last time, remember, on Saturday night. Very interesting.

ZL: Are you currently building new offices?

DL: Yes. What we did about three years ago, we were contemplating building a new building. I had expanded my holdings further to the east another seven acres. It holds apartment houses and that would give us almost 15 acres of property from 16th Street clear to the canal at 18th Street, past 18th Street. And with the thought that things were doing so well, this was long before the switch, we were going to build a new building. Then the crunch came in mid '85 '95 so we kind of held back and watched and said no we can't do that. Then everything started collapsing. Then we got this good deal buying this older building over on Missouri and 7th. So we bought that property over there and it was about seven acres. One real old building and one fairly new - a three story and a two story, in an L shape, and all covered parking, everything blacktopped. So we said, "Well we can start remodeling that," And we scotched the plans to build a new building. We just started remodeling that and moved in. Working on it out of cash



flow. We did because we didn't want to go to the well and borrow on that remodeling. So we started anticipating that. We had made all these plans, this was before ABC dropped us. We had planned on the radio station, two of them, and we planned on the new building and we planned on Channel61, another television station. So we weren't going to turn back now just because we lost ABC. But it did put us a little bit of a bind, but we kept ahead and we're doing all that stuff. Our building is now about 90 percent complete and probably about 90 percent occupied. Bill and I will be going over there next week. And we'll have only our news operation remain in the old building for" another several months, maybe until the end of the year. But we microwave things back and forth. So you never know where it's coming from. It goes from there, over to there and up to the tower. But we should be out of that. Then we'll probably either rent or try to sell the property on 16th Street. But it's a real nice building and doing a real nice job. And we're putting a lot of money into it, but not near as much if we were to build a new one. It's going to be all super modern, a lot of automation. We had 80 thousand square feet in that building and already we're about 15 thousand feet short. We're building on it and we're not even in it yet. Building a new addition to house another news portion called, Cable News, 24 Hour Cable News. We have a contract with Cox Cable to do a cable news 24 hours with them. As soon as they say it's time to go, we'll go. We're getting ready for it now. They're not capable of putting us on yet because they haven't expanded their cable outlets, channels, completely yet. They had to wait until they had all fiber optics in place before they could add new channels and they're getting closer. So we think within a year we'll probably start that.

ZL: Now that's an all local news, right? 24 hour local news.

DL: Yes.

ZL: And you will produce that?

DL: Yes, produce it and broadcast on one of their assigned channels on cable. And the revenues and all, it's kind of a shared arrangement.

JL: But it will be national news also. World news.

DL: All produced right here by us, local.

ZL: Now one of interesting things that you've done since you've become an independent station is you have a lot of local news and then you have the feed from CNN. Is that a unique arrangement?

DL: Well, CNN is for hire. It's not exclusive you know. The other stations can carry CNN too. But we have a contract with them and we carry their news and work with them. We treat them just like they're part of our national arm and they like that. They're I'd as CNN news. And we have Liz Habib. She's sitting there and she acts like she's a world news commentator out of CNN and we cut to the CNN people. You know this an electronic age and you can cut right to the guy in the everglades. He can talk to you and he calls Liz, "Liz." He calls so and so by his first name. You think that they're our people. It's all arranged via



satellite and electronic communications.

ZL: Now how long did it take you to get that set up after ABC left you?

DL: Oh, what was it, a month? No time at all. We signed right up with them. We also belong to Konus Satellite Service. They are an independent company, we've belonged with them for the last 10 years. They have a service out of Minneapolis for subscribing members. They put up all these stories through Konus broadcasting by satellite and we are a subscriber. We take it off the air and treat it like our own and show it. You can get it live if it's live, but usually it's a taped show. It's very current. It could be only an hour old. And so we have that service. We pull the Konus thing. We don't give them any credits on there, but we pay for that service. You might call them another AP or UP or something like that service. They have their own reporters. But we might get a staff from the everglades might be from Konus or might be some story someplace else that Konus is delivering to us by satellite, just almost instantaneous. This news service and news gathering just accelerated so fast it just leaves me in the dark. It just changes every day.

ZL: Can we talk about Phoenix Magazine? You purchased that in late 1980's, or early 1990's.

DL: Yes, 1988 or 1989. Yes.

ZL: And who owned that when you bought it?

DL: His name was Ken Welch and his wife and another group had an interest in it. don't remember who that group was, but they had some type of a financial interest in it and we bought it from them. That magazine has been around since the early '70's or maybe even the '60's. I think Karl Eller started it. He was one of the ones that started it back in the late '60's and he got out of it right away. But I think Ken Welch started it with him. You know every city this size, or any size, should have a local magazine. That seems to be the one that's tagged for Phoenix. So we had an interest in it once before, in the early '80's, but he wanted too much money so we let it go. Then it came up again in the late '80's. So we bought it from Ken. And it was over represented a little bit because he claimed all these subscriptions, which he didn't have. Once we got into it we found out that it was over represented, but there was no problem. With just a little publicity and advertising we built up that subscriptions right up as fast as we wanted to go. So we improved the magazine.

ZL: What changes did you make to Phoenix Magazine?

DL: Well, of course, we kept the editor and some of his staff people. They had a good graphics artist there, computer graphics man and then of course, the changes. We increased the circulation. We increased the quality of the paper to a very high grade of paper. And of course, the camera work and art work is much improved. And of course, the stories and things of that sort, features, were much improved too. So we just grew from there. They really had a net of less than 10 thousand and sold it as having 20 thousand. But it was phantom. Anyway, so we build it up to nearly 60 thousand and it's the rave. Everybody thinks it's so



great and all that. But there's only one problem. Advertising won't pay the freight that it requires to produce a magazine like that. It's not paying. We've narrowed it down. We're very close to black but it doesn't quite make it yet. It's just the nature of the beast. People are not magazine advertising orientated. You don't get a lot of national in there, mostly local and it just won't pay. And the funny thing about it is, in this kind of business I always thought that the bigger you are, the more subscribers you have. The more people who listen to your television or something like that, the bigger, the better it is. The more subscriptions you have, the better it is. Not.. It's not so. There's a point of no return there, that's around 50 to 60 thousand. If you pass that mark your costs go up and your won't cover the cost because you don't increase your advertising rates, see. And so that's just so foreign to me. I can't understand it. I thought the more subscribers you had the better. I thought it was that way with newspapers and it's almost the same way with the newspaper. That it's not really the number of subscribers. They do count that for their advertisement, but in this magazine business.

