BILL SHOVER
1928

Honored as a Historymaker 2003
Valley Visionary and Civic Leader

The following is an oral history interview with Bill Shover **(BS)** conducted by Pam Stevenson **(PS)** for Historical League, Inc. and video-graphed by Bill Leverton on April 3, 2002 at Bill Shover's home in Paradise Valley, Arizona.

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.

PS: Why don't you give me your full name?

BS: My full name is William Robert Joseph Shover. My confirmation name is Joseph Bernie. I didn't even know that until recently. They used to call me Bill Bob Joe at times.

PS: Tell me a little bit about when and where you were born.

BS: I was born in Beach Grove, Indiana, which is a suburb of Indianapolis and I was the first one in my family to be born in a hospital. My Dad was so excited about having a boy. We'd had girls before that. We were kind of an impoverished family. He just wanted to make sure I was going to be okay. It was the same hospital that Steve McQueen was born in a year later.

I was raised in Indianapolis, Indiana from 1928, the time of my birth, until I went into the service in 1946. Then I was in the service for a couple of years. I went back in 1948 and lived there until I moved to Arizona at the end of 1962.

PS: That's a condensed version. You said you were the first boy, what place were you and how many kids were in the family?

BS: I was the baby of the family. I had two older sisters who are both deceased. We were an Irish family. We had my grandmother and my mother who were born in Ireland. They lived in the home and my

grandmother didn't speak English. She spoke only Gaelic because they didn't have schools in Ireland when she grew up. We were just a regular small Irish Catholic family, I guess you could say.

PS: Did you grow up learning Gaelic?

BS: I learned some bad words in Gaelic and I was five when she died. We had a funny story. The Bishop came to our house for the wake; they called them that in those days. I used some of the wrong words and they spirited me into the kitchen to keep me away from the Bishop.

PS: Why don't you tell me a little bit about your parents and your grandmother? She was the first generation here?

BS: She was born in Ireland and so was my mother. My mother came in about 1903. She came on a steamer with my grandmother. She became the cook and they paid a passage of $15 apiece to go from Ireland to the United States. My mom went to grade school for the third grade; she had to go to work. My dad went to grade school, the second grade, and then he joined the Navy when he was 12 years of age. He was tall and the Navy had a limit of 14 at that time but he was so big that he got in. He served in the Navy then he served in the Army after that. Indianapolis was our home all those years. Mom and Dad were married in 1913-1914. And my sisters . . . one was born in 1916, one was born in 1918.

PS: So they were a lot older than you.

BS: Right.

PS: Did your Dad come from Ireland?

BS: He was born in Mooresville, Indiana. He was raised in an area with John Dillinger. He considered John Dillinger a hero, like many people in Indiana did in those days. He taught himself to read and write; he had beautiful handwriting. He went only to the second grade. His father was not there and his mother was dead so he was raised by the sheriff, who made the first arrest of John Dillinger, when he was just a kid. My mom learned enough English to get by and then she educated herself. We were what you'd call a poor family today but we never considered ourselves poor. We had a three-room house. We were rich in family but I guess poor in dollars. Maybe you could put it that way.

PS: What did your parents do for a living?

BS: My father was a railroader. He worked in Arizona, as a matter of fact, in the early 1900s. They came out in about 1920 because there was a Depression in Indianapolis. He couldn't get a job. So he worked out here for a couple of years, up at Williams, Arizona, going to the Grand Canyon. He'd send money back to Mom to take care of the family. Then my Dad retired from the New York Central Railroad in the late fifties and moved out here and finally died out here. He died at 95 at the Veteran's Hospital.

My mom had died fairly young. She died at 52 from a stroke. Then my sister, one of my sisters, died very young. And my other sister died just recently.

PS: Did your mother work outside the home, too?

BS: No. No, she took care of the family. We also had two people who were living with us. They were orphans. So she had five to take care of at the time. It was a scrimp, but Dad worked on the railroad and would find things like merchandise that people couldn't sell. He'd bring home lettuce or carrots or sometimes ice cream, things like that, so it sustained the family.

PS: What are your first memories of growing up as a child?

BS: They were happy memories. We have lots of friends; had good neighbors around us. Actually, the Church was very involved with my life. When you're raised in an Irish family, you go to church every day, almost every day. When I went to St. Patrick's Grade School, it was every day at Mass. I became an altar boy when I was 12 years of age. We lived a mile from the church and I'd go down and do the Mass like at five or six in the morning. I'd go back home, have breakfast and I'd go back to the church. I was doing two masses a day. So I think I over-Massed at times in my life in the early days. But we had a very happy family.

My Dad got into politics and that didn't work out too well. He ran for sheriff of Indianapolis and lost in a very narrow race. My Mom convinced him never to get back into politics so he stayed out of politics the rest of his life. He loved it but he didn't want to be an active candidate again after that.

PS: How old were you at that time?

BS: I thought we were going to move into the jail in Indianapolis where the sheriff's home was. That was 1935 so I was 7. I remember my Dad at a big political rally in 1935. I wondered why all those people were there. And they were just pushing him to be sheriff. But they had a mayor candidate there and other people like that. I remember it was a very happy occasion. I remember the song "Happy Days Are Here Again," which was the Democratic song of 1933 and they were playing it. I still have a vivid memory hearing that song. Every time I hear Barbra Streisand sing it, I think about that day.

PS: So that was sort of your first introduction into politics?

BS: First and last. Being with the newspaper I enjoyed that when I was very young in 1951, but we weren't allowed to get involved in partisan politics. And to this day I haven't been in partisan politics. I've never missed an election. I voted every time. But I can't, could not and still do not get involved with partisan politics.

PS: Talking about your family home life and you were the baby. Did you ever have to do chores around the house?

BS: Oh, yeah. We were raised on the idea of taking care of the house, which was very modest but very clean. My dad used to say we could eat off the floors and Mom kept the house so clean; linoleum floor, I remember that. My sisters worked when they were in school. They went to Catholic high school but they had part-time jobs and so.

I remember the first time I worked was 1935. It was working at the Speedway Race selling extras. In those days it was a nickel a paper. Someone would give you a quarter sometime, tell you to keep the change and that was a big day. So I worked at this track from 1935 until I became an adult selling newspapers: *The Indianapolis Star,* which I later worked for as a matter of fact.

PS: That was your first newspaper job?

BS: First newspaper job was a carry boy after that.

PS: Describe your home a little bit more for me as you were growing up. Did you have electricity as a boy?

BS: We did. We had a pump for water. I remember pumping the water. We had electricity. We lived in a half of double, which was a split house. I lived in the attic with my uncle, who by the way was working on the railroad and he helped with the family income. He worked dragging mail down at the railroad station. And he worked nights and so I'd see my uncle only in the morning. When he was coming in I was going to school at that time. But we shared a big bed and I remember getting out of the bed. There was a sloped roof and if I got out fast I'd hit my head on the roof because I had to duck down. It was a very old place. I remember we had a narrow stair going up, like a ladder for getting up to this attic. But we didn't realize we were poor. We were just having a good time and had enough to eat and that was about it.

PS: You lived actually in the city then?

BS: Uh-huh.

PS: Rural lifestyle?

BS: My Mom, I think, is one of the saints of all time. When World War II broke out in 1939, they had an effort to bring the British children from the Blitz. They were bombing London, so American families were adopting the children. My mother was the first one in Indianapolis to apply for a child and we were turned down cause we couldn't . . . we were too impoverished to take another child in. But she tried. I remember talking to her; I guess I was 11 years old. I said, "Mom you told me how the Irish were mistreated by the British. Going down to the water where you washed your clothes and they'd come down with bayonets . .

. the soldiers and push you away. Wouldn't let you use the water. I thought maybe you would hate the British." And she said, "I didn't like the British, but the children I loved." So that's how we kind of looked at life, I guess, because of my Mom.

PS: You got an early introduction to community service.

BS: And she was a blood donor. She started donating at the time of the war and then she got me into it and all of our family; we were donors.

PS: What was your town like? What was Indianapolis like when you were growing up?

BS: I lived in the Southside, which was usually the impoverished area of any community. I walked about a mile to get to the grade school, St. Patrick's. Indianapolis had 300,000 people. It boasted it was the largest inland city in the United States. It was the only city that didn't have a navigable river on it so I remember that about Indianapolis. But we walked to downtown, which was about two miles. And Mom and I would shop downtown sometimes.

We moved away and my high school was about five miles from my home. I walked there sometimes. It was kind of tough in the snow but it made you appreciate. My high school, which I'm very proud of and am still very active in, was $50 tuition. It was a boy's Catholic high school run by the Brothers of the Holy Cross who also ran Notre Dame. They still run Notre Dame University. I worked tuition there by washing windows on Saturdays. I got 25 cents an hour to do that. That was good money at that time I thought.

PS: So you've been working since you were young?

BS: I was having fun at the same time, too. I wasn't as tough as Abraham Lincoln or some guy like that but everybody around us worked so that's all we knew was working.

PS: Tell me a little bit more about school. It was a boy's school?

BS: It was a boys' Catholic high school: about 600 hundred students. Very close knit family type of a school; seemed like you knew everybody in the school. We were playing sports against one school with 6000 students. We had a lot of school spirit and the school has that still. The same year that Notre Dame became coed, it became coed. I still support the school and, heck, my class of 1946 meets every month. When I'm back there I always have lunch with those guys. We were just very tight.

We felt we were like a fraternity, I guess, because we're so small compared to the schools around us. There were the only two parochial high schools in Indianapolis at the time. So we had pretty good teams because we had the CYO, Catholic Youth Organization that fed into it through the grade school teams. I only played grade school football. Then I played in high school baseball. But we were very proud of our school. We had good academics and a good band. The teachers were mostly Brothers and some priests and

we had a couple of lay teachers who were our coaches. It was a very, very, strong spirited school, still is.

PS: What about the academic part of it? Were you a good student?

BS: In some subjects I was pretty good, but I was terrible in mathematics. In history and English I was pretty good. Latin was just fair, but I probably had about a C+ I guess when I graduated. Didn't apply myself and I was working nights too on the weekends so it was kind of tough. I didn't have a lot of hours. But the Brothers really push you, if you had a C+ that would be probably a B in the public school. So when I went into college I had no trouble at all even after two years in the service before I went to the university. Because they had taught you how to really concentrate using your life experiences to get the most out of it.

PS: So you were working through high school? What other work were you doing?

BS: On Friday, Saturday and Sunday I was dragging mail at the Indianapolis Railroad downtown. I remember vividly the trains would come in. It was during the war and they'd have these long boxes. We would just regret when they'd come in. On Thursday night Life Magazine came in, huge things, very heavy. The long boxes were rifles and sabers, the souvenirs from the G.I.'s sending them back from overseas. You get splinters on your hand even though you had gloves on. We'd drag mail and I would load up the car to Lafayette, Indiana, which was about 50 miles away. All the mail was going to Lafayette. That was my job to put on the heavy mail. But I was working with guys that I went to high school with, my friends, so it was kind of a fun thing. We'd get off at about five o'clock in the morning and then go to school on Monday at about 8 o'clock so it was a long day.

PS: You have to be young to do that, I think.

BS: Had to be young.

PS: The term 'dragging mail,' I've never heard that term.

BS: They'd bring the mail into a center and then they'd announce where it's from. You take the bag to the Lafayette car or to the Terra Haute car or the South Bend car and like that. So you did drag it because the packages were so heavy. And the boxes were so heavy. We dreaded when those G.I. souvenirs would come in. But I was lucky enough to miss the war. I just missed it by . . . thank God for Harry Truman.

PS: Were you old enough to remember the war?

BS: Oh, sure. I had relatives in the war. Lost some very good friends in the war.

PS: What are some of your memories of those years? I don't think people today, young people, really understand what happened at that time.

BS: I remember the heavy patriotism. You'd go to the movies for 10 cents and then they'd sell bonds or stamps. You'd walk outside and buy some stamps if you had some money. The movies were heavy with John Wayne and people like that who were winning the war. We learned a bit of hatred, I guess, against the Japanese particularly and maybe the Germans. But the movies influenced your life so much at that

I never lost it. I wore that pin all the time. I think it's a privilege to be in this country and we should all share in making it a better country. My time in the service was wonderful. I didn't have to fight in a war. I had very good service tenure and in fact, I should have paid the Army for what they gave me in the service. I have nothing but good feelings about our country. I'm not what I call an active politician but I am a supporter of the President. I've always done that.

PS: The war years when you were a teenager, there were a lot of people that I've interviewed talk about the family that was gone off fighting or the rationing thing here. What do you remember about life on the home front?

BS: My dad had a car. He never let me drive it because that was the only car we ever had and he had to go to work in the car. I do remember counting the gasoline rationing. I do remember you couldn't even buy two bars of candy at one store. You had to buy one because they let sugar be a shortage. They later found out that they just didn't want people to get into the bad habits, because there was plenty of gasoline. But they worried that the war would go long, so long that the cars would break down. That was the issue.

What I remember most is there was such spirit in the country. At the movies, you'd stand for the National Anthem before the films or after the film. It was a center where people would go to kind of get rid of the feelings of the war sometimes. And you looked at wonderful movies like *Casablanca*, which took you away from the war for a while in a sense. There were still the gory films but nothing like what we now have in the films, which are very realistic. Wartime was a time that people welded together.

Indianapolis is a very, I would say, patriotic community. We had a memorial in the middle of downtown. The Civil War Memorial is huge. I guess it's a couple hundred feet high. The American Legion was headquartered in Indianapolis too. So we had, I always called it, a little Paris. The streets were wide and they had lots of patriotic buildings and statutes everywhere. Indiana was very involved with Civil War and of course, Lincoln was raised in Indiana and you had that feeling throughout as well. You asked about Indianapolis, it was a great city to be raised in.

And there was racism but we didn't even understand it. We had Blacks at my high school and we didn't even notice it. I remember the first time . . . the largest school in Indianapolis, which is now almost all Black had a Black player. The player was from my high school. At the tip off, he took the ball and a guy tackled him and broke his leg. He was a Black player; he was captain of our team. I remember the people rushing out on the floor from both sides because there was going to be race riot at that point. The band was Arsenal Technical High School with 6000 kids. They broke it up by playing the National Anthem so everybody stopped and stood. That was the first thing I ever saw I would say would be a racial action. That

young man, by the way, became very successful. He has probably five or six funeral homes in Indianapolis now. But he was the first to play in that gymnasium. Within 10 years everybody was playing in that gymnasium.

PS: When you were going to school, what did you think you were going to do when got out of school?

BS: I had no idea. I wanted to be an artist. I was always doing charcoal drawings and then I couldn't figure out why I didn't know what color was which. When I enlisted I tried to join the Marines. They said, "You're color blind. Go down the hall to the Navy." And I went down to the Navy and they said, "You're color blind, totally." So I went down to the Army with my buddy and he wanted to join the Navy. And I said, "Dick, go in with me and help me get into the Service." So he stood behind me and they had these Japanese color charts with a hidden number in them. He would give me the number. He would say 12 and I'd say 12, so I got in the Service that way.

When I got in the Service, I saw a movie that impressed me greatly. It was called *Call Northside 777* with James Stewart about a reporter working in a Chicago newspaper, a true story. A lady was scrubbing a floor late at night and she said, "Would you help my son? He's in prison and he shouldn't be in prison," and all this. And he said, "Oh, yeah, yeah." He didn't believe her. But he got intrigued with it and the more he got into it, he realized that the man had been illegally imprisoned. He got him released. Great story. And I thought boy, you know if a guy could do that, if you could help somebody through journalism, that's a great way to go.

So I went into journalism at Butler University. They taught me how to do the reading, writing and all that kind of stuff. I did a lot of reporting. I'd done some in the high school and I liked writing and so I thought journalism was a calling. I guess it still is in a sense but I felt you could do more with journalism than you could by a business degree or a law degree or something like that. That was why I was intrigued by it.

PS: And you got into that from watching a movie?

BS: From *Call Northside 777*. Every once in a while they still play it and I always watch it. I have probably watched the thing 50 times now. James Stewart always wins out in it too. It was a good old classic movie. About 1948, I guess it came out.

PS: Before we talk very much about your career, you mention that you should have paid the Army. Tell me about your experiences; what did you do? You got in the Army when the war was already over. What year was that?

BS: I enlisted in the Army in July the 19th, 1946 and the war ended in August of '45. If it had been another year I would have been invading Japan probably. I always felt they said they were going to lose a million casualties and so I could see myself floating up like those guys on the shores of Japan. I enlisted primarily to get the GI Bill of Rights. I couldn't afford to go to college. I was sent to Fort Bliss, Texas. That was my

first introduction to hot weather. It was in August of 1946 and we were in tarpaper huts outside of Fort Bliss, which is near El Paso. And suddenly it was 110 degrees. Being a kid from Indianapolis where we got 90 sometimes, I couldn't understand that heat first. I got by with it but some of our guys in our group would keel over. You get so dehydrated.

We had a sergeant who should have been in *Beau Geste*. He was like that guy in the Foreign Legion. He wouldn't let you have any cold water, which is probably a good idea because you could have cramped up we found out later on. But we had Lister bags and we'd fill them with water. We'd hang them outside at night and the desert would make the water cold. We'd get up at three o'clock in the morning and everybody would be running out to get a cold drink of water.

We survived Fort Bliss and then I was assigned to go to Korea. I left for Korea in October of '46. We went to Hawaii to refuel and they told me get off the ship and I was assigned to Schofield barracks in Honolulu. So I went to Schofield barracks for one night and they said, "You're going back on another ship." I went down to report and the ship was going back to the States. So I thought, what have I done now they're shipping me back? I was on my way. This was before the action broke out in Korea, minor skirmishes but no heavy fighting.

I went back to the States and they said, "You've been assigned to Fort Ord, California," and I didn't know where that was. They gave me transportation to get there. I reported to this officer. I remember he was sitting there. He was a captain. He was looking down; didn't even look at me and he said, "I've got your M.O.S., your service record here. It says that you were a right-hand pitcher in high school. Our baseball team needs a right handed pitcher." So for the next 13, 14 months, I played baseball for Fort Ord, California. Fort Ord is near Monterey and Carmel. If you don't know where it is, it's probably one of the nicest posts in the United States. So I not only had a good post to serve in, but I had good duty playing baseball. We'd have to, every once in awhile, act like we were soldiers and go and shoot the rifle or invade the beachhead there at Monterey. But most of the time it was just going up and down the Coast from Fort Lewis Washington to San Diego Marines, playing baseball.

The movie *M*A*S*H* that had Eliot Gould in it was kind of like my group. They had a football team in that, but we were baseball team. Our commanding officer would bet on us versus the commanding officer where we were playing. If we won the game he was betting on us, making money on us, we'd get a three-day pass in San Francisco or someplace. But if we didn't, back to Fort Ord to do KP duty for maybe another three days. We had a good baseball team because we had a reward if we won the games.

PS: That sounds like an interesting Army career.

BS: Yeah. I've taken my wife back to the Post and I showed her where, in between baseball, I would work in the gymnasium handing out basketballs and things like that. It was special service, I guess you would say. I was in the Fifth Cavalry, which was a good, good unit and it was the first unit into Korea. Some of my buddies who stayed in the Service when I took discharge were killed right after that; so I was very

lucky to miss that action as well.

PS: You must have been a pretty good pitcher.

BS: I was good enough to get by. My nickname when I played in college was Smokey because my fastball was about good enough to knock over a Coke bottle, if it was a good day. And I had a curve ball. I could throw a pretty good curve ball.

PS: Did you ever go overseas in the Army?

BS: No. I got as far as Hawaii and came back. So I'm not a veteran of foreign wars.

PS: How long were you in the Army?

BS: Almost two years. I got back in time to get into Butler, and then I accelerated my career at Butler. I wanted to go to Notre Dame. I couldn't afford Notre Dame. I went to South Bend to see if I could get a job. Notre Dame tuition was kind of low at the time. I wasn't smart enough probably. I didn't have enough money and I couldn't get a job. So I went to Butler, which is there in Indianapolis. A lot of my friends were at Butler. I have no regrets. It was a wonderful school of 4000 kids, like my high school. Very close student body. I got into a fraternity and got to know all the other fraternities and sororities and all. It was a wonderful life at Butler. I spent three years and accelerated my program so I could get out. I wanted to be able to go to work as soon as I could. I got out actually in 1951 but I was lacking one hour. They miscounted my hours so I had to graduate with the Class of 1952. I took a night course while I was working at *The Indianapolis Star* and the news.

PS: What was your major in college?

BS: Journalism with a minor in English. We had a pretty good journalism department there and they helped me get a job at *The Indianapolis Star*. I was going to work in Frankfurt, Indiana, first job. But right before the job in Frankfurt, *The Star* called me and said, "We got a job down here if you'd like to come and apply." I applied. I wanted to be a sportswriter. I thought that would be the greatest thing in the world. They said, "We'll put you in another department and when sports opens up, you might get that job." So I worked for the department they called 'Promotion'. I didn't even know what it was. It became what it is now marketing, and promotion of advertising, and promotion of community service. So I was lucky to get into that department in 1951. The job in sports opened shortly after that. I saw sports was a dead-end job so I turned it down. But I got to work with sports people a lot in things we did with the newspaper.

PS: What did you do in marketing or promotion back in the fifties?

BS: We did everything we could to sell more newspapers, to sell more advertising. We had some advance programs, we did some market research. We'd bring all the people together and say this was a contribution

to *The Indianapolis Star* and *The News*. They were supposed to advertise in it because television was in its infancy. TV wasn't even really competitive at the time. Radio was somewhat but we owned a radio station. We had the largest radio station in Indianapolis in the same building. Our competition then was probably billboards. So the *Star-News* was the big dominant gorilla in Indianapolis at that time. Television was just beginning to come on. Our publisher, Gene Pulliam, wanted a television station so he applied. Pulliam had been very helpful to Eisenhower getting elected in 1951, 1952. He thought we'd get the license because Mrs. Mamie Eisenhower's brother was on the FCC at the time. Well, they awarded it to a company out of Cincinnati to have a television station in Indianapolis. It was a political deal. And then Mamie Eisenhower's brother, Col. Dowd, was later indicted for chicanery on this whole deal. And he went to prison for a while.

So we were rehearsing; we had cameras; we had the radio people trying to become like television people and all that and we had great anticipation. We were to get the franchise and when it was awarded [to Cincinnati, Mr. Pulliam got so angry he sold the radio station and decided we'd get out of it. Then he became the big enemy of the FCC. He became a great supporter of television and broadcasters because he saw the FCC restricting their rights. That was what his great friendship with Tom Chauncey was, because he believed that if you were in the news business no one should restrict you. So he wrote editorials against the FCC, which broadcasting magazines would publish because there was a newspaper publisher who was really supporting the broadcast industry. That's a long way from telling you what happened at the *Star-News.* Gene was a great champion of information. It just so happened that broadcast needed freedom of information at the time.

PS: When did you first meet Gene Pulliam?

BS: I met him in the first week I was working at the paper. I was terrified. My journalism people at Butler and everybody I knew said that he ate babies for breakfast. He was this wild-eyed, crazy conservative. And he was tough and all this. I'd heard some stories about Mr. Pulliam. My boss was afraid of him, as it turned out. We were having a big event where the Pulliam's were going to talk to all the employees about a trip they'd taken to Middle East. We had rented a theater downtown and we planned all this food and everything on a Sunday afternoon.

My boss said, "You take care of Mr. Pulliam and Mrs. Pulliam." Well, I was petrified waiting for him to arrive. They pulled up and I opened the door for them. He put his hand out and said, "Hi kid. Are you new at the paper?" And I said, "Three days." He started laughing, patted me on the back and said, "Loosen up, you'll be okay." Or something like that. And then Nina came out and said, "Just relax. Everything is going to be okay." I had to introduce them to this crowd because my boss was afraid of everything. So I go out there to talk about the Pulliam's. I gave them a pretty nice introduction, as it turned out, and they came out and said something nice about me. Didn't know my name or anything like that.

He was the opposite of what I was, from the liberal Catholic family. He was Mr. Republican and we just developed a friendship. Then I got to work with him closely. He never made me fearful. He always made

me relaxed. I knew I had to do a good job when I was around him.

In working with him for seven years, I was going to move to New York. I was taking a job with an ad agency in New York and it was going to pay a lot of money. The old man called me and he said, "I understand you're going to New York to look for a job." And I said, "Yeah." He said, "Well, why don't you spend a couple days there and just live the life of a New Yorker. And I'll pay for your time there. You ought to go out to Connecticut and you ought to go to New Jersey. See the place where you may have to commute and see if you like that life."

So I stayed there about four or five days. The guy who was hiring me was a guy that you probably know from television. His name was Gene Shalit, the guy with the big mustache on *The Today Show*. Shalit and I had met on some promotion in Indianapolis and he never would fly. He had a big account with the American Machine Foundry. AMF made most of the bowling products and he wanted me to do the flying for him around the country. It was a good job so I lived the life of a New Yorker for about five to seven days. Didn't like it at all. Realized that the commuting would be terrible. So I came back and I told the old man, "Well, Gene, I decided to stay." He said, "Well kid, if something opens up for you, I'll give you the first good job we got around here." It was a few years later but he gave me the job, actually four years later, to come to Phoenix. Nothing big opened during that time.

I got to work with Mr. Pulliam in lots of things. We had Prime Minister Harold Macmillan come to Indiana twice. His mother had been born in Indiana and he came to do some speeches for Pulliam. Gene knew him well so I got to handle the visit. That was a great experience. The Prime Minister was a wonderful man, one of the most natural guys I ever met in my life. To look at him you'd say he's the austere Englishman. But he had a great sense of humor and Pulliam's loved him. He and I developed a little bit of a relationship. I got a picture of him he sent me later on.

The old man called me and said, "Kid, would you like to go to Phoenix?" It was August of 1962 and I said, "I'm going." He said, "Well, ask your wife, ask your family." And I said, "No, I'm going." My sister had died recently and my brother-in-law died and I was taking care of two families. Taking care of all them and their kids and they were very dependent on me. I thought well, they'd be better if I was away, frankly. I had set up trusts and things right for financial security. So we decided to move.

It turned out that Gene Pulliam's son-in-law, Jim Quayle, had contracted lupus, which is a cancer of the blood and he had to be in a darker climate. So he went back to Huntington, Indiana to run our paper back there and I got to come to Phoenix. Danny [my son] was 15 years old at the time.

That was a great move to come out here and work with Pulliam because he was here most of time. He chewed me out many times. I made mistakes but I learned from him: never cover up, always tell the truth. I'd say, "Gene, I blew it." He'd get mad at me for five minutes then he'd say, "Let's go have lunch." It would be all over, kind of like Tom Chauncey. He had the same kind of personality like Tom Chauncey. I was very fortunate to work with a man like that and a woman too, later on.

PS: Tell me a little bit more about coming to Arizona. You say that was the first big opportunity coming to Arizona from Indianapolis. Sounds like going into exile back in the sixties. Phoenix wasn't much of a city.

BS: First week I was here, *The Gazette* had a promotion and it was to count the 500,000 Phoenicians. We had some kind of a phony count, I know, but the 500,000th person moved into town and we had a big party for him; we had a special issue of *The Gazette*. So there were 500,000 people in the Valley basically at that time; maybe a few more counting the other cities around it but not much. It was a wonderful life. I had four young children. It was a time of life when you could go out camping. We could do all sorts of things together and it wasn't a busy life. Phoenix was kind of slow at that time in 1963. But things were beginning to happen.

The job at the paper was to tell the nation how big Phoenix was. We ran ads in Advertising Age and all the publications at that time. We were always promoting the growth of the Phoenix area. I'd say maybe we're responsible for a lot of things that happened later on. We wanted to make Phoenix better because we didn't have a lot of the advantages at the time. We didn't have much in the arts, and we didn't have any sports except for ASU. But then things began to develop about in 1968 when the Suns came and things happened after that. It was a wonderful life. My kids loved it and the schools were good. We lived in Arcadia, which was a very nice neighborhood at that time, still is.

PS: You mention when you went to Fort Bliss that you didn't like the heat. What about coming to Phoenix?

BS: I learned down at Fort Bliss that if you could survive that, you could survive anything. We were taking encampments, marching 65 miles to Alamogordo on the desert. They were just trying to get you used to that heat and the heat didn't bother me after awhile. When I came back here it never has bothered me. I didn't even have air conditioning in my car for years because I like this life. And we have two air conditioning systems in this home. Sometimes I don't even turn it on back where I am. Heat doesn't affect me at all anymore.

PS: You just mentioned briefly that you had four kids then. Why don't you back up a little bit and talk a little about your personal life? Then we'll go back to your career.

BS: Okay.

PS: When did you meet your wife?

BS: I was working in the sorority house at Butler University, the Kappa Alpha Theta House and I worked there for my meals. I had a couple of jobs. I was working for the University writing sports in the publication office; and I was working on the weekends for *The Star* and *The Indianapolis Times* covering events. Then I worked at the sorority house during the week. I'd do lunches and dinner and I got my meals.

I think I got $10 a week or something like that. But working in the sorority house you got to meet the girls because those Kappa Alpha Thetas were very nice to us, the houseboys. They didn't treat us like we were just servants. I met her at that time. We were married in 1953; had our first son in 1954. Then we had a daughter in 1958, another daughter in 1960 and then Lisa, who you may know. We had our last son in 1962.

So we had a young family when we moved out here. It was just the perfect time to live in Arizona. We couldn't have picked a better life than being in Phoenix at that time working for Gene and Nina. They didn't put a lot of pressure on you in those days. I was getting into a lot of activities and the old man once told me, "You don't have to do those things." I said, "Well, I want to do them." "I'll tell you what," he said, "Whatever you get into, I'll support you." He never told me what to get into or what not to get into as long as it wasn't partisan politics. We understood that. So everything I got into, he would back financially with some contributions or whatever it might be. He didn't put a long leash on me. I mean a short leash on me, he gave me a long leash. So I could do pretty much what I wanted.

In those days there were just a few people running the town. You'd get to know them, Walter Bimson, Frank Snell and Tom Chauncey and Gene. That was about the leadership of the town. It was a great time to start doing some things, to talk Gene and others into the freeways because they were anti-freeway. They didn't want to see the growth happen in some areas and they didn't want to see neighbors divided by ribbons of concrete. Gene went through, in Indianapolis, a very embarrassing time with the Governor of Indiana; had a bunch of his assistants buying land near where freeways were to be developed. We'd supported this man for Governor and he resigned in disgrace. We, at *The Star*, won an award for exposing all this stuff.

So he was afraid that people were capitalizing by buying land where the proposed freeways would be but he didn't want to scar up the town. He just loved the beauty of what it looked like. I kept telling him, "Gene, it's so big. We've got to do something." One morning I said, "I want to pick you up, take you to work at 7:30." He said, "That's arrogant." I said, "Well, I want you to ride with me because of the traffic, to see what it's like." So he did and he started turning. He saw that people were really using these neighborhood streets to get to work and it was jammed. He started turning but then he had to turn Nina because she was a beautification person. In retrospect, I think we've got better freeways. The Margaret Hance Deck Park and all that was because Nina wouldn't let anything go elevated through downtown. She just would not so the paper went for building it underground. I think our freeway system here looks better than San Diego or San Francisco or certainly Los Angeles. I think waiting probably helped even though we suffered a long time before we got them.

PS: Tell me a little bit more about Gene Pulliam. How did he ever end up in Arizona? I mean he was based in Indianapolis.

BS: Gene was born in a dugout in Kansas. His father was a missionary. He would go from town to town. They had these terrible tornadoes so he was impoverished. But his grandmother had gone to DePauw

University and they had a deal if you were a grandson, you would get in there. So he went there to Divinity School. He was on scholarship; later on he became one of the great patrons of DePauw University in Green Castle, Indiana.

He bought little papers in Indiana. Then he also bought them in Florida and Oklahoma and Massachusetts and places. He was the first Gannett before Gannett. He was buying papers but selling them shortly after that, during the Depression time, to the employees. He'd get them on their feet and after that the employees would buy it back from him. The employees of those papers loved Pulliam because he would save the paper, get them to keep their jobs and when they'd get back on their feet, he'd sell it back to them.

He came to Arizona, I understand, in the late 1930s and early 1940s to play golf. Then Nina came here about that time and she loved Arizona. She came out here as a child. She had tuberculosis. She was one of the "lungers" that lived out around the Biltmore. In those days, they lived out there in little shanties to get their lungs restored by the clean air out here. She loved it and she went to school in New Mexico; but the desert was always important to them.

So after the War they put together a package with Gene Autry, one of the owners. There were five men who put together money to raise four million dollars to buy *The Republic* and *The Gazette* in 1946. That was when they moved out here. It was a slow development obviously. They couldn't pay off the loan for years until in the fifties when it started making a profit. But they would come out here because they just loved living in the desert. They established a home here on Palo Christi, which was nothing at that time. It was all desert land. They loved the animals. They were always into the animals. They loved the flora, the fauna, everything about the desert. It was their life.