JL: Price of paper.

DL: Price of paper and postage eats you up. And you just get X amount of dollars for your advertising space.

ZL: Now can you combine advertisers for television and Phoenix Magazine?

DL: We work that frequently. You have that option. You offer it. For this price you get this: you get radio, you get magazine, and you television and all. It's a very good sales mechanism and we do it. Or we don't limit it to them. We don't say, "It's all or nothing." We don't do that. If they want TV only they can get TV only, if they like some more at a good fair cheap price, well that got that too. It's all in marketing.

ZL: Now the first radio station you had was KESZ?

DL: Yes.

ZL: Now that hasn't changed their call letters?

DL: No, and that's doing very well.

ZL: And that's adult contemporary?

DL: Yes, that's adult contemporary, AC they call it.

ZL: And that station carries the Arizona Cardinals football game?

DL: Well, we did until Bidwell dumped us. You remember that flap, here about three months ago?



ZL: No.

DL: Was it January or February? We had a four year contract with him, it was a partnership arrangement. We shared the profits after the expenses. We both sell and we both take costs out selling and then we share the profits. I don't know what percentage it was to start with. We got all of our expenses off. It was like 50/50 for the first so and so and then they got 70/30. Anyway in that contract, when we wrote it with Bidwell, we put a two year out in there, if anyone was dissatisfied after two years they could drop. And all of a sudden he dropped . . . came that window and he dropped us. For the first two years he made more money than he ever made. But he wasn't making as much as the Chicago Bears or the Dallas Cowboys and he thought he earned more. Everybody disagrees with him, with a substandard team. And now he dropped us and re-advertised. He wanted to go by rights, right fees. X number of dollars, one million dollars, two million dollars. He'd like five like the Dallas Cowboys get for radio rights, TV rights. But he's not a Dallas Cowboy team. So that's what he'd like. So he advertised again. We didn't bid and nobody bid. So he came back and we talked to him again and we told him we'd have the same deal, a little tougher because you are so late now. We've lost this year. We should be-selling that prior to January for the budget year. We've lost so we had a correction for that and he just couldn't swallow his pride and do it. So he leased it to a . . . He's going to take over all the marketing and he's leasing air time. He's going to pay for the air time. He'll be over at KHITS on radio and then Channel 5, a different company are going to do four exhibition games which we've done ever since he's been here. And they aren't money makers. They are really difficult. Two are away and two are at home in August.

JL: Then does he have to pay Channel 5 for that time then?

DL: Yes. He's going to buy time from them. And he's going to do all he marketing- himself. And our guy was doing 95 percent of the marketing when we had it. And we built him up to a lot of money, more money than he ever made and he wasn't satisfied. KTAR lost every time they did his broadcast on radio, they lost and so they didn't even want to bid this time and they did, but they bid well down in their range. But all the rest of them didn't want to go by rights anymore, they wanted the partnership thing like we had cause that's the thing that's coming all across the country now. Share the profit, share the loss.

ZL: Desert Video Production Center. You first stated a little place called Desert Video in film.

DL: Yes, my son was very interested in that back in early '80's in production work. So we said we'll make it a little kind of a hobby type production thing with cast off equipment and you can manage that and see what you can get going.

ZL: Now this was your oldest son, John?

DL: My oldest son, Bill. So we put the excess camera equipment and old editing stations and built him a little room and then a little bit bigger room. It started growing and it got a little better and a little better. Then he had a nice new modern building with two edit suites and it got a little better. We kept pouring



more money into it. Then here just a couple of years ago we bought VIP, Video In Phoenix, and took over their operation and their building, a lease. A nice place up by Sunnyslope. Now he's got the biggest house in Phoenix and the most modern, equipment wise. So he's doing a lot better, getting big accounts now. Just started out like a little nickel and dime do-it-yourself type thing, shooting small stuff. But the big work is in institutions, big car dealers, national accounts where you can get big bucks for production work.

ZL: So, he would do like in-house . . . if a corporation wants a video, an educational type video he would go in and do that?

DL: Yes, he could go in and do that. They could do the producing of it, design the show, or if someone comes up with the idea and everything and want to do it that way. Then we can just film it and put it on tape. They could come and edit it. Some people bring their editing work in to have it edited there. We could edit it for them, or they could bring in their own editors and edit with our digital systems there.

ZL: And then I assume you do a lot of advertising?

DL: Yes, we have several advertising agencies that do their work with us. Stores, we used to have Smitty's, but Smitty's is not with us anymore. VIP had them, we had them for a number of years but they took it all to Detroit since there's this Canadian outfit that owns them. Now they sold to Smiths, so we have several local. We had 5 Star Ford and people like that. And then a lot of times when we have our own shows that we're working on with a lot of outside work and editing they'll bring in the tape and have it edited with our company there, the video production. So we do some in-house work and outside work. They're keeping busy.

ZL: And he likes it?

DL: He loves it. But it's expensive equipment. All the users and the clients want the latest, up to snuff equipment you can get and the price you charge a lot of times won't pay for all that and it's tough. And they all want to go digital now and do away with the analog system and digitize everything, but they don't want to pay for it. So they're always grinding you. There's always enough of those people out there to fight each other and flood the market and one by one they drop out so now we're doing the best in the market. But there'll be someone pop up next year or next month and compete. Then they'll keep falling by the wayside and then somebody else will step up and do the same things enough to keep the market depressed. You never get a free run at it.

ZL: Tell me about your family? You have five children.

DL: Okay. Jewell

JL: Okay five children. Kara is the oldest and she has two little boys and then there is Bill, John, Leah and Delbert.



ZL: Three of them are in the family business?

JL: Actually, all of them. Because as he was telling you they have stock and everything. All of them have jobs both at the station for the money that they get on the stocks, they're supposed to do all these different jobs.

DL: So Bill is in the video production business?

JL: And John, he's administrative. He takes care of the helicopter, all of the news cars and he has several different things that he does for the station. Kara first of all, she is taking care of McFarland business too. We're doing a memorial for my father and everything. She's taking care of that, plus she got her degree in mass media. So she knows how to carry a camera and do all that stuff. Leah is a sales person with 61. She is also the one who does the booklets, work booklets . . . oh, it has a name, you know, the rules of the station. She's figured out all that and she's the one to try and get everybody to car pool and stuff like that. And Delbert is into farming and so is John. .. They help their Dad with farms. They have their own farms down in Florence. Then Delbert does whatever is to be done down at the station whenever he's there. I'm still trying to get him through college.

ZL: Now where does he go to school, ASU . . . ?

JL: Well, he's been all over. He's been to ASU and U of A, but he just can't quite seem to decide what he wants to be and he changes majors all the time. So that's the way it goes.

ZL: There are a lot of young people who do that today.

JL: I think so.

ZL: Tell me about McFarland State Historical Park in Florence.

JL: Okay. Well, my father bought that building. It has a history in itself. It used to be the court house, it used to be the hospital.

ZL: Was it the original court house?

JL: Yes.

ZL: And it was adobe, or is adobe?

JL: Yes, yes. And it was the original hospital there and it was the jail. So they've hung people there. They've done everything there. So he purchased that with the sense of history that it had. And he was the



one when he was Governor, created the park system. So he got it designated as a state park. He gave it to them to run and everything. He put all of his papers from all of his offices are down there from the Governor to the Senate and the Supreme Court. He keeps it open for any college students who want and come and look in there. They've air-conditioned it and put all the library in there.

ZL: So it is available for research.

JL: Yes, available for research and of course his story is told around and all the pictures and all the different things that he got and had.

ZL: And I guess there was some recent . . . they were afraid they might close that.

JL: Yes, because they say that Slippery Slide Rock has a lot more visitors than the McFarland thing down there. So they go by how many people come and stuff. But they decided that they weren't going to close that, but we'll face so we'll maybe put something on TV that says, "Oh come down and see the town of Florence.

ZL: Well the people of Florence love it, I'm sure.

JL: Oh yes, they don't want anything to happen to that. No, not at all.

ZL: Let me talk to the two of you about the Orpheum Theater because that a very favorite project. You went to the Orpheum when you were a kid, right?

DL: Yes, I did.

JL: Snuck in too.

ZL: Yes, I read a story. Jack Ross said, "One kid would pay a dime and get in and then open up the back door and let all the others . . .

DL: Yes, that was a trick, but I'm sure we weren't the only ones doing it. But that's how we'd sneak in as kids, that was mostly in high school. But when we were little grade school kids we'd pay our 10 cents when we got to go. That was interesting days, movie houses were big in the '30's. The talkies had just come on board. The Fox had the best children's programs because they had the Fox Leaders Club. Every Saturday you'd meet there, especially in the summer time. They'd have several hundred kids go in there. They had programs and special shows before the main show would start at 1:00. We'd go there at 9:00 in the morning and by 11:00 we're out of there. Then the other show would start, but they had a regular program for children up to 12, I guess. But the Orpheum didn't have that, but they sure had a nice theater and it was cool.



ZL: Did they have air-conditioning?

DL: Yes, well it wasn't air-conditioning as we know it. I don't know how they cooled the Fox, maybe they had early air-conditioning units, but I don't think they were developed then, but the Orpheum used ice. They had huge bunkers in the basement, under the floor, under the seats - big concrete bunkers. At night, Crystal Ice Company would dump 300 pound blocks through the sidewalks and into those bunkers. Maybe a hundred of them, I don't know. Tons and tons of ice on a regular basis, during the night, underneath the floor and then close it all up. Then they had these huge fans down there and they would blow the air across this melting ice and the only way they moved air could get out was through the little holes under the seats. And it was always cool.

ZL: And how big were these holes?

DL: About this big around. Every other seat. They had a little cap over the top and that cool air would come right under your feet and it would cool the whole theater. And that practice is still used today in a lot of refrigeration units. If ice making was economical they could still use it. When I started growing grapes in '62 and the man in the grape cooler box who was selling for me was in Chandler, south Chandler. That's how he cooled the grapes. He had that big bunker at the end of this big refrigerated box. Dumped all this ice in there, the big 300 lbs chunks. He had two fans down inside the box that would suck the air through the ice and over the grapes and you could get the temperature down to 34 in no time at all with melting ice. But it got to be so expensive that the refrigeration units soon prevailed.

ZL: So when they decided to restore the Orpheum you two thought this was a very worthy cause.

DL: Yes, we thought that was something. We always liked . . . we had the feeling of nostalgia of old things and old places and beautiful old buildings. We hate to see them razed and history erased. So we felt that we could take a leading part and help in the restoration. So we gave them a kickoff contribution and got them on their way to doing it. It looks like it's come to fruition now.

ZL: It'll be wonderful now.

JL: We're opening with "Hello Dolly."

ZL: Is that right?

JL: Yes, January 28th, 1997.

ZL: Of 1997? Wonderful. Do you have time for another one?

DL: Is it something she can answer?



ZL: Yes.

DL: What is it?

ZL: ASU's College of Public Program. You two won the distinguished achievement award.

DL: I've got to run. I have a very important meeting at 10:00.

ZL: Thank you very much.

DL: She can answer any questions there that I can.

JL: If not I'll get you in the car.

DL: Okay, by now. I'll call you as soon as I get through.

JL: All right.

ZL: The Distinguished Achievement Award from ASU's College of Public Program. The two of you won that.

JL: That's right. They said that we helped them with, I don't know.

ZL: They said that you contribute financially to the school, and you provide staffers who serve as adjunct professors to the school.

JL: Well, our news director, see graduated from ASU and he has helped and we get them as interns in their classes and then a lot of time we give them jobs after they intern for us.

ZL: And then he goes back. Like Bill Miller would go back and teach a class?

JL: Well yes, anytime that they need anything. They do that.

ZL: And then they mentioned that you operated a minority recruiting program.