They were here as much as they could but Indianapolis was the bigger paper at that time. They went back and forth. One year the Pulliams made 56 trips between Indianapolis and Phoenix. Sometimes they were driving. They felt that to be a publisher, you had to be in the town a lot to know what's going on. They'd also go to Muncie, Vincennes, Huntington and other places where we had newspapers too. But anytime they could spend time in Arizona, that's where they really wanted to be.

He had told me one time, "Kid, if you ever go to Arizona you'd love it." And, of course, my Dad had lived here. My Dad used to draw pictures of Arizona and palm trees and I couldn't believe that Arizona had palm trees. I guess subliminally, I wanted to come as soon as I could. Then with the family situation, it was very easy.

PS: You mentioned a little bit about Gene Pulliam in broadcasting back in Indianapolis. What about out here? He and Tom Chauncey were friends. Did he want to get involved in broadcasting out here?

BS: There was a rumor that he was going to be a partner at one time with Channel 5 when Tom and Gene Autry had that. But I don't think Gene [Pulliam] wanted to go into television. He didn't like television. In fact, he wouldn't even carry much news about television in the paper. Chauncey used to have to buy the

logs for the paper because the old man wouldn't carry them. Finally he said, "Gene, you've got your head in the sand, you know, people are watching television." So finally the old man relented. We started carrying the logs and other stuff about television. Gene thought it would go away, I think, in time.

He didn't like the entertainment side of the television business. He loved the news people, Walter Cronkite, people like that. He thought they were great journalists. He just never could get around to the *I Love Lucy* parts and the things like that on the entertainment side. He thought that broadcast should be for the news. When we had the broadcast station in Indianapolis we had to carry some shows obviously, but it was a heavy news station back in those days. Probably before news is what you now know and on radio.

He didn't like to have the FCC looking into your business. They always had to control; they had to do those reports every two years to say how good a citizen you are and all that. Tom hated those too because he didn't want to have to prove to them. He said, "I'm a good citizen." He had to fight them. But he had to do the reports anyway. The old man just didn't like to have any federal agency looking over your shoulder.

PS: Somebody said that he founded SDX.

BS: Sigma Delta Chi. Yeah, when he was a student at DePauw University in 1909 he was a campus warrior. I think he would have been a hippie in his day. I always used to laugh at him about that. The student newspaper at DePauw was run by the University. They wrote some things that were anti-University policy. So they said, "Okay, we'll withdraw your funds." And they withdrew the funds. So Pulliam would hitchhike or take a little train to Indianapolis to sell ads so they could put out the DePauw, *The Paw Daily* Newspaper. Then they said, "Okay, we're going to close you up because you're students. We don't want that newspaper having critical commentary about the university." It was a college then. So the old man said, "Okay, let's form a fraternity." He joined with other guys who were in journalism. There were nine of them and they became Sigma Delta Chi, which is still the largest international journalism society in the world. They marched into the chapel. They had uniforms on or some kind of robes on and they said to the university, "You cannot destroy us anymore. You cannot stop us because we are an independent society. We're supported by free enterprise advertising." Pulliam was a Delta so that became one of the letters. Sigma from Sigma Chi was entered. The other fraternity was Delta Tau Delta. There were three fraternities; they used the combination of those letters.

That was the start of Sigma Delta Chi in 1909. It didn't grow until after World War II and then it started picking up. Organizations were trying to control the news and the journalists would say, "No, we have an independent society." At that time it was only men. Later the old man campaigned to get women into it and Mrs. Pulliam became the first member of Sigma Delta Chi. But he was the champion of it. Through his contributions, anonymously, he kept it afloat. Now, of course, it's a very flourishing organization worldwide. He was very fond of that history. I remember in 1959, we had the 50th anniversary convention of Sigma Delta Chi in Indianapolis and I was the chairman of it. Richard Nixon came and spoke; he was the Vice President of the United States at the time. And later Prime Minister Macmillan came to speak at DePauw because of Sigma Delta Chi.

The old man was always the patron that kept it alive. In 1959 there were still five of those guys alive and we had them come back for the big reunion. It was one of Gene's proudest things. He never pushed it on the employees to join, but they joined. And like Channel 10, Bill Close was president of the early years of Sigma Delta Chi; because it was an independent group where you could report unfettered. That is what we liked about it.

PS: Sounds like you never actually became a reporter then?

BS: Not really although I wrote for the paper. I wrote for things that we sponsored. For ten years I went to Akron, Ohio to cover the All-American Soapbox Derby because we were a sponsor. I wrote coverage in basketball games that we'd sponsored. I got a byline every once in a while in the paper but I was never what you would call an on line reporter, although I always carried a pen on me like everybody in the paper. If they saw something you'd write it down like a reporter. But no, I was never in the newsroom.

PS: Did you belong to Sigma Delta Chi?

BS: Oh, yeah. I joined at Butler because we had a very active chapter. Then I was president of the chapter out here one year. One time I almost joined the staff of Sigma Delta Chi. Gene didn't think it was the right job for me and said, "Don't do that." I thought I'd take a leave of absence because they were having some trouble internally. I knew I could help them get back together and then I'd come back to the paper. He said, "If you leave, you don't come back." So that was my condition and I said, "Nope, I won't join the staff."

PS: Guess that's probably a whole different story.

BS: Right, right.

PS: Before the freeway issue in the 1970s, tell me about the Phoenix Forty. When did that start?

BS: It started in 1974. We started forming the thing after Kennedy's assassination in Dallas. Dallas had a terrible image nationally. They formed Dallas Forward I think they called it. A speaker from Dallas Forward came out here and talked about how the leadership got together and they had tried to re-do the image of Dallas nationally, internationally. An attorney in town, Dick Mallory, and I were intrigued with this idea. We started talking to other people and they said, "Well, it won't go unless Frank Snell and Tom Chauncey and Bill Reilly (then running APS), and Gene Pulliam would put their approval on this thing. They said, "It won't happen." The two strongest at that time were Snell and Pulliam. Dick was assigned to talk to Frank, to get him to agree to form an organization to bring in other people and to unite all the towns and corporations. The government was doing everything and they weren't doing a very good job in some cases. So Frank signed on to it.

I went to Gene and he wasn't too sure. He thought it would be a closed-door society and here he was a

freedom of information guy and all this kind of stuff. He didn't think it would be a very good idea. So it took a while to convince him. Snell worked on him as well. Finally, Mrs. Pulliam; I got her on the side. She saw the merits of this thing. So around the table at the Pulliam house in 1974 we started naming the names of the people who should be on the original committee. Pulliam had a first condition. He said, "Before we name any names, we need to have what he called divine guidance." I remember him saying that. What does he mean by that? He said, "We need to have clergy to watch over this bunch of business guys to make sure we don't get too powerful and try to do things that are unethical." So the first two members of the Phoenix Forty were Monsignor Robert Donohoe of the Catholic Diocese and Reverend Culver Nelson of the Beatitudes Church. They were the 'divine guidance' to make sure these guys never got out of line. And they did. I mean there were times when they would say, "Don't do this because you're getting away from what's good for the people and you're acting like a secret group."

We formed the group in 1975; had our first meeting in May of 1975. The Governor was Raul Castro and he came to our group and said, "I need help. I can't do it alone. I need to have the citizens' support behind a lot of things we need to do." We said, "Okay." We bound together, the forty of us; all men it turned out that time. The name became The Phoenix Forty which became a kind of secret society; an exclusive kind of group. We said, "Let's take on some civic task." We took a poll of the group. They said, "The first thing we need to do is crime." At that time we had Ned Warren and other people selling land. Speculation around the country was Arizona was just nothing but a desert where you could buy cheap land and there was nothing there. We had a terrible image and it was hurting business. So we said, "Okay let's go after crime." No, the first . . . pardon me the first issue, I'm sorry to back up, was transportation. We needed to get some freeways and so the old man signed on to that and everybody said, "Okay, we'll get transportation."

The night before we were to meet on the transportation issue, an accountant named Edward Lazar was shot in the stairwell of the Mayer Central Building on North Central. Someone unscrewed a light bulb. Lazar was to be a witness in a trial the next day against Ned Warren, for land speculation. It was an assassination. It was a well-planned, never-solved assassination and we realized that, my gosh, we've got organized crime in this town. Everybody said, "Let's change our issue to crime and make it number one." That day we said we're going to go out and charge and get the crime and find out what we can do. That became our banner.

The group said to me, "Can you organize a group of people for tomorrow morning?" This was about five o'clock. We were meeting at the Adobe [restaurant] over at the Arizona Biltmore. I said, "Okay I'll try." Ray Schafer was then the president of Greyhound Corporation and he was chairman of the crime aspect. Jim Simmons, Culver Nelson, Dick Mallory and a few others were assigned to be part of this so I started calling everybody that night. I called Larry Wetzel who was the chief of Police of Phoenix. He said, "I'll be there at 7AM. I called the head of DPS, Lloyd Robertson. He said, "I'll be there." Called Bruce Babbitt, Attorney General. For Bruce to get up at 7AM and be there at 7 was quite a chore but he said, "I'll do it." There might have been another person. Oh, it was sheriff? No, I don't think the sheriff was involved.

Anyway, we had at least three big crime people to come and hear our story. We wanted to find out, what is the problem? So that was the first of several meetings we had early in the morning. We'd go for two hours and they'd say, "The problem in Phoenix is that we'll nab people. We know who the bad guys are. But the prosecution is so bad that it doesn't go anywhere." So we started pointing fingers and all the fingers went to a man named Moise Berger. Berger was then the Maricopa County Attorney.

We went to Berger and found out that his office was terribly organized; that he wasn't a very good lawyer himself. He had some good lawyers on the staff but they weren't being used properly. If Warren got to trial with somebody, we'd have these second-year lawyers out of law school going up against a New York lawyer that Ned Warren would bring in and he'd beat us. He'd do the same thing in Flagstaff and other places where he was selling land. He'd bring in high-powered attorneys. The law prosecution was very weak. The defender was telling us that the prosecution was terrible. We went to Berger and saw how mismanaged his office was so we assigned one guy from our group, Bill Orr. He was with Sperry of Phoenix at the time, a management consultant, to go down there and help organize the office. Bill spent months down there seeing how they weren't prosecuting; they were tracking their cases. Everything was bad.

We finally came to a conclusion that Berger had to go. We had to get him out because nothing was going to happen. I remember a meeting, we were talking and someone said, "Let's impeach the guy. Let's start a movement to impeach him." One of the members rose up, Sherman Hazeltine, who was then with the First National Bank, and said, "We are not a vigilante group. It's the people who have to call for the impeachment. We as a bunch of power brokers cannot do that." A long argument followed but everybody realized that he was right; that we cannot do it. As it turned out, some groups were forming when they heard how bad Berger was and so the citizens' group came out. They were forming impeachment activities. We backed them on the quiet; no one knew where the money was coming from. Berger realized that he was going to get impeached so he elected to resign. When he resigned the office, they had one of his people run it for a while and he was pretty good, until the next election.

The election came and again Forty was never a partisan group. Although I did a poll about who were in the Forty and about 60 percent were registered Republicans, 30 percent were Democrats. We couldn't find out who the rest of them were. After the meetings would adjourn, we'd go off to the side and we'd say, "Well, here's our separate meeting. Let's raise some money now to get a good prosecuting attorney to run the office of the County Attorney." So we put up money and we divided it between the Republican and the Democrat who was running for office. I think we gave $30,000 for each candidate for them to run; both good men. The Democrat won. Chuck Hyder became the County Attorney and he was a very vigilant one, a good one. Cleaned up the office; got everything going.

We were all very proud of the fact that our first effort was successful. Crime was beginning to be prosecuted. Ned Warren was convicted, went to jail, died in prison. You probably know all that sort of thing. Anyway, we were getting other people. We were nailing people.

We realized there were some more things that we needed to do. One of the things was to get a statewide Grand Jury because Warren would send in these high-priced New York lawyers to meet in Coconino County or someplace and he'd beat the local guy. The juries were not sharp, frankly, and they'd be fooled. So we won the statewide Grand Jury of people who were competent to go in there and make a good judgment on a case. We were fought on this by the legislature. They didn't want to act on it because they thought they were getting in the way of County jurisdiction. Burton Barr was the obstacle in this thing. Burton ran the legislature completely at that time. So Dick Mallory, Monsignor Donohoe and I got him into a coffee shop on Van Buren. To this day, I know exactly where it is. Monsignor was kind of portly and he got Burton on the inside [of the booth]. He sat next to him and Burton was trapped. Two of us were on one side and then Monsignor on the other. And we said, "Burton, you're not leaving this place until we get the statewide Grand Jury." Burton still laughs about, laughed about that for years. He said, "What do I do? I got this priest next to me?" He said, "Okay, okay, I'll go out." And he got the statewide Grand Jury and that cleaned up Arizona.

All the land fraud ended at that time and we got good prosecution in every county. The whole thing really changed at that time. That was our first real victory. Mr. Pulliam died months after that and we went in different directions. His anti-transportation thing went by the way. He said, "We're going to push for transportation," and Jim Simmons, President of The Guaranty Bank, became the chairman of that. Bruce Babbitt succeeded Raul Castro as Governor. We went out and strong-armed Bruce to support a gasoline tax to get the freeway money to build what you see now. That was the start of it.

Those were our early victories. We had some other things that happened and were successful but we were always in the background. One of our chairs said, "No, we've got to be a public group. We got to tell people who we are." I had this wonderful idea about going public. We met at the Civic Plaza. We had the executive committee of the Phoenix Forty and Jim Mayer, President of Valley National Bank, who was our chairman; a very articulate man. We decided to come out and say here's who we are. Chauncey was there and Mallory and Bill Reilly and Simmons, myself and a couple of others.

The first question was from a reporter for *The Republic*. He said, "Who paid for this room today?" I said, "Well, we leased it from the city." He said, "How do I know that the city isn't behind this effort and they're paying for the room?" So we got off track. They were suspicious about our motives, everything else. This guy just kept ragging Jim Mayer and he said, "Why do you want to do something for the town?" Mayer got really angry and came off the podium. I thought he was going to hit the guy, the reporter, our reporter. Here we were behind getting this thing organized. And he said, "Last year I asked my employees. Should I do this thing? To a person, they said yes. You should be the chairman. Because we'd had muggings of employees, we'd had rapes of employees. We've had all kind of bad things happen to our employees and they said . . . we've got to do something about crime. That's why I'm doing it." I thought he was so angry he was going to punch the guy. So we restrained Jim. This was the era when everything was under suspect. It was still Viet Nam and all that kind of stuff. But that was the role of the paper. You can't tell your reporters not to do this, because that's their job; to find out what's behind the motives. So he was doing his job. It just disrupted the whole meeting so they all said, "Boy did you have a bad idea,

Shover."

They said, "Okay, we're going underground from now on. We're not going to tell people who we are." We had four people from the paper on the Phoenix Forty. Pat Murphy was the editor of *The Republic*. The editor of *The Gazette* was on it. The general manager, Mason, was on it and I was on it. So ten percent of our membership was *The Republic* at the time. Later we got the two editors off; we felt they'd have conflicts as it went on, which was right: Loyal Meek and Pat Murphy. So they resigned. Mason and I stayed on. We got into other campaigns. We organized the Valley leadership.

PS: Tell me about Valley Leadership. How did that idea come about?

BS: It came about because of Keith Turley of the Arizona Public Service Company. He was one of the early stalwarts of the Phoenix Forty and one of the early chairs. He said, "I look around this room . . . all you guys here, you look kind of old. And you're the leadership. Let's find who the perceived leaders are in this town." They did a big survey and it came back 200 names from all over the Valley; 200 names were all the people could come up with and they did a couple thousand survey questionnaire. We realized that, my gosh, 200 people in the Valley, which was then well over a million people. It didn't seem like much leadership. So we did a profile on those 200 people. We found out their ages; we found out their race; we found out what they did. They were all the same. They were all White Anglo Saxon Protestant for the most part. I always say that the average age in the group was deceased. They were all old.

We said, "My God, we've got to find some new people who want to do some of these things in town. So Keith, Mallory, Jack Pfister, Gary Driggs and a few others got together and said, "Let's form a group and see if we can find young people." Bill Jamison, a young guy from Atlanta, came to town. He heard we were thinking about this and he said, "I'm a graduate of Atlanta Forward. I'd like to help you and tell you what we did in Atlanta." Bill Jamison's still on the board of APS He was one of the top guys then. He ran DES at one time for the state. Wonderful man. He gave us some ideas and he said, "You know, there's other programs besides Atlanta." This was 1978 and so we found out that Denver and Dallas and San Diego had programs. We brought in their leadership, four towns, sat down and spent two days with them, saying, "Tell us the good things about your program; what are the bad things you could avoid. Tell us what we should do to organize it." We cleaned their brains; all ideas about how you can form a leadership program. We formed it in 1979. Keith was the first chairman. I was the second chairman. Bill Frank was the third chairman. We said, "Let's find 45 young people between the ages of 25 and 45." We later realized that was a bad idea. to have age restriction. "Let's see the cross section of people. We want people who are high on the hill, and then people lower on the Valley, and people down way in the Valley. Get them to get together and talk about what we can do to help this town." So the first class was carefully screened. We had 300 or 400 applicants and we got it down to 45. And it was a cross section. We had some CEO types and they were not members of the Phoenix 40. We had engineers; we had journalists; we had lawyers, a lot of lawyers obviously. We had housewives; we had teachers and we had a mix of races. We had everything just right.

We had this idea of having ten days a year . . . They would spend one day, every Friday researching a subject. It could be water, it could be social services, it could be integration, it could be the courts; whatever it might be. We'd take them out and let them hear from all the experts in town about this and then we inspire them to become leaders. In that first class was a young lady, who I knew a little bit, and she came to me when I was chairman the next year. She said, "Bill, I'd like to help you organize the class for next year." And I said, "Oh, my gosh, this is manna from heaven. To have the lady who went to the class." Her name was Barbara Barrett. Barbara McConnell was her name at the time. She was then and still is a genius at doing things. Barbara came up with a better way to streamline the program. Here I was the chairman and she did all the work basically.

We inspired people in the first class to go out and get into public service. We'd say, "We'll get you in anything you want to be. You can be on the board of the Symphony or the Fiesta Bowl or whatever it might be. Tell us and we'll get you involved." So they did. As it turned out we had some people from the early classes march against Palo Verde because they didn't want to have the power plant. Here Keith Turley was the inspiration for this whole thing; we all laughed about that. But it was just to get people involved. We didn't care if they were anti what the Phoenix 40 was supporting, just so they got involved.

I think the chair for the first five years was a Phoenix 40 member and after that we said, "Find your own. You got enough graduates. You become the people screening the candidates. You could become the people doing all this work and we're out of it. We'll support you financially for the people who couldn't afford to be in the program and had to pay a fee because of all the meals and the travel that was involved with it. We'll provide scholarships. We never let people know who was on scholarships. If you wanted in the program and you were qualified, don't worry about paying. We'd get you into the program somehow.

After the fifth year, they went independent. Since that time they've been very independent. Now they're looking at having a 25th anniversary event and they're calling some of the Phoenix 40 people of that time to help them organize the event. They've graduated hundreds of people and they've gone into all kinds of public service. It's been a very good program. No one realized that the Phoenix 40 was the inspiration of this baby. I think some of the Valley Leadership graduates have heard it, but it was never pushed because who cares? As long as you get the job done, it doesn't make any difference if it was Phoenix 40 or anything else.

PS: Tell me more about the Phoenix 40. It seems like at some point it sort of disappeared?

BS: It changed directions. It was becoming more like a social club to meet there. If you were high on the hill and you got to be a CEO, it was something to be a part of.

But in the early days, the chairman was actively involved. I mean it took a lot of his time and his staff's time. We didn't have any paid staff. It would be his office staff who would do a lot of the legwork to put things together.

Some of the people went along. Then there was a kind of a division between what we call the 'high-techies' and the 'downtown people', the Motorolas and the Honeywells. They didn't like the Phoenix 40 very much and so there was a split. One of their executives became the chairman and it became more of . . . everybody saying what my problems are, give us money, do all these things for us. And I think the group kind of got tired of being used.

Then we lost the leadership. People started selling their businesses. In the original group, everybody owned their own business; everybody knew each other. We didn't have to wear nametags because we'd all known each other. We just banded together to help the Phoenix 40. It was worth the effort.

There was a criticism of the name that it was too high sounding. People started saying we should be more of a public event. So they changed the name to Greater Phoenix Leadership. That was wise in some ways but still it didn't have the exclusiveness; people saying it didn't have the same kind of ring to it; it doesn't give me as much prestige as the Phoenix 40 did.

There was a change and new people started coming in the late 1980s and the early 1990s. They were what I call the Hessians; the well-paid soldiers who came into run the banks and run the various things. They'd be here for a year or two and if they did a good job, they'd go back to the home office. If they did a bad job, they'd get fired.

So the leadership was not what I would call established. The roots were not here like the old group had. They just wandered in here for a while and wandered out. The corporations were saying why should I do all this community giving, the charitable contributions we did before because we're headquartered in San Francisco or Chicago or New York.

There was just this change of attitude. That was the beginning of what you now see as the change of all corporations giving back to the community; leadership not being as involved because corporations don't want you to take the time. Your shareholders want you to get out there and work for them. They don't want you to give away their money. There was just an attitudinal change at that time so it lost its effectiveness. When you started hiring people, they'd say let Joe do the job, because I've paid him to do it. Let him go out and argue with the legislature; lobby out there.

The legislature in the last couple of years has said publicly, "We don't care about the Greater Phoenix Leadership. We don't know who you are and you send your lobbyist out. I don't see your bankers out here; I don't see your heads of corporations out here. So why would we have to listen to you. We don't care who you guys are because you don't tell us what to do. We don't see you out here lobbying. They hired the professional lobbyists. That's not as effective as seeing the CEO out there saying, I represent 10,000 employees and here's what I would like you to do for the good of them. That's what it was like in those days. You'd see people who ran these companies out there fighting for bills; the Martin Luther King Holiday. All kinds of things were happening in those days.

PS: We'll talk about that a little later, but — let's go back — you mentioned that Gene Pulliam died in 1975. How did that change the newspaper?

BS: We lost our boldness. The old man was a fighter and everybody knew what he thought about things and Mrs. Pulliam did not want to replace him. She did not want to become the publisher. Initially, she was the publisher in title but she went into seclusion for well over a year. She and Gene were very, very close. The loss of Gene really hit hard. Even though we knew he was old and he was beginning to show deterioration of age, it was still a blow. She was out of town when he died and I had to tell her about his death. She took it very, very hard. We appointed a person to be the general manager but he didn't own the place and so he couldn't make the bold decisions the old man did.

Finally, several of us talked her into becoming the publisher. She didn't like. She didn't like being down there looking at profit and loss statements and things like that. Even though she was very good at it. She didn't want to get into the details of running a paper. How she got out was very interesting. We had the editorial board who met once a week and it was the two managing editors, the two editors, the general manager and myself. I was there because being the community guy, knowing what was happening . . . a lot of stuff. Nina would sit there. We'd talk about issues of the day. We brought in a candidate who was considering running for governor. He wouldn't get to the point. We kept saying, "Are you running for governor or not?" It was a long meeting and Mrs. Pulliam was smoking cigarettes. She smudged out, I would say, 20 cigarettes in this silver ashtray. I remember it very well. She was getting very impatient with this guy saying, "Are you going to run?" He'd go this way and he'd go this way, but he wouldn't get to a direct answer. Finally out of nowhere, she rarely said anything at these meetings, she said, "Goddammit, Mr. Barr. Are you running for Governor or not?" Burton jumped like this and his eyebrows went flaring up in the air as he would do. And she said, "Yes or no." And he said, "No." She said, "Meeting is adjourned."

She said, "Come with me." Like this I go to her office. She's sitting there and she said, "I'm not doing this anymore. I don't want to deal with people like Burton Barr. He's a good man, I know. But I don't want to get into this stuff. If I have to do these things, do all the details of being a publisher, I'm out of here." And I said, "Nina, we just need to have you. We need the name Pulliam." "Keep the name in the mast." she said. "But I'm not going to be running this place every day."

Later, she came into a little conference room because some guy was retiring. She walked in, told him goodbye and walked out; never went into the building again; never returned. We had to send all of her stuff home. Never got into an issue again about the paper. She went into seclusion in her home. No one saw her. She didn't want to talk about anything. Later, probably ten years later, I started going out to visit with her. She'd complain about Benson's cartoon or she'd complain about editorials. And I said, "Well, Nina, why don't you change it?" She said, "If I did that, I'd have to do everything. I don't want to do it. You guys run it, just leave me alone." So with her not being, and she was never a member of the Phoenix 40, I think we lost a lot of the clout of the paper. Saying, by God, we're going to do this; we're not going to do that. We lost the power that Mr. Pulliam had. Owning the place was different than being the manager of

the place. We were strong in some issues, but we never had that full blown blast that he would give every once in a while on the front page editorial or something like that. So life in Phoenix started changing in 1975.

PS: In 1976 there was Don Bolles. Why don't you tell us a little bit about what happened.

BS: Don Bolles was a vigilant reporter and he thought that the paper was getting a little soft; not going after issues. Don was one of those 'By God, you're guilty until you're proven innocent' type of reporters; hard charging. Don moved to a softer assignment. We put him to legislature. The legislature was controversial somewhat. It wasn't covering the unions or covering crime where you stick your neck out and things. Don was working at the legislature and he was working on a story.

As it turned out, he thought he had something on a prominent person in town. He was called to this little hotel in North Central Phoenix. They set up his assassination. They lured him to the hotel. They put the device under the car. They put the bomb in the car in a parking lot the night before. Jimmy the Plumber was on top of a building nearby where he could see Don come out and get in his car and he detonated from across the way.

I was in a meeting at APS with Bill Reilly and the police called me. I was very close to the cops at the time. Larry Wetzel called and said, "Bill, get over to St. Joe's, one of your guys has been hit." He wouldn't tell me who it was. I ran across the street from APS and I got Hiney Milks, who was our managing editor. He was on the radio and he said, "One of our guys has been hit. We don't know anything about it." I said, "Come with me and we'll go out there." So he and I went flying out to St. Joe's emergency room and on the way we were theorizing who this could be. We had it down to five or six reporters and Don wasn't even on the list.

I walked into there and saw the same nun who had admitted Mr. Pulliam some months before when he died at the same hospital, in the emergency room. She stopped and said, "Bill, they want you to go in the emergency room and see your man." Didn't tell me who it was. I went in the emergency room and said, "My God. It's Don Bolles." I had been with Don ten days before when our kids graduated from Arcadia High School. We sat together at the graduation. And here was this terrible looking figure down there with terrible bleeding and he'd lost one arm at that time. They asked "Will you go out and get his family and make the call?" His mother was in New Jersey; his sister was in New Jersey; a brother was in Wisconsin; another brother was a minister in California. St. Joe's gave me an office there and I set up a kind of headquarters.

We weren't telling anybody who he was. We wanted to let the family know first. So I got the family members and said, "Come on out tonight and we'll pay all your expenses. Just get out here right now to see Don." We didn't know how bad he was at the time. We knew he was critical but we didn't know how bad it was. I started calling the media and telling them what had happened the best we knew. It was a flurry of activity.

I mean no one knew what was going on. Everybody thought we were under threat now so we first ordered all of our reporters who were in key assignments to be under watch. The FBI came into the case. My house was under watch. The ten top executives were under watch. We took the Bolles children and we put them into a reporter's home and they wouldn't know where they were going to be. As it turned out, it was John Kolbe, who was on The Gazette, who was a friend of Don's. We took the kids over to Kolbe's house and they stayed there for a period of time. No one knew where they were. So first it was the alarm and making everyone safe and getting the family advised. They took the emergency room at the Intensive Care Unit at St. Joe's and they moved everybody out. There were probably six, eight patients in there. The police made it into a deathwatch spot. They blocked out all the windows because they thought that the people that tried to kill Don would try to kill the . . . end the job . . . come in there, because they thought he had information. Here were the police officers in white robes looking like doctors sitting outside the room with shotguns.

It was just like a state of siege. They asked me to come in and stay with Don because he was out from his injuries. They said if he came to we want him to talk to us and have him identify who . . . to know that he is coherent and he could understand what's going on. So I stayed at the hospital. I saw Don go through his three amputations. The officers would go into the operating room, if you can imagine, standing there with shotguns while they removed two legs and an arm over a period of ten days. What killed Don was the shrapnel. It had gone into his face and blew off an ear and was all over his body. It developed into lead poisoning and they couldn't stop the poisoning and that's what killed him ten days later.

So during that period of time, national media, international media were out here trying to find out what was going on. We were trying to keep the family together. Don had gone through a recent divorce and we had two families. . . to let them go in and see Don every once in a while.

By the way, he came to one time briefly and they called me into the room. I went into the room and they had police officers there and they had recording devices and everything. Don's eyes went open and an officer said, "Can you hear me?" And his eyes would flick. And then he said, "Do you know this man." I looked over there and the eyes flicked. And they said, "Did this man . . . is he part of the problem that caused you to be in this condition?" or something. And he flicked his eyes "No." Then after that he went right out. He never came to again. But I was there waiting anytime.

So finally the day that Don died, they called me into the room and the nurse . . . nun who was in the emergency room down below came up and she was standing near the bed. The nurses were crying because they were there all the time. They were monitoring everything in his life, you can imagine. It was a tragic scene. He had one arm, that was all and everything else in his body was just shattered. This nun said to me, "Mr. Shover, when they get the persons who did this or the person who did it, I hope that they'll take a leg, then an arm, then another leg before they finally kill him. I hate to say that but that's how I feel. I've watched the pain that he's gone under." Because even though he was out, the body would distort all the time because he was suffering all the time . . . because he was suffering badly. So we never knew what he went through in that period of time.

Mrs. Pulliam wanted to see Don. I tried to discourage her and she said, "I've got to see him." We took her through the back of the hospital. There were cameras all over the front of the hospital; you might remember that period. We got her in through the back and took her up the back way. She didn't want anybody to know she was going to the hospital obviously. I went into the room with her. The nurses were standing there and all the monitor devices were going and she's trying to talk to Don. Of course, he was out. And finally, I'll never forget, she fell across the bed and she just started moaning. She said, "Oh, Don we've done this to you." And she cried and cried. I was pulling her off of there. She was so upset about it. She knew Don personally, of course. She and Mason Walsh, who was our general manager, were the only people who ever saw Don except for the family and the law enforcement people.

We had people try to capitalize on it; doing benefits for Don. We stopped all that kind of stuff. But then I went out and announced to the media that Sunday morning that we wanted to thank the nurses and the doctors . . . how they gave him care. They couldn't have been better about this. When the bill came for him . . . can you imagine having all these doctors and nurses? The hospital said, "Bill we don't know how to charge you for this." I said, "Well, whatever you charge, the paper's going to pay." I forget what the number was but it was very modest and I said, "You don't have to do this." And they said, "No, we want to do this. It's our part."

It was like everybody welded together for Don at that time. I remember all the media. They were moved too. The television people who knew Don and even if they didn't know Don, all felt like this was a blow against everybody in journalism. It was a terrible time for people and the families. Then the funeral and God . . . it was a tragic time.

PS: You were right there in the personal part of it.

BS: Yeah, yeah.

PS: I was in the newsroom that day. What kind of impact did that have on the newspaper itself after?

BS: It had impact on lots of things. It had impact on laws. The legislature moved fast to do things out there that they had not done before. They had a criminal package that they passed immediately.

I remember at Don's funeral at the Beatitudes Church and Culver Nelson did a beautiful eulogy for him. They came in buses. The whole 40 came down there to the funeral; we had seats reserved for them. And it just made everybody realize that, my gosh, we've got a problem in this town. They got Ed Lazar; now they got Don Bolles. At that time we didn't know if it was organized crime out of Las Vegas or the Jewish Mafia was mentioned; the Mexican Mafia was mentioned and all these things were mentioned. Everybody was going crazy with this whole idea. Not knowing who the culprits on the things were.

The Phoenix Forty, I remember, had a special meeting and they had prayer for Don Bolles. I'll never

forget it and they wanted me to describe what was going on in his life at the time. Then they became more militant. We've got to do some things. And people who were even semi-passive in the group said, "God I want to go out to the legislature and I want to do all this stuff." And it mobilized the community. And it welded everybody together realizing that, "My gosh. This poor man with his kids has been assassinated in our midst. And he was just doing his job." So there were a lot of benefits that came out of it.

Sadly, the families had to suffer through it. We provided scholarships for the kids and the paper did all sorts of things, you can imagine. It was the least we could do. One of his sons, by the way, David became outstanding correspondent. He won the Entrepreneur of the Year Award about four years ago. He established a company. And so the kids have done okay. The widows are fine and life has gone on for them. Don's wife at this time has remarried. It's past the time we don't even want to talk about it. I've seen her parents at times. It brings tears because . . . my being there, it stirs up those memories. So we try to keep away from bringing back all that stuff.

But the community really reacted against it. Channel 10 carried his funeral live, I remember. I think probably all the stations at the time. It was a time that you cannot believe.