JL: Oh, we've always done that.

ZL: Would you like to talk about . . . you two have been very generous to many local organizations. Are there any favorite ones that you would like to mention?

JL: Well, yes. Salvation Army, we do the Christmas Angel program with the Salvation Army and we



always support them in all their endeavors.

ZL: And one of your employees, Marlene Klotz is extremely active in the Salvation Army.

JL: Yes, she's on the board. She got the Sally Award and all of that. Very active in it. Then I belong to Center Door. They have a network of people who help the elderly who are not in nursing homes. They take them to the doctor. They have a nursing service that sees that they are in good health. And so I help them raise money. They have auctions and they have a Poinsettia Tea and all different things like that. And I sort of say that I go from the womb to the tomb because I'm also on the board of trustees for the Arizona Perinatal Association. They are in charge, they have a network that take people to the hospital who need special care and take care of at-risk babies and everything. So there's the womb to the tomb.

ZL: I know one that you very involved in and that's the Adult Literacy Program.

JL: Oh yes. I have always been . . . the way I got into reading, after I started teaching school and everything and then I started having children, well our superintendent of schools in Florence said, "Hey, we just got some Title 1 money and it's been designated as a remedial reading program." And I was pregnant at the time, so anyway, he says, "You are the one who has the certificate to teach. Would you like to start this program." And I said, "Oh, I'd love to."

ZL: And this would have been what year?

JL: This was when we were in Florence and I believe this would have been probably 1962 or '63 or something like that. And anyway I've never been a person to try to do something that I didn't know about. I'm not going to go into anything unless I'm prepared. So I went up to ASU and Silveroli was there at that time. I told him what I had to do and he told me the courses to take. I just became fascinated with it. Because this reading, I have become mostly prepared for high school and got my elementary later on. All the new techniques of reading I got just really immersed in them. So then when I came back and I knew how. I was a reading expert by that time and I got my specialists degree and then I decided to go ahead and get my PH D in reading.

ZL: How could you do that with five children and teaching?

JL: Well, I had help, but I would drive up in the evening for my courses. I had a housekeeper. Then, of course, I would take the kids to school when I went to teach and bring them home, sometimes they took the bus or whatever. But I had a housekeeper, but anyway I got up there. I ended up being the reading director of the Coolidge School System when we moved to Coolidge.

ZL: So did you move to Coolidge because of your teaching position?

JL: That was the main reason because I was over there and then my two kids were just starting in the first



grade and they could come with me and I had a lady take care of them until I was out of school.

ZL: But with that background you can understand why the Adult Literacy Program would have a special interest to you.

JL: Oh yes, Oh yes and then I served on all different reading councils and tutored a lot of people. Even the kids still write me letters. I had some seniors who were reading on the 2nd grade level and after they got so they could read pretty well, some of them made the honor roll.

ZL: You saw immediate results.

JL: It was rewarding, it was so rewarding to see these seniors who'd been used to so much failure all their lives to begin to open their eyes and see the light. It was wonderful, I loved that job.

ZL: Since we are on the subject. I'd like to ask you some questions about your doctorate. Would you share the title of your dissertation?

JL: Well, it was a comparison. I worked up this thing of a reading laboratory. First of all you would diagnose children and then you would know what they needed to bring them up to their reading level. What my dissertation was on was comparing a group who I put through my laboratory with an ordinary group of kids in the 8th grade. And the school officials all told me I could do that and test them whenever I wanted to. And so I compared their grades and showed how much better they were when they went through the reading laboratory and so that was my dissertation.

ZL: And you were happy with your results?

JL: Oh yes, very.

ZL: You were born in Fairfield, Iowa?

JL: Yes, my mother went home to have me and I came back when I was three weeks old.

ZL: To Arizona?

JL: Oh yes. See she lived there and she just went home to have me.

ZL: Oh, I didn't realize that she was already in Arizona.

JL: Yes, my father was the country attorney and then he was Superior Court Justice and judge when he ran for the Senate and he had that position.



ZL: What do you remember about Florence? Your first memories of Florence?

JL: Well, I remember I had some very close friends. It was dirty and dusty, and there were a lot of bullies in school when I went there as a kid.

ZL: Did Florence had segregated schools?

JL: No.

ZL: I'm always so amazed that some of the communities in Arizona did.

JL: They didn't have enough blacks there to even have a school.

ZL: And they didn't have a separate school for the Mexican- Americans?

JL: Oh no. We all went together.

ZL: And then your dad ran for the Senate and you moved to Washington D.C. for grades 7 through 12. Was that a real shock to your system?

JL: That was a cultural shock! I'll tell you. The teachers weren't quite used to somebody from out West and I had a funny accent, everybody said and I just didn't have any concept of what it was like. I studied in school that it was a District of Columbia and all that but boy I got to learn firsthand all of those things.

ZL: And you went to a public school?

JL: Yes. I went to Alice Deal Jr. High and then I went to Woodrow Wilson High School. By the way, this September we are going back because it's my 50th anniversary of my graduation from Woodrow Wilson High School.

ZL: That will be interesting, won't it? And how many people were in your graduating class?

JL: Let's see, this was a three year school. I guess there were about two or three hundred something like that. It was a big school. But I had lots of experiences back there that I would never dreamed would have happened to me. I got to see Franklin Delano Roosevelt's Declaration of War, his infamy speech. I got to see Douglas MacArthur give his Old Soldiers Never Die speech. And Winston Churchill I got to see him every time he came down to deliver his speeches to both Houses of Congress and I got to sit in the family gallery. And my mother being a school teacher . . .

ZL: Right, she taught in Florence for a long time.



JL: Yes. She'd say, "That Jewell has a history test today and she can't miss school." And my father would say, "This is history in the making." And so I would have never remembered a history test but I sure do remember all those speeches.

ZL: So when it was important he took you out of school.

JL: He did. Over my mother's

ZL: How fortunate for you.