PS: Such a shock because reporters just aren't assassinated in America.

BS: They usually don't show a lot of emotion on things, but this time they did. I remember that Sunday morning. Reporters, I won't even tell you their names now, were visibly moved and came up to me. They just held my hand and they put their arm around me like, "You've been through a tough time." This was true. A lot of people went through a tough time. But in two years, we had two major ceremonies at that Beatitudes. We had Pulliams' there in 1975 and we had Don Boles in 1976. People would go out saying, "This is bad for that church having these big emotional, public funerals."

PS: What about the security right at first when it happened? How did it change things around the newspaper as far as security?

BS: Immediately. In fact, that day, the next day we started examining people walking through. We checked their purses and things. My God, there were people carrying weapons. Of course, in Arizona, people carry weapons. They were walking in with holsters and everything. No one was ever screening them. We had maybe one guard at the door but he would just wave to everybody. They'd go up to the newsroom and they could have killed any of our people at the time as it turned out. So we started guarding our parking lots. We augmented the security around the Pulliam home, heavily as you could imagine.

I'll tell you an interesting story that had never been reported. I don't know if you want to hear it. There was a rumor that *The Republic* was behind the it. She said, "Well, how can we stop this rumor?" And I said, "Let's get together with the law enforcement people." So we got together again with Larry Wetzel, the head of DPS, Bruce Babbitt, the Attorney General, Castro, the Governor maybe four or five others, and the officers who were investigating the Bolles case. There was a sergeant assigned to it and a lieutenant and all

they did was work on the Bolles case. We brought them in. I'll never forget. We sat at a long table and I sat next to Nina. I said, "Bruce, do you want to ask Nina a question?" And Bruce kind of fumbled, "Mrs. Pulliam, we just wonder how far you want to take this investigation?" Nina leaned across at Bruce and he was just a foot away. She leaned right in his face and Nina, when she gets upset, has what I call cobra eyes. They become like little slits, like a cat's eyes will get . . . cobra eyes. And she had these cobra eyes on Bruce and she said, "Bruce, if this investigation leads to my front door, it'll be on the front page tomorrow. Any other questions?" Everybody said 'that's it.' So they walked out of the room knowing full well that *The Republic* was going to cooperate fully on everything that happened. Then, of course, we were criticized for over covering the story too.

PS: Do you think it was resolved as to who was behind it?

BS: I think so. Unfortunately, I think one man was badly besmirched by the whole thing. I think they got the perpetrators but there was a lot of . . . I think the police work was good but the prosecution was kind of bad. The day it happened, I had a call about a rumor involving the Funk family. Remember the Funk family that owned the race track? The police went people over to San Diego to interview Brad Funk, who was the son at the time. There were all kind of rumors going. They went to Las Vegas, they went to New Mexico, and they went to various places chasing rumors.

I think probably the police knew it the first day. In fact, Larry Wetzel called me and asked me to come down and see the car that night. I left the hospital, went down to see the car. It was upended and he said, "We theorized what happened in this case. This guy Adamson was involved." He was a well-known, low life criminal that the cops knew. They knew where he hung out and all this and they said, "We know that he's involved and we're tracing him." Then they arrested him ten days later.

I got in trouble for that. Larry called me and said, "Would you put up any reward money if we have the right guy?" And I said, "Well, sure." It was Saturday night at the hospital. He said, "How much do you want? $25,000?" I said, "You got it." Later on they said we were paying off to get quick justice and all that. But I'm glad we did it anyway. Then people were sending in reward money too. We build up a fund, which we later awarded to the people who turned in Adamson and Jimmy "The Plumber" Robeson. He was the other guy. And, of course, the other gentleman who came in was Max Dunlap. He came in the story later on.

But I think they got the right guys. I don't know about Max's guilt. They proved in court he was guilty. When he was out on bond at one time, I ran into him and I didn't know him. He was with an attorney I knew and he called me over to the table. He said, "I want you to meet this fella. This is Max Dunlap." And I said, "I read a lot about you Mr. Dunlap." And he said, "I heard a lot about you, too." We shook hands. That's the only time I ever saw the man.

The rumor is, and it's well-founded, that he had said to somebody that Kemper Marley made a comment, "I would give a million dollars or something to get rid of this Don Bolles." He was just jesting probably. It

turned out Max Dunlap owed him a million dollars that time for some bad loan he'd made on a Colorado River deal. It was like a Keystone cop thing. If you're going to knock off a reporter or judge or anybody in prominence, get a Las Vegas guy. You don't get local jokers like these guys were so they picked probably the worst they could find in those two guys. Then Dunlap became, I guess, the bagman for the money later on. Robeson is deceased, and Adamson lost his credibility. They won't even listen to him because he kept changing his story all the time.

It's a sad case, but usually in things like that there's never any full compensation for what happens. There's always the mystery of 'did we get everybody?' I think that we supported the police in whatever they did throughout. About seven years later, Ruben Ortega was then the Chief of Police; Judge Ed Boyle from Scottsdale and General Fred Stofft were all three above reproach. Three guys to decide who actually gave us the information. They all came into the paper and told their story and then we awarded them based upon . . . $70,000 we gave away or something like that. I think we got the right people.

We sure had some seedy people come into the paper asking for the money, I'll tell you that.

PS: I bet. You don't think Marley actually knew about it then?

BS: That's only my opinion. I don't think that Kemper Marley was involved personally. I think he was too smart a man to get involved in something like that. If he wanted to do it, he would have gotten professionals to do it; certainly not those guys. Later on, by the way, which involves the Arizona Historical Society Museum; they called me and said, "We have an offer here for a million dollars from the Marley family to name the entrance to the museum in his memory. But we don't know if we should take it because we don't know how the paper would react to that." I said, "You're asking me? Will the check clear?" They said, "yeah, oh, yeah." And I said, "Take the check right now." Some people at the paper got mad at me for saying that because he was never convicted of anything. Never indicted. So he was an innocent man. To his death he was an innocent man so I go by the court system. He didn't do anything wrong so they said accepting that money out there has put a mark on the Museum somewhat; but you know that's just a dodge. If you want to give money . . . they use that as a name. And I never knew Kemper Marley. I met him once briefly.

PS: That probably covers that topic. But that same year, 1976, was the Bicentennial. There must have been a change of mood or . . .

BS: Couldn't have come at a better time. We actually started the Bicentennial in about 1974. Maggie Hance was the Mayor and she asked me if I'd be the chairman. I said, "What restriction do I have? She said, "The city will give you support. We'll give you police; we'll give parks; all that kind of stuff. No money. No money at all. So Shover you go out and do it." I went out and got six good people. It was the best committee I think I ever worked with. We worked on it from 1974 on.

If I had to say there's one good thing I did for this community, it was the Arizona Anchor. Getting it here

and getting it built at the State Capitol. That was fun. It was a very interesting idea how it came about. Jack Williams was the Governor in the early 1970s. He called me about 1972 and said, "Bill would the paper like to help with this anchor? The Navy called me and there were two anchors at Pearl Harbor. The Navy has pulled up the original anchor off the bottom of the Harbor. It's in bad shape. It's got all the pebble marks from the sand rubbing against it all these years. But the Navy will bring it into San Diego if I'll send a truck to bring it from San Diego to go back to Arizona. Do you want it?" I said, "Darn right; bring it back."

They brought it back and we put it in the Navy Reserve Yard on West Van Buren Street. We were waiting for the Bicentennial to get going to make it part of that. It was starting to rust out there in that lot and *The Gazette* ran a big story "part of our history is rusting in this Naval yard." Ran a picture and I got in trouble for not moving on it immediately. First we had to prove it was the original anchor so we had to take a piece of the iron off and send it to the Department of the Navy. They checked it with . . . I think it was Bethlehem, Pennsylvania where they forged it back in 1909, something like that. So the Marine Reserve took care of putting it together. They painted it and fixed it up just like the Navy had before. Made it look nice and all that.

We started this campaign to do the anchor as the last event on December the 7th of 1976. The paper ran ads saying, "Do you want to give money to this?" Because the State wouldn't give any money. Kids sent in their pennies; they were raising the money through schools and all that. $35,000 we had to raise. Later on it became maybe $100,000 because the State didn't want to pay for building that memorial out there. I could understand that. But they did cooperate in making the land available and then the legislature did some cooperation. We didn't want to make it a burden on the taxpayer so we raised the money.

We had a contest; people to design what it should look like. An architect working for APS came up with a plan. I want to say his name was Rod Holtz or something like that. Anyway it's out at the Memorial. Bill Reilly gave him leave from APS to make all the final plans to build this whole thing. He was the architect.

Raul Castro, the Governor, was very strong for it but we couldn't get the State to really move on getting it done. We were nearing the end of the campaign in 1976 and so I had this ingenious idea: one of the best ideas I ever had. I made Pat Castro, Mrs. Raul Castro, the chairman of the dedication ceremony out there. I went to some of the people who were blocking getting it done and I said, "We got a chairman for this. It's the Governor's wife." And they said, "You S.O.B." They moved fast and got it all built out there.

On December the 7th of 1976, we had the dedication ceremony. They closed the street; we had thousands of people in the street. We had Howitzer guns; we had a fly-over; we had the Code Talkers; we had everything there and it was the best ceremony of the year for the Bicentennial. In fact, Senator John Warner, who was the National Chairman of the Bicentennial, said Arizona had some of the best events of anybody. It wasn't even a state when we had the Revolutionary War. He was very complimentary of the work we did on this. We had the Secretary of the Navy come out. We had a beautiful ceremony that day and it's still there. I was out to see it just recently. In fact I got a trophy about that thing. They gave me a

model of the anchor that I've kept and it's one of my favorite things.

We took the names of all the men who went down with the ship; put them on copper plates. We got the copper industry to donate all the copper, and the Navy Department gave us every name and they're all alphabetized; a Seaman to an Admiral, all the same thing. The Admiral, who went down with the ship, was in Flagstaff it turned out and he was the Commander of the Navy in Pearl Harbor that day. He sunk with the ship. Eleven hundred and six people went down on the ship that day. We've had ceremonies in Pearl Harbor and I've gone over there for that. They have the other anchor over there, but this is the original anchor we have here.

PS: Tell me about the Bicentennial. You say that you actually started the plans in 1974. Why did you even want to do that?

BS: I thought it was the best thing to be asked to do. It's a funny thing, because I tend to be patriotic. So I got patriotic people to work with me and we had more fun. We had Ray Thompson, who was on Channel 12. We had General Stofft, we had Shirley Singer, Jim Simmons, Mary Beth and Tom Payne. Then the City of Phoenix wanted to have a youth person and we had somebody off their Youth Commission. He was 17 years old.

We met regularly and we'd devise all these crazy ideas to have celebrations that wouldn't cost the City any money except the personnel, the cops and things like that to run the streets. We just let our imaginations run. We had festivals of food because Phoenix is a melting pot of the United States. We had every ethnic group you could think of here. They would bring their food to Encanto Park and we'd have these Saturday afternoon shows of things. We had the Chinese here, and you'd have the Greeks over here and you'd have all this stuff. It was just to celebrate the kind of a country that we were.

We brought John Warner out; he was already half nuts because here was a new little town like Phoenix, Arizona having all these celebrations. People just got behind it. This is a very patriotic town I believe. We raised a little money. We didn't need much money because we were begging all the time for everything you could think of. We got Anchor National Life Insurance Company to give us $5000 to help us with the anchor out there because that was their name, Anchor National Life.

With nickels, we put together all kinds of celebrations and no one turned us down. We just said, it's patriotic. We even got them to put the emblem of the Bicentennial on top of the Arizona Veteran's Coliseum. Remember we had that big star out there for years? The State paid for that I think. We just didn't need money. We just nickel and dimed everything and I think we had 70 activities during that two-year period.

On the Fourth of July we had one of our funniest. We had things all over town that day. You can imagine Fourth of July, 1976. It culminated at Encanto Park that evening and I asked General Fred Stofft to get the National Guard to put Howitzers out there. We had this American eagle and we had all the City Council

there. Everything was red, white and blue. We were about to start the program . . . We had this eagle in this guy's hand, this beautiful American Bald Eagle and Fred blew off the Howitzers. And my God, the ground jumped. They were up on a hill and he had three Howitzers up there and when they went off I mean everything went crazy. The eagle went crazy and he got upside down on a chain; the guy couldn't get him up. The eagle was scratching at him and all he could do was hold the eagle out like this, you know. We were playing songs and everything and then music . . . and the eagle screaming like crazy. I remember people sitting in the front rows there. They had red, white and blue umbrellas and they started hitting this guy with the umbrellas and hitting me. I was trying to help the eagle get up. They said, "You're killing the eagle." It was just a mess with people climbing up on the stage and we're trying to say please get down. We were going to help this eagle.

The last thing I saw was the guy drag the eagle off. He got the eagle up again somehow. People were screaming that we hurt this eagle. I'm standing there with Margie Hance on one hand and Rosendo Gutierrez, City Councilmen; who was fighting the paper all the time. He was Vice Mayor at the time. We're standing there like this (laughing) and I said, "Play God Bless America." He started and everybody stood up. They were quiet after that. I've had a lot of phony deals that just went awry; that was one. Just because of those darn Howitzers going off.

We thought everything would be calm but . . .
I've got some other stuff for you. Stories about sound and birds and things like that. I'm not too sharp on birds I guess.

PS: Did the eagle survive this?

BS: Oh, yeah, the eagle was fine. We took care of him. I think at the end of the program we got him back up. They brought him up and he held the eagle up and everybody stood and cheered.

PS: Why don't we talk about the Fiesta Bowl? How that got started here?

BS: When I was in Indianapolis, we started a thing called the 500 Festival and this was to salute the 500-mile race, which started in 1958. Indianapolis had never done anything to celebrate the big event. It was thrown together in 90 days. Next year we had a bigger success, 1959.

I came out here in 1963. I had this idea about doing something big in the community at some time and I couldn't come up with an idea. Then ASU was winning big football games and they were being invited to Bowls. There was talk about having a Bowl Game. The sports editor of the paper, Vern Boatner, was writing things that we should have our own Bowl Game. In 1968 ASU played Arizona in what they called the Ultimatum Bowl. The winner was to go to the Sun Bowl. But U of A said, "No, no. You got to take us now or we won't go if we win the game." So the Sun Bowl backed out. They panicked and said, "Okay we'll take you right now."

ASU goes to Tucson and beats them 38 to 7. ASU finishes the season undefeated. So Arizona goes to the Sun Bowl. There's this big hue and cry about 'We need our own Bowl Game.' So a few of us started talking about this idea. A guy named Glenn Hawkins, who was a specialty salesmen, came to me and said, "Bill I was at the ASU football banquet last night and the President of ASU, Homer Durham, said that we need to have our own Bowl Game." It's a challenge. "Why don't you help me get this idea started?" I said, "Well, Glenn, let's get some people together and see if it's a good idea." So I agreed we would write a letter and we'd pick out about 30 media people primarily because they're the most skeptical about things like this, to see how they'd feel about it.

A few days later, we had this luncheon and we invited some outside people besides media. We started talking about the idea and everybody said, "Let's charge. Let's get this game." We had Bob Davies there from Channel 10 and all the media were there. They were all saying, "Hey, let's get this thing going." So I left the meeting and called up the mayor, Milt Graham, and said, "Milt, I need a letter from you to the NCAA extra events committee asking for permission to stage a game." He said, "Okay, you write the letter and I'll sign it." We had a guy from our group take the letter to Los Angeles where they were meeting a week later. He happened to be going to LA because we had no money at all to pay him. And he said, "I'll go to the meeting of the NCAA and ask them." He went there and offered the letter and they said, "Well thank you very much. We'll file this as a Phoenix proposal." But other cities were doing big shows to get a game because it's money to a community to have a Bowl game. He came back and said, "Well it's on the record now."

I said, "Why don't we start talking now?" I asked at the meeting when we had all the media. They asked me to be the chairman. I said, "I can't do that, I represent the newspapers and it would be like a newspaper promotion. So, let's ask Jack Stewart." I said, "Jack, why don't you be the chairman?" Jack and I worked on some things together. Jack owned the Camelback Inn and he said, "Bill, I'll be co-chair with you." I said, "Okay." After the meeting Jack and I said, "Let's go get a couple of guys. We don't need a big committee. You get a couple of guys and I'll get a couple of guys. We'll form a committee. We'll have Glenn and you and I will be the first three and let's pick out four more guys."

He went out and got Don Meyers, his lawyer, and Jim Meyer, a stock broker, to be his two. I went out and got Karl Eller because he had Combined Communications and I got George Taylor. George Taylor was then head of Coca Cola. He was a marketing guy. That was the talents we thought we needed. It was media, marketing, a lawyer obviously, someone who could invest the money if we got any. We had a combination of seven people.

We then started putting together our ideas to ask the Extra Events Committee the next year at the meeting in Washington, to approve Phoenix for the game. We really worked on it. ASU was then expanding the stadium to 58,000. They had a big model. So we took that. We all went to Washington the next year. We raised money to get it and the biggest contributor was Jerry Colangelo. Did he tell you this story? When Jerry got the award [Historymakers Gala night in 2001] I told the story about Jerry being our big sponsor. We had a Christmas Day game that we sponsor every year, the paper did, and we gave it to Jerry. I asked

Jerry if he'd give to our group. I think it was $15,000, a lot of money, to take care of our expenses to go to Washington and to put together the presentation. He said to me, "Why should I promote another sport in town because I want us, the Suns, to be in the sports pages not some Bowl game. I said, "Jerry it's only one day a year". He said, "The Fiesta Bowl is in the paper. It's 300 days every year that something is going on." He laughs about it. And I said, "Give us the money." So he did; he became our sponsor. We put together a presentation that the paper did. Slides were all we could do in those days, you know. And we had, I forget what they call that thing . . . a fade into it. Anyway, it was dramatic looking for us at that time. I did research about Bowl games; the history of them. I found out that teams in the South were going to Bowl games with 5-5 records; sometimes even 6-5 records and ASU was having 11-0 and they weren't invited to go to any game. So I showed that it was inconsistent and that the only games in the West was the Sun Bowl in El Paso and the Rose Bowl. All the other Bowls were in the South basically. We wrote a presentation based on that and we got support from the federal government because our program was anti-drug. John Mitchell, the Attorney General of the United States, was in our presentation and he made a very strong proposal for us. They called me after our presentation and said, "We didn't realize how serious you guys were, bringing in the Attorney General of the United States." I said, "Well, I didn't realize we were either until John offered to be our volunteer to come in and help us. And so they said, "Well, we can't give it to you this year but we'll give it to you next year and you can have your game in 1971."

So that's how it all happened and Jack and I agreed that he would run the first game and I'd get off the committee. I'd come back after Jack had retired. Jack had bad health and he was elderly so he ran the first game and I was not even on the committee. They added two more people at that time, Don DuPont from Arthur Anderson, and George Isabel from Guaranty Bank. That was the original nine. And then Jack died right after the first game. He was chairman of the first Fiesta Bowl. It was Florida State and ASU in 1971. Then he had cancer and died before the second game in 1972. So that was the original group.

The first years we didn't have any support except our wives. And we had a few volunteers. Margaret Hance was a helper. She was on our Women's Committee and we'd have these kooky little events and act like they were big. . . like a luncheon. We'd have the teams there and we'd probably have a hamburger because we couldn't afford anything. But we staged a very good game the very first year. I wasn't on the committee. They staged a good game. Had a sell out and ASU beat Florida State in a very dramatic game, which was the highest scoring Bowl game in history at that time. The next year ASU beat Missouri in a higher scoring game. The first two highest scoring games in the history were in the Fiesta Bowl. ASU winning both games made it an instant success, in selling out and all that.

That's how it all got started and all the guys took turns being chairman through the years; those original nine. Then we brought in a lot of volunteers after that. Bob Davies was in our early years and people like that. The success built up after the 1975 game which was ASU defeating Nebraska. This was probably our most outstanding game of all time. That really put us on the map and then everybody wanted on the committee after that. It was launched well and we were lucky, really lucky to have the matches that we had. ASU in the first three games winning all three. Then bringing Nebraska in that 1975 game. Everything worked out well.

What we didn't have in money, we made up for it in hospitality. We put on nice events; we staged things for them; we arranged for free baby sitters for the families and all that. The other Bowls weren't doing anything. I mean they'd meet you at the plane, give you your keys to the hotel and see you at the game. Only the Rose Bowl had a parade, but that wasn't even part of the Rose Bowl. The players had to do their own thing. We planned all their time, so we set a standard for all the Bowls and now they all do something like that to host the teams and their fans.

PS: Why did you think it was important to do that?

BS: I wanted to put Phoenix on the map. I wanted to do it for the promotion of the city. Jack wanted to do it to sell hotel rooms because that was the shoulder season, Christmas time, and he thought that fans would come which they did and that would help sell. Others wanted to do it because of the drug abuse program and that's why John Mitchell wanted to do it because he could do spots saying "Don't get high on drugs, get high on sports." You remember those spots we ran that Channel 10 filmed for us? Others came because they wanted to see ASU vaulted into the national spotlight, so we had four different motives for it. We all agreed that we had to do something to get this game for Arizona because ASU or Arizona would never get in the Bowl game without it. Of course, the notoriety that ASU got led to their going to the PAC 10, which happened in 1978 after they beat Nebraska in the game.

PS: Been lots of changes . . .

BS: Lot of changes after that. Yeah.

PS: But it sounds like you say it started in 1968 and the first . . .

BS: First effort. 1971.

PS: So you spent a lot of time. Were you getting community support or did people think you were nuts or . . .?

BS: We were getting some support but we didn't have an agreement with the Board of Regents to use the stadium. They later came on. They thought we were a bunch of nuts because I'd helped stage a couple of Pro football games out there for Valley Big Brothers at the time. The Regents didn't like that at all but they saw that it was a charity and they gave in on that thing. We had, I think, three pro football games. I was associated with that so they thought that Shover was putting on another event that maybe was counter to what they wanted. Then said, "No. No beer sales." It was a college game and all that kind of stuff. The Regents came around slowly but they came around. When they agreed to allow us to rent the stadium that made it whole at the time. We had this model of the stadium that we took back to Washington. George Taylor was carrying it on top of a taxicab. It was so big we couldn't put in the cab and all our hands were holding this thing going through downtown Washington. It was freezing. And people were saying what

the heck is that going on top of that taxicab? If you can imagine.

So each of us had a role in this thing and Karl's was the television. We didn't get national TV. The first three years was Mizlou and then Tom Chauncey got us national television through CBS; that was our first network. Tom did that whole thing for us.

PS: Tell me about some of the early events that you remember connected to the Fiesta Bowl.

BS: Well, the Queen contest. I had these ideas from Indianapolis that worked and one of them was to get publicity. We didn't want any of the girls from the Universities in Arizona to be eligible so we made it community college girls, the first couple of years. We had judges from all the community colleges. And that was to bring them in to be a part of it as well not just the universities. We had a fashion show. By the way our second Queen contest was very well done. Martha Mitchell was to be the Mistress of Ceremonies and Martha got sick on the afternoon of the event and John Mitchell had to emcee it, if you can imagine. Here was the Attorney General emceeing a queen contest. And he was a riot. He was funny. He made everybody feel good. It was a financial success. That was one idea I stole from Indianapolis.

Another idea was the parade. We didn't have a parade the first year, but in 1972 we had the first parade and it was a very hammy sort of parade. We had a lot of Boy Scouts. We had these old balloons that Don Meyers had gotten from New York, from the Macy's parade and most of them were full of holes frankly. We had to fill them with helium. The Boy Scouts carried them down Central Avenue and we almost had a couple of Boy Scouts lifted. They rise. We had to they catch in time so they didn't go up in the sky. The parade shocked everybody because we drew a couple hundred thousand people. It was a free event and we didn't sell any seats or anything like that. We were stunned too.

The band festival, which we had in Indianapolis, was bringing the high school bands from around the country. That brought another audience to us. When I was chairman my queen was Jeanine Ford from Channel 12. She's on the morning show now. She was terrific. She was good at national interviews. She was always very professional like. The queens were always a good asset for us because they got us more publicity. A different type of a person wanted to see the queens and all that sort of thing.

But we had a lot of failures. We had band contests that were rained out. We had things that just did not work out well. We had a fire at one of our banquets. Chateau Briand was flaming, and it hit the thing . . . it almost burned up the Townhouse. We got out of that one safe. Then we had a fire at the Biltmore one time. We think we had something to do with it. I guess something was left over. But people were very tolerant of us. Everybody just seemed to want to be a part of this thing as they saw it grow.

The most unifying thing we ever had was the 1975 game when Arizona State played Nebraska. Nebraska was Number 2 in the country and Arizona State was like Number 10 or something. At the game, Nebraska people started chanting and chanting, "Go Big Red" and they had a sea of red people. I don't know they probably had 20,000 people there. Everybody from Nebraska wanted to come to Arizona at that time, they

supported their team heavily. They were all in red and suddenly I was sitting there with a guy next to me who was a U of A graduate. He starts going, "ASU." And I said, "ASU? You don't like ASU; you're U of A." He said, "Well, they're bastards but today they're my bastards."

Everybody started chanting this thing for ASU and I'm telling you the team got aroused by this thing. The whole stadium is going except for the Nebraska section. And they beat them. They beat them; 17-14 was the final score. Frank Kush's son, Danny, kicked three field goals that day. ASU went up to 1 in the weekly sports publication. It made them national champions and the AP made them Number 2. It was the highest ranking they ever had. Oklahoma was Number 1 at 11 and 1. They'd lost that year to Kansas, I remember that.

We looked at it as some kind of event where we could have fun with our families and it was just something that everybody rallied around. I mean the original group . . . our wives were doing the work, I mean they were doing the decorations for the tables; they were doing everything like this. We just were blessed by a lot of things happening our way. I don't know. It was just . . . no Bowl has ever had the success of the Fiesta Bowl to rise as fast as it had. To be host to five national championship games I think, something like that. I've been out of it since Notre Dame came here in 1989. I salute John Junker and all those volunteers. The old guys have nothing to do with it now. They should leave it alone. These new people have done a marvelous job of making it into what it is.

PS: Did you ever think when you started with an idea that it would become what it is?

BS: I did. I had a vision, which sounds very self-centered to say this but, we had a discussion one time, I think it was about 1979, where we could go big Bowl or little Bowl. That was what we called the topic. We had guarantees from conferences that they would send their runner up team to the Bowl. PAC-10 runner up vs. the Big 8 runner up. I mean when you'd get USC, you'd get Oklahoma, Nebraska, UCLA; you'd get these top names every year guaranteed. We had a vote on the Board; there were 17 on the Board. It was a split. Some saying that's guaranteed, we get the TV ratings and everything. I and a few others championed the idea of 'My God, we'll always be amateur. We'll always be a runner-up Bowl if we do it.' And they said, "Well we can't get the big games. And I said, "Look, Penn State's independent; Florida State's independent; Miami's independent, Notre Dame's independent. Where do they go? Because these other conferences have . . . they're locked up. Bowls are locked on conference and they can only take one team and they get locked out a lot." They said, "We'll never get those teams." I said, "Well, I think you will if you hold out." The vote was nine to eight and that was probably the most decisive thing that we ever had in our history of saying we were going to a Big Bowl. I give the credit to Don DuPont who was the chairman at the time. He voted with a split and he said, "We're going to go Big Bowl."

We suffered for a while under that but eventually it came around. Penn State, Miami came for the first national championship game. They couldn't play together anywhere else. The only place that could host the two would be here so that's why we got them.

PS: Somebody told me that you said that you were going to be on the board until Notre Dame came.

BS: Yeah. Finally it came and I said after that I would retire. I had followed Notre while I went to Holy Cross school in Indianapolis and my buddies all went to Notre Dame. I was raised in a Notre Dame atmosphere. I saw all their football teams. I'd get a ticket every year to see a Notre Dame game. So I was enamored with seeing Notre Dame out here because if you get them then you've got the top of college football. I started going there back in the mid seventies and some of those priests would say, "Bill, Why are you here? We're not going to go to your game." I said, "No, but you may some day." I'd go there and finally one year came around where we could take Notre Dame and Alabama, our perfect match. They both lost enough; we could get them in the same game. Father Joyce, the head of the Athletics of Notre Dame at the time, called me and said, "Bill, is your game really on Christmas Day?" I said, "It is Father." He said, "We're not coming. You think Notre Dame could play on Christmas Day, you're crazy. I said, "Okay, so we'll wait." So then we lost Christmas Day. That was one of our big things, having a Christmas Day game. We got a lot of ratings because it was the only Bowl game on the national television. So Christmas Day left and finally in 1988, Notre Dame was undefeated and West Virginia was undefeated. Phil Motta, who's the Chairman of the Bowl, and I went back to South Bend and negotiated the deal with Notre Dame. And they said, "We have an offer from the Rose Bowl; they'll pay us three million dollars." I elbowed Phil and I said, "Pay them three million." Phil said, "We'll pay three million." Our pay off at that time was probably a million and a half. So we went back to the committee on a Monday and Phil said, "We have Notre Dame with three million." Some of the members said, "You crazy nuts, we can't afford to pay it." We said, "Well, we'll sell the game out and we'll sell a lot of other things like shirts and stuff like that. We could make money off Notre Dame and West Virginia, both undefeated." We made a lot of money that year. And we paid the three million to each team. So it worked out very well.

I give a lot of credit to the board for sticking with us on that one. After Notre Dame I remember putting them on the plane. I said goodbye to Lou Holtz and I never went to a meeting after that. I think I went to one to resign. George and I resigned together. Maybe that was it. That was one of our pinnacles of success - that first, second national championship game. It got fabulous ratings. As I recall . . . no it was another game that was the highest rated college football game of all time. . . I think it was Florida and Nebraska. Fiesta Bowl has the highest rated game of all time. Super Bowl out here has their highest rated game of all time, too.

PS: You were telling me the funny story about the early days of the Fiesta Bowl when you were actually worried about the entertainment and things and working with the pigeon.

BS: Oh, the pigeon. I think it was 1974, maybe it was 1970-1973, we had a night game, and Missouri played ASU. It was the time of Viet Nam and there was lot of national dissention about what was happening in Viet Nam. They were having the riots and everything. I said, "Okay, let's make the half time show totally patriotic." We arranged to have all sorts of red, white and blue stuff and we had the bands play patriotic songs and everything like this. I thought the culmination would be to have the bands play *America The Beautiful* and have birds of peace fly out of these coops and fly into the night. So the band

was playing *America The Beautiful*. We opened the coops and we fired off a Howitzer gun down there. It shook the ground as you can imagine. And as soon as we fired that off, we opened these coops and all these pigeons or birds of peace, or doves (whatever they were) were back there; just hovered back and were cooing. They wouldn't come out. Someone said, "Dummy, don't you know that birds do not fly at night. These birds do not fly." I said, "What? We've got these birds, we're going to . . . let's reach in and start pulling out . . ." So I got more volunteers ready. We started reaching . . . taking birds, throwing them up in the air and they were bouncing on the football field. People were coming up and yelling at us "You're hurting those birds!" and everything. And we said, "No. They'll fly eventually." After the Howitzer calmed down they finally started; they got out of stadium somehow; they flew. That was one of my all time failures as a halftime show, the birds of paradise that didn't fly.

PS: So you got out of the halftime business after that?

BS: I never did another halftime show after that.

PS: You don't think of the people organizing it as having to be out there.

BS: No. And you're praying for things. The year before they'd had birds. I was at the game and they had Trini Lopez. He was in a big Bowl and he was to come out singing some peace song or something like that. When he came out, the birds wouldn't come out and it was a day game. They started hitting the side of the thing. That didn't work so they send somebody and tied this big jug and he started throwing them out. I guess they were flying and I understand.

PS: Birds don't cooperate too well.

BS: No.

PS: There's lot of different areas we could go to from here. Somebody said I should ask you about Evan Mecham. When did you first meet Evan Mecham?

BS: I met Evan Mecham within days after I arrived in Arizona in January of 1963. Mr. Pulliam said, "I want you to come to my office. I want you to meet this gentleman." So I go to his office and he introduces me to Evan Mecham. I didn't know the name but in the fall of 1962 he had run against Carl Hayden for the Senate seat. Evan was there whining. I'll never forget that. He was like wringing his hands and he said, "But Gene, I'm your kind of guy. I'm conservative and you let a Democrat . . . Why have you supported the Democrat?" Pulliam just sat there and, I'll never forget it, he was twisting his cigar. Whenever he got angry he would always twist his cigar in his mouth. He just kept twisting and didn't say anything. Mecham's just whining like "I would have won if I had your support," and all that stuff. Finally Gene took the cigar, snuffed it out and said, "Goddamn it, Evan. Nobody likes you. Everybody loves Carl Hayden and that's why we supported him."

Evan told people right after that, he was going to start his own paper. And he started *The American* on the west side, a free circulation paper. He put a lot of money into it and lost a lot of money in that *American*. If you remember, it was in business maybe for a year or something like that. He was going to go up against *The Republic* and had no chance of course.

I didn't see Mecham through the years. Then when Burton Barr was running for office, we thought that he was going to be the candidate for the Republican primary. I think Carolyn Warner was the Democrat. We thought either one would be okay. So Evan started accusing Burton of buying a land around . . . the road that goes around here and he was going to capitalize on the freeway. Burton did not defend himself in the campaign. He ran a very poor campaign. He thought he would rise above it, not even admit this guy even said anything. It was the wrong thing to do. People believed the half truth, which was not true at all. And so Mecham won the Republican primary.

And the Democrats thought they were going to be okay with Carolyn Warner. She was still the popular choice. And Bill Schultz came into the race, got out of the race, came back in the race a second time and divided the Democratic ticket. So Evan won with something like 39 percent of the vote, which they later changed. You have to have a full majority to win now plus one, I guess.

He won and called me, "Now that I'm in office I'd like to come before the Phoenix Forty and talk to them." All he did in the campaign was rant against the Phoenix Forty . . . the power brokers and all this. He was in office, I think, five months. In four months he came to the Phoenix Forty and talked to them and begged their permission; begged their support on things he was doing. I'd say the first three months everybody was saying, "Oh, yeah, okay. He's …"

But then he started doing some Evan Mecham things and making people angry and by the fifth month, I'll never forget, we were meeting at the Townhouse. I was sitting next to his strongest supporter, a Republican, who was still on his side. Evan made this little comment. He could never understand lease-back purchases . . . put state offices into lease-back buildings where they could get credit and buy the building later on. He was saying "The government people don't know how to run business. I'm a businessman. This is a bad idea." People tried to explain to him how it could work and he wouldn't take their reasoning. Russ Nelson, the president of ASU, was sitting there in the front row and he was an observing member, never a member. We always had observing members of Phoenix Forty. Mecham said, "Look at ASU. Would you want Russ Nelson running your business?' And the guy next to me goes, "Oh, my God." And he was the big backer and he says, "I'm through with him." He turned to me and said, "That was a personal attack."

After the thing was over, everybody was just stunned that he would say such a personal thing. Russ Nelson is one of the kindest, most generous guys you want to know. Never said a word against anybody. We're all standing in a group and Russ is there with us. Evan walked up and, I'll never forget, said something like, "Well, Russ I hope you didn't take that personal." Russ Nelson, who never said a harmful thing in his life to anybody, said, "Governor, it reminded me of a famous line that my father once quoted. The greatest

mystery of life is that God created more horse's asses than he created horses." And he walked away. The group all goes 'yeah.' Evan said, "Oh, I guess that feller's mad at me." The next month they started the impeachment trials.

PS: What about the Martin Luther King issue? Evan Mecham really escalated that.

BS: Yeah. Bruce Babbitt first signed it into law and he said that we would observe it. There was minor reaction from some people who were opposed to it but thought it was an okay idea. Bruce thought, through Executive Order, he could do it. They looked at the law and said, "No. You can't give a paid holiday without permission of the electorate or maybe the legislature, I'm not sure. So Evan gets elected and his first act is to rescind the holiday.

Another one of the things he did, which has never been reported, is he had his aide, the one with the Boy Scouts, call me. "Governor Mecham would like to have you chair an effort to bring the Super Bowl to Phoenix. Would you do it? I said, "Well, I don't know if I want to do it, but I'll get some people together and we'll talk about it." I got people together and we talked about the Super Bowl and all that.

But back to the MLK. When he rescinded it, it became a big issue, as you well know. Even the people who were anti King thought, why would he do this? Then they started blaming the Mormon Church and they brought in all that stuff which was wrong because it wasn't a Mormon thing. It was strictly Evan Mecham doing it. I'd helped organize the Super Bowl Committee and everything was going along smoothly on that thing. When Evan rescinded it, the NFL said, "Hey you had the holiday and now you've taken it away." It was a public issue. And I said, "Well, New Orleans doesn't have it. Miami doesn't have it. Hell, Los Angeles, they don't have it." He said, 'Well, they always sign a little bill and says it's Martin Luther King Day. No one ever took the day off or anything like that. But this is an issue publicly and now nationally, internationally, that he's rescinded this day. So you've got to get this holiday someway."

My God, how are we going to get this holiday with this guy? Then he gets removed from office. Rosie comes in to replace him and she signs it into a holiday . . . the bill into holiday. Then they have another issue. Some of Mecham's friends make an issue and they have an initiative and they said rescind it again. So they take it away again. The League is saying, "My God, what is going on with these crazy people in Arizona?" It was moving along swimmingly and I was building up the issue to get the team, to get the Cardinals to help us with it. Bill Bidwell was very supportive. We go to Florida in 1990 to Orlando to present it. We pitch it and they vote for us. That was a big upset. We beat Los Angeles, San Francisco and San Diego to get the game.

The man who was the extra events chairman for the National Football League was the owner of the Philadelphia Eagles. He wanted to put the game in Los Angeles because he could put another 20,000 people in the seats, It was a much larger facility at the Rose Bowl. He drops a rumor to a reporter from *The New York Times*. He says if they don't get that holiday next fall, we'll get the League to rescind it.

So we went through the campaign. Everything was going very well; in the polls we were way ahead. Then they dropped the rumor to *The Washington Post. The Post* runs it and it's picked up by CBS. Greg Gumbel was the announcer. He just reads this thing out of *The Post*. "NFL says that if it doesn't . . . we don't get the election in two days, they'll rescind it." When that happened all hell broke loose in this town. Every sports bar in town says, my God those guys are not going to try and intimidate my vote. I'm changing my vote. I'm voting against the NFL now. So all the television for the next two days was about all these people saying, the NFL's trying to force me into this holiday and now I'm not going to vote for it. The poll, which showed about a 70 percent approval on Sunday, went right down. It dropped dramatically. The day of the election we still thought we had a lead. We lost that by the smallest margin in history. It was like 50.2 or something. We lost by 27,000 votes out of like a million three. There were more votes cast for that than there was for the Governor's race because everybody walked in to vote on the King Holiday and they walked out. They didn't vote for the Governor.

The League called me the next morning and said, "Bill we're going to ask the League to rescind it." Bill Bidwell and I were crestfallen. They pulled it after that. We had to re-form again and got the holiday later. They approved us in 1992 to have the 1996 game. We were supposed to have the 1993 game but that went to Los Angeles as it turned out.

PS: Were you involved in getting Bill Bidwell and the Cardinals?

BS: No. I was involved early when they were first thinking about getting a franchise and we were working on Indianapolis. We were working on Baltimore. Newt Telling and I at the paper and others were working on it. We formed a committee to get Irsay and we found that he wasn't a very reputable guy. His word didn't mean too much. So he revoked us. Then we went after, Duke and another guy did this mostly, went after Leonard Toast, owner of the Philadelphia Eagles. He agreed to come and one of our reporters found it out on the day before the NFL final game of the season. Philadelphia was playing in Atlanta. Philadelphia was going to announce they were going to come to Phoenix after the game on Sunday. Well, you can imagine what that caused when it came out nationally. The Mayor of Philadelphia flew down to Atlanta to talk to Leonard so they had to change their thing. So we lost that one. And then we lost another time, so we lost three.

And we lured Bill Bidwell in the mid 1980s. Had him down for lunch, said would you be interested in coming? He was very closed mouth about the thing, so I didn't have anything to do with it. Keith Turley led the effort to bring him here, as you well know. We formed a committee and he announced they were coming in 1988 at the Biltmore. All the owners were there. We had a big party and we made him our number one volunteer. Bill got up and made a speech and said, "Now that I am coming to Phoenix, I want you to know I'm going to be after getting the Super Bowl to come to Phoenix." That was really the launch for the whole thing.

We worked together for years. We worked together, I guess, six years from 1988 to 1996 until we had the game.

PS: What do you think about Bill Bidwell? Do you think he gets a lot of bad press?

BS: Bill Bidwell is a very humble, quiet, misunderstood man. He has no presence of all the speaking on his behalf. He has no political talent at all about doing things at the right time or how you do them. He's kind of sad in a way, but if only he would take advice from some people that he could trust. He only trusts one person. That's his lawyer out of St. Louis. And he's a good influence for him. Bill has a good heart. He's a well-meaning individual. We've been with him on personal time. We had him talking about his childhood, things that happened in his life and I can see where he has this kind of a complex about things. He doesn't trust people. If he would turn loose of that club and let his family run it or hire a professional to run it, a lot of good things would happen. But Bill wants to hold on to everything; signing every payroll check. He's a control guy. He doesn't have the personal talent to take care of an NFL team in my opinion.

But he's done some things that were very positive for us. The day we got the game in Florida, he campaigned in the room. Because all I could do was make a pitch to the owners and I had to walk out of it. He had to get up and make the pitch and he did. Because they knew him for so long. His family was the original team of the National Football League before the Bears, before George Halas, all of them. Cardinals go back that far. And he had never asked for anything. So when he made the pitch, that's what swayed the vote, in my opinion. I don't take any credit. Rose Mofford was there, John McCain was there, Jon Kyl was there. We may have had a little influence, but Bill Bidwell got the vote.

PS: Why was it so important to get the Super Bowl here?

BS: I think it would establish us as a major market. They're giving it to places like San Diego who didn't work to get it, and a much smaller stadium. They give it to places like New Orleans who didn't have anything for the Martin Luther King Holiday except the signed paper. Miami. And we felt we had the weather here. We had the talent here to do it, to stage it, like the Fiesta Bowl. We put on the best bowl game for the Fiesta Bowl; we could certainly put on the best Bowl game for the Super Bowl. And we did. We had it once, I don't think the League would ever tell you this, but it was a best Super Bowl they ever had. It had more activity, more involvement, highest ratings in the history of the game. Turned out that the Dallas – Pittsburgh game was the highest rated television game of all time. Still is.

Anyway, we just felt it was another way of saying to the world that Phoenix is a major first-class city.

PS: It did seem like you really did get people from all different areas involved with the Super Bowl.

BS: We had more than a hundred events. We tried to get people from every class, every ethnic background to kind of recognize that this is a great city and to welcome our visitors. The visitors who came here had a marvelous time because the weather was good. Everything was planned for them. They go to New Orleans and they say "Well, see you at the game." Of course, New Orleans has an entertainment center down there. But you go to Miami, there's nothing planned. Now they're doing something, but nothing was planned

until we started doing it. We educated the NFL like we educated the NCAA about a Bowl game. People here like to do things to host people. It's worked out extremely well.

I'll tell you one secret that's never been told. But Bill knew it. I can't stand pro football. Don't like it. Had to go to every game out there and schmooze the owners to get their vote. As soon as they get the owner to have a picture with me and with Bill Bidwell, then I'd leave the game, because I just don't like pro football at all. Never watch it. Don't even care if the Super Bowl's on. I don't even watch it.

PS: Well now that is an interesting . . .

BS: Yeah. I love college football. But pro football just doesn't entertain me at all.

PS: You think we'll ever get the Super Bowl back here again?

BS: Yes, as soon as they get the stadium. The League has promised it twice at least. We'll be in the rotation. We have a better stadium than San Diego has. We have better stadium probably than Atlanta has. Miami has a good stadium. So we should be in the rotation. They'll be four cities to host it. Every fourth year we should get the game.

PS: Do you think that we're ever going to get this new stadium built?

BS: That would be an enhancement because Bill wants to have a new stadium. Personally I felt that they could enlarge Sun Devil stadium. Make it into a nicer stadium; put a couple hundred million into it; make it a quality stadium. They would be satisfied. But the Cardinals want their own stadium, as you can imagine. That's what's held the issue up. If the Cardinals would work to get the stadium like Joe Robby did in Miami then they would have the stadium but they didn't work to get it. That's why it's been such a controversy. Joe Robby went out and sold the suites; he went out and got the land. He did everything to get it down there in Miami.

PS: Does seem likes it's been a real mess here.

BS: I'm glad I'm not a part of it. My wife has said many times, "Aren't you glad you're not on the TSA?" And I really am glad of that.

PS: If you weren't retired, you probably would have been on it.

BS: Well, I don't know if they'd want me or not. I'm out of the picture.

PS: Let's go back. There's all kinds of things we skipped over here. You mentioned Duke Tully. That's probably something we should talk about a little bit. Tell me about Duke Tully.

BS: Duke Tully was the first powerful publisher we had after Gene Pulliam. When he came in, he acted like he owned the place. He had this bravado. This military presence that we thought he had. If you saw Duke personally, you'd say, "By gosh that guy looks like a Colonel and he acts like a colonel." He did things for this town.
He helped the Arts like no one had ever helped the Arts before in this community. He pushed for activity. He pushed the Phoenix Forty to do things that they were kind of getting passé about. He was a leader, no doubt about it.

One fine day in October of 1985, he came to me. I was having a terrible day and he said, "I need to talk to you." He admitted to me that he had never been in the military. I said, "Oh, come on, Duke." He said, "I was never in the military." He was tearing up citations and pictures and things he had. And he was having a terrible day. I said, "Well, who knows about this?' He says, "You." And I said, "Anybody else?" He says, "No." It turned out that other people knew about it, but he didn't tell me that. He said, "What do you think I should do?' I said, "First thing I would go see a minister and talk about it and see what you should do." And he said, "Okay, I'll go see Bishop O'Brien." I said, "You're not Catholic; don't go see him. You go to Culver Nelson's church, the Beatitudes. Go talk to him, counsel him." So he went to see Culver. The next day when he came in my office I said, "Well, what are you going to do?" He said, "Culver agreed with you. I should just get rid of the uniforms and change my bio and never refer to military again. Just go on with . . . I haven't hurt anybody." I said, " Did you ever use the military in any way? Did you get any free trips on airplanes?" "Lt. Colonels don't get trips." he said. "Publishers get trips." I said, "Did you ever go to the PX and buy things? Did you do anything illegal wearing a uniform?" He said, "Naw, I wore a uniform just like an actor would wear it, you know. You can wear it down the street. It doesn't harm anybody. I didn't take advantage of it. It's no problem." I said, "Okay."

So Nelson agreed with me. The following Christmas he called me and he was happy that he'd gotten through the holidays and no one found out about it. The day after Christmas he came to my office, "Tom Collins has found about my not being in the military." Tom Collins was a county attorney and he said, "Can you find out what he knows?" So I called Tom and I said, "Tom, can I see you?" I went over there. Tom was in a very belligerent mood; hated Duke Tully. He accused him of hurting him in a story once, which Duke had nothing to do with it. The reporters did it. Duke didn't even know about it until he read it in the paper. He said, "You trying to talk me out of this?" I said, "Are you kidding, no. You got it; you have to announce it." I came back to the paper said, "Duke, Collins has got everything on you. He knows that you were a phony and you've got to resign right now."

He said, "Well, write it out." So I wrote out his resignation. He signed it. I called Indianapolis. I called young Mr. Pulliam, Frank Russell and Bill Dire who were the three running Central Newspapers. I said, "Get together on one telephone; I want to tell you this story at the same time." I told them that Duke Tully has never been in the military; it's all a charade and I've known this since October. And I wouldn't tell you because I couldn't because I felt like I was bound. There was a bond between people. Duke said not to tell anybody, so I just held the bond. I was convinced that he didn't do anything to hurt anybody; didn't break any laws. I'll never forget, there was dead silence on the other side. And they said, "Well, if he decides to

resign, don't dissuade him." I remember that was the word. I said, "I have his resignation right here."

Duke had pushed a note at me, he was sitting across the desk from me listening. I'm talking and he said, "Ask for a leave of absence." And I pushed it back because I knew he had to go. I went to his office with him. He cried; he broke down. He was in terrible shape. I thought oh my God this guy's really got a terrible problem. And what people don't know is that his father committed suicide, his sister committed suicide and his first wife committed suicide. I said, "Duke you better get out of here and get on home." I called the girlfriend he had at the time and said "You get home and sit with him. Make sure he's . . . somebody's with him." So she did. I arranged to have Homer Lane and Herman Shannon, Dick Mallory . . . people who he befriended, to be there all the time, because I didn't know if he was suicidal. I thought he would want to kill himself. Then I'd go over there and we'd all sit with him and talk with him. But he was in terrible shape.

A few days after all this happened, he called me. My secretary Ann said, "Mr. Tully sounds terrible." I picked up the line and he said, "Bill, I'm going down." I said, "Hold on, I'm on my way." I hung up and I went flying out to Paradise Valley. I sure I broke speed records getting out there. I got to his house and the door was ajar. No sound at all. I walked through there quietly and looked around thinking he's going to be over there or somewhere. I'll find a body. I walked through the house and got out to the far back where he had a little bar. He's got a jug of vodka. He was standing there and he heard me coming and he said, "This morning, that vodka was at the top." There was about that much left. He said, "I don't feel a thing." He'd been drinking all day. I called up Shannon and I called up Homer and I called up others and I said, "Come on over here, we got to talk to him." So a bunch of us sat around him and said, "Duke, you need psychiatric help." So he agreed to go and Herman drove him to the Scottsdale Memorial Hospital, where they don't do psychiatric but they had a ward there. They had a room that was all glass enclosed they'd had for Mrs. Reagan's Dad when he died. They could watch him all the time.

A few days later they called and said, "Bill, we can't take care of him. He's got to go to Camelback because he's psychiatric." So he went to Camelback Hospital. I visited him out there. They had him tied like this a few times. Then he was convincing everybody that he was not a nut and then they let him go. A month later the psychiatrists called me up and said, "Your friend Duke Tully has really fooled you." I said, "What do you mean?" He said, "He's not psychiatric. He's fooling you. He's not going to kill himself. It was all an act. He loves to act."

That was in January of 1985 or 1986, and that year the community lost its leadership. That's when it really went down. We lost Duke, Stan Turley, Bruce Babbitt, Alfredo Gutierrez, Burton Barr and one other all retiring at the same time at the legislature. They all went at once. There were six of them, there were seven—the sixth person I can't remember who it was. I've always said that was the end of leadership in this town. In January of 1985 to 1986. Duke resigned in December 26, 1985.

I played along with Duke after that. I didn't talk to him too much because I couldn't go near him. Then he called me and said, "I'm getting married and I want you to come to my wedding reception. I know you

won't come." It was at Homer's home and Jack Ross was the best man. I went there and Duke cried. He said, "I didn't think you'd have anything to do with me." And I said, "You'll always be my friend." I followed him after he left Phoenix; he went to Dakota first then to California and then Massachusetts and now he's in Tampa, Florida.

He's living a good life now. He called me one day and I said, "What are you doing Duke?" He said, "Well, I'm fully retired. I'm working for the Lutheran Church as a volunteer." I said, "What are you doing?" He said, "Well, I'm a counselor. I counsel things that I know a lot about; cheating on your wife, lying, drinking, drugs. I've been through all that stuff and I'm an expert on all those things now. So I counsel a couple of nights a week for people." I said, "Duke that's a noble thing to do." So as far as I know, he's still doing the counseling.

I've had little contact with him until McCain came into the picture because Duke Tully invented John McCain if you did not know that. And then walked on him when he had his trouble. And so I sent people to talk to Duke Tully, like *The New York Times* and *Washington Post* wanted to know about John McCain. Duke wouldn't say a word against John McCain. He said, "Bill that's all past, I don't want to get into it.' But he was hurt because John when . . . Duke was the godfather of one of the McCain children. Duke would travel with him. They had vacationed together. They would party together; they were friends, the four of them. Very close friends. Duke got us to support him for re-election; got us to support other Republican candidates that we didn't want to support in some cases because John said, "Support them because they'll build my power with the Party."

Reporters said, "Well, tell us about Duke Tully," right after everything happened. He said, "Oh, yeah. I've heard that name Duke Tully." You know kind of like . . . he walked. I've told this story publicly to *The New York Times* too. Some have used it but I have no regard for John McCain. I've told that to John personally. I met him. It took me about a year to get with him. He wouldn't see me. I finally met with him and I told him what I thought of him. I said of all people, you a military man walking on a guy who needed you. Because that's what the military does, they support no matter what. You back the guy in the trench next to you. And Duke needed that help at that time.

PS: Did Duke ever tell you why he did that?

BS: He didn't want to get into it. He said, "Bill, It's all past. John apologized to me. As far as I'm concerned the slate's clean." He could have really hurt John in the campaign if he'd come out publicly saying what he did . . . what he did not do to support me.

I'll tell you who supported him. Dennis DiConcini and he hardly knew Duke. But he said the guy's got a problem. By the way, there's a funny story about that. Months before this all came about, Dennis had invited him back to the Pentagon for a briefing on the new Star Wars system that the United States was developing. They took Duke into a briefing with Admirals and Generals. Tully heard all this secret stuff about a defense system they had. When all this came about, Dennis called and he said, "My God, Bill, this

guys knows internal information about the US Government. Is he going to bring it?" I said, "I don't know." He said, "Well, I'll come out and see you." So he flew out, brought an FBI man and they said, "What did Duke ever tell you about it?" I said, "He never said a word, knowing Duke Tully is a patriot. He would never say anything like that." I guess they interviewed Duke and he didn't tell anybody about all the things that he knew about them. He could have told that stuff.

The FBI came in on the case about Duke Tully, which was never reported because they thought that he had broken some federal laws by wearing a uniform and taking advantage of the PX or trips and things like that. They investigated him for quite some time. Called me in for the investigation; called others in. And they concluded that he had done nothing. He didn't break any laws.

PS: Did Duke ever tell you though, why he created this whole thing?

BS: Yeah he did. When he was a young man he'd always wanted to be a pilot and he was about to go into the military. He was turned down. He had flat feet and bad eyes. This was after World War II. And his father said, "You're a failure. You'll never be like your brother Grant." Grant was killed in World War II; he was a pilot. He was not killed in action but killed in a training mission I think in Utah or someplace. And he said, "You're, you're nothing. You'll never be like your brother."

And so Duke always had this Walter Mitty part of him that he wanted to be better than he was. He learned how to fly airplanes through the CAP, even though he had bad eyes. He went to Purdue University and Purdue had aeronautical engineering. He learned a lot about flying there. Then he got into the newspaper business somehow and he was working in a town outside of South Bend, Indiana for the newspaper. There was a job opening for a classified manager or something and he was a salesman. He was told that the guy running the department is a real military guy. If you tell him you're in the military, it might give you a leg up on this job. Duke said, "Oh, yeah. I was in the military." So he got the job.

He went from that paper to Gary, Indiana. While he was in Gary, they did a profile that Tully was in the Korean War as a lieutenant, so Tully promoted himself to captain. The National Guard of Indiana didn't check him out. No one checked him out. And he was flying airplanes. Then he went to Wichita; did the same thing there. Became a major. Went to San Francisco and he became a Lt. Colonel there. Every place he went, he was always with the military. Air Force as well as the Guard. And he was flying jets. They were teaching him how to do things in simulators and he was very apt. He'd catch on fast at anything.

So suddenly, he was a Lt. Colonel. He was doing things with McCain, flying with McCain on the wing you know, and all this stuff. No one ever checked him out. One of the funniest stories was when he went to Israel with Herman Shannon and they were having a party one night. The commander of the Israeli Air Force said, "Colonel Tully, I hear you're a very good pilot. Would you like to fly the KIFIR, which was the stealth fighter that they called K-I-F-I-R? So Herman and he go out to this base and he said, "I'll fly a wing with you." They put him in a simulator, then he said, "We'll go out over the Golan Heights but we've got to come right back because it's short military zone." So they go out and they fly and they come right

back and come into the orderly room afterwards. This guy who had been a full military pilot, was a hero in one of the Israeli wars, said to Tully, "You're the finest 53-year-old pilot I have ever seen."

Here's a guy who had never had any training. Herman was stunned. He told me the story. He said, "I couldn't believe it. I thought . . . everybody thought he was a full pilot from what he had done." But he had fooled people all this time.

Like that the doctor in Canada, you remember, the doctor in Canada . . . The Great Imposter who was doing brain surgery and had never gone to medical school . . . same kind of thing.

PS: You're still in touch with him today?

BS: Duke lives in Tampa, Florida and he volunteers at the Lutheran church down there with personal problems people may have. He said he's experienced all those problems himself so he's an expert on those things. But he is giving back now and that's nice that he's doing that. He's retired and enjoying a good life and still keeps up with some people here in the Valley from time to time. Jack Ross told me he had just talked to him recently and he's doing quite well.

PS: How did you feel when you first found about the lies he'd been telling people? How did you personally feel about that?

BS: I was shocked. He called me into his confidence to tell me he'd never been in the service. I can't believe it because he was excellent in military affairs, aviation, things like that. He learned by going to the bases. They were briefing him on things. They taught him how to fly military aircraft in simulators. He was a very quick study so Duke picked it up fast.

I didn't believe it and then he convinced me that he'd never told anyone else including his former wife who committed suicide, his two children and his current wife. He hadn't told anyone that. First he wanted to confess to somebody. He said, "I'd like to confess to Bishop O'Brien." And I said, "Well, you're not Catholic. You ought to come to somebody of your faith." So I talked him into seeing the Rev. Culver Nelson at the Church of the Beatitudes. Duke said, "He said the same thing you did. Change my life; get rid of the old bios; never wear a uniform again and just pass all that. I never hurt anybody. I never used them in any way to gain advantage."

In October, he was going to confess to Central Newspapers executives and tell them. I was in favor of that. But he changed his mind. Then December 26, it all came down when Tom Collins announced Duke Tully had never been in the military service.

PS: Why did Tom Collins care?

BS: Tom was the county attorney at the time, had taken a trip back East for the county and added on a

vacation to this. Our newspaper did a story about how he was using their travel ticket to have a nice vacation. He was convinced that Duke Tully was behind this. Well, the way a newspaper works and probably a television station, the management knows very little about what the newsroom does and we didn't have any idea about this. Tom Collins heard about it and thought that Duke was the originator of the story idea.

I went over to see Tom that morning before he held this press conference and he told me he was going to do this. I didn't try to talk him out of it; nothing I could do at that point. He knew the whole story because he went through military records and found there were never any records of Tully in the Air Force, so it was all a phony deal.

PS: So it was his sort of revenge?

BS: Right. I went over to see him; he was very angry. He said, "Tully got me and now I got him." Tom was really not in the best of spirits. In fact, I thought he was on the verge of doing something really silly. I said, "Tom, are you okay?" And he got mad at me. He said, "You think I'm crazy?" I said, "No, I don't think you're crazy. I think you're just demented a bit about this case and you should get over it."

PS: Did you often get involved in news stories like that or with some other public official?

BS: People would call me if they didn't like something in the paper and not just public officials . . . anybody. I was a kind of intermediary between the newsroom and the person complaining to make sure that we had got it right. In most cases, our writers were very accurate. And in some cases we had to back off and apologize. Sometimes the facts are misinterpreted; sometimes we get them from sources that are not the best and we print them; and it becomes our source at that point. So, yes, there were times I did that.

I sat on the editorial board and as the editorial board, we didn't discuss specific issues much . . . more policy about the paper. We met weekly. But sometimes I would give them tips about things that were happening around the city.

PS: Now they kind of have a newspaper ombudsman or something to handle those kinds of things.

BS: Uh-huh.

PS: That was part of your job?

BS: It was without that title. But I was representative of the community and if the community didn't like something, we'd check it out to make sure it was accurate. In fact we ran a series saying is it fair? Is it accurate? If it's not, call us and we'll get into this. We opened up our books to say, "Hey, folks, we're out here to be conscientious about our news coverage.'

PS: To wrap up the Duke Tully thing. Did you feel you were personally friends with him? Did you feel betrayed by him, his deception?

BS: I felt mostly sad for him to tell you the truth. At first I thought maybe he'd taken advantage of it; then later on when the FBI investigated, and he did not take advantage of the uniform in any way, I felt really saddened for Duke. I realized that Duke had been a child who had not ever been appreciated by his father who was a very angry man. Duke had flat feet and bad eyes and couldn't get into the military service and his father kept throwing that up to him all the time because Duke's brother had been killed in the service. And so Duke was determined to make a career for himself and military was part of it. He was kind of demented I guess you'd say.

BS: We talked about my time at Butler University and where I met my first wife. I'd like to take that out.

PS: (laughs)

BS: I don't think it applies to this anyway. Don't like to tell you to edit.
I've seen Bob Davies a couple times recently and he always says nice things about you.

BS: Duke came from a very sad background. His father was very difficult; he committed suicide. His sister committed suicide. Duke's first wife committed suicide. So when Duke told me that he was never in the service and then he became so despondent after his resignation, I thought that was the next step for Duke. That's when several of his friends interceded to make sure that he was kept busy and observed before we got him to a hospital.

PS: Those were true, true friends I would say.

BS: They were. They were and they still are.

PS: So none of them felt that it was a personal betrayal to them, did they?

BS: No, I think they felt like it was a tragic response to being unacceptable in military service.

PS: Would he have been in World War II?

BS: He would have been in Korea. I missed World War II by a year. Duke would have missed it by three years. But Korea would have been his time. He also claimed that he had involvement with Viet Nam too.

PS: I know people who were not able to be in the service in World War II for physical reasons. A lot of them did feel like they had to somehow explain that.

BS: Right. If you look at obituaries, in about every obituary, the first thing said is he served in the service or something. It's a point of pride to most people.

PS: The young men who weren't off in the service were looked upon with some kind of suspicion.

BS: Right. It was a sad thing but there were just reasons; religious reasons or health reasons they couldn't serve.

PS: I'd like to go back . . . when you came here in the early 1960s.

BS: 1963.

PS: I was talking with Terry Goddard. We're going to be doing interviews with Sam and his relationship with the newspaper and Gene Pulliam. I thought maybe you could give us your perspective. You were pretty new in town at that time.

BS: When I came here, Paul Fannin was the Governor and then Sam was elected right after that. Sam came out of Tucson with what people would at that time call a liberal background. Frankly, I like Sam Goddard. I thought he was a very good Governor. He tried to do things; he was an active Governor. Some Governors have been just kind of keeping the fort; active, but not initiating things. He wanted to initiate and he got a lot of resentment in the legislature. He never had a good relationship with the legislature, even though there were a lot of Democrats there.

Sam was a very independent spirit. Much like Terry. And I admire both of them. Sam and Gene just never hit it off. They never . . . and I don't think Sam hit it off with what I would call the business community here. He had definite programs that he wanted to push, but he was not good at selling his programs.

PS: In what way? Can you give me examples?

BS: I think he wanted to do more in what I would call providing aid to people in certain areas where the legislature didn't want to do it, such as mental health. I think he wanted to do more for education. I think he wanted to do more to get the state going, where we needed to do things for transportation, highway systems and freeways. He was ahead of his time in a way. The state was not what I would call very wealthy and didn't have the adequate means to do those things. Sam would get very restless and become very determined to push his programs when maybe the assets weren't there in some cases.

But as a person of integrity, we never had a Governor have more integrity than Sam Goddard. It's just that he came at the wrong time. If he'd come a little bit later when the state was growing more, when it had larger revenues, then some of those programs could have worked.

PS: One of the things he mentioned to me was that one of the reasons he ran for Governor was he was

upset with the juvenile justice system. Juvenile detention …. Fort Grant . . . didn't feel was really helping the urban kids.

BS: And he was right. In those days, it was lock them up and don't help them in any way; don't prepare them for when they leave the center; and that was a called a liberal issue at that time. That people should take care of their children; they shouldn't be at Fort Grant and all that sort of thing. So he had a lot of oppositions on that.

PS: Do you remember anything about the Liquor License Board that time?

BS: There was a chairman of the Liquor Board . . . Eddie something. There was a belief that they were selling liquor licenses on the side and there was some chicanery in the office. Pulliam was always fighting them as well as fighting people who were in the liquor control business because he thought there was probably Mafia influence at the bottom. At that time the Mafia was trying to move into the Valley. And they had moved into Tucson in some cases. So Gene was very alert to the fact that we've got to keep these guys out of here. Bugsy Siegel had some reference in here. Then they had a shooting here: Gus Greenbaum. So Gene thought now they're starting to move down into our territory and he thought liquor was one of the ways they were getting in here.

PS: You say that Gene Pulliam and Sam Goddard never got along. Are there any examples?

BS: Not specific. I think they both said critical things about each other. I don't think they had any personal enmity. They just had a different philosophy about the state. If Sam had been here ten years later, he might have been a great Governor; but at that time the Valley . . . When I came here it was just past 500,000 people and the taxes weren't there to support all these initiatives Sam wanted to bring about.

PS: I was reading some of the things about how he got into office too. It was around the time you first got here, Mecham had run against him in the primary and it had been a mudslinging primary. What did you think about your introduction to politics here?

BS: My first month here, I may have told you before, I met Evan Mecham. I was called to Mr. Pulliam's office and, being the new guy in town, he wanted me to meet this fellow and I didn't know who he was. I didn't know about the election against Carl Hayden. As for Evan in the primary, I don't remember him running for Governor at that time. He kind of went underground with his newspaper pushing his issues, but never became a political person, not a forward person until he went into the primary later on running against Barr.

PS: What were your thoughts when you first got into all these political things? Was that part of your job, too?