JL: Oh yes, it was wonderful. And Del and I had quite a year there when I got my master's degree and he was back there with the Army Corp of Engineers and my father was Majority Leader at that time and he'd drag home every night about 10:00. He'd be so tired and everything and they got invited to everything that was going on in Washington. I had a long dress and Del had a tux and so my father said, "Here, you take these tickets if you want to go out anyplace. So we went to everything. I don't know how I got my masters degree because we were going out and we had more fun and we got caught twice, I think. Usually those things are just humongous. But this one deal we went to the Brazilian Embassy I think, and my father was supposed to crown their princess or whoever won the thing, so we told them that my father had given us these tickets, so Del crowned her. We had a ball that year. We just went to everything.

ZL: What a perfect time of life for you to do that.

JL: To hobnob with the all of the elite of everyplace.

ZL: How did you mother like Washington?

JL: She loved it. She belonged to the Senate ladies and she roll bandages for the Red Cross during World War II. She was just into all of that stuff. The Senate wives tried to help out like that. Of course, she was a bridge player and she belonged to all the women's clubs back there so she really enjoyed it, but she did here too.

ZL: Now had you planned for a long time to come back to Arizona and go to the U OF A?

JL: Oh no, Oh no. You see I even took all the college entrance board exams and I was going to Wellesley. You know I had to take all those exams and everything right at the spring of the year. Then we always came out to Arizona during the summer . . . which was lovely and my father would campaign and do all that stuff. And I came out with them. I even had my gym suit purchased from Wellesley and all that stuff done. So I came out here. Then I saw Del again, after I'd known him when he was a little kid and we hated each other then. So I started running around with his gang of kids. They were talking about all the men that were coming back and I said, "I'm somebody's kind of fool for going to a girl's school when I could be going down to the University of Arizona with all of these men." Anyway at that time, believe it or not, I



weighted 92 lbs. because I had been working hard on all those, I had to study for all those college entrance exams and all that stuff. Then my father didn't get home until late at night and my mother would just put cottage cheese and something out and I wasn't eating. I had this hacky cough. So I had a doctor friend in Florence. I went, my mother took me to him. He was examining me and I said, "I sure would like to go to the University of Arizona. Can't you tell her that I need some kind of climate down here?" And he did, he did. And that's the way I got out of going back to Wellesley. And so I went down and matriculated at U of A. And oh, that first semester there were five men to every woman down there. And I mean they were just dying to get dates, all these men. It was a ball.

ZL: And where did you live?

JL: Yuma Hall first. Oh, you did too? Then I pledged KAPA. I didn't move into the house though until our sophomore year. Then the SAE's built right across the street and that was what Del was. By our first year we were going steady after the first couple of semesters and a half.

ZL: And never switched.

JL: That's right. Never switched.

ZL: Did you decide on education right away as a major?

JL: Yes, sort of, my father sort of pushed me into that as I remember. He knew all the professors down there and all that stuff. He said . . . well that was the age when a women was either a nurse or a teacher. Now I wished I'd done a lot of other things.

ZL: You have, you have.

JL: I have you know, but you know. Now I look at my girls, one in mass media and the other one is in finance and she'd got her MBA in finance. You just wouldn't have seen women in those classes a long time ago.

ZL: So then you graduated from the U of A and you went back to D.C. and got your masters at George Washington University and that was also in education.

JL: That was elementary education because see I was prepared for high school when I graduated from the U of A.

ZL: And then you got a job back there.

DL: Teaching 3rd grade and when I got my masters in elementary mostly what they did was the history and all this stuff. They didn't teach you how to teach. So at that time I had to read all of my directories for



the reading material in the front of the book. had to teach myself all of the phonics and all of that stuff because in high school they didn't give it to you. When I took elementary ed for my masters they certainly didn't go back and do that. I had to teach all the fundamentals to myself.

ZL: Was that an interesting year for you?

JL: Yes, very. The kids love their teacher in the third grade. They just love their teacher. So I had a ball with them. I had to put on their boots and their everything to go to recess.

ZL: This is tape three of an interview with Del and Jewell Lewis on May 27, 1996. **ZL:** You were telling about teaching.

JL: When the superintendent offered me the job of taking the remedial reading Title I program over, I was fascinated already when I had to teach myself all this stuff on how to teach kids to read. I thought that would be very interesting to learn. So that's when I started going up there (*visivorately?*) and planning out my Ph.D.

ZL: But when you came back then you and Del got married in June of '51. Some places I've seen it '51 and some '52.

JL: Oh no, it's '51 was when we got married. It was in June after I graduated and got my masters degree.

ZL: And then you returned to Florence?

JL: Yes, the next, the following year. See I taught one year. The first year we were married I taught third grade.

ZL: You were back there, right and you had this great apartment.

JL: Yes, right. In Alexandria and then we came back.

ZL: In time for the next election. And then did you begin to teach immediately in Florence?

JL: Yes. I taught the second grade there and the fourth grade. I jumped around different places.

ZL: And then you started having children. Did you continue to teach at the time?

JL: No, I wasn't teaching at the time that I was pregnant. I stayed out a few years.

ZL: And then you went back and decided to get your reading specialist?



JL: Yes, and continue on with my Ph.D.

ZL: And then after you got your Ph.D., you transferred to Coolidge?

JL: I transferred there before I got it. I was reading specialist when I came over there. And my first job in Coolidge was remedial teacher for the high school. Then later on I was appointed the reading director for the whole school system and had that job for several years.

ZL: And then when your Dad became ill you decided you needed to move up here?

JL: Well, since we still had two children in school, I looked around to see where the best school system was and I decided it was Mesa. So we moved to Mesa first. And then Del was close enough to commute everyday to the office. And then he was closer to farming too. So that is what we did. We didn't move up here until six years ago. It'll be seven in July.

ZL: I'd like to talk a little bit about your Dad. You have such a unique perspective being his only daughter. He had such a wonderful . . . ! mean he is the only man in the state, maybe in the nation who served as a U. S. Senator, as the Governor of the State, and as a State Supreme Court Justice.

JL: In the three different branches of our government, the executive, judicial and legislative.

ZL: He must have been quite an individual.

JL: Yes. I think his crowning glory was his authorship of the G.I. Bill of Rights. Now that has helped more people in our nation than any other piece of legislation.