BS: It was my job to reach out to the community and politics was part of that. I got to meet a lot of

politicians for my job. Pulliam wanted me to be involved with things to give him advice about some things. Through the years being on the editorial board, I could do more things than some editors could do. They would accept me more because I wasn't a journalist in a sense. Even though I sometimes could influence editorial policy, I never set it. Mr. Pulliam set the policy and the editors would set the policy. He wanted me to be out there and be the voice that he couldn't be. He couldn't mingle in those things being the publisher, the strong man. He could never get to know Jack Williams although he knew him pretty well; or Paul Fannin and all the people who were the leaders at that time.

One of the great memories I have was in the early 1970s when Russ Williams was running for Governor on the Republican side. Raul Castro won the nomination on the Democrat side. Well before the primary, we were hosting a luncheon that Pulliam was putting together for John Connolly, Governor of Texas, who was in the Kennedy assassination car. Connolly wanted to talk to all the people in Arizona. Gene wanted to show off his relationship with Connolly and Lyndon Johnson and all that group, so I set up a luncheon for the business leaders. And they were all there. Pulliam invited them and they all came.

Raul Castro was a judge in Tucson and he was not . . . he didn't think it was important. He got the invitation and he just kind of tossed it off to the side. Pulliam asked me in the morning, "Is Castro coming today?" And I said, "Well I don't know, I haven't heard from him. He said, "Well, he hasn't responded. I'd like to have him here." So I called Judge Castro in Tucson. And he said, "Bill, I didn't think it was that important, but I'll come on up." As soon as he walked in the door, here was the advance guard of what became the Phoenix Forty . . . all the corporation leaders were there. Gene proudly introduced everybody there; Governor Connolly and all this. He sat down at a table with Tom Chauncey and Karl Eller and others. Pulliam made this fulsome introduction of Raul Castro. "This is a guy who came out of Mexico, he was a fighter. He worked his way through school, boxing and going to the U of A." He just gave this lavish introduction, so everybody thought it was a bit much.

I was emceeing the program. I was about to introduce Governor Connolly and Pulliam pulls my coat and said, "Did I introduce Raul Castro?" I said, "Oh yeah." He said, "Well, I want to do it again." He pushed me off to the side and got to the lectern. "Boys," he said, "I think Raul Castro is a great American and that he would do wonderful things for this state. I just admire him with his past, how he's earned it all on his own." Castro was embarrassed because it was the second introduction. Tom Chauncey shook his hand and said, "Congratulations Governor." At that moment he was in the primary.

He won the primary and when it came to General Election, a fellow from Indianapolis, Russ Williams was running against him. Russ Williams' father was a friend of Mr. Pulliam from Indianapolis. He asked me, "Williams? He brought Russ Williams?" I said, "Well I don't know Russ Williams." Russ Williams lived on the hill and I lived by railroad tracks in Indianapolis so we never came together, but he's a good man. And he said, "Let me think about this." He didn't endorse Russ Williams. He wrote an editorial, he personally . . . both guys were good guys, which said in a sense, 'I'm for Raul Castro.' That was on a Sunday and Russ had to leave at that time. The polls were on Tuesday. He lost because of that editorial.

So that's typical of how some things were done.

PS: Was that pretty unusual for Pulliam and the paper to support the Democratic candidate?

BS: We supported Carl Hayden all through the years. We supported other Democratic leaders, but it was unusual. When Gene came here the Democrats were such a majority. He felt the state should be balanced at least. Being a Republican and a conservative, he started changing attitudes. As people moved in, they became more conservative it seemed like. Then suddenly it was balanced and then the tilt a little bit towards the Republican party. But Gene liked Bruce Babbitt. Everybody loved Wes Bolin. Rosie Mofford was his friend. Certain Democrats he thought were really good, but probably controlled Democrats I guess you'd say.

I remember he liked the Senate leader from Yuma. He was good. But the old man would base it upon friendships in some cases or what they were like.

He swayed at times and never worried about his support of Raul Castro. He thought he was a good Governor and he left us too soon. I think he would have been a good Governor but he didn't serve his term as you know.

PS: He didn't support Sam Goddard?

BS: No. He thought Sam was just too wild and didn't have the philosophy Pulliam wanted at the time. Sam challenged him and won. But he only won one term. When Sam got in, he couldn't work with the legislature. He was constantly in battle with other people, too. I think he should have gone on and won myself. I guess Jack Williams defeated him. Jack, of course, had been a columnist for us and he was at KOY Radio. He was a predictable kind of a Governor I guess you would say.

PS: He was obviously well known.

BS: Very well known.

PS: Sam was from Tucson. Did any of the Tucson-Phoenix politics enter into that at all?

BS: Not really. We were trying through another person at the paper, to bridge the gap between the two communities. Harry Montgomery was the assistant publisher at the time and that was one of his assignments. He met with the Tucson leadership. Sometimes it would be midway or they'd meet in Phoenix or they'd meet Tucson. It was to bridge that bad feeling but it didn't work. They all talked a good game but no, the bad feeling carried on. It wasn't just because of the Universities. It was just a feeling of two different philosophies. Tucson was laid back, not interested in progressing. Phoenix was let's get it all done; take all the money you can; let's build the buildings and all that. They thought it was more of an environmental issue because Tucson did not want to change and Phoenix definitely wanted to move

toward change.

PS: You mentioned some of the political leaders, the Democrats particularly. You didn't mention the Udalls, Stewart or Mo. How did Pulliam get along with them?

BS: All right I would say. Everybody loved Mo. Stewart was more of a firebrand I guess than I would say Mo was. Stewart had some definite political directions that the boss didn't like. Later on they came together on a major issue, which might be of interest to you. It was in the term of Lyndon Johnson. Pulliam was very influential with Lyndon Johnson. They were very close friends. He'd call him all the time about Viet Nam and everything else. Pulliam was a hawk because of him or he was a hawk because of Pulliam. They both were hawks on Viet Nam.

One issue they really agreed on was the environment and Stewart Udall agreed on that too. Mr. Pulliam brought out, as their guest, Ladybird Johnson. We had a couple dinners here. We had one in particular; a program we were pushing called Valley Beautiful. Ladybird came here and Pulliam put on one of his beautiful black-tie dinners down at the Thunderbird Room and the Westward Ho. That was the only place to have a big dinner in those days and it was about 1100 people. Ladybird came with a check. Stewart Udall had funded it through the Department of Interior when he was the Secretary of the Interior. The check was to buy the top of the Camelback Mountain.

We had done all sorts of campaigns to raise money. We could raise some money but we couldn't raise enough. The kids were doing pennies through schools and they had all sorts of efforts and corporations were giving money, but it couldn't match up to the big dollars that were needed to buy the top of that mountain. It was privately held at the time. So Ladybird came out and Pulliam put on this big dinner and Stewart Udall was there. They agreed on that issue of environment. Mrs. Pulliam was very strongly in the environment issue up to her death. They became fast friends because of beautifying the area. They got SRP to put more vegetation around the canals. They did all sorts of things.

But we climbed the mountain, I have a picture of Ladybird. We were having a luncheon at The John Gardiner's Tennis Ranch. We had all the beautiful people of the community there. Ladybird and I walked out. I was kind of her sponsor that day or I guess her chaperone with the Secret Service. She said, "Mr. Shover, let's climb this mountain." She was in low-heeled shoes. She started walking up Camelback Mountain in May. It was probably about 100 degrees or near that. Ladybird went up, I would say a hundred yards in those shoes. It was a rugged area. I'm following her and I couldn't even keep up with the lady going up the mountain. We took pictures and it was in the paper. She said, "I want to save this mountain." And she, as much as anybody, brought the federal program that saved that mountain.

PS: That's a great story.

BS: It hasn't been told a lot. A lot of other people claim they did it. But I can tell you that was the day it was done.

PS: When approximately was that?

BS: I would say 1968, 1967, 1966, maybe 1967. The same time she was here she dedicated the Post Office, which we thought was a big deal. It is the one down by the airport around 22nd Street and the Airport near Buckeye Road. She toured that with me. I'll never forget. It was a hot day. We'd done this mountain and we went down near the airport and that lady was very, very stalwart, strong. We got back to the Westward Ho. She had a suite there to get ready for the dinner that night. She said, "Mr. Shover, would you have couple of beers with me?" So we sat there and drank Budweiser beer with the Secret Service standing outside. She was a delightful person to be around.

PS: What was Phoenix like then? Now Camelback's surrounded by city. Was it still part of the city?

BS: Paradise Valley had been incorporated in 1962 or 1963. They were starting to build out here but there was nothing in the area that you could say. Camelback Inn was there. Mountain Shadows had been built and the Franciscan Renewal Center and that was about all we saw in that area.

I lived in the Arcadia area with my family. We'd climb up the mountain on the weekends. There was no trail on the back. We'd just go up the face of the mountain. There would be a few people around. It was in the area between Camelback Road and the mountain that a few houses were beginning to sprout up. There weren't a lot of them at that time.

Remember the head of the mountain? Someone tried to put a house right on the nose of the camel and they were blasting out there. They went out there for days it seemed like it. They'd blow up a spot and they'd take a chip off the thing. Every time they'd take a little chip off, the people would boo. Finally they gave up because the mountain was just too strong. The rock was too structured that they couldn't get into it so everybody cheered. But they didn't want any development out there. When Ladybird did that they put a ribbon right around the mountain to show how far you could go.

What you see now, the Del Lewis home is probably as high as it's going to get. There's one right above it I guess, but it'll never get higher than you see now. That was one of the great contributions to this community, saving Camelback Mountain. There were plans before that to take a road through the mountain; to take it over the top and also to put a motel or a hotel on the top. We had all these pictures in the paper showing these ugly looking things that were going to just scar it up. The people got aroused but there wasn't enough money in the town to buy it. So finally, the federal government just did it.

PS: How many acres and how much money are talking about?

BS: It was in the millions. I think it was like seven million, which in 1960 dollars was a lot of money. We contributed by our "Save the Camelback Mountain." Barry Goldwater was part of that effort but we couldn't raise any big money.

PS: Who actually bought it? The city or who?

BS: I think it was deeded to the County. I think the County owns the top of the mountain. It doesn't make any difference; it's one of the governmental agencies. Because part of it is in Paradise Valley and part of it is in Phoenix. Probably part of it is on the edge of Scottsdale. Maybe now it is in Scottsdale. So there are different governments involved but I think the County was the answer to make sure there's nothing any of them could do up there. They don't let any police go up there or anything like that. It's just desolate area. And it will remain that way forever.

PS: It's not really part of the Phoenix Mountain Preserve –

BS: No.That was much later.

PS: Was that the first big conservation effort in the Valley that you know?

BS: In the Valley, that was the largest one. But Valley Beautiful was doing all sorts of things to get people to improve their lots, their yards, that sort of thing. They did commendations for people. Lewis Ruskin, a friend of Chauncey, was an art connoisseur. Pulliam got him to be the chairman of Valley Beautiful. Maggie Savoy, our Woman's Page Editor, took it on as a campaign. So it was a *Republic* campaign. We urged people all around the Valley to preserve their place and not to sell off to speculators.

What has happened now in North Scottsdale and places like that would be appalling to that group; to see those red roofs everywhere. At that time there wasn't a need because there wasn't a lot of development. The place was growing but not to the excess you see now.

PS: There's some other people that you kind of mentioned in passing but I thought we'd might talk about . . .you mentioned Burton Barr.

BS: Burton Barr was one of the blithe spirits of life. He had a great humor about him. He had an ability to make people come together like few people have ever had. He used to say, "Give me 31 in the House and 16 in the Senate and I've got the world.'" Because you'd have the majority then. The Democrats worked with him very well because he had some of their policies. Yet he walked the fine line of the conservatives and the liberals, or the non-conservatives I should say. By his personal manner and his self-deprecating spirit, he got people to laugh with him. You could get mad at Burton Barr but you wouldn't be mad very long.

He knew what the state had to do to advance. I had differences with him about mental health. I was pushing for that and that was not a high priority with the state, still isn't. But Burton knew the limits of the state, unlike Sam. He knew exactly what the state could afford to do probably more than anybody. And Harold Giss is the man I mentioned over from Yuma, a Democrat leader. Barr and Giss really got things

done together. When Babbitt became Governor, Barr and Babbitt became a great team.

Burton Barr was one of the most honest men you ever could imagine. He was a military hero in World War II. He just had this grand humor. Did you ever see the play, *Greatest Little Whorehouse in Texas*, about the Governor of Texas? You remember the governor would never give you an answer. He was doing all this stuff. That was Burton Barr. He'd flick his eyebrows and all this. One favorite story I have is when Mrs. Pulliam was publisher, after Gene died. We had Burton come to the editorial board to talk about his political future. Rumor was he was going to run for governor. For about 40 minutes, he just danced here and danced here like the Governor of Texas did in that one little scene. Never giving you a straight answer. Mrs. Pulliam was sitting next to me. She was just getting impatient and she was snubbing out cigarettes in this big silver tray that we had. She probably snubbed out 25 cigarettes; take two puffs, snub them out. Burton would not get to the answer and we were saying, "Burton, are you going to run for governor?" Then he'd go off on something else. She finally snubbed the last cigarette and she said, "Mr. Barr, Goddammit, are you going to run for Governor or not?" Burton went like this and he started to say something. And she said, "Yes or no." He said, "No." She said, "Okay, meeting's adjourned."

So we all walked out and Nina called me in the office; she said, "I'm not doing this anymore. I don't want to deal with people like Burton. I like him but he's too evasive. I'm leaving." And she walked out of the building and never came back. She walked out as publisher.

PS: All because of Burton Barr?

BS: He was the last straw I would say. There were other things that led up to it. She didn't want to be managing a newspaper. But Burton had that certain something about him.

Another story about Burton was after Don Bolles was killed. The Phoenix Forty was trying to get the statewide grand jury. Part of that was because in various counties in Arizona, they were having land fraud deals. Ned Warren, in Flagstaff, would bring in New York attorneys. They'd go against the local county attorney. They would beat them. We thought sometimes the local jury was being paid off; they weren't very attentive. So we said, "We've got to have a statewide grand jury because the basis for Arizona's income was land, real estate. All around the country, people were saying, "Oh, that's where you get land in the middle of the desert," and all this kind of stuff.

We pushed to get this done. Don had just been killed and we were determined. Don had written about these juries. Monsignor Donahoe was then the head of the Catholic Church here. Dick Mallory and I invited Burton Barr to a luncheon on West Van Buren . . . a little coffee shop there. I still know where it is, just west of Central. Monsignor Donahoe was a very portly guy. He probably weighed 300 pounds or thereabouts and so Burton sat in the inside seat, Donahoe was sitting next to him and Dick and I sat on the outside. We were just pleading about this grand jury bill on behalf of the Phoenix Forty and everybody else. The lawyers wanted it; everybody wanted it. Barr was dancing around it and finally Monsignor said, "Burton you're not leaving this booth until you tell me you're going to sign on for the grand jury bill." He

said, "Oh, I didn't realize you were so definite about this." So he signed on. We got the grand jury bill. That's one of the best things that happened to this state, legally. . . that we could prosecute people with strong prosecutorial leadership. Also you get a clean jury all over the state.

Burton was something.

PS: Maybe it was him or maybe just the times were different, but he crossed the political lines a lot. And had alliances on the other party more than they do today.

BS: Yes. Wes Bolin succeeded Raul Castro and Bruce, as the Attorney General, was the third in line. When Bruce Babbitt became Governor, after the death of Wes Bolin, he said to me, "I don't know Burton Barr very well." I said, "Well, let's have lunch." So we had lunch at the University Club, the three of us. I'll never forget, we sat down and I didn't introduce them because they knew each other. Burton said, "Let's talk about our families." They talked hours about; they sat there and just talked about their families and their attitudes. Didn't even talk politics for a while. But that was the breakdown of their relationship, because they thought well here's a Republican and I'm a Democrat or vice-versa and we can't get together. They did. And both had a feeling for the state . . . what's good for the state? Not trying to carve out anything for themselves. It's an old attitude to do something that's really good for everybody and they felt that. They felt like they wanted to work together. People didn't think they could ever work together because they were from such different backgrounds. But they worked together very well at the legislature.

PS: The other key person in there you mentioned was Alfredo Gutierrez.

BS: He was another firebrand. He used to ride his bicycle to the legislature; wouldn't have a car. Didn't have any money. He came out of ASU, one of those Viet Nam type of guys . . . protestor. Alfredo has a magnetism about him. He's so articulate and he's so intelligent that he could mobilize people to a cause. For a young guy at such an early age; for him to take over the legislature after Harold Guess had left . . . he was a Democratic leader. Alfredo was just absolutely powerful; he could influence people; he could work with Burton Barr. They got along extremely well.

They were different backgrounds too. But it again showed how Burton could work with anybody. Bruce being the educated, Notre Dame graduate; Alfredo being the bicycle rider from Tempe. It was amazing how those two factions got together at that time; but again, this also was a good thing for this state. They didn't lean towards their background necessarily. They leaned . . . they looked at it in a way of saying this is what we need to do for Arizona. It was fulfilling to see that happen in those days. When Alfredo left and we fought him a lot, the paper did . . . there was a very big void.

One time Duke Tully and I went out there to talk to the legislature on behalf of the arts. We wanted to get an appropriation for the arts in the community, which was a tough fight. I think we got it finally. We had to talk to Alfredo. He was very friendly. Later on he was quoted in our paper as saying the "Odor of their being here still remains in my office. Those two political big dogs," or something like that. He didn't say

that to us then, but he said it to us later on. But he supported the bill; that was the point.

But, Alfredo . . . you never knew where he was coming from. He had his little factions all the time, but he had this great vision for the state.

PS: Did he come out of some of the civil rights thing in the sixties?

BS: Yeah, I think he was involved with that. He came out of, I think, the mines. He's originally from Globe-Miami in that area, I believe. He was involved with Cesar Chavez, I believe. Not fully, but he was supporting some of his efforts. Chicanos Por La Causa, LULAC was one, and there was another one. He was involved with those and he was building up the Hispanic community here; building up the leadership and he was getting some of the young bucks to come on his team. Some of those people have done very well; Joe Eddie Lopez, others like that.

PS: Do you remember the period with Cesar Chavez and the farm workers?

BS: Oh, I do. We were opposed to him. We, the newspaper, were opposed to his efforts and Chavez did not have a lot of support in the community. I would say the leadership, the television stations, newspaper did not support his type of effort. Even though it was kind of a quiet revolution. It was a revolution, people thought.

I remember one specific thing that he did that annoyed some people. We had our second bishop installed. McCarthy had resigned to go to Miami to become an Archbishop and so we had a fellow named Bishop Rouse come here. The Catholic Diocese had staged an event in Symphony Hall to invite a lot of the political people from all the faiths to a big event. The cardinals came to this thing; they were on stage. I was standing outside with Monsignor checking off people; assisting VIPs to get in their seats and all that stuff. Chavez walks up with about eight people and he just pushed us like, I'm going in. We had security people and they stopped him. Donahoe, who is pretty liberal about things like this, said, "Cesar, I don't see your name on the invitation list." So he wasn't admitted. But he sometimes pushed a little bit harder than other people. In retrospect, probably he was right because he had to get attention; his hunger strikes and all that sort of thing.

PS: Grape boycott and . . .

BS: Right. He's getting more attention now in the Valley than he got at that time such as naming parks and things like that for him.

PS: Somebody mentioned to me when he was alive and working on issues that he couldn't get anybody at the legislature to meet with him. Now they're naming parks after him.

BS: That was true because his cause was not popular at the time. Like Martin Luther King, he was not

celebrated in his time; he was celebrated after his death basically.

PS: It seems like it wasn't something that even got a lot of attention although I was doing a history thing and tried to find some pictures of the boycott, the picketers and things. I found them from *New Times* of all places. But it really didn't get a lot of news coverage.

BS: We didn't cover him a lot. Most people just didn't think he had a necessary cause in the Valley. His cause was in Yuma and places like that, people thought.

PS: Do you want to tell us a little bit more about your relationship with Bruce Babbitt?

BS: Bruce Babbitt was probably as intelligent a governor as we ever had. When you're intelligent, sometimes that's a handicap. He could speak on issues but he couldn't get to the point sometimes; that people could understand. Maybe his language was overpowering at times and some of his words were not understood. Bruce probably loves the state as much as anybody. There's a lot of people tied for the lead but he's right up there at the top for absolutely wanting to do good things for Arizona.

But he had to walk the fine line. He had to walk the fine line of the newspaper and the television, mostly conservative type things. The television was not allowed to editorialize very much except in special things that Homer and others would do. They could influence things by not covering your things too. So Bruce had to develop a relationship with the paper. And he did. The Pulliams liked him. They thought that he was a very committed guy. He had no personal ax to grind except his career. Financially he was good and he didn't need the job. To go from a wealthy family into public service is an admirable to do. He didn't have to take on all that burden. That was his choice in life. He marches to a different drummer at times. Typical, he was president of the student body at Notre Dame. In four years he saw one football game because he played chess on the afternoon of the games. He's an intellectual.

I have one funny story to tell about him, which is typical of Bruce. In 1988 or 1989 we brought Notre Dame here for the first time to play in the Fiesta Bowl. They were playing West Virginia for the national championship. It was always my goal to get them here. I told everybody when I got Notre Dame to come, I was going to resign from the Fiesta Bowl, which I did. So I had this party in my home and Bruce and Hattie came. He was the Governor at the time. We had Notre Dame people there and a lot of others.

He came in and was telling everybody proudly that he was going to speak at the Notre Dame pep rally that night down at the Civic Plaza; that he was a big Notre Dame guy and all this. I said, "Bruce I want you to meet some people here. I want you to meet Lou Holtz." He put out his hand, shook it and he said, "Hello Mr. Holtz. What do you do?" He didn't even know he was the football coach. Hattie elbowed him in the ribs and said, "Dummy, he's the coach." That was typical of Bruce . . . mundane things like sports and things are not attractive. Climbing a mountain, reading a book, going to a symphony . . . those are important things to Bruce Babbitt.

PS: That's a great story. Let's talk about the Pope's visit to Phoenix. You were real involved with that.

BS: The Bishop called a group of us together and said, "We have an opportunity to get the Holy Father to come here. He's coming to the United States and they haven't done his entire tour. But do you think we should do this?" And of course, everybody was enthusiastic about it. He said, "Well there's things we have to do, you know. We have to prepare a place for him to speak. We have to organize a parade. The bottom line is we had to raise some money, some special money that was not in his budget. So he asked me to chair the fundraising committee for it. He asked others to do a lot. Monsignor John McMahon became the chairman of it. He was then the pastor of St. Theresa. We mobilized a good team of people and non-Catholics too. We had several people who just wanted to help.

Finally the Vatican agreed this would be a stop on their way. They had Tucson at one time on the thing. But instead, they flew over Tucson because the Pope wanted to see where they had the telescope down there. The Vatican is part owner of that telescope operation. He saw it in the mountain when he was passing over. On this campaign I had to find out what kind of money we needed. With everything including in kind, it came to about 1.7 million dollars. We could get donations of food, chairs for the various events and things like that. But we had to pay for stadium. We had to pay for all the cardinals. They brought so many cardinals here they took over the Princess Hotel.

There were a lot of expenses, airplane and all that sort of thing. There was a fee to pay the Vatican as well, which was understandable; everybody has to do this. But we were all enthusiastic about it so our job was to get people. Our first job was to get corporations to do this because corporations traditionally do not do religious causes. I had to convince the corporations, mostly the banks, that he was not only a religious leader but he was a head of state. The Vatican is a country in a sense. They were all leaning to do this, so that gave them the hook that they could do it.

I asked Gene Rice to be my co-chair, to raise money from everywhere we could. He was with a savings and loan, forget the name of it now. We found the money and our largest contributors were oddly enough, from the private sector. Western Savings & Loan, which was Mormon and the Driggs gave me $50,000. I used that as an example to everybody else. I said, "The Mormons are giving $50,000," and so that became the number for the banks and the utilities and everybody else then. They did it. We got donated food from Shamrock Food and refrigerated trucks and things that we needed like that.

It was a grand experience. It's one that I would never want to pass. It was one of the best things that ever happened to this Valley. The purpose was not only to show off the leading cleric of the church but to get other religions to come together and for the Holy Father to reach out to those religions. And he did. We had one session with him at St. Simon & Jude where all the people in front were ministers and rabbis and he talked to each of them. He spent a lot of time with them.

At that time his health was good. It was after the shooting but he was still virile. He was slowing a little bit. He got tired but he had a great energy and drive. Our committee was one of the best I ever worked with. I

mean, they just wanted to work. One of the things that came out of it was young Jim Patrick's idea. Jim Patrick Sr., the former president of the Valley Bank, was deceased at the time. His son, Jim Patrick, was in Europe and saw a statue of the Pope. I think it was in Florence and he called Herman Chanen and Tom Chauncey. "Guys, I can buy this thing for . . . I forget what the number was, and I can ship it back if you'll all chip in." I think the money in that was 80 percent Protestant and 20 percent Catholic. That statue stands down there right by the Diocesan office and the Pope has his arms outstretched.

That was typical of how people wanted to give. Norman McClelland, who was a Presbyterian, gave me Shamrock Food. It was an ecumenical experience that you couldn't believe.

I'll tell you one story about the Holy Father. We took him out to St. Joseph Hospital to see the children's ward. The nuns were excited to see him. We had an area where we put people when he walked through. And he talked to everybody along the way in the hospital. We had a little gallery of nuns sitting together, 24 to 30 nuns. They were the Sisters of the hospital. He walked by and one of the sisters boldly said, "Holy Father, when are we going to have a woman priest?" He looked at her and started singing, "It's a long way to Tipperary." She didn't like that very much. He was ducking the issue but he had a sense of humor about him.

He could talk and we had the celebration out at ASU in Sun Devil Stadium which he made a lot of in his homily . . . made fun of that. I was asked to have someone introduce him. Someone said Erma Bombeck, being a very strong Catholic lady. I went to Erma and said, "Erma, I need to have you introduce the Pope." "Dummy," she said, "How do you introduce the Pope?" I said, "Well you figure it out." The Pope came into the stadium. We had boards across the football field so they could put his chair in there. It was just packed as you can imagine; probably 85,000 to 90,000 people. He came in the Pope-mobile and did the tour of the thing. He got up and went up to altar to begin the Mass. It was her moment to introduce the Pope. Know what she did? "He-e-e-re's Johnny."

BS: Erma Bombeck had a series of problems with kidney failure over the years and she had a great sense of humor about her situation. Several of us offered to give her a kidney but we didn't have a match. She'd go up and down. It was hurting her heart. Bill took her up to San Francisco, University of California Hospital. She was on a wait list there. She wouldn't move her name up the list. That was typical of Erma. When she was at the hospital, Bill told me that the family had seen her the night before, told her good bye and she was in great humor. Later the next morning, she had a heart attack. Her heart just couldn't take it. She was a small person. It took a toll on her because she'd have these kidney failures and I guess it drags the heart down terribly. They didn't realize how bad it was. They never thought it would be a heart problem; they thought it probably would be kidney failure.

Her funeral was on a Monday. The Sunday before, the family invited close friends to come down to the church, St. Thomas, and tell stories about Erma, that they wouldn't tell the next day at the formal service. Liz Carpenter, the guy on television Phil Donahoe who'd been a neighbor of Erma and Bill's in Ohio, Art Buchwald and there were others. I can't remember all of them. We all could volunteer stories. It lasted for

two hours. It was one of the most hilarious things you could imagine. The next day, the Mass was very formal. The Bishop presided and it was huge. No one spoke except the Bishop, I think. He said some things about her. It was very formal. The Bishop goes down the steps of the altar, starts to leave the church to start the procession, to take the body out. I was a pallbearer. I was ready to take her out. He goes like this, "Sit down." And so we all sat down and he went back to the altar and said, "You know, I didn't say something about Erma that I'd like to say. I've often wondered about a person going to Heaven. If they came back, what they'd have to say. Of all the people I know, I'd love to hear what Erma had to say." The way he put it, it just brought the house down. It was so casual.

It was just typical, like the kind of person Erma was. She could take an incident and make it into something very special in her column. Just silly little things, you know. Like did you ever buy a tire that wasn't on sale? Or don't tell me the snakes can't see me. They know where I am. You remember the stories that she would get out of the little incidents of life. And no one has ever been able to do that since that time. And she was ours. She was here.

PS: How did you first meet her? How did you get to know her?

BS: We got her to come out here to speak to a group we had called the Phoenix Executives' Club. A lot of the speakers had been on television and so it was a big event. We had Fulton Sheen and we had Ralph Nader and various people come out. We'd get 1200 people at a dinner. Erma was one of the guests and I was the president of the Executive Club at that time. The year before Hugh Downs had been a guest. Hugh came out and literally came back and said, "I'd like to see the Valley and settle here." He'd tell you that was what caused him to come here.

Well, Erma was here. I didn't know her before that time but I introduced her because I was with the newspaper and she was in our paper. So the next day I took Erma and Bill driving around. She wanted to go up to Carefree. They were thinking about moving here somewhere but they didn't know where they wanted to move. She was encouraged by Bill Keane, who lived here, and she knew him and others. Then suddenly she decided to move out here. I'll never forget the first party when she was here. Bill Keane hosted it at his home. He said, "Welcome to the Valley, Erma. Today it is 72 in Bell Brook, Ohio and it's 114 here" or something like that. They had a big sign out in front. But Erma loved the life here. She loved the environment. She loved the attitude of the people here.

We have at the paper a program with interns. You bring in kids who just graduated from college, about six of them. These are top kids and they work at our paper for three months. They're paid and all that sort of thing. We help them get jobs in the industry. She and Helen Thomas were the two speakers we had every year and they were the two big delights. The kids just loved to hear them talk about anything.

She just had a funny way of looking at life and things didn't bother her. Erma Bombeck had total disdain about sports. She didn't care about sports. We would go to sports but it be awful because all she wanted to do was talk and never watch the game. We were having this Christmas dinner, just six of us, and the

doorbell rang. Erma was standing at the door with this sign. [Shows the sign.] She was the only person who didn't want a Super Bowl. I've treasured that sign. That was always so typical of her as a character.

PS: You told me about Erma with the Pope, but we never quite finished up on Pope's visit here. To me, that seems like an odd person to choose to introduce the Pope. . . "H-e-e-e-re's Johnny."

BS: There was a couple reasons. We wanted a female and we wanted a Catholic. We could have gotten someone more serious. Rose Mofford might have been a little more serious, as an example. Remember, people would have to fit the bill on both those things but we thought maybe the humor might be good at that time. We didn't know what she'd do. We thought she'd be more sanctimonious, maybe. But we knew that probably she'd come up with something. She had to come up with the line. It was the perfect line. And the 80,000 or 90,000 people there just roared when it happened. In the midst of all this ecclesiastical celebration here comes something that hits you like that and it's funny. That's the best way to handle things like that. The Pope loved it. I mean afterwards, he thought it was really funny.

I remember another time with the Pope, when we were all standing in line to meet the Pope. Joe Garagiola, Sr. was standing next to me. The Pope came in and Garagiola had all these rosaries. He kept bringing rosaries out and showing them to the Pope. He said, "This one is for Yogi Berra; and this one is for . . .", various people. The Pope kept signing all these things. "By the way," he said, "Your Holiness, you're having a good year." The Pope said, "Oh, yeah. Good year." And he said, "The Cardinals are in first place." The Pope said, "Cardinals?" Then they told him about baseball Cardinals and he hugged Joe. He thought that was funny.

He loved humor. We were told before he came here that he loved to have a little tease. When he goes to events, if he'd see a bunch of priests or someone off to the side or people who weren't talking, he'd go over to them. He'd talk with them and tell stories and sing, he loved to sing. One of his favorites was *Long Way to Tipperary*. He'd sing that all the time.

PS: Sounds like there were a lot of little 'behind the scenes' things. What about you personally? Did you have a chance to meet and talk with the Pope?

BS: I did. I did. I didn't want to command his time because my job was just to raise the money and get out of the way. I had my picture taken with the Pope. And I brought my sister out from Indianapolis. She was a very strong Catholic and she's a widow. When he saw Marie he stood and talked to my sister. He explained the name of Marie; how it went back to Mary in the original Roman church and all this. Then he walked away but came back to her. He said, "Marie, I have something else to tell you." I got a picture of my sister with him. He was just looking at her and nobody else.

I mean, he had the ability to look right at you and you felt he's not listening to anybody else. It's you. And that's a talent that some people have. A lot of people are looking like this all the time for the next person to walk up. He wasn't. Another thing I had noticed about him was how hard he was. I touched him and he

was very athletic. He was a skier and, I guess, a soccer player and things like that. At that time he was still in pretty good shape.

PS: Being a Catholic yourself, that must have been a pretty special time for you.

BS: It meant a lot, of course, but it really meant so much to my sister. I mean that was one of the best things I ever did, to take my sister to see the Pope. My relatives from Indiana came out and they got to have special things with him. But we didn't want to capitalize because I wanted the people who really brought him here, the sponsors in a sense, to spend time with him. He would greet everybody. He was always the same to everybody. Bishop O'Brien told me, "I'd get in the car riding with the Pope to the next thing and the Pope would just put his head over. He'd take a ten-minute catnap then he'd be [snaps his fingers] right up and raring to go." He had that ability to get that energy back again.

PS: Guess you have to when you're the Pope.

BS: One more funny story about the Pope, if you want to hear it. Raising all the funds, we had to prepare everyplace where he was going, to make it look really nice. He was to speak at St. Mary's Basilica downtown. We had to prepare the church to look nice. Father Howard, the Franciscan pastor down there, kept saying, "Bill, I need this and I need this and I need this." We painted the church; we put a new tile roof on the church; we did all sorts of things. That cost us probably about $400,000. The Pope came down from the parade on Central Avenue and came over there. We had it all carefully planned, how he would walk into the back of the church. He'd get up to the top to speak from the balcony. This priest was really working on it and he said, "You know, Bill, we don't have a bathroom where he's going to come in. I need about $35,000 to build a bathroom back there. Now can you give that to me?" And I said, "Father, just tell the Pope to pee out here, would you please." We didn't do the extra bathroom. I'm sure the Pope was accommodated very well.

PS: He had a port-a-potty.

BS: Yeah, a port-a-potty. We did something for him I'm sure.

PS: What did it mean to Phoenix to have the Pope come here? Why was that important?

BS: I think there are a few significant things in your life and in the community's life. I think we've had most of them. We've had presidents come here. We've had heads of state come here at times. We've never had a political convention; that would be a big thing in our name. We've had the Super Bowl. We've had wonderful national championship football games. We've had great Suns activities; now the World Series. There are things that you mark on your calendar. Not many places can say they've had as many things happen as Phoenix has. Having a Pope definitely is one of those marks. I think the community looked at it that way. They didn't look at him as the Catholic guy; they looked at him as a religious leader; a person coming here to benefit our community.

I'll tell you Monsignor McMahon really organized that visit. The choir they had that night was 3000 voices. All the choirs of the various churches came together and gave a celebration people will always remember. It was a Catholic Mass but it was beyond that. It was just something that lifted people up. The media gave it a lot of attention, which was deserved. The leader of the largest church in the world had come and we've had the Dali Lama here. We've had others like that too. But to have the Pope here was special. Not just to me. I was really pleased at the support we got from other churches. I knew we'd get some, but there wasn't a church or a synagogue that didn't really welcome him. Rabbi Plotkin was the rabbi at the time. He was a graduate of Notre Dame and they got together and talked about that which was kind of funny. He said, "Rabbi, I know you're the only one who ever graduated from Notre Dame."

The hope is that after the Pope leaves . . . that people have a feeling for each other. I think there was an attitude change in the community after that. It was just my perception but it seemed like there was.

PS: And what about you? Do you always remember that as one of the highlights of your career?

BS: Definitely, . . . being a part of the thing. And I was just a small part; I was just raising money. For John McMahon, Monsignor McMahon and the local church and Bishop O'Brien; you couldn't have more than that. Bishop O'Brien says whenever he goes back to the Vatican, (I don't think he remembers my name) he calls me Bishop Phoenix. He remembers me as being Bishop Phoenix. I've never rated things in my life, but that would be up there. It was a great moment.

PS: You talked about the Bicentennial; that Phoenix did more than people would have expected.

BS: Holy Father. When I found out what other cities did; Miami had him on the beach. They had a terrible problem and they didn't plan it well. San Francisco didn't do very well, I understand. And Los Angeles . . . he was in Dodger Stadium. They had a baseball game the next night and they put chairs on the field. But he didn't have the large participation that he had here. It was the largest Mass that he had and it was 90,000 or thereabouts. The one in Miami on the beach was large, but people couldn't see him. You have to have elevation to see him. The first place that the Bishop wanted to hold this was Encanto Park. I was one of the leaders who talked him out of that. I said, "You know, Bishop, first thing you'd have to do is cut trees back to see him. And then you're going to get the environmentalists on your neck and. . ." He said, "You got a good point there." We had to rent the stadium and it was costly doing that, of course. But it was the right place to have him.

PS: You had several events for him as you mentioned, the churches and the Basilica. I remember there was something with the Native Americans.

BS: The Coliseum. We used Veteran's Memorial Coliseum and we invited all the Native Americans tribes. It was their event. He was very moved by that. They presented him with some sort of a headdress, I believe. And there was a Native American who didn't have any arms or legs and he played a guitar with

his toes. The Pope was pretty moved by that. He played something like "Ave Maria" and it was very beautiful the way he played it. You don't think of Native Americans being Catholic, but there are a lot of them. Again it was an ecumenical experience. They had all of their faiths there too. In the audience you didn't see anything except Red faces basically. It was their event.

We had several other things for him to do but we didn't want to tax him too much. All the other faiths met him at Saint Simons & Jude. Tom O'Brien invited the Holy Father to greet his neighbors. He knew this would cause a problem having all the security and everything around there. But all the neighbors, mostly non-Catholics, came, met him and got to spend a little time with him. He was open for everything. He had good health at the time and he was very vigorous and he didn't turn down anybody, I don't think. He didn't want to have a woman priest . . . that's about all I remember.

We paid all the bills and the Diocese wasn't charged at all. We raised the money not only through the corporation but we also had two collections at the Catholic Churches. That's what paid it. It was a special thing so it didn't hurt the Bishop's Fund at all. I think we've probably covered that enough.

PS: We talked a little bit about the Super Bowl.

BS: The Super Bowl was a thought back in the early 1980s. ASU president of all people, J. Russell Nelson, thought it would be good to have the Super Bowl come to Arizona State. Russ Nelson, like Bruce Babbitt and Erma didn't care much about athletics so it was a surprise. Some of us got together with Dan Devine, one of the vice presidents of ASU. We were a committee and we had no plan except bring the Super Bowl to Phoenix. We didn't even have a football team. So when Bill Bidwell was interested in coming here and we could see it all developing, we started a conversation to reform this committee and add to it.

Dr. Ray Russell, the chief of staff to Evan Mecham, called me. Ray Russell and I worked in the Boy Scouts quite a bit. He was a veterinarian. He said, "Bill, Governor Mecham would like to have you form a committee and talk about the Super Bowl." Of all people, Evan Mecham asking me to do it. So I got a group of people together including Ray Russell and Dan Devine and others. We said, "You know, maybe there's a possibility." I left the room to get a Coke or something and when I came back I was elected chairman. That's how you get those things, you know. You should always stay around and attend meetings. I said, "I don't think I should do it because I represent the paper and it should be all media involved, like the Fiesta Bowl." They said, "No. You can do it and you can get other people involved if you want from other media and that's fine, but we want you to do it."

Bill Bidwell was just on the cusp of bringing the team here and I knew through Keith Turley how they were doing their advancement. I had worked on bringing other teams here but I wasn't working on the Cardinals. I'd worked on getting the Indianapolis . . . well it was the Baltimore Colts, Philadelphia Eagles. Even the Miami Dolphins at one time were thinking about coming here. People deny that now, but it was all true. I said to Turley, "Are they coming?" He said, "Yeah, plan on it." The day the Cardinals announced

they were coming here, the NFL owners were all meeting here at the Biltmore. They had a special announcement and Bill got up at about noon and said, "We're coming to Phoenix."

We knew this was going to happen so we had arranged for Western Savings to host a party that night. They have the owners here because they're the ones who vote on the Super Bowl. Gary Driggs picked up the check. Western Savings owned that building right near the Biltmore; they could walk over. So we invited all the owners to come that night to thank them for admitting Phoenix into the NFL. We also wanted to recruit them to vote for us. Bill and I knew each other from years before working with the Cardinals. I said, "We welcome you. We want your vote and I want to introduce our first recruit . . . Bill Bidwell." Bill couldn't have been better. He said, "All you guys know that I'm here now in Arizona. We want you to come here and you owe me one." Kind of like that. He'd been in the League for years and he never asked for anything so that was the start of our effort.

We worked diligently to get the game here for 1993. We went to Orlando, Florida in 1990 and we were up against San Diego, San Francisco, Los Angeles; all cities that had hosted Super Bowls. They knew how to do it and we were just the young guys coming from Arizona. Prior to that, Bill and I had worked on every owner. Every time the owner came to a football game here, they had a suite. Bill and I'd go down, sit with him and talk to him before the game began; have our picture taken with him. And said, "We want your vote when it comes the right time." So we met a lot of owners that way.

We put a really good package together for Orlando about what we would do here. We did a film on it and we had some of the Cardinal players talk about living here; what a great place it is. I remember one of the good lines. "We have what we called a sky contest. Everybody looks in the sky to see if you can find a cloud today." And so we showed the film to the owners.

Before we went, we were told by the Extra Events Committee of the NFL, "You guys are nice guys but you haven't appeared before us before. You get in line and you may get it someday." The chairman of the group was Norman Braman, owner of the Philadelphia Eagles, and he wanted to put the game in Los Angeles. This was the first time that L.A. had come together with the Coliseum, Rose Bowl and Anaheim Stadium. Norman told us the morning of the event, "It should be in the Rose Bowl because they had three presentations. They're going to get it." We said, "Okay. We're still going to have our appearance before the League."

We walk into the room and the Rose Bowl had just been in there before us. The room was festooned with roses. Everywhere you looked it was roses; they had spent $9,000 on roses. The mayor of Los Angeles, Tom Bradley told me, "Bill, you guys probably don't have a chance because we're going to do all this stuff; we've done it before." He was very nice, very, very accommodating. "But if you don't get it, we may support you in the future to get the game."

So we walked into the room; I had Senator McCain, Senator DiConcini and Governor Mofford. Rose had been with us for days. The night before the event we had a party and Rose enchanted all the League

owners' wives. She worked on the wives. She was really great. Dennis was good. John came in late. So we go into the room and I do this pitch about it and we show the film and everything. When I walked in the room I saw all these roses around there. I knew these guys really worked on it and I said, "You know it's nice of you guys to welcome Rose Mofford with all these roses." Rosie started laughing and they cheered. Bradley later on said, "You know you took away our $9,000 with that remark. You stole it from us."

We had found out that not only was L.A. going to get it but San Diego had a good strong bid and so did San Francisco. But San Francisco backed out. San Diego didn't like L.A. They said, "If you guys are in the running we'll support you, but if we're in the running, you support us." Because we had a number of owners we knew were going to vote for us because we'd really campaigned. I'd gone to a number of towns just talking to them in their offices and saying, "Please help us." They were all saying, "Yeah, Bill Bidwell is a good guy" and all this kind of stuff. So we didn't know where the votes were coming from. We had to leave the room. After about half hour, Bill Bidwell comes up. They open a little crack in the curtain and he comes to me and he can't say anything. He backs up and he starts doing an Irish jig, a little funny dance. You wouldn't believe Bill Bidwell would do this, but he did. I've never seen him so elated in my life.

We go into the room for the announcement. The Commissioner was Paul Tagliabue. Norman Braman made the announcement and he hated the fact that L.A. didn't get it. So he has to announce, "Well, it's been awarded to Phoenix, Arizona" and he walked away. They called me up on the stage. He wouldn't even shake my hand, he was so mad. We got up and thanked L.A. We said everybody had a great petition and all that stuff and we were very humble about the whole thing. Bill Bidwell was probably as happy as I ever seen him in my life. He really wanted the game here. We couldn't have done it without Bill.

Without having your owner really pitching for it. L.A. had that lady running it at the time. She now owns the St. Louis team. She wasn't strong for it, I didn't think. Then Al, who owns the Oakland Raiders . . . he didn't like L.A. He'd moved up to Oakland and we found out that he formed a little group to be against L.A. San Diego didn't like L.A. So we probably got it through those resources. But Bill Bidwell, number one, is the reason we got the game.

This has never been told and it might be of interest. We were standing outside waiting for the vote to be announced and Norman Braman came walking out. A reporter, an African-American reporter, walked up to him and they start talking. Brahman is mad, I could tell; he knew we'd won at the time. Braman starts telling this reporter if they don't pass the Martin Luther King Holiday, they won't get the game. We'd already told them in the meeting we were going to win the holiday because there's no opposition to it in Arizona and we'll win it in the fall. And they said, "Okay, if you get the holiday." So it goes on the whole summer, making all the plans for the 1993 game. This was in 1990.

On the eve of the election, on Sunday, the NFL on CBS comes out and says we have a rumor that if Phoenix, Arizona does not pass the Martin Luther King holiday two days from now, that the League will rescind their invitation. Greg Gumbel did the announcement. All he did was read it. Everybody blamed him but he just read it. They got it from the *Washington Post* because Braman had told the *Washington*

Post this knowing that it would get to all the other media. It was his way of spiking us. So the *Washington Post* ran it and everybody picked it up. And you remember what happened. On that day we had like a 15 percent vote favorable above passage. Then every television camera would go into sports bars asking, '"What do you think about the NFL?" The response was, "Well, they threatened me and they can't threaten me. I don't want that game here and now I'm going to vote against the Martin Luther King Holiday." And it was just a swell. There's never been anything that ever captured people so late in the election as that. And that's the truth.

The night of the election, I still felt we'd won it. We lost it by such a close margin. There were more votes cast in that election for the King Holiday than there was for Terry Goddard and Fife Symington running for governor. We had a 100,000 more ballots for that because people would walk in, vote on the King Holiday and walk out. They didn't even vote for Governor. We carried Tucson. We didn't do well in Phoenix; it was close. We got killed in Kingman and places like that. It was one of the saddest things.

The next morning I came to the office. Bill Bidwell called me about six o'clock in the morning and he said, "You're going to get a call from Paul and they're going to pull the game." So Paul Tagliabue called me and said, "Bill, I hate to tell you but I'm going to recommend to the League that we rescind the invitation. You can come to our meeting in Palm Springs and you can express it." Here's the ironic thing — it wasn't in Palm Springs, it was in Hawaii. So we still thought we had a chance to win the game.

We go to Hawaii and we plan our pitch to save the game; that we're going to get the holiday in the next election and all that sort of stuff. Everything was in place; we're ready to go and the town's enthusiastic. We knew the League would probably turn us down but the day before Rodney King was beat up in L.A. The riots began. Everything was in the Hawaiian papers, everything about L.A. And I didn't make an issue of this but Bill Bidwell said, "Did you see that story about what's happening in L.A.?" I said, "They're burning the town down." We felt that might influence them but it didn't at all. They voted L.A. Can you imagine that? And L.A. didn't even have a holiday. They had a petition. The governor would sign the thing; it's a holiday but no one gets the time off. New Orleans did it; Miami did it; everybody did it the same way. But we went out for public ballot on this thing.

PS: Why don't you back up a little bit and explain for history how Arizona got to the point of voting on the holiday.

BS: During Bruce Babbitt's last days in office, he signed an executive order declaring there be a paid holiday for state employees; that corporations could do what they wanted. We went along with it. Other corporations said, "Okay, we'll give our employees a holiday off.

Bruce then leaves as governor and Evan Mecham comes in. Ev Mecham kills the executive order. Says as governor I can make this proclamation and we're not going to have a holiday. So then it became a big issue. His first order when he came in office in January 1987 was to rescind the Martin Luther King Holiday. He had not done much about it in the campaign. He made some reference to it but now he just

killed the whole idea. We tried to override him. We had petitions but we couldn't get it to a vote at the time so we had to wait until the next election.

There was a couple of committees that were formed in Mesa primarily that were anti King and all this kind of stuff. They felt the only reason most people wanted it was because of the Super Bowl. That was never my personal reason. I would pass that anytime to have the King Holiday because I knew this state needed to have that kind of thing for diversity. People have accused me saying that was my reason but it wasn't my reason, I can tell you that.

Then Rose Mofford came into office after he was impeached. He was only in there seven months, I believe. When Rose came in, I've got the picture back there if you want to see it. Rose signing with me. Another committee was formed to rescind the vote. It went to public ballot and got voted down a second time. The holiday had not been approved.

It was up for election in the fall. We were in Palm Springs in May at the owners' meeting. They issued a statement saying that Phoenix will be awarded the 1996 Super Bowl if certain conditions are met. Then they had a press conference. We had writers there, Jude LaCava, the Sports guy from Channel 10 and J. D. Hayworth, a sports writer at the time.

We asked Commissioner Tagliabue, "What are the conditions?" He said, "Well, there are conditions the community in Phoenix knows, understands and the owners understand. But I can't tell you what those conditions are." Everybody said, "Well it's the King Holiday." "No," he said, "We're not going to get into politics and all that." They'd been burned badly by having Braman get into this thing and they got beat up by the national press saying, you should never get into a local election. The League was wrong or whoever let them enter into this political thing.

Paul had really been beaten up by the national media about this (laughing) thing and he didn't want to touch that issue. We came back and said we were going to get it passed. Then I stayed out of the issue. We got Pastor Warren Stewart to be the chairman of the committee. And I didn't even go near it because if I would show up, I mean they'd say, there's that Super Bowl guy; he wants it. So we raised money for him. We did a lot of things for Warren. He'd tell you that now. The telephone banks going and things like this that we were funding. Not just the Super Bowl Committee but the whole business committee was really for this. The paper gave $100,000 in cash to this effort. Tom did, others did. And we raised a lot of money. We would do all kind of things to get the vote out.

And it passed, which to me is the biggest day in Arizona's history for showing an attitude that no other state can say they have in a state where the population of the Blacks is less than five percent. The vote was like 65-35. It was a landslide almost at that time. We felt wonderful because they didn't bring the Super Bowl into the issue at all. It was Warren Stewart and it was all because it's the right thing to do. That was the issue and then we had buttons that said, 'The Right Thing To Do' with King's picture on them.

And I got beat up too at a breakfast morning, one morning with Mrs. King. It was the Martin Luther King Holiday and his widow was there. They were giving some kind of an honor or something. She looked at me and said, "Why don't you get that holiday passed?" Like that. There was a thousand people there and I felt like I had to get an escort to get out of the place. It was a tough campaign.

Senator John Hays of the Legislature was emcee of an event in Prescott and he invited me up there. Prescott was probably a 90-10 against the King Holiday. I remember making the speech. John and I have talked about the real meaning of the King Holiday. It's not just for Blacks, it's for women; it's all for minorities. It's good for the people. These farmers were sitting there wearing their cowboy hats in many cases, picking their teeth, looking at me. I'll never forget when I ended my speech, John Hays leaned over and said, "Bill, get your motor going. (laughing) Get in your car as soon as you can." Well it wasn't that bad as it turned out but outside of Phoenix in the small communities, we got very little support.

PS: What year was it that it finally passed?

BS: Passed in 1993 . . .1992.

BS: When I was chairman of the King Holiday earlier, Valley Bank loaned me a guy full-time to work on the campaign. We really went out. We knew we were going to win that effort until the League did what they did to us. Or I should say Norman Braman did, who by the way, is deceased now.

PS: It does seem ironic that in Arizona, of all places, this became an issue for almost a decade, back and forth.

BS: When people ask me what was the most decisive thing you were involved with, I always say the King Holiday. My wife, others don't always agree with that. I've got friends who are on the edge of bigotry, you know, and they (laughs) don't like some of the things I said. Not about them but in support of . . . it wasn't for the Blacks; it was for people. I've said King did more to help women than anybody else in this country. He got them to the conference tables because they were shut out before that basically. He did equality for all people. I'm making a speech and I don't mean to.

PS: Mecham came in and rescinded the holiday and then Rose came into office when he was impeached. Why don't we talk a little bit about that whole period of the history; the impeachment and the newspapers role in all of that.

BS: I was not on the editorial board at that time. We had a change of publishers. Pat Murphy came in as publisher and Pat had a vendetta against Evan Mecham, it seems like. He really railed against him in the campaign. I think we were strongly in support of the Superintendent of Public Instruction, Carolyn Warner.

PS: Why don't you back up and just explain how he got elected because that wasn't a usual election.

BS: It certainly was not. First, Evan Mecham had a primary fight with Burton Barr. Burton Barr was very popular in Phoenix, not so much in Arizona, but he was a strong candidate. Everybody thought he was going to win. Evan Mecham had charges against him with some things that were not legitimate. He said that he was a landholder, probably near Cotton Lane where they were building the freeway; that he had something to do with putting the path that way and it was enhancing his land value. People said, "You've got to answer this guy and tell the truth about it." Burton said, "No, everybody knows that I'm so honest, they won't believe that. I'm taking the high ground, I'm not even going to acknowledge this." So, big mistake, he lost the primary election.

Now it's Carolyn as the candidate in the election against Evan Mecham and it looked like it was heavily for Carolyn, even though she was a Democrat. People were saying, "Well, this guy's kind of crazy." A lot of people knew that about him and they knew he was going to get the Mormon vote which was probably maybe 20% because they all voted. It was a high number 15-20%. They thought we'll support Carolyn on this thing. All the polls showed that Carolyn was winning or leading anyway. Then Bill Schultz, who had wanted to run on the Democratic ticket and had run in the primary but had been defeated by Carolyn, decided that he wanted to come out as an Independent. Schultz got in the race and he had lots of money. He owned apartments, complexes and things and so he financed a very heavy campaign unlike we'd ever seen at that time. He, and maybe some other people that he knew, put a lot of money in the campaign. There wasn't campaign financing at the time; you could campaign your own.

Bill came into the race and started splitting the vote. Then he announced that he was not going to run and he pulled out saying his daughter had a health problem and he wanted to spend time with his family. So the vote went back to Carolyn. As it got close to the election, Bill decided to get back in the race again. So again it confused the voters. When it got to the polls there were three running: Independent, Democrat and Republican. The Republicans were taking the side saying at least he's a Republican, we'll vote for him. Evan won with 37% of the vote; something like that I believe. Carolyn had like 33 and Bill had what was left over. So he won way under majority. That's the last time that ever happened because the Legislature then said you have to have a majority plus one. Like cats (laughs). You have to have a majority plus one, which is a good thing to have.

So Evan got in there really with his church vote and Republicans who were not too sure of him, but they didn't want to have a Democrat in there. Then Bill, with his heavy financing, got a lot of votes. It was the first time that ever happened. The state was split that way and we were stunned.

Evan called me in January. I was very active in the Phoenix Forty; we called it the Phoenix Forty at that time. He said, "Bill, I would like to come before your group and tell them how I feel about the need to work together." The chairman of the Phoenix Forty said, "Oh sure, have the Governor come." Evan pleaded, "Guys, I know I used you in the campaign but that's all past now and I need to have you corporate people work with me and we'll do things together." Everybody thought that was fine.

He was in office four months or five months, and he was before the Phoenix Forty three times in those months. He was beginning to lose his support of even Republicans at that time. The third or fourth time he came, I'll never forget his appearance. It was at the old Plaza Club downtown and we all sat in a U-table; all the Phoenix Forty plus Russ Nelson, the president of ASU, as an observer; Bishop O'Brien; Rabbi Plotkin; other people we had in there as observers, we called them. The issue was lease back on buying buildings for the state. Evan never could quite grasp the lease-back idea . . . how it could benefit the state. You didn't have to put the money up for it. People were trying to explain it to him at the meeting. And he didn't have much support in that meeting, I would say. I was sitting between two Republicans who had supported him a lot during the campaign; one Mormon, one was not. Evan got up and said, "You know government should be run by people who know how to run a government. Now you look at Russ Nelson there, the President of ASU. Now he's a nice guy. Would you want Russ Nelson to run your business?" At that moment the guy on my side, his hand dropped down like this, the guy on the other side goes like this (clears throat). Everybody in the room was ashamed for what he had said.

After the meeting was over, Russ Nelson, one of the nicest, quietest, very educated men I've ever met in my life, was standing in a group of people. I think Russ is Seven Day Adventist, I'm not sure which church but it's very strong church. Russ never said a word against anybody. Evan walks up to this group of people standing together and said, "Russ, I hope you didn't take that comment personally." Russ looked at him and said, "Well, Governor that reminds me of something that my father once said to me. He said the greatest mystery of life is that God created more horses' asses than he created horses." And he walked away (laughs). And the guys in the group all go, "Yeah." Evan turned and said, "I think that feller's mad." So that was kind of Evan Mecham.

Evan was a very limited person in many ways; and bitter person. He did what he thought was right for the state but it was not right. He put us in very embarrassing positions. I went to Ireland the next year and people were asking, "Are you like Evan Mecham?" People heard it all over the world. In China and Russia, everybody knew about Evan Mecham. He became a symbol for this state. It was hurting business because they felt this was the Jim Crow state. Business people were getting together to say we've got to off-set this. The Johnny Carson's and all those late-night guys were saying, "Redneck area, Jim Crow. They wear pointed hats out there." Business people put together a fund to hire a New York PR firm to slow down all these bad rumors about Arizona. He set us back; we recovered but not fully I don't think.

PS: He would probably say that the newspaper had a lot to do with the problems that he had.

BS: The newspaper was totally opposed to him, of course, on everything. I think we were willing to offer the hand of peace if he had any sensible programs to support. He had some weird ideas. He thought little people were listening to him all the time. Benson did a cartoon of him going off with all these things coming out of his head. And his wife standing there and saying, "Have a good day, Evan." Benson always portrayed him being about three feet tall. He was different I would say.

PS: Don't you think that he would say that because of Benson and editorials . . . Pat Murphy said the

newspaper created . . .

BS: Oh, he said that. But I think the newspaper made a terrible mistake. Someone once wrote that; they quoted him directly. In fact, you remember some of the quotes and they had to take things out. I remember when the Pope was coming to visit, they asked him, what was he going to say to the Pope when he met him at the airport? He said, "I don't know if that feller speaks English." So Benson did a cartoon showing the Pope arriving and Evan at the end of the stairway; he got his hands up, he's smiling with his little face like he always had. The Pope's looking down at him and all the Cardinals are around him and the Pope said, "Does that feller speak English?" (laughing) So there was a lot of fun about it at the time; it was a different period.

PS: One of the other reporters, I think it was John Kolbe that he . . .

BS: Oh, yeah, he was a non-person. When John asked a question at the press conference, Evan would ignore him. And he said, "That's a non-person."

PS: That was an interesting period. The impeachment was something I don't think that politically, the state will ever forget.

BS: Very well done. I have a funny view about that. I think that they impeached him for the wrong reasons. I think some people thought they tried to build a case against him of using funds and misappropriating money and all this. I don't think that was the issue. I think the issue was the Republican Party found him such an embarrassment to them that they wanted him out. The Democrats went on and on, obviously. A bunch of the Republicans got together with them and they formed a majority. They will never admit that. But I know Republicans who thought he was an embarrassment to their Party; they didn't think they could win in the future if he was running. They wanted him out. He was railed in my opinion. Railroaded a bit and Frank Gordon, the Chief Justice at the time handled it beautifully, I thought. He presided over the thing and it was like a court trial. It was televised and everything. It was very fairly handled in the proceedings. I think Evan was allowed to say what he wanted to say but they got him on the wrong charge.

PS: What should the charge have been?

BS: It would have been incompetency. But you can't impeach a person on incompetency. So they had to get a legal reason to do it.

PS: (laughs) He was incompetent. You mentioned that as you traveled around the world, people knew about Evan Mecham. How long do you think it took the state to recover from that?

BS: I think that Rosie Mofford was wonderful. Rosie came in and restored a friendly attitude. She wasn't a strong governor in that she couldn't go the legislature and pound and say I want to do this. She had a

caretaker experience during her term. She didn't have a majority in the House and the Republicans controlled the Senate. But Rosie got people back together. And she had humor. She had a good will about her. Everybody accepted Rosie . . . Republicans, Democrats. They all knew this was a lady who loved Arizona and she wasn't going to take advantage of anything. She was going to serve out her term and she wasn't going to run for another term. But she was going to get people to work together.

Like what she did with the owners' wives on the eve of the Super Bowl vote. She was charming; the owners loved her. I had owners say, "I voted for your governor." I know that was true because she was very convincing to people. One-on-one, she could really buttonhole people. She could go up to an owner and say, "Now, you're going to Phoenix, aren't you?" She would get it done. But she worked on the owner's wives, which was a smart thing. We had meetings out here at times and she would host the wives up at La Colima Solano, the old Wrigley Mansion. She'd have events where the men weren't invited and she'd work on the wives about Phoenix for the Super Bowl (laughs).

PS: When did you first meet Rose Mofford? How did you get to know her?

BS: I met her probably in 1963 when I first arrived. She and the Pulliams got along very well. She was always a guest at anything we would have. She was then the Secretary of State. Through the years, Rosie was just terrific to be around. One night I was getting some award and Rosie roasted me. I've never been roasted better in my life. She got up and she told stories that were so funny. She has a way of doing it with that voice of hers. But she has a humor about her that everybody likes. It's not hurtful at all. She gets you but she doesn't hurt you and there's a difference. Through the years I've always admired Rosie and still admire her. We were on a program the other night together; she's an unusual character. And there's another one . . . she's tied at the top for her love of Arizona.

PS: It's interesting, you said when you met her in 1963 she was Secretary of State. Bolin . . .

BS: Wes Bolin was. Thank you. But she was running the office; everybody knew that. Wes was out shaking hands and doing the parades and all that stuff. You're right. Everybody knew that Rosie was the one over there to see when you had to deal with the state; seems like Rosie was the person you would talk to.

PS: Even though she was really just the secretary or the administrator?

BS: Yeah. She was running the office. She started as a secretary back in the forties and worked her way up to being the assistant. She and Wes had such a great, great relationship. It was a perfect team.

We liked Wes a lot; he was a ho-ho kind of a guy. But Rosie could get things done. She's very efficient. You give her a task and boy, she gets right to that task.

PS: Did you ever think she would run for an elective office though?

BS: We talked about it. I remember talking about it at the editorial board and no one ever thought she'd want to do it. I think she always felt like being the governor would be a less of a position of authority than what she had in the Secretary of State's office because they have a lot of influence. They control a lot of things over there. Betsey Bayless has that power right now. I think that Rosie didn't want to campaign. She liked her quiet little life and doing her things. She didn't want to be in the public life, I don't think.

PS: But she only became Secretary of State when Bolin . . .

BS: . . . became governor. She was appointed; she wasn't elected.

PS: So everybody really thought of her as Secretary of State even though she wasn't?

BS: Exactly.

PS: Another person that you haven't mentioned when you were talking about Prescott is Sam Steiger.

BS: I've had dealings with Sam through the years. Sam was very active after Don Bolles was killed. He felt it was a conspiracy done by a gambling consortium out of Buffalo, New York. He thought that was what caused Don's death. It was proved by court action that they were not involved. It's a big national corporation: it still is. I think they sell gambling equipment and things like that. They owned racetracks and things. For some reason he stayed on that issue and when he got into Congress, he railed against this corporation all the time. In the Congress you have total protection. What you say, they can't sue you. So when he got out, when he was defeated and left, he didn't say anything more about them because he would've been subject to a lawsuit at that time.

Sam is another firebrand spirit; shoots from the hip a lot; doesn't think where he's going to go with this issue. But has great humor and can mix humor with seriousness; one of the real characters you saw out there at the Legislature. He loved to wheel and deal in politics. He seemed to have more of an agenda than a guy like Burton Barr had. Seemed like people didn't accept him as well. When he was in the Congress he stirred things up a lot even though he was only there briefly.

As mayor of Prescott, he's been colorful. He's not mayor anymore. I have a memory of Sam because we have a group called the Ugly Seven. We meet once a month. We've been meeting for almost thirty years. Bob Davies is a member and Keith Turley was a member. Dick DeAngelis, who was running Channel 5 and still a member of the group, invited Sam Steiger to come as a surprise guest.

We were having a luncheon meeting up at the top of the Hyatt Hotel in the circular restaurant. For some reason Sam didn't like Keith Turley, something had happened . . . he didn't like me; he didn't like the paper; he didn't dislike me. So he comes out and he's dressed with a big flowing mustache and maybe a

beard too, I can't remember. And playing the role of a waiter. No one recognized him so he started serving drinks. He drops one in Keith Turley's lap; he spills something on me. Everybody's kind of looking at this guy because he was very awkward. Then he pulls his thing down and it's Sam Steiger (laughing). That's just typical of how he is. He just loves to have a good time.

He was colorful. He never could get a majority around his position; he has different positions sometime . . . very different. But he was always honest. He was on Evan Mecham's staff, which we all wondered how in the devil they ever got together. What a strange pair that was. He had a lady living with him and one Sunday morning, Evan Mecham called him at home and the lady answered the telephone. Evan heard a women there early in the morning. So he called Sam in and Sam resigned right after that. (laughs) Evan didn't like that idea of living in sin or whatever it was.

PS: I know I had met him . . . a couple of times, I knew it was over the issue of painting the crosswalk.

BS: Oh, yeah.

PS: (laughing) That was a big issue.

BS: Shooting the burro? (laughs)

PS: When Terry Goddard ran for governor, Sam stopped in a few times to give Terry advice.

BS: Sam liked some Democrats, oddly enough. And some of the Democrats liked him too. He had more trouble with Republicans than he did with the Democrats when you think about it.