ZL: And I guess he was the one who really drafted the amendments that gave the education and the home and the business loans.

JL: Yes, that's right. Yes, that was his part. And he said that when he came back from World War I he saw all the veterans standing on the street corner selling apples and he thought that was so disgraceful that he had to do something for the people who had served our country and get them back. I think it brought us a whole new middle class. Lots of doctors have told me that they never would have been a doctor if it hadn't been for my father.

ZL: And of course having been a veteran of World War I and being in the Senate during World War II he was in a position to do something about this.

JL: Yes, that's right.

ZL: Now the first time he ran for the Senate he ran against John Henry Fountain Ashurst who'd been in the



Senate a long time.

JL: That's right and they called him the Silver Tongued Orator. And my father ran as a work horse.

ZL: And he beat him in the primary and I don't think that was expected.

JL: No, no it wasn't. He didn't even come home to campaign. Ashurst was so sure of it.

ZL: And then he defeated Irving Jennings in the general election. Do you remember much, you were only eleven I think?

JL: I really didn't take much part in that election and it was the one in '51 that Del and I came back and worked as hard as we could for that one.

ZL: Do you remember when World War II started?

JL: Oh yes. I can remember it, the very day. It was a Sunday afternoon and I had wanted a puppy in Washington. I brought the phone book along to look up kennels and all the want ads in the paper. We were driving around on a Sunday afternoon when all of a sudden the radio in our car said that the Japanese had bombed Pearl Harbor. And oh, we were stunned, just really stunned and forgot about the dogs and concentrated on that. But I can very distinctly remember that.

ZL: Do you remember the Japanese Internment Camps in Arizona?

JL: Well, I taught school. When I was teaching in Florence the school burned down and so we had for a time, to go out. They had barracks out of town and that's what they used for the Japanese Internment, but we taught school in those rooms. So yes, I saw them.

ZL: But you don't remember when . . .

JL: No, I was mostly in Washington D.C. at that time so I didn't see any of the ones when they were here.

ZL: And what about when World War II ended. What do you remember about that?

JL: Well, I can just remember how happy and how everybody was celebrating. We were so glad that they didn't have to go and invade Japan.

ZL: Then in 1946 your Dad ran for the Senate again and he beat Harry Valentine in the primary. In the general he was against Republican Ward S. Powers. But you probably weren't back here a lot during that time.



JL: No I wasn't. I was going to school. Well, '46, I graduated high school in '46. So I was there until we came out that summer.

ZL: Your dad was real interested in water issues. I guess coming from Oklahoma he came here and he saw irrigation and saw what it did for Arizona. He became fascinated and he really starting studying that issue.

JL: Oh yes, he was very knowledgeable on that. The Central Arizona Project he got through the Senate twice. As I remember I wrote my first essay I had to write at the U of A on the Colorado River.

ZL: The Compact? The Colorado River Compact?

JL: Well it was the irrigation system and how they were going to do it and all that stuff because he had a lot of material that I could draw a lot of quotes from

ZL: He first helped with the Mexican Water Treaty that said Mexico was entitled to 1500, I mean one and a half million acre feet of water annually.

JL: Yes I think he was. When they divvied it out to the States. And I think that the reason I was appointed to the Arizona Power Authority is because of what he had done for the state. Governor Babbitt appointed me and then Symington reappointed me. And I just got over my two years of being chairman. I enjoyed that.

ZL: What have you been working on?

JL: In the Arizona Power Authority?

ZL: Yes.

JL: Of course we are always fighting California because they want to get all of our water from us and different things. Then we have preference customers and we always try to keep the price down. It's for the farmers and the Indians and different people and cities and municipalities too. But we have the lowest power bills that there are for pumps and stuff. See we get electricity from Hoover Dam and Arizona has one great big thing over there.

ZL: What about the State of Nevada who's now decided they need more water?

JL: This dates back to the years when by father gave the allocations and that stood up in the law now, several times. No one's been able to change it and I'm hoping it will stay in the future because all of us need the water. Just because they're growing a big city up there, they're going to have to dig for their water instead of getting the water from the Colorado.



ZL: But did they bring that before the Arizona Power Authority?

JL: No, no. See what we are in charge of is just selling the power that's created at Hoover Dam and it's power, not water. But they always charge us with everything. They think that the power people have more money than the water people. I don't know why. But they charge us. At Boulder Dam now we had to pay for this visitor's center and we had knock down drag outs about that costing so much. Always problems.

ZL: One of the things I found, your Dad gave a speech before the National Reclamation Association Convention in November of 1957, where he stated, "water usage was increasing" and I thought that seems so appropriate. Here it is now 40 years later, I can't imagine what he'd have to say today.

JL: Oh brother.

ZL: It had increased from 526 gallons per person, the per capita consumption of water in 1900 to 1455 gallons in 1955 and I don't know what it is today, but it would be much higher than that. Where do you think you Dad learned his leadership skills?

JL: Well, let's see, probably when he went to the University of Oklahoma. He got a teachers certificate there and he taught for awhile there. Then when he came out to Arizona he got some money in his pocket so he could go to Stanford and get his law degree.

ZL: How did he happen to decide on Stanford? Do you know?

JL: I think because of the name it had. And he had heard and he knew some people who had been there.

ZL: Well, a lot of Phoenix, a lot of Valley people went to Stanford.

JL: He had \$10.00 in his pocket when he left or something. He had to get a job and he worked his way all through college. He got a Juris doctor's there and a masters degree in political science. So I imagine he had to be quite a leader to get all of those things done.

ZL: He seemed to be such a consensus builder. He didn't take no. If that was the answer he wanted he worked with individuals to figure out how to get a yes answer.

JL: Yes, that's right. Compromise and he was very good at steering people on a way that he thought would be most helpful to them and giving the best options. Lots of people came to him for advice. Time and time again I can remember, "What would you do Mac? What would you do?" And then they would go do it and by gosh that turned out pretty well. And he helped more people through school, besides the G.I. Bill of Rights, he would help individually.

ZL: Oh did he?



JL: Yes, many, many kids.

ZL: Now were these loans or did he just outright give them the money?