PS: Terry's campaign was interesting but Sam dropped in a few times. Burton Barr spent a lot time there.

BS: Uh-huh. Oh, he liked him.

PS: Told Terry not to take anything for granted. Burton had learned that (laughs).

BS: Oh, yeah. Burton was burned badly.

PS: And Alfredo Gutierrez was one of the advisors. So there were some interesting people working. Do you know Sandra Day O'Connor?

BS: Very well. Sandra and I first worked together when she was at the Legislature. I knew her out there. I knew Sandra even earlier than that on a social basis before she got into politics. And I knew John O'Connor, her husband. Sandra is one of the most interesting people I've ever known in my life. She and I worked together for the Salvation Army and one of our jobs was at noontime we'd go to the Salvation Army Senior Center; we'd sit there and listen to the complaints of the old people living there. You can

imagine everybody was complaining about the food, the service or something like that. Sandra would sit there not eating at all. She would write down every complaint and what it was and she would write it out specifically. She'd go to the Salvation Army Commander, whoever it was, and deal with this issue; make sure that this person was not being mistreated; the food was bad or something like that. She was so conscientious. I was somewhat but nothing like Sandra. She just got into the things and she was always so precise about things.

I remember my friend, Cecil Ravens, was running the Biltmore Hotel. Sandra was going to the hotel for yoga or some exercise classes or something. She came out and she saw a painter painting part of the hotel. She walked up to him and she said, "Stop that right now." He didn't even know who she was. At that time she might have been a judge, probably was a judge. And she said, "You stop that right now because you cannot do this." She goes into Cecil's office, who didn't know her. And she said, "You're not allowed to paint this hotel. This has been preserved and we have preservation on this and you cannot touch it. You can wash it, but you cannot change the color of this hotel." Cecil, who is a strong Republican, called me up and asked, "Who is this lady?" I said, "Well, you'd better listen to her because she knows what she's doing." Later they became friends. She arranged to have the Heard Museum have a store out there at the Biltmore and they sold a lot of things in the winter season particularly.

Sandra was always so deliberate about everything she did, not just in her talk: the things that she wanted to do. She was very careful about making sure that it was thought through. She was fair, conservative, but not ultra conservative. She was the voice of reason at the Legislature. Everybody knew that she was so disciplined and so educated that nothing passed without Sandra saying 'that's a good idea.' She was the lady of ethics, I guess you could say . . . of morality. She had that kind of a feeling about making sure everything was correct and proper.

I've always admired her. I got a call from Jack London the morning she was named. Jack London lived next door to her or somewhere around her and knew her very well. He'd had a call from the White House, someone on Reagan's staff, saying that she was going to be named. He called me to tell me so we got the paper ready. It was in the morning and we got *The Gazette* ready for that edition. So we got a jump on everybody before the President announced that she was going to be named to the Court.

We really had a great event that night honoring Sandra before she went to Washington. Bud Jacobsen was the general chairman and I was on his committee.

PS: What did you think when you heard she was going to be named for the Court?

BS: I thought it was a great choice, because she's so bright. She knows the law and she has a very moderate view about things too. She's more in the middle on many issues, birth control and things like that. She studies those issues and she doesn't make a rash judgment. I was disappointed with Sandra on the last Court action; the big Court action for the election. I didn't think the Supreme Court should get into that issue. I think that was the state's issue and I don't think she wanted to be in that issue, to tell you the truth.

But when they all voted the party line, I just didn't like that . . . both ways. The four liberal Democrats probably and the five that are considered Republicans. I thought it would hurt the Court and I think it has hurt the Court's reputation. I think that people are saying it's a political body. You always had to have the Court be above that. I don't blame her for it. But I think that a voice in there could have said, 'this is not our issue. Florida has to settle this thing no matter how long it takes; Florida has to settle this issue. It's their state; it's not a national issue.' That's my only disappointment in Sandra.

PS: When she was appointed there had never been a woman on the Court, was that a surprise?

BS: Not at all. Pulliam tried to push for Lorna Lockwood, you know who she was? She was a justice of the Arizona Supreme Court and she would have been a good jurist too, I think on the Supreme Court. I thought it was the right move. Reagan made a marvelous choice with her. Her backers had carefully reviewed her and Reagan talked to her obviously. He knew that she wasn't going to be hard-line on everything for his positions. But for him to take that role; that was one of the best things he did in his Presidency in my opinion; for any President to do that. I'm hoping . . . well, we got another woman on the Court and someday we may have a majority. And that would be all right, too.

PS: A couple of other things we haven't talked about at all, how COMPAS got started and your part in all of that.

BS: I wasn't the top guy in starting the COMPAS but I was probably in the first five. I give most of that credit to Dick Mallory. There were some others involved at the time. We'd heard about a charitable auction in San Diego. The lady who ran what they called The Golden Door over there. It's something like a fat farm. That's what they now call those things; that's what I call them anyway. Debra something was her name and she was visiting here. A number of us got together with her and she told us how they pulled this thing off; not only to raise a lot of money for the arts, but it was a fun thing to do at the time.

We thought, that's a pretty good thing. So a number of us went over to San Diego to watch it in action and we liked the idea. Frank Middleton, an insurance man who was very prominent in the town, became our first chairman. Dick and I and others went to Mr. Pulliam and said, "Gene, what do you think about this?" Gene said, "Great idea." He was strong for the Zoo; he was strong for the Heard Museum and Botanical Gardens. The newspaper gave a lot of money to those. He wasn't too much for symphony or art museum, but he said, "Let's bring them in too."

Gene got a group of guys together, Walter Bimson, Frank Snell, Tom Chauncey; his buddies. They became the committee that would award the money after the COMPAS was done. The COMPAS committee was just slugs like me. We'd go out and do things and raise money; gifts in kind to host this event and to get all the gifts. Dick Mallory and I wrote; the paper gave a full section, about 12 pages of classified ads. You could read about the gifts that came in and would be auctioned.

We had two auctions: we had a public auction over at Channel 5. Dick DiAngeles was there and they gave

us the time on Channel 5. We had a couple of nights where they'd show these items on Channel 5. Then the other auction you had to pay, which we thought was a large amount at that time. It was a hundred dollars for a black-tie dinner in one of the buildings at the State Fair Grounds. We hustled all our friends to come to this event and we auctioned these items off.

We had lots of good things like a house. You'd buy a house and they'd build it for you. In the first years we always had a house; that was our big item. Cars and things like this. People really rallied around this thing. It was a nice event. It would start at eight o'clock, would go through the night and into a breakfast. We wouldn't leave until five or six in the morning. We did that the first several COMPAS events. They don't do that now. We had a good auctioneer who donated his time.

We raised less than what we announced. I think we raised over $200,000 and maybe two-fifty, but we announced like $300,000 . . . we went over the top. We had a little dial to show $300,000 and it was kind of corny. I was in the publicity and Shirley Singer was arranging the dinner. Everything was donated. We got chefs to give us the menus and all that stuff.

PS: What year did it start?

BS: I think it was 1966.

PS: How did it get the name?

BS: It was Combined Metropolitan Phoenix Arts; came off of that acronym. Over in California it was called COMBO. So we weren't all that clever except we made it local for Phoenix. I don't know what COMBO meant but that's what it was. In the first years, we had five awardees and we asked them to get table for the Art Museum. And everybody got their people there. We had all kinds of good deals. Then when we sliced it up, we sliced it up evenly. I think we divided by five so everybody got $40,000 or something like that. In those times, it was a lot of money. Still is a lot of money but it was really big at that time.

But mostly it got the arts together. They never worked together because they were always competitive. They're still competitive and they have to be for raising funds. But they realized there is something else in this great big Valley that was cultural besides just their facility. They worked together very well, as a matter of fact.

PS: Are you surprised it's still going on?

BS: They're going to have it this weekend and I was invited to come because it's the 35th anniversary. They want to have the old guys attend to say something about it. I've been back a couple times. It's a nice way to give money and have a good time; to get some good deals as well too. And there's a tax write-off in some of that too.

PS: I think the other areas I should ask you about is the Cronkite School and how you've been involved with that.

BS: In the early 1980s, ASU's Department of Journalism wasn't much. It wasn't funded; wasn't a high priority with the president. And it certainly wasn't with their lobbyist or the Legislature. It was not on anybody's radar screen to help the Journalism School. It got so bad that we heard that the North Central Association, which does the accrediting for all schools, was considering putting it on probation. That the graduates weren't well trained because they didn't have the equipment; they didn't have the faculty; they didn't have anything out there to really qualify a graduate to get into a media position. So a group of us got together and realized there was a panic situation and something had to be done. Lonny Ostrum was ASU's director of development. Duke Tully, Tom Chauncey and others realized there was critical need. The University came to me and said, "Would you ask Mr. Chauncey to get someone to be the lead name out there?" So I called Tom, who was a very good friend. I said, "Tom you know about this. The journalism is really in the tank at ASU. Could you help me get somebody?" He said, "Well, who do you want? And I said, "Well, I want a big name. I want a name like Edward R. Murrow." Tom said, "He's dead." (laughs). And I said, "Okay, but what other name can you offer?" He said, "What about Walter Cronkite?" I said, "That's a good name." (laughs). This was after hours at the paper, probably about 7 o'clock in the evening. Tom said, "You stay where you are and I'll try to get Walter and he'll call you right back." So within ten minutes Cronkite called me. I'd met him through Pulliam but he didn't know me. Pulliam knew him pretty well. Cronkite said, "I don't know what I've agreed to, but whatever Tom tells me, I do. Tom says I'm supposed to do something with the university and just tell me what it is." I said, "They want to put your name on the School of Journalism at ASU. I've got to tell you there's a reason. It's in trouble and we need to have someone like you with the credibility and the power you have to restore it." We talked for a few minutes and he said, "Okay, that's fine." Just like that. It was just so casual, you couldn't believe the power of Tom Chauncey and also Walter Cronkite. We set up the first dinner to be held at the Arizona Biltmore. Our committee of journalists and executives in the media business told us whom they would like to have as guests but they didn't think it would happen. And I think I called Walter saying, "We'd like to have William S. Paley and Frank Stanton, the founder of CBS and the guy who ran CBS." Cronkite said, "You know they don't get along" or something like that. I said, "Well I've heard that but wonder if you could get them together?" So Cronkite did.

Stanton, Paley and Walter came out on the CBS plane. We met them out on the tarmac in Tom's big bus that he used to have. We picked them up, took them down to the Biltmore Hotel. The three of them were just laughing and joking. All the problems in the past had been bridged on that plane coming out here.

We got to the Arizona Biltmore and Coulter Cadillac had been having a preview party of their new Cadillacs. More than half of the people that owned Cadillacs were blue-haired ladies; they were all widows. They were all standing outside the Biltmore waiting to get their cars and we come up in the bus. Walter and I get off and we had to go through the main lobby to go to his room. They're saying, "There's Walter Cronkite." Some of them started following him and he said, "Let's move fast." I said, "What's

going on?" He said, "Those are my groupies." He called them groupies as we're running through the lobby of the hotel (laughing).

The next day Stanton and Paley were honored and it was a great way to launch this whole thing to have two giants like that; to be here and to come together as they did. It was something that I'll never forget. I don't think they ever became fast friends after that, but they respected each other. Gosh, they had to because he owned the place and the other guy ran the place. They didn't have a great relationship between each other, but Walter could bridge it. Walter could do it like nobody else.

The next year the Sigma Delta Chi, the National Organization of Journalism was meeting here. We had a built-in audience of over a thousand people. We held it at the Civic Plaza and gave the award to Bill Mauldin. Bill was the guy who did Willy and Joe cartoons during World War II and then won the Pulitzer Prize. He was a big editorial cartoonist with a Chicago paper, *Tribune* I think. And we packed the place. We got tables to come in from the corporates. At that moment it became a success. So that was our big launching.

Walter could not have done more. He not only comes out here to talk to the class of journalism, he's even gone to the locker room to talk to the football team at half time and inspired them to beat Stanford. Cronkite is not only a legend, but when you see kids look at him and say, "My God." And those kids only know Walter Cronkite through their parents. When he talks to them . . . how he talks to them. We couldn't have had a better name on that school. Of course, since that time the School of Journalism has really produced wonderful graduates. It's over taxed its facility; is too small now. We got to build something for them. That's because of Walter Cronkite. When he comes out here to introduce the honoree, he goes to the campus and the kids appreciate his being there.

PS: I've gotten to meet him several times because he always comes over to Channel 8. But it took more than Walter Cronkite giving his name to improve the school. What else?

BS: We got this local committee to back it financially with some things they couldn't do. Channel 5 gave them sets they couldn't use anymore. They got cameras; they got all sorts of computers from stations. We got money; we gave the director of the department money that he can use for whatever he needs; for scholarships or whatever it might be. We raised the money through this thing plus other things we do.

We made every station feel like they had a responsibility. As you may know, television and radio do not give much in cash to organizations. We said, "This is yours because they are your people coming out here. You've got to put some money into this thing. Cash money, not PSAs (laughs). You've got to do things that are important." And by gosh, they all came along. The paper, of course, gave money and others gave money. We built it into what we call a very credible school. Joe Foote's running it now. Doug Anderson was there and he was fabulous. So the school's been built up now.

I'll tell you something else, off the record, but it may be on record by the time this comes out. We think

we're going to have a special College of Journalism that will be broken away from public programs, because Walter's for it. The Board of Regents when they hear it, they'll be for it because they got a guy on the Regents campaigning for it. And Joe Foote cannot get into it. They've got the Hugh Downs School, which is wonderful for public programs and they have the Walter Cronkite School. So we'd have two colleges out there with two big names on it. The only one against it is Ann Snyder, who's the dean out there. I could see why because when they break off journalism, it's going to really lessen the impact of the College of Public Programs. So that can be on record, because the new president coming in . . . I think that's part of his agenda.

PS: All kinds of internal politics.

BS: Yeah. You had the fight on with the director out there, Bill Glick who is the Provost.
The Provost runs the school. Bill didn't want to have another dean to deal with. He's got eleven now, I believe, and he'd have twelve at that point, plus probably need more funding and that kind of stuff. Bill's been opposed to it. Lattie Coor didn't take a position and so now with the new guy coming on, I think we're going to get it done.

PS: How involved are you with ASU today?

BS: I talked to Joe yesterday when we're having lunch. I resigned from the Cronkite Board because I felt that I wasn't active in journalism. I stayed on about a year after I retired. At that time, the paper didn't have anybody really active in it. Now Tom Callinan, the editor of *The Republic*, is very active. That's where it should be with one representative of the paper. I'm active whenever they call me, whenever Joe Foote wants something, or I come out and talk to classes. I'll do that sort of thing. But the active members of the journalism profession need to be the ones running this thing. He wants to establish another board of advisors, counselors or something like that. And I don't want to do that. Bob Davies would be a candidate for that and Dick DiAngeles. They were all in the early days of this thing too. But I don't know if it needs to be done.

PS: You would certainly be a likely candidate, too.

BS: Well.

PS: Let's go back and talk about a little bit more of your career at The Republic. I think we got up to 1990 or so. We talked about the Mecham years. Maybe you can talk about some of the things after that.

BS: The paper changed its character in 1989-90. Chip Weil became the publisher of the newspaper; very capable guy, different attitude about some things, strong about national impact. He'd been a Gannett guy. Chip wanted to be very involved with the community, which I loved because I was carrying the water most of the time myself. We'd take people to dinners and things like that. But you couldn't be too involved if you're on the editorial board because of conflicts of interests all the time.

Chip started really getting involved. He reformed the Phoenix Forty with Jerry Colangelo and a couple of others. He got very involved with that. Chip came here with the mission of reducing the product down to its most profitable level. Before that it was kind of like Channel 10. It was a family-owned station; we were a family-owned newspaper. There was a lot of camaraderie and Chip felt that we didn't . . . he needed to have all the relationships with the past. He needed to put out a good newspaper but to cut the product as much as we could to make the bottom line look better.

We then had some shareholders. Part of the family had owned it, back in the 1980s. One of the family members broke off and they had to sell stock. It went on the New York Stock Exchange. So that started changing a little bit but when Chip came in: he changed it because Gannett is a bottom line company. He'd always worked on a Gannett operation where you go to the profit. It was also the time when every corporation was changing its character. The family-owned operations couldn't work anymore. The Chaunceys wouldn't have survived. The Pulliams wouldn't have survived in this new era. Everything is bottom line. He had to start cutting.

All the ownership that had been local in many cases became national ownership. The banks were sold. Valley Bank was sold. All of them became national and so they brought in what I call well-paid Hessians to run it. If the Hessian got his root in the town, sometimes he got fired because he's was too visible in the town. If he got too good in his job, he would go back to the home office. If he failed, he'd get fired. That was the end of what I would call the 'old Phoenix Forty spirit.' Then the town changed. And it had to change because over night we became a metropolitan area from being a small town basically.

Chip rode that crest when he came in. He changed the look of the paper, brought in new editors and things like that and did a good job. The paper was probably even more involved because we got the *Chicago Tribune* Foundation to come as a part of us and we did matching dollars with them. We brought in a lot of money from their foundation and match it locally and we're giving away more money than we were giving away before. But it was just a different feeling.

I liked the old feeling of family. I'm an old guy and I always liked, you know, that you could talk to the employees in a very direct way. It was less structured, I guess you could say. Then all of sudden everything became 'here's how you evaluate an employee' and all this and fill the dots in and all that. It had to happen.

I just didn't want it to happen when I was there, I guess. I stayed with the paper through those years. I was doing the Super Bowl all that time and did the King Holiday during that time. The paper supported everything on that. But you could see there was a general change of the nature of the paper. It was becoming less homespun news and more, what I would call, national-international; more make you think type of thing. Then we closed *The Gazette* in 1995, which to me was a loss.

PS: Tell me about that. How did that come about?

BS: Bottom line, the circulation. Years before when Pulliam first bought the paper, *The Gazette* had a good circulation. He liked it because he thought it gave an afternoon hit as well as the morning hit. And it would also keep the competition out. Frankly, no one was going to come into Phoenix, Arizona and start an afternoon paper because you can't make it. Afternoon PMs, we called them, were having trouble at that time because people were changing their work habits. They were going to work earlier, coming home; getting the paper in the morning and reading it late afternoon. And they didn't want a second paper.

Prior to that, the great newspapers of the United States were PM papers. They changed over to AM as people shifted their lifestyles and their habits after World War II. *The Gazette* was not making money. But we couldn't do anything about it because the Pulliam family was always dedicated to the PM newspaper. When Gene Pulliam died, we knew that the paper would not last with Gene Pulliam, Jr., Eugene S. Pulliam's son. When he died, we knew it wouldn't last much longer so we got all the employees together and tried to place them in other jobs. They worked on it very carefully so not many people were discharged. If they were, they were given nice packages plus they were given help to find another job. There was some bitterness but not a lot. They handled it very well, I thought, for closing a paper. But it was a blow to the Pulliam family because they wanted to keep all their papers even though it was losing money. It wasn't getting the advertising base it needed and the circulation was dropping way down.

PS: I remember in 1992, the big campaign between Terry Goddard and Fife Symington and the paper was very involved with that.

BS: I remember it very well. I think the leadership of the paper wanted Fife in. Frankly, I sat on the editorial board at that time and I offered questions. They didn't listen to me. I said I know that Symington has had some financial problems and I knew it because of his friendship with Dick Mallory, who's a friend of mine and the things were just beginning to kind of bubble up at that time.

Terry knew it. Terry got some of it. He didn't know it all but he knew about the Mercado and things like that. Terry was telling people this was a problem. They weren't listening to him. I tried to get the paper but they were of a mind 'Let's not bring this up, it may go over that Fife's not that bad off.' Because Fife was saying, "Hey, here's my statement, enlarged statement." All we could say, "Well that's okayed by Arthur Anderson." (laughs) They were okay at that time. So we didn't go into his private life but we heard rumors that things were not going well. Then he got into some charges and Dick got him off as I recall. Dick Mallory was his lawyer; he got him out. The unions had put the money into the Mercado and they wanted their money and all that.

I was not proud of that election. I felt like we didn't reveal the whole story. I don't know if Terry would have been a better governor than Fife. Terry, because of his rambunctious nature, had trouble at the Legislature. Probably because he had trouble with the City Council all the time, you know that? And I liked Terry very much and he knows that I like him. But he wants it his way, like his dad. Very much like his father in many ways. Stubborn sometimes. Frankly Fife, I think, was a good manager of the state in

many ways. But he had his problems too; big problems later on. (laughs)

PS: Actually he was elected then and because of the 1986 election, they had the run-off.

BS: Eddie Basha was the year after that . . . the next election. There again, ever time Eddie sees me and he's a very good friend, he says "If you'd supported me, we would have won." And he would have won if the paper would have supported him. But it was Chip and his friendship with Fife that was a lot of it. I remember he told me (chuckles) that Fife asked him to breakfast one morning and Fife brought out cash and he said, "This is the last breakfast I can afford to buy." When Chip came back to the paper, he told us this. I said, "Aren't you worried about the guy?" "No, no," he said, "He'll recover because the Pritzlaffs have deep pockets," and all that. It was a different time, too.

PS: For many years, the papers had the power really to almost dictate who gets elected.

BS: Yeah. We used to call it endorsement. Even Fife or even Evan wouldn't turn it down. We didn't offer it obviously. But they all knew into the middle of the 1995 or 1996 election, something like that, the paper could pretty much influence the marginal vote. If you were strong for one party or the other they may not; but if you're floating in the middle there and there's always a lot of float . . . that the paper could direct you.

Then the paper lost some credibility. The Duke Tully thing caused some credibility loss. Other things caused loss. Supporting bad candidates. McCain got us to support that crazy sheriff, the lawn mower operator. Dick something was his name. We embarrassed by some of the choices we had at that time. So the paper started losing its credibility and other media got more and more attention. I think they went away from us to support the other side in some cases. I don't know that, but I think so. There was some influence of the *Tribune Newspaper*. Not a lot, but they had some influence. So it started filtering away from us and we lost some of our strong voices. I think that John Kolbe was a strong voice. I think there was less interest in our paper in politics. We didn't cover it as well as we had done years before that. That's part of it in my opinion.

PS: Now that the paper is owned by Gannett, do you think that's changed?

BS: I was concerned when I heard that Gannett was getting the paper. I was pleased when the check for my stock cleared but I knew we were going to have to sell someday. I always pictured in my mind whom I would like to have rated up there. I had the *Chicago Tribune* company rated number one because we worked with them on the Season for Sharing thing with the Robert McCormick Foundation. Then I knew a lot of *Tribune* people. It was a good operation, and right before we went on the market, they bought *The L.A. Times*. When they bought *The L.A. Times* that diminished their assets and so they couldn't make an offer for us at that time. It got up to that level.

I didn't realize at the time, but Chip was out selling the paper. He was brought here, I think, to sell it. Particularly when Eugene S. Pulliam died. It all changed. The family didn't care; they wanted their money. There was no family really into the paper business. Myrta was back in Indianapolis but she was a minor executive. They had no voice and they allowed it to be sold. I was shocked when Gannett bought. I had no idea. In fact, the stock started jumping. I said, "Well, I'm going to sell some stock." I should have held because it went up even higher. But there was no rumbling from inside the building. It was a well-kept secret between Chip and two of his aides there and that was about it.

I will say in retrospect, they've done a better job than I thought they would do. My concern was how they would be as community citizens because Gannett nationally does not have a reputation for getting involved with the town. Giving money to charities, helping organizations, getting involved with community activities, covering those sorts of things. I thought this is going to be another *USA Today* with little snippets on the front page and all that. I have been pleasantly surprised. But I think they've kept it much like it was before with money that goes to charity. We were the largest giver of money in the state because of the matching dollars. I think we had given like seven million dollars. That will dwindle a bit but I think that the Gannett Foundation's going to do some funding.

Gannett found out this was something they didn't expect. It's the largest newspaper in their chain except for *USA Today*, which is not a local paper. The second largest paper in their chain is *Indianapolis Star*, which came along in the deal. They found out both papers were involved with the community and they had never taken that on before. But as they did surveys, they said, "Hey, we can't pull back because it will hurt us business-wise. I mean advertising might dwindle, the community appeal might drop, circulation might drop, you never know. We'll continue this for a while." So they've continued it and now they kind of like this. We're still in the circle. Everybody asks us our advice and things; to be on charitable boards and all that kind of stuff.

They brought in a good publisher, Sue Clark Johnson. Sue, I think, has done a really good job of keeping away from the editorial product; letting Tom Callinan and those people do it, which she should do. She's also been very good about involvement.

Sue is not as active in the community as she wants to be because she's running like 13 papers for Gannett in the West. But she does get out to things. She goes to events and people see her. She has compassion for people and issues. I think that will go on. So I think the paper wants to be a good citizen. That was always the deal. The old man used to say, "We want to be good citizens." She's asked me for a little advice but not much, because she knows that I believe in the town. I sat with her at lunch the other day and she said, "How do you think we're doing?" I said, "You're doing better than I thought you'd do." And I really mean that.

I hear criticism about the paper but I don't see anything wrong with it. Maybe the product's changed a little bit but they're doing a pretty good job of covering things.

PS: Did the sale of the paper influence your decision to retire?

BS: No, I retired before that. I retired when I was seventy; three years ago. And I retired because I wasn't having as much fun. People asked, "How long did you work at the paper?" I never worked at the paper. I never worked a day. I was employed there but I had fun. Every day was fun. I had no agenda to follow. Pulliam never said, "Get into this, don't do that." They gave me a free rein, more than I deserved really. I could see at 70, it was time to get out. Not that my energy was any less, I didn't think.

They didn't ask me out. I invited myself out. I think there were those who thought I was a Pulliam favorite down there. Never was. I don't think Nina or Gene ever said to anybody, "Keep that guy on the payroll." There were people who thought that but it didn't happen.

PS: A couple of questions people have said I had to ask everybody. What was the worst day of your career?

BS: I can tell you. The day Martin Luther King Jr. holiday failed. I was so sullen about that. It was not because of the Super Bowl. I knew that was going to be a national issue. I knew we were going to get a beating from everybody because they're always looking on somebody to jump on. We were the target at that time. I felt we would be discredited as a racist community. I felt like I had part of this thing because of Super Bowl. Maybe that was the thing that pulled it down. They didn't want the NFL telling them what to do. That was a dark, dark day. I've had other darks days but I was really despondent because of the community.

PS: What about your favorite day? What was the best day?

BS: Favorite day. I had a lot of those. I think the day we got the Super Bowl was a big day because it established us as a major community. That more than anything else said, "Your population's okay; your indexes are okay. You've got nice corporations and everything like that." Isn't that funny though that people would say a sports event means that much, but it does. It makes you a major state, a major community.

Same way with a college. You can have the best department of philosophy, the best law degrees, the best business school, but if your football team's not winning people will forget that. Notre Dame is a great example. Notre Dame in the early 1950s decided they were going to de-emphasize football. Father Hesburgh had just taken over and he said, "We can get out of this thing." So they did a chart, which I saw. The degree of proportion of football victories and giving was right on the same line. As soon as they changed it went right back up. It's a shame how people judge you by athletics but it is true. Now some schools rise above it. Stanford certainly does and Duke, Northwestern and Vanderbilt; places like that. But if you had a good football team or if you're in a collegiate sports then they remember. I've seen it time and time.

I've heard more people say, "Oh, yeah, you had the Super Bowl." And now the World Series obviously; that takes you to another level.

PS: You think Phoenix will get the Super Bowl back again?

BS: Yes. They'll get it back as soon as they build a stadium. They've promised it in the future. That's what the League wants. They're using the stadium as the hook. You improve facilities for the NFL and they've done it in every community they've gone into where they've added a new stadium. If they had the climate, then they got Super Bowls after that. So it's part of the negotiating.

PS: Any other favorite days?

BS: Favorite days — well. I think when we got our agreement with the McCormick Foundation for giving, and they were matching dollar for dollar. The first year it was 50 cents on the dollar and we could see how we could expand or give to all these agencies. Then to see Nina Pulliam's trust. She put all of her money into taking care of this community; to have that kind of munificence with $400,000 million given to charities. That is wonderful. Not only Nina's, but Virginia Piper Trust and others that are coming on line. We're now beginning to have enough trusts that we'll provide revenue for charities in the future. That's been great for this community.

I want all the needs met if we can. We can't meet them all but we can have most needs met. There shouldn't be hungry children; there shouldn't be uneducated children. There's enough to take care of those things and I hope that a giving community like we have increases it's giving. That's why the paper was goading everybody into giving. We'll recognize you when you give and they're still doing that.

PS: You've been involved in most all of those areas personally it seems like.

BS: I had the best job in the world because all Gene said was, '"Do good and don't get into too much trouble, kid." I tried not to get into too much trouble. But he said, "Give back." In fact when he bought the papers in 1946 he and Nina wrote a thing what other papers called a 'love letter.' He called it the Pulliam Creed. It said, "These papers want to be good citizens. We want to work with the unions; we want to work with the schools; we want to work with the corporations; we want to work for everybody to make it a better place." That was 1946. There were many publishers saying that at the time. My mission was to follow what he wrote in 1946.

PS: Do you have advice for young people today just starting in their lives or their careers?

BS: In journalism you mean? First I think they should get into something they want to do. Don't let someone force you into it to make a lot of income because that isn't happiness. Get into something that you like. I've had a lot of people say to me after they've had these good well-paying jobs, "I'd like to work for the United Way. I'd like to work for agencies." I said, "You can't come down to that because it's a loss

of income." They've done it. Many people say it's not the paycheck. It's the heart. And I feel like I'm doing something, giving back.

Number one: Let your heart lead you to what you're going to do.

Number two: Get into a profession where you can get a good income that will make enough to make you happy. Maybe working for an agency; maybe you don't want the fancy car; maybe you'll feel better after you're giving back and seeing all that.

And Number three: Get into something where there's a future. Get into technology, get well trained for that. Learn some languages, not just Spanish; learn some other languages. It's going to be a big world. Learn about the law. Take a lot of public speaking so you can express yourselves when you get out and talk. That's how you sell yourself. It's not what you write, it's how you stand up and talk. I should have taken that myself as a matter of fact.

Most of all find something that'll make you and your family happy. Always put your family and your God, synagogue first. Make the family happy because if everybody's got a good family it's going to be a nice world.

PS: Let's talk a little bit about your personal life and your family. Why don't you tell me a little about your four children?

BS: Okay. First I want to say that you asked me my saddest day in life and my happiest day in life. Personally, my saddest day in life was the day my wife left me after 37 years. I thought it would affect the family. I thought it would break down the children. The children were all grown and responded very well — to both of us.

My happiest day in my life was when I married Mernie. Married her eleven years ago and it's been one of the best things that could have ever happened to me. I not only got Murnie as a wife but I also got her two sons. The best day was marrying Murnie and her two sons. I got two grown sons for that. I also got two grandchildren through that. So we have nine grandchildren and we're very close to our family. Murnie and I believe that the family is important in our lives. We're busy socially but nothing ever comes in the way of the family. Last Saturday we had a confirmation in the Catholic Church for one of our grandsons. We were asked to go to three functions but we didn't go to any of them because we want to be with our kids.

PS: How did you meet her?

BS: I knew Murnie from the time I got here. My neighbors were friends of Murnie and her husband Dutch and then Dutch had a long period of cancer and died. I was a pallbearer for Dutch and never thought that I would ever have anything to do with Murnie as she was just always a friend. So when my wife left me, for a period of a year, I was very disconsolate. I didn't know what to do with myself. It worked out well that

my daughter and son-in-law and one little guy, there's two now in their family, moved in with me. I was living in the Arcadia at the time. John is a baseball coach with the Mariners so he could live here and they didn't have to have a home. They lived with me. They helped me get through a tough period of time.

Then my daughter Lisa pushed me towards. Murnie was always a friend of our family's and we'd have, I think we had some kind of a…

PS: Why don't you tell us about each of your children.

BS: My oldest son, Kevin, was born in Indianapolis. He was born in 1954, so he's 48 years of age. He's a sales representative for Shamrock Foods and he and his wife, Robin, live in the outskirts of Mesa. They have a nice home out there and they have a son who was just confirmed in the Catholic Church. He's a junior at Mesa Mountain View High School. Their daughter, Alicia, is a freshman at the University of Arizona. Kevin's a big ASU fan but he allowed his daughter to go to Arizona. It was not easy but he did.

My next is Sandra. She will be 46 in July and she's married to a professional baseball player; he was originally. He was captain of the U of A baseball team in 1980. He went with the Mariners in 1980; then he went with the Twins. But now he's a first base coach for the Mariners so they live in Seattle and they have two sons.

The next is Lisa. She will be 44 in May. Lisa is very active in doing all sorts things, notably the Humane Society. She's the president of the Humane Society and they're just opening the Campus for Caring this week. And she and others raised 14.1 million dollars to build this facility which is the best probably in the United States and it's the newest as well. Lisa does not have children. She has a ranch with horses and dogs and lives in Parks, Arizona, between Flagstaff and Williams. She and her husband also have a marketing business here in Phoenix.

My baby is T.A., Trent Allen Shover. He just turned 40. T.A. is with Suncor Corporation in development and he will soon open an office in Tempe. They're building a new building on the water in Tempe. It's the building you might've seen out there on the lake. T.A. and Julie, his wife, have two children, two little boys. Lisa's a graduate of University of Arizona. He's a graduate of Menlo College in Menlo, California, which is a small private school.

Sandra and Kevin do not have degrees. Both were close to it. Sandra may get it very soon because she had time to do that now in Seattle.

When I married Murnie, I acquired two sons, both graduates of USC and Brophy. Mark is in the landscape business. He's the oldest, lives in Phoenix and is divorced. He has two wonderful children. The daughter is a freshman at Thunderbird High School and the son has just received honors from Brophy. He is the captain of both the debate and volleyball team, which won the state championship last year. He's going to go to the U of A.

And then Brian, the youngest son, graduated from USC, lived in California then moved back here just a few years ago. He is a manager of real estate property, has not been married and no children.

So that's our family of six children and nine grandchildren.

PS: I hear you spend a lot of time, many, many years helping with Little League and other baseball teams. Why don't you tell me a little bit about that part of your life.

BS: That was a good time of my life. I was not talented enough or wealthy enough to play golf so I never was in a country club. So to be with my children, I could teach baseball. I played some baseball and so my boys happily wanted to play baseball. My girls happily wanted to be the bat girls. It was a family thing. For seventeen years I coached baseball beginning with the little guys. I guess at first they are about 7, 8 years of age and I took Kevin's team all the way through American Legion, which is 18 years of age. The big difference between little guys at 8 and Legion players is there are college players. These kids are big and they know baseball and the coaching is different.

We had boys that played on my baseball teams for almost 10 years. They were a great group. We won the state championship in Little League in 1966. We did fairly in Legion but we didn't win the state championship. Our sponsor was the Phoenix Suns. My coaches were Jerry Colangelo, Dick Van Arsdale and a fellow named Ethan Black. They were the most over-coached team in America but we had a lot of fun.

In Little League, I had some of the greatest days because all the family participated. We were all there for every game and I insisted that any player who played had to have his family attend the game. And if they didn't come to the game, I wouldn't let him play. That was my simple rule; one of them had to be there. I understood that one couldn't always be there and in those days it was two-parent families. Now it's single parent obviously. So we made a lot of friends through this and had a great, great experience working with these boys.

I think I had 380 boys play for me and everyone of them is still a friend. There were no girls; that was before the girls got involved. I see them all the time. They're successful in business and they always want to talk about, 'Oh, you used to throw those curve balls to me in the batting practice, or whatever it might be.'

It was all good memories. I never really had any bad — well I had a couple but not really many bad Little League experiences with parents because I wouldn't let them get involved. I made them cheer, cheer for the other team and show good sportsmanship. I also made them take turns bringing treats for the kids after the game. Everybody had to come and they exchanged the treats and sit around and talk. Winning wasn't foremost, we wanted to play with the kids.

I had some of the most spastic kids you could imagine playing for me and I loved them all. I had kids who didn't know if they were left-handed or right-handed when they started playing with me. I had kids who didn't know the rules completely. I had a boy one time on first base. I said as soon as the ball's hit, run all the way to third base. He ran across the pitcher's mound. (laughs) I had a lot of funny things happen like that in baseball. It was a great experience. And we never took it too seriously. One time Jerry was trying to tell the guy how to throw a curve ball; inside curve ball, outside whatever it is. He's giving all these signals to the boy who was 16 or 18 years of age. The player came over and said, 'Mr. Colangelo, I'm just trying to get the damn ball over the plate.' (laughs) So we had a lot of laughs with that. It was a wonderful experience.

Those 17 years I will treasure. I think Legion's kind of died now. But if you want to go into Senior ball or you want to go in Little League ball — do it. My little kids are now playing T-ball, which we didn't have in those days. But it's a great experience for a family if you work together on it and enjoy each other.

And unlike some sports, this one you're participating with them. That's the nice thing about it.

PS: That's a long time to stay involved.

BS: Well, we had great experience with parents and to see these kids now, to see how successful they are. In fact one of them, you've been reading about genomics? Dr. Jeff Trent is the guy. He played baseball for me and he was quite a handful but he was a good baseball player (laughs). Jeff is a very brilliant guy. I guess he will make the decision about moving that operation from Maryland to Arizona. Looks like it's going to happen now.

PS: Did the fact that he played baseball here affect his decision?

BS: No. I'll tell a funny story about Jeff. I told Dick Mallory who's leading the effort now to bring that center here. I told Dick, "Tell him that I'm your friend." He said, "Oh, he knows that already." I said, "Tell him one story in particular." Jeff is a twin. His brother, John, is a very successful psychologist here in town. They are both brilliant boys. When they graduated from Arcadia they were probably in the top five in their class. They went on and got degrees on degrees but they were always kind of wise guys. They were from a single parent family and they felt they knew more about baseball than I did.

What I always demanded was decorum; that you had to appreciate the other guy, to be on time and you had to do all these things. He'd come to practices and we had a lot of practices, more than anybody else. But they would mouth off at times. When they'd mouth off I would bench them, both of them. So we were playing in a tournament game and I didn't play them. And we got to the last bat in the game. We were down. I put in Jeff to be pinch hitter. He hits a homerun. (laughs) We win the game. He comes around third base, he's waving his finger at me saying, "I told you, you should have started me." (laughs). So I told this to Dick Mallory who told Jeff. He remembers it very well.

But the memories are so rich of those days with those kids and their families. We went to New Mexico to win the state championship for Arizona. The families all took a bus and went together. I never had any parents question why I did all this, you know. Why don't you play, Junior more? In some cases Junior didn't want to play because he knew he'd hurt the team. But if we were losing big or winning big or even close games, Junior got in. And we lost a lot of games because everybody played (laughs).

PS: Was it hard for you to find the time with working?

BS: It was. It was very hard to find the time. But I had a very tolerant publisher in Pulliam. He knew that I didn't take time off to play golf. We'd have our practices at 4 o'clock at the R&G Rancho. It was our practice field, which was near my house at 48th Street and Indian School. I had my own private diamond for these kids. But if anyone else wanted to use it, they could use it too, obviously.

I took a lot of time. I kept statistics on them. I've got pictures of all the kids framed and I had their statistics behind them. We get together in reunions and I always say, "You might want to show your wife the back part, because it'll tell the exact batting average you had." "No, no. I don't want to show my wife because I've told them I hit 400" or something (laughs). It's fun to see these boys now.

Pulliam was always very understanding of them. I remember one day in particular. You want me to tell a story? It has to do with Don Bolles. We were having an editorial board meeting and discussing Kemper Marley for the racing commission. I said, "Nina, I know that name. I don't know him but I know that he's been in some bad situations." She said, "Well, look it up." So I went to the clips and found out all these things Marley had done that were not very good. I told the editorial board about this and Nina said, "You've got to tell Governor Castro about this because he'll be embarrassed. We're going to rip him if he gets on the racing commission." So I call Raul and I said, "Raul, you should really look at the background of Kemper Marley." He says, "Bill, I don't know Kemper Marley. He gave some money to my campaign and Bob Stump wants me to put him on." Bob was in the House. I guess he was in the House. He had something to do with the racing commission.

I was practicing baseball one day and the man who runs the ranch came out and said, "Governor Castro's on the line and he needs to talk to you right now." Well the boys were impressed with the Governor on the line. So I went and got this telephone call and Raul says, "Bill I've worked it out. I'm going to nominate him for the racing commission. He's going to come on and he will resign immediately. But he'll be accepted." And I said, "That's fine because I don't care if he's on. That's your job but the paper's going to go after him.' So who wrote the story about Raul nominating, Kemper serving and then resigning the same day? Don Bolles. Don Bolles was the byline on that story. Don had nothing to do with developing the information. I developed the information and Don wrote the story. I've always had a lot of guilt about that because I honestly don't think Kemper Marley had anything to do with it. I really don't. Not seriously. They charged him. I think that honestly, he may have made a passing remark to Jimmy The Plumber but he wasn't involved. It was the other guy, Robeson. Kemper loaned him a million dollars, I understand, to buy some property around the Colorado River and it went flat and he lost his million bucks. We

understand Kemper probably said something in passing to Harry Rosenzweig, "I'd give a million bucks or something like to get rid of that guy." This guy heard it and said, "Well, I can wipe my slate clean if I get rid of this guy." I think that honestly they got the three guys who did it; conspired on this. But I don't think Kemper knew anything about it.

PS: Tell me about the R&G Ranch.

BS: I believe it was 1952, the Pulliam's bought 20 plus acres at 48th Street and Indian School. At that time it was a dirt road and a lot of it was in orchards. Part of the Ranch still is an orchards, in the back part. Gene always had this idea from Indianapolis. The best way to keep employees happy is to have a country club for them that they don't have to pay for themselves. It's a place where they can have events, family parties and all that sort of things. He started one in Indianapolis called The Fourth Estate. It was 17 acres and is still going back there.

He bought land to the east of Arcadia High School. He bought it in early spring and told Randy Barton, who was an executive, you've got 90 days to get this ready for a party. So Randy scrambled. He was our production director then. He created a large ramada and build a swimming pool. It was an old estate and had two homes on it. One home was where the caretaker lived and one was a fruit cellar they'd use. Gene and Nina pushed Randy and he got it done in time for this party. Pulliam's always had an annual picnic called The Family Day Picnic. All the employees could come and bring all their kids and anybody who lived in their house. The parents, grandparents or whoever it might be. We'd get four or five thousand people for a party out there, usually in June. The old man kept adding to the facility and it became very nice. It's got really nice Olympic-sized pool that is heated. One of the employees had paralysis and needed to swim every day. He couldn't afford the Y so Gene put in the heating system for him.

It's evolved now into a real nice country club and the employees can use it anytime. They can take up to 20 guests for a birthday party or something like that. He was the first publisher to do that. Publishers used to come here for meetings and they'd say, "Dammit Gene. Don't tell our employees that you got this."

But we never had a union problem. We never had a strike in our history because we thought things got settled by knowing each other better. And they could go to the ranch, have the family day at the ranch and everybody's equal. There were no executives out there, not even Pulliam. I could do it cause I ran the ranch for him. And I had staff, but it was never a thing that they could say, "Well, I'm the general manager of the paper and I don't want you to do this and I want that table over there that you've got your name on." None of that was ever allowed. And we think it had to do with a lot of good labor relations.

PS: And it was a family place too; you helped the families —

BS: And it's still there now and Gannett still operates it that way. You can imagine the value of the property now, 20 acres around there. I hope it stays there forever.

PS: Sounds like you spend a lot of your life involved with baseball and your boys. What about your girls? Did you do anything with them?

BS: We had the girls in the Scouts and all that sort of thing. We had them in any activity you can think of. Lisa was involved with school. Lisa's the politician. She was president of the 7th grade and the 8th grade at Hope School. Then went to Arcadia and was president of the freshman class, the sophomore class; didn't run as a junior. She came back and ran as a senior. And so five out of six years, she was class president of someone.

We encouraged them. Sandra was different than her sister. She was more of the homebody and all that sort of thing. Yeah, we had activities for the girls as well. Of course when baseball came, they took care of all the equipment. They were the bat girls. I'd carry the bags out of the car but they'd put all the bats in. One funny story about Lisa.

She was very particular about how the uniform should look and how the helmets should look. And this was Legion ball. These boys were 18 years of age, big guys. When we got into big tournaments or anything, we'd spray all the helmets to make them look real shiny. We wanted the catcher's mask to look good too. So she sprayed the catcher's mask. At the game a day or two later, the catcher came to me and said, "Mr. Shover, something's wrong. I'm having trouble here." I took it off and could still smell the paint (laughs). We looked good but we had to get another mask for that game (laughing).

That boy now has a son playing professional baseball as matter of fact. Burline's his name (laughs).

PS: Did any of the boys you coached go on to play?

BS: Yeah, I had a couple of them. Rob Milsop and Glen Purvis went to Triple A. None of them got to the bigs. Well, they trained. Glen trained with the Angels, but he didn't get to the bigs. He was at spring training with them. But no one has gone on the roster.

And then Rocky Coyle, the little catcher I had, was captain of the U of A baseball team. He got to Double A. He was a good athlete. Smaller, but these boys were good athletes. We had some really good teams. Arcadia had good teams because through our league, they went on to Arcadia High School. The coach had an easy job cause he was coaching those kids that knew baseball pretty well.

PS: And how did you learn to coach?

BS: When Kevin was 6 or 7, his coach on the Indianapolis Little League quit. Someone said, "You used to play baseball. Don't you want to take this team?" So I got hooked on it. Our team was called the Jolly Hobbs. H-O-B-B-S was the sponsor. And some team beat us bad in the start of the year so we worked on it; we beat them at the end of the year. Here are 6 and 7 yr old kids and they were so proud of the fact they beat this team (laughs).

Then when I moved to Arizona we lived down the street from Hopi School and they had a good program for baseball. Kevin went into it and they needed a coach. So I became his coach through the years. T.A. came along so I was coaching two teams at the same time sometimes. I remember one night I was coaching T.A.'s team and we were having a Legion on the other side of town. When you're the manager in Legion baseball you had to wear a uniform. So I remember presenting the line-up card to the umpire with theses 12 year old boys and here I am in a uniform. The umpire looked at me and says, "Coach isn't this a bit much? (laughs)So I'd hustle from one game to the next game for probably four or five years when I had teams in both divisions. Then I had them in a tournament. If you win the tournament, you'd be able to coach. I mean you win the season, you'd be able to coach the tournament team. And we had some good teams so we had a lot of tournament teams. It was a lot of work but I had a family that was very supportive. I had a secretary who was marvelous; two secretaries, as matter of fact, through those years. And they would do the statistics. I'd bring the score books back and show them and we had the best set of statistics. We gave a copy to all the parents so they knew exactly what was going on. There can be a lot of exaggeration, but we never gave a kid a hit if he didn't deserve it. In some Little League if you knock a ball or somebody drops, that's a hit but that's not a hit. We were very specific about it.

PS: How did you get Jerry Colangelo involved?

BS: When Jerry first came here in 1968, he and I developed a fast friendship. I was coaching a game down at the Kachina Park at 39th Street and Campbell. Jerry knew I was coaching but I never told him where I was coaching so one night he shows up at the park. He was living in an apartment there. He and Joni had just moved to town on the southwest corner of 40th Street and Campbell. It was just a little par apartment with a stairway. So he showed up down at the park. He'd played baseball at University of Illinois and he was a good pitcher. But then he threw his arm out and he couldn't play anymore after that. So he was standing there and I said, "Hey, do you want to help with these kids?" He started coming down helping with the little guys. Then as the kids got into the Legion ball I said, "I need a sponsor. I need uniforms, I need equipment." He said, "How much you need?" I said, "$2500.00." He said, "You got it." He was running the Suns then. He didn't own them; he was general manager. So the Suns became our sponsor and it was the Arcadia Suns and then became the Phoenix Suns later on. We had the best uniforms, double knits. Like Jerry, everything was first class. These kids loved when Jerry came out and coached.

Did I ever tell you the funny story about Jerry hitting a kid? Well, Jerry was throwing batting practice. There was one kid on the team, Peter, who was totally spastic. He's been very successful and now he has his own company in town. Jerry threw an inside pitch to this kid and hit him. Well, he felt terrible about this. The kid was moaning on the ground so Jerry and I collect the kid put him in my car. We go over to his mother's house. His Dad wasn't there and his mother's a trained nurse. So we carry him in and he's moaning, "Oh, I'm dying." We put him on the couch (laughs), and Jerry's feeling terrible, if you can imagine. His mother's name is Margaret. She starts looking over him and said, "Peter stop faking it. Go back to practice." (laughing) Peter was faking it all the time. He didn't want to practice because it was hot. Jerry sees him every once in a while and they always laugh about it. Peter really faked me out on that one.

The family was the furniture people, Walsh Brothers. His dad was big Pete Walsh. Margaret's still around I understand. And Peter went into the business now. He's got his own business; he's done very well. I see him every once in a while. (laughs)

We had a lot of laughs with Jerry and those kids over coaching. But he was an inspiration to those boys because he'd take us to the basketball games. He also owned the Giants at that time or part owner and so we'd go out to the Giants games. Ethan Black, my other coach, became the general manager of the Phoenix Giants. Blackie had been a pro baseball player. He'd played with Jerry at the University of Illinois and he'd also played in the Milwaukee Brewers organization. So the kids were taught a lot of good fundamentals about baseball.

PS: Talking about your family, are there are other things? Special vacations you took as a family or holiday celebrations?

BS: I could tell you a funny one we took. Murnie and Dutch were outside of La Jolla, I forget the name of the development. It's right on the beach and outsiders can't get in except swimming around because it's a cove. We decided to have a volleyball tournament against Dutch and Murnie. We said, "We're staying down here at the motel so we can't be in your resort. And they said, "Oh, no. We'll let you come in. We'll get our team and you get your team." So I worked on this for a while. We had a month or so to figure it out. Jerry was going to La Jolla and so was Dick Van Arsdale and I asked them to be on our team (laughs). So we go over to meet Murnie and her two boys and Dutch in this resort. Movie actors were there too. Remember Tom Harmon, the football coach? His son, Mark Harmon, was there and I think he played on the team. So we had our team and we had the uniforms. We called ourselves the Inner City All Stars vs. the some kind of pampered bunch or something wherever they were; this private cove they were in. When we walked in with these ringers, Van Arsdale and Colangelo (laughs), and we killed them. I mean they had no chance at all.

When we came back to Phoenix, we laughed about it. We knew all of the people on their team because they all lived in Phoenix. And when they all came back in the fall, I had the newspaper run an edition and it had "Inner City All Stars smash something—whatever we called them at the time. I think Murnie still has the paper. And I took the paper to each of these people's home that morning and put it on the outside of the Republic. So they picked up their paper reading Inner City beats — and it had their picture and their names and all this stuff. It was one of my all time great jokes because there were probably about ten families who got a special edition of the paper. And Jerry was involved; he thought it was a great deal too. (laughs)

Our vacations were family vacations. We did them together. We never went separately. We had a great vacation years later with Hugh Downs when he was out here. We went to Lake Powell with he and Ruth and their 7 year old grandson, Cameron, who was a child that needed discipline. Now he's 36 years old. We got in this houseboat and Cameron was acting up all the time. Hugh and Ruth both said, "We don't

know how to handle him." At first he said his name was Cameron, then he said his name was Jazz Baby. He was raised in a commune over in New Mexico. His mother was kind of a hippie at that time but she's all changed now.

We go into the place at Rainbow Bridge where you get gasoline to refuel and Jazz Baby's acting real crazy, just driving everybody nuts; so I grab him by the ankles and put him over the side of the dock. I put him down head first and he can't do anything because I've got his ankles. And I dip him in the water and I said, "Are you going to be a good guy?" (makes gurgling underwater sounds). (laughs) I kept doing this. Finally he said, "All right, all right." So from that point on Jazz Baby was very nice (laughs). I use a lot of discipline with kids in baseball as well.

Now, Jazz Baby he is one of the most likeable guys, handsome guy. Lives here now. This guy married last summer and his wife is Niki Black. And she is working out to be anchor at Channel 15. And he's in graduate school out at ASU. He's a brilliant guy in markets and he has his own portfolio and he's done very well financially.

But that was one of my fun vacations (laughs). The kids all remember and everybody loved it because we calmed down Jazz Baby.

PS: (laughs) That would be called child abuse today.

BS: Yeah you're exactly right. And Hugh saw it happening and he'd just turned and walk away. (laughs).

PS: Any other family things that you want to talk about?

BS: The family is our most important thing. We have birthdays here; we have holidays here; we have a big Easter Egg toss here. Christmas is a big time. Thanksgiving is a big time. Lisa's got us to go up to her place twice for Thanksgiving. It was wonderful going up there but it isn't the same thing as everybody being crowded in this house.

In the early days we used to have the Colangelo's with us for every Thanksgiving and every Christmas. Joni didn't like to cook; so they were like our little family. And, his girls — sat with one last night at the ball game. Still remember those family days. Brian who's his youngest son, is two years younger than T.A., my young —my oldest— my youngest son. And he was like his big brother because he didn't have a brother. So our memories are wonderful of those times.

And for one more funny story about Jerry. After one of the Thanksgiving Day dinners, Jerry would always get in this lounge chair I had that I pull up so he could put his feet up and he'd go to sleep. And I didn't realize that Jerry had sort of an affinity about snakes. And we had a king snake that T.A. had: a pretty good sized snake. So Jerry was sleeping so I dropped the snake in his lap, which probably wasn't a very funny thing to do. But it was a harmless king snake and he (laughing) saw that snake, he threw it up in the air and

he ran and got Joni and he says, “We’re leaving right now.” Grabbed her by the arm and they all went out the door. The whole (laughs) Colangelo family. So, the following Christmas about a month later he comes in the house with a gift for us. He knocks on the door and he says, “Is that snake still here?” And I said, “Yeah.” He says, ‘here’s your gift.’ __ ___ ___. (laughing) So now, here’s he’s got the Rattlers and he’s got the Diamondbacks (laughing). I have teased him so much about that. He says, “well, you know, those are all dummies.” But he still hates snakes I tell you.

PS: I should ask you how you want people to remember you. Your legacy?

BS: I don’t want my name on anything. I’ll be buried out the Veteran’s [cemetery] just in a little simple plot. I don’t want to have anything like that. I don’t like that kind of stuff. I don’t want a eulogy. Don’t want that at all.

How would I want to be remembered? Probably as a good guy who tried and didn’t always succeed. Probably as a good dad and a good husband, maybe. That would be a nice thing to have. I don’t seek credit. I learned early on that the less credit you ask for, the more you can get accomplished. Did you see my card that I’ve got there? ‘There’s no limit to the good a person can do if he doesn’t care who gets the credit.’ I really believe that. But I believe if you really let the other person take the credit, you get more done. I guess I’d like to be remembered by that line somewhere.

I have little cards made and when I used to go out to speak, I’d use that line and people would ask for it and I’d give them a card. Nina taught me a lot about that. Mrs. Pulliam was never a Quaker but she was raised with the Quakers on a farm in southern Indiana. And she said she liked the Quakers so much because they live a very simple life. They don’t want anything at all. They don’t want their name on anything. I said, “My God, Nina. You’ve done all this stuff for these things you could have buildings named after you. You could have had the whole block under the name Pulliam Square.” She says, “You know, who cares? God knows, that’s all that matters.”

That was her philosophy and now that she’s gone, the press is putting her name on things. She would have said ‘Hell no’ to all those things.

One of my funniest stories of Nina is when we took her into the new plant with the presses and everything. It was near completion and she had ignored going in. I drove by and she said, “Well, it looks very nice.” But she wouldn’t go in. One day she said, “I want to go down and see the plant.” I took her down late at night. Chip Weil and John Oppedahl were there. She didn’t even know who they were because she never had anything to do with them. So we get on an elevator to go up to the top floor, the tenth floor, and she said, “Who are those guys?” I said, “That’s your president, Chip Weil and your publisher, John Oppedahl.” “Oh, okay,” she responded.

Have you ever been up there on the tenth floor at the paper? It’s a large conference room. You could play basketball in it. Chip Weil, who’s a very proud guy, said, “Mrs. Pulliam, this is the Pulliam Conference

Center." She said, "Why?" And he didn't know what to say. I said, "Nina, they're trying to be nice to you. You own the goddamn place. Let them name the room for you." "Okay." And that was it (laughs).

She didn't want anything. But she taught me that being simple is the best way and to never be boastful. I sound boastful at times, I know. I don't mean that. She and the old man had an unusual philosophy. She controlled him, by the way, in case you ever wondered about that. He thought that a man was running this state from a powerful position. She was running the state. (laughs)

PS: She always stayed far behind the scenes.

BS: She sure did. Gene would probably been in favor of the freeways but she didn't want to cut up the land so that's why they didn't do that.

I usually said, "Gene, what do you think about this?" He said, "Well, let me check with Coodle and I'll tell you tomorrow." He called her Coodle. He'd come back and say, "She didn't want to do that, or she wanted to do that." (laughs) People didn't know that side of them.

PS: But you saw that side.

BS: Oh, many times.

PS: You had a very interesting life. And you're not through —

BS: Oh, no. I'm going to have even more; more all the time. Life has got so much to offer. If you can't enjoy life . . . I see these people sometimes when they go to our retirees gatherings and they look so old. I look old too but they've lost their vigor for life it seems. I'll ask them if they want to do anything. Well, what do you want me to do? Well, I've got all these committees you could work on. And well, no, no. They have their own pattern and it's dull being in those patterns.

PS: What are your goals now?

BS: I want to continue being a good husband and father and grandfather, too. My goals? I want to finish some things that I've started. I've got a favorite program out at what used to be Williams Air Force Base. We bought land in Queen Creek and it's a program called Project Challenge. Did I tell you about that?

PS: No, you didn't.

BS: Nine years ago General Don Owens, a commander of the Arizona National Guard, asked me to chair Project Challenge. And I said, what the heck's that? And he said well, it's a program that you'll like; we're going to try to help kids lives. It's a national program in 26 states. The National Guard operates out of the Department of Defense. It's funded 60% by the federal government, 40% by the State of Arizona. They

take only dropouts; kids, age 15 to 18 years, who don't know what they're doing with their life. For seven and a half years we put them in barracks out at Williams Air Force Base, the old Air Force base facility. They didn't have air conditioning; we had to put some swamp coolers in there. They didn't have heating, they didn't have any . . . it was all bad, little stuff.

ASU owned the property and when it was deeded from the federal government to ASU, they became the landlords. So Lattie said, "We'll get you off in three years." Lattie kept us on for six years or seven years. I give Lattie the credit because they could have run us out and we had no place to go. They gave us time to build up some funds and we bought five acres next to the old boys ranch in Queen Creek on Rittenhouse Road. It's about three miles from Williams Air Force Base; about 38 miles from here.

We are now on our 18th class. We take in kids who are at the crossroads of their life; they don't know what to do with their life. They haven't made a decision about where they want to be in their future. We try to give them a stable period where they can figure that out. They come into our program and get three opportunities. If you want to be in the trades, we'll have intern programs for them to go to be plumbers, carpenters, and electricians, whatever it might be. If they want to go into pre-college, we got a pre-college program. Most of them will qualify for a scholarship. The community college industry has been very helpful getting us scholarships for these kids. The third program is military. About 20-25 percent of them go into the military. The new barracks are nice, really modern and we built this on a shoestring. The military engineering groups did a lot of the building. We got all kind of gifts in kind. And we built about almost a two million dollar campus for about $800,000.

The kids have a full disciplined day. It begins with 4:45 reveille with cadre coming out with Smokey the Bear hats; getting right in their face. It's a tough love. This is not what you've been reading about; the boot camp thing. There's nothing corporeal about this at all; nothing like that. But they get in their face and they say, "You look terrible. Do some push-ups" and all this kind of stuff, which only helps the kids. They build up their character. It's a build-up program. The kids come usually with low self-esteem as you can imagine. Suddenly they realize, well, gosh I can do this.

We have kids from Paradise Valley, from the barrios, from the Reservations, all over the state. We take in about a hundred and twenty. They're brought to us by courts asking us to help this kid. Some of them have misdemeanors, no felonies. But if a kid comes to us and says, "I'm here because my parents said I gotta come" then he's not in it. Good-bye, he's gone because he's not going to commit himself to doing this thing. They've got to say, "I want to do it. I need this because it's important to my life right now. I don't know where I'm going." Most of them are from single-parent homes and most of them have been in drugs. Some of them have been in knock-offs: they have never murdered anybody but they're tough kids. They come together and they learn how to live together.

I have a great feeling for the military. I think if we had forced conscription for anybody going out of high school for a year or two in the military program, we'd see this country change overnight. The liberals would say you're making them all look alike and all this, I know. But I think that kids need discipline.

They don't get it at home. If they do get it, they rebel against it. Like the coach out there in Mesa right now that's getting criticized. He's too corporeal for me. He really got in their faces and made them better than what they were. I think that makes you a better football player in that case.

But these kids are different. Some are small, some are heavy but they all have to go through the physical training. They have to pass swimming tests and all that kind of thing. Things they've never done before. And for half the day they're doing classroom. Then half the day they're studying or we put them in community programs. They go to hospitals to be candy stripers, clean highways. You may have seen them; they present the colors down at the stadium at the World Series. Those kids will unfurl flag; that's Project ChalleNGe. They're all in military fatigues; that's what they wear.

We've graduated almost 1200 kids over the years and we track them. The first year is with a mentor because they come back and want to talk to the class and all that. We know of one kid going into crime for all those years. We've had a few die. We've had a lot of them go into the military. We've had two go into military academies, if you can imagine. We have a doctor now and a lawyer who have come out of the program. They never would have had this chance. When you see them go in, they're the scruffiest looking bunch you can imagine with those old baggy pants and all that stuff. Five and a half months later they are rock hard; they are standing straight. Everything is 'yes sir and no sir.' And they get their scholarships and the camaraderie is just wonderful.

The military has a program where if you get into a fight with somebody, you've got to be with that person 24 hours a day for a couple of days. You're shackled together. You're legs are shackled; you have to walk with them; you have to do everything with them. You have to eat your meals with them; probably when you go to bed they unshackle them I guess, but they have to learn more about that person from personal experience.

They have a program Murnie and I like, called 'Dining In.' This is an old British army tradition where once or twice a year the enlisted men can have dinner with the officers. At this dinner, the enlisted men can make fun of the officers. It breaks down all that old stuff about 'he's so important he won't talk to me' and all this. When we have our 'Dining In' the kids take over. Volunteers like me go out there and sit at the table with the kid. They have been taught perfect manners. If you hit the table with your elbow, they call you up to the front. And they have a guy who issues the discipline.

To start the dinner, they take a commode and they put in various colors: Red's the Marine Corps and Blue's the Navy and White's the Army and Air Force. They make this conglomeration of old bread, some bad jelly maybe, not enough to make you sick, cheeses, and things that you would not want to have. They put it all in this commode and they mix it. Then they put lemonade or something on top (laughs). So when you do something crazy, you have to go up in front of them and you have to do a toast to the President of the United States and you have dip into this thing with a full cup. You have to drink it down and to show that's it's empty you have to put it on top of your head. Then you do something as the President of the United States and then you're released from your punishment. Murnie was nervous they were going to nail

her one night. She'd worked on the song *Honey Bun*. You have to do something funny by the way; you have to do some kind of dance or something. If you can imagine, the colonels are out there doing this silly (laughing) little dance. But it breaks down the whole attitude of all the discipline. Makes everybody realizes you're kind of the same. Now they do it, I guess, in the American Army. Maybe all the services do it. I've been told the Navy does it too.

PS: Sounds like you're pretty involved. That's called Project Challenge?

BS: Uh-huh. We're having a golf tournament June the 2nd. I don't like golf tournaments but it's a benefit for us and we raise money. We got one foundation to give us $300,000 for the expansion out there. And we have a parents' association. We had to go down to the Legislature and appeal for the money and all I do is say, "I'm Bill Shover. I'm chairman of Project Challenge. Here's ten students of ours I want you to meet. You pick out which one you want to come up and tell you about Project Challenge." By the time they finish answering the questions or testifying, you can see these Legislators dabbing their eyes because it is emotional. They came out of the worst background you can imagine. I took the Police Chief out there last year for lunch. Harold Hurt looked around the table and said, "I know some of you guys." (laughs) And this kid says, "We know you Chief." (laughs) But we have people like that come to talk to them, to inspire them.

PS: We were talking about some of the things you're working on now.

BS: I'm on foundations but foundations are easy. The easiest thing to do is raise money. The hardest thing to do is to get people to give their time. Time's more important than money. When you see all these people giving all these millions, that's wonderful. But do they go down there and see how the money's spent? That's the important thing. Like Sandra Day O'Connor; to go down to the Salvation Army and see how it works. And a lot of them don't. Mrs. Herberger does to her credit. She goes down to the Salvation Army. But most of them will write the big check and think that's it. The easiest thing to do is write the check if you got the money. But then to show personal interest; that's the important thing.

PS: Do you have any other pet things that you're still working on now?

BS: I like St. Joseph's Hospital a lot because there's the Children's Hospital. I used to work on that. Now I'm over at St. Joseph's helping. We just need a lot of pediatric care in this Valley. And I am raising money for that. We are going to add on a new pediatric unit to St. Josephs. The Children's Hospital just opened a new unit over here.

But there's so many sick kids out there and that is probably one of my favorite things. Luckily my children have never been ill, nor have my grandchildren. I mean that's a gift. When you see those poor kids as I've seen many times, I can't take it, I mean. I've been one of those white coat guys to work in the children's hospital and I go into those room and I see those kids with the inflated heads and oh-h, it just tears me apart.

PS: You're still involved in a lot of things. You really got Project Challenger.

BS: It's a good news story and good news, as you know, doesn't get much attention.