JL: Oh, he just gave them the money. He gave lots. If he had jobs, he'd give them jobs. But lots of them he gave the money. He'd say, "This will get you your books and your tuition and your this and this. Then you go out and get a job and then you can." And they did, and they made it. Just lots of them.

ZL: We're referred to this several times, but in the 1952 election he lost to Barry Goldwater by only well, what I saw was 6725 votes. Now I don't know if that's . . .

JL: Maybe that was . . . 6000, 1500 was what I thought but that would be very few. Well I don't know if that was when all the absentees were counted, I don't know. Anyway. It was a loss. Oh, we felt like a death in the family. Oh, it was just horrible because he had worked so hard and was in such a good position.

ZL: Because at that point in time he was majority leader of the Senate.

JL: But everybody came in on Eisenhower's coattails.

ZL: So he came back here and he started to work at the station and you think he was already contemplating running for governor.

JL: Oh yes. He was a civic servant. He liked to do things for other people.

ZL: So then he ran for governor against the incumbent, Governor Howard Pyle and he beat him. Then he took the office of governor. He served four years, then he ran again and won. He served another four years and then decided he had to try for that Senate seat one more time. And Barry beat him again. Then he was out of public service for about six years and then ran for Supreme Court. I read where he was very proud of himself for being elected as a Supreme Court Justice.

JL: Yes, instead of being appointed. Right, he was.

ZL: One of the things your Dad liked was to have laws written so that the laymen could understand them.

JL: Yes, that was his position, that he thought everybody should be able to understand the law.

ZL: I just have a couple more questions. Now it's interesting, you and your husband are at the age where a lot of people decide to retire, but I don't get any feeling that you two are ready for that.

JL: Del would never retire. He says that's what keeps him young. And this phase of my life has been very



enjoyable because I do belong to so many things. I feel like I'm helping our station and I'm helping the people around it. Oh, to see those kids, when we give them their little Christmas presents and all of the . . . oh, it's just like teaching somebody to read. It just does your heart good to be able to help people.

ZL: What hobbies do you two have?

JL: Well, you know we used to when we were younger, we had a boat and we'd go water skiing and take the whole family out and have a picnic. All that stuff. Now our family, well they're all in the Valley, but they have different interests and everything.

ZL: And they probably have children.

JL: Well, just the one girl has two. But now I am expecting my youngest to start pretty soon. She just got married at Thanksgiving. She has a wonderful husband so I'm sure that they'll have some. But you know he goes down, see he works six days a week. Every Saturday, every Saturday in the world he goes down to Florence and farms. Every Saturday of the world. He has to oversee and check everything out.

ZL: So you not only have the farms that you've bought but also your Dad's.

JL: Yes, so he does that every Saturday. Then on Sunday, if he's staying at home there's always this that need fixing and that needs fixing. Well, you know, so

ZL: So his work is his life.

JL: Yes, oh yes. He can't stand to be . . . Once in awhile I'll get him to a show, a picture show. But then most of the time, we are going out to banquets for different causes and that is really hard because we're both trying to lose weight and that's so hard to do. Like we are going to Chicanos por la Causa tomorrow, I believe it is. We have a lot of things almost every night.

ZL: So that's kind of your social life.

JL: Yes, our causes. That's about it.

ZL: You've seen unbelievable growth in Phoenix. What do you think about that?

JL: Well, I'll tell you. Our downtown is looking wonderful now, just wonderful. The Orpheum is going to be part of it. But, I just go down there and I think it has transformed and the infill they are doing now. Everybody wants them to stop building on the desert, but I don't know how you are going to stop people from coming. We've got such a beautiful city and it's so wonderful. But I just hope they have planned growth and not helter skelter. And I want our air to be clean. We've got to do something about that.



ZL: What do you think makes Arizona unique?

JL: I think we've had great leaders here and I think that our weather has contributed to a lot of people wanting to move here and as a Western state I think we've been one of the best. Let's see, unique. Well, there's no place like it. I wouldn't live anyplace else in the world.

ZL: If you could speak to young people today, what message would you like to give them?

JL: Stay in school. Education is the foremost thing, just like my father always taught me and stay away from dope. That's what I would tell them. And you will be happy.

ZL: Are there any parts of your life that you would like to add to this?

JL: Well, I don't think . . . we had an awful bad time with my last boy when he was two years old before we ever thought he'd survive.

ZL: Is that right?

JL: He was the first baby to be born in Arizona to survive from high line membrane and broncolpulmonary displacia.

ZL: Would you explain that?

JL: Okay. Now what happened was, I was teaching school at the time and I was pregnant with him. So one morning I got up and I knew I was having contractions. Del was out on the farm and this was when we were living in Florence. I was supposed to have the baby up here. So anyway, his father found him out in the field and I told him, "Hey, something's happened." And we called up my doctor in Phoenix and he said, "Do not try to come up here. You go and be checked out there first because you may not be able to make it." So I went down and sure enough I was not going to be able to make it. So they had to perform a cesarean section. He weighed about 4 lbs 10 ounces but he started retracting. That's when they don't breath and he was blue. They put him under oxygen and everything. They didn't have an ambulance there, so they had a van that they put an incubator in and took him up here. Then the nurse that came with him . . . they took him to St. Joseph's. She just took him out of the box and walked him to the fifth floor. He was black when they got him there. And so anyway, it was just touch and go. We didn't know whether he'd live or die. He spent almost the first year of his live in the hospital and I had to learn all this physical therapy to tap his lungs and everything. So I would come up here and I had a nine or ten month old daughter at home. So it was really something. Anyway I had an old enough daughter, Kara, who took care of her. Then of course, I had a housekeeper too. But I had to spend a whole lot of time and then when we finally took him home . . . he got out of an incubator but we had to have him in a Kam Tent that had an electronic nebulizer that would break up particles of water and he was in a fog. So I'd have to put my hand on him at night to see if he was breathing. Oh it was terrible. I thought that year would never be over in my life. And then all



of a sudden, Del sprayed the grapes with sulfur, I remember, and I thought that will really hurt him, but he got better. That sulfur did something to his lungs and so finally he started getting better and better. We took him over to San Diego for the first vacation we'd had in several years. And he had a ball over there.

ZL: Now by this time he was . . .

JL: He was about 12 or 15 months, because the first year he was very sick. And this was when he started improving and that trip to San Diego, I guess the salt water, I don't know what it was but it really brought him up. And then from then on I just had to watch him and anytime he got a cold I had to get him with penicillin and all this stuff because . . . but his lungs grew on up. Now he's 6'2" and wanting to get married this fall. He's the one I haven't gotten through school and I think that babying him all the time, probably, he doesn't think he has to do anything he doesn't want to.

ZL: And he was the baby of the family too.

JL: Yes, that's right.

ZL: Oh, that must have been a very terrifying experience.

JL: Oh yes, it was. It was just awful. But boy we were so thankful. The Lord heard my prayers.

ZL: Can you think of any other stories?

JL: Oh my.

ZL: I'm sure you must have many, many.

JL: Oh I've got many, many but good grief nothing comes right to mind.

DL: I know one. Your husband was talking about his parents proving up on that property. Whatever happened to that?

JL: What happened was, that they had to pay \$8.00 a year in taxes on it so they gave it up because they couldn't afford the \$8.00 or \$10.00 a year they had to pay in taxes. And now that's the corner of Rawhide or whatever it is that goes up the Curry Corner. Something like that. He really dies when he thinks about that.

ZL: Lost wealth.

JL: Lost wealth, yes.



ZL: Well if you can't think of any.

JL: Nothing comes to mind.

ZL: Thank you very much.

JL: Oh you are welcome. Gosh haven't we talked your ear of?

ZL: That concludes the interview. Zona - ? Glad you have a manuscript to reference. Joan

ZL: We discovered that we need to talk about travel here.

JL: At one time my job at the station was to discover where to take our good clients. Once a year we would have a trip and we would take all of our good clients with us on a trip. Our travel agent and I would go around . . . She and I went all over the world finding places that would be suitable to take them. I just had a ball. Then I would get to go there once, like Australia, I went twice to, to see how it would work out. So we had a trip to Australia, New Zealand . . . Let's see, Japan was our first one . . .

ZL: Now did you go originally to find the place and then you would go back with the clients?

JL: Right.

ZL: Wow, you planned this very well!

JL: Yes, I did, and everybody tried to get my job from me. I said, "No way!" So we did lots of traveling. Course my father believed in education first and travel was a part of education. I can remember the years that he was in the Senate whenever we'd go home we would drive most all the time. He would take me to a different state capitol so I could take a picture of the capitol building in each of the different states and we'd cover different ones. By the time I went to high school I had been to every state in the Union and I went with him when they considered Alaska to be a state. I went with my mother and a league of senators that went up to . . . We traveled by every means of transportation to every little corner and place in Alaska.

ZL: Now that was in the summer?

JL: That was in the summer, yes. It was when I was going to the U of A. I could get off and go to that. We went to Nome, to Fairbanks, all the different cities by railway, by dog sled, by train, every way.

ZL: Did they take you in by plane in those days?

JL: Well, yes, we went in by plane. But since then we've been up to Alaska a couple of times on cruise ships. That's a wonderful cruise ship trip. We've taken all our kids on all these big trips too. I used to love



Sitmar Cruises because our kids were spaced out so well that they had a cruise director for every age group. One would be for high school kids and the next one would be middle age and then the little ones and Del and I would be free to do whatever we wanted to.

ZL: You knew they were safe.

JL: And they were entertained.

ZL: Did you take your clients to Europe?

JL: Yes, we went to Vienna one time, we went to London, we went on the Orient Express, and to Italy and Venice. We took them to Berlin.

ZL: Now that was after the wall came down?

JL: Yes, but I'd been there before the wall came down too. That was when they had Checkpoint Charlie. My girlfriend would take care of our kids while Del and I went with the clients and then I'd stay over there and wait for her and he'd come back and stay with the kids. She'd fly over and we'd do more traveling after that. We went all across Europe in a car with a chauffeur. That was wonderful.

ZL: Where did you start on that trip?

JL: We were in Rome. I spent three weeks in Rome. I waited for her a week and then when she came I showed her all the stuff around Rome. Then we got on the train, we had Euro passes, and went to the Leaning Tower, we went to Florence and then off into Vienna and by that time we were getting so tired of taking our bags off those trains and on those trains and getting somebody else to . . . My travel agent had agents over there and so we went to him and said, "We need a driver." So then each country that we'd go to we'd get a new driver to change languages with. So we had a ball.

ZL: Oh, that would be fabulous.

JL: It was very unique. We traveled all over.

ZL: Switzerland?

JL: Oh yes, that's one of my favorite places. I love that Lake Lucerne, the sort of little mountain at the end of Lake Lucerne where they have the four or five star hotel up on top, that's my favorite place to stay. It has little trails that you can go hiking in and a beautiful . . . I guess a whole building is devoted to nothing but a swimming pool and sport . . . it's a training place.

ZL: Now you can get Del to travel if it's connected with business?



JL: Or if he's going to a football game or hunting someplace or fishing. I got him to Wales last summer because his Lewis name comes from Wales. I always have to tie in something. This summer we're going to do quite a bit. We're going to WB first, they're having their convention, Warner Brothers, in Burbank. Then we go to Monaco with Entertainment Tonight. They're celebrating their 15th anniversary in Monaco. We'll go there and then we go to the Olympics in Atlanta. We go with the King World then. Then Del is a Mason and he belongs to this thing, they're called Jesters. They're having a trip that starts in Istanbul and so we are going to go to Istanbul and then go up to the North Sea and go to Odessa and Yalta and I've never been there before. Then we're going to come back and a few Greek and it ends in Athens. So we'll have quite a bit of good summer.

ZL: So you'll be in Europe twice.

JL: Yes. I had to send my passport, see we don't need anything to go to France, to Monaco or into France, but we need visas for Turkey so I had to send it out airmail express to get our visas put in our passports.

ZL: You mentioned that your husband liked to hunt and fish, so those are two hobbies.

JL: Yes, oh yes.

ZL: Okay, we think this is the end.

