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**BARRY M. GOLDWATER**  
1909-1998

Honored as Historymaker 1992  
U. S. Senator and  
U.S. Presidential Nominee, 1964



Barry Goldwater photograph  
by Kelly Holcombe

The following is an oral history interview with Barry Goldwater (**BG**) conducted by Wesley Johnson, Jr. (**WJ**) for the Phoenix History Project on November 16, 1978.

*Transcripts for website edited by members of Historical League, Inc.  
Original tapes are in the collection of the Arizona Historical Society Museum Library at Papago Park,  
Tempe, Arizona.*

**WJ:** Today it is our pleasure to interview Senator Barry Goldwater about his remembrances of Phoenix. Senator Goldwater, what is the first thing you can remember as a child about this city?

**BG:** Well, this may seem strange to you, but the first thing I can remember was the marriage of Joe Meltzer, Sr. because I was the ring bearer. It was being held at the old Women's Club at Fillmore, which was about Fillmore and First Avenue. I remember I was only about four years old, standing outside waiting for the telegraph boy to bring a message saying that President Taft had signed us into statehood. It was Joe Meltzer's determination to be the first man married in the State of Arizona. Sure enough, I can still see that dust coming up old unpaved First Avenue with the messenger with the telegram. Then we marched in and had the wedding.

**WJ:** That's interesting. I interviewed Mr. Meltzer and he told me that story from his perspective. Where did your family live when you were very small?

**BG:** I was born at 710 North Central which would now be about the north end of the Westward Ho Hotel. Seven hundred-ten North Central was a two-story brick building with a wooden porch out in front. Just south of us lived Dr. Wynn Wiley. He delivered me in my house and moved away shortly after that. Our neighbors became Mr. and Mrs. Marcus Kelly. One son, Marcus, Jr., became a doctor. I don't know where Bob is, and one daughter, Estelle, married early, but the two other sisters, Gladys and Mabel, stayed and were teachers at Gracecourt Grammar School, I guess all their lives. South of them was a vacant lot and south of that was the home of Mr. and Mrs. E.J. Bennett, very prominent. In fact, she was my godmother. South of that was another vacant lot where we played football and you know all

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the setup of Phoenix. That was a residential section then. I can remember when we had no paved sidewalks here, the street was dirt, and we had a ditch laying down in front of the house. I can remember when they paved everything. Remember Central Avenue was a beautiful street with Ash trees. I think they were Ash trees, but they met in the center. It was a very shaded street.

**WJ:** Where did you go to grammar school?

**BG:** I first went to grammar school at McKinley School which was over about Fifth Street and McKinley. Then I went over to Monroe School, and when they finished Kenilworth School I attended the sixth, seventh and eighth grades there. My teacher in the sixth grade was Mabel Latham, and her [married] name was Mabel Hancock. Her father, John Hancock, laid out the town of Phoenix. I got to know her very well. I had to spend two years in the sixth grade.

**WJ:** Apparently she was a very fine teacher. I have interviewed at least a half dozen people who had her.

**BG:** Not only a good teacher, but a wonderfully sweet woman. She lived to be in her 90s, and I don't think there was a month went by that I didn't get a long, handwritten letter from her complimenting me or giving me hell about something. Beautiful handwriting. I loved that woman.

**WJ:** When you were a very young boy, what or who were some of the people who were friends with your parents, who you remember being in your house besides your parents or your family?

**BG:** Well, the strange custom that prevailed in those days, most of the families lived fairly close, and McKinley was the city limits at one time and then Roosevelt. I would say that most of the people lived south of McDowell and many of them walked to work. It was the custom of the homes to leave the door open and a bottle of whiskey on the table some place. People would stop in and have a drink on their way home. Oh, I remember the Tritles very well. He was the governor of the territory. I remember old Judge Sloan, Governor Hunt, my old Uncle Morris, who founded the Democrat party in the territory, businessmen like Allen Goldberg. The Rosenzweigs lived just down the street, a block from me. R.J. Johnson, the New York Life Insurance man, whose son became vice president of New York Life and has just retired. Dr. Kimball Bannister, Dr. Brownfield, George Barrows, both the Korrick boys, the Diamond boys. You never knew who was going to drop in and have a drink at night. It was probably one of the most educational and illuminating parts of my life because I could sit in and listen to these men as they talked politics or business. I remember one night when the new St. Joseph's Hospital over on Taylor and Fourth or Fifth Street was being considered. They just met there one night with a few drinks and decided to do it. The first thing you know they raised the money and that was it. That was the way I grew up, with the impression that Arizona people got things done, and they didn't fool around about it. Women would drop in but it mostly was just men.



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**WJ:** I know running a store is a difficult thing. Did your father have extra time to devote to things like this?

**BG:** No . . . well, funny he did, he had a lot of extra time. We never really knew our father as well as we would have liked to. He died in 1929, but he was either busy downtown at the store or at the Arizona Club playing poker or bridge or out at the Elks Club doing the same or traveling to New York for the business. So we didn't have the close association with our father that most children had. We were raised by our mother, and she was father and mother to us. She disciplined us. She taught us how to ride, how to shoot, and how to swim. We used to go camping, I guess, once a month. She introduced me to the Grand Canyon. Some of my earliest memories of her were traveling in an old Chalmers car. Remember, we had a catalogue, you bought the windshield and the headlights were all separate. We used to drive to California in the summer. I remember one trip took us five days to get to Los Angeles, and a good, fast trip was about two and one-half days.

**WJ:** This love of the outdoors that you have, did you get that from your mother? Did she encourage that?

**BG:** Yes, I got it from my mother, because she enjoyed it. She was an excellent shot. She rode well, and she just brought us up knowing this state. That is, I think, the main reason I have gotten so close to it and know it so well is because of her interest.

**WJ:** Your brother mentioned that she originally came out here to Sunnyslope.

**BG:** She came out here to Sunnyslope with three months to live with tuberculosis and she was then 18 or 19. She and another sick girl bought an army tent and lived in it. She kept getting healthier and healthier. She was a trained nurse. I think one of the first ones in the territory. Her first operation was being clean nurse to Dr. Payne Palmer, Sr. in an operating room in the first St. Joseph's Hospital. The room had adobe walls and a dirt floor.

**WJ:** I had the privilege of interviewing his wife before she passed away. Very fine woman.

When you were growing up, did you work in the store as a young boy at all? Did you have any experience down there?

**BG:** I think the first job I ever had at the store, I was in the eighth grade, and they put me on a delivery truck to help with the delivery of packages. The very first package we had that day was to Gold Alley which is the whorehouse district of the Blacks. I remember that package because the young man, who was driving the truck, was to collect eighty-eight dollars. The girl wanted him to take it out in trade and that wouldn't work, so she gave him eighty-eight silver dollars and we had to go back to the store with



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that much money.

My first job was when I was in high school. That year I used to stop by Earl Nielson's wireless shop. It was on the old town ditch just north of Van Buren, and he made what we call radios today. He let me help him, and I would sweep out the store and then help him with the electroplating he did out back. I remember when we built the first broadcasting station in Phoenix which was KFAD, and he let me hold the slugs while they poured solder in it. I had a lot of burned fingers, but that was a little 250 watt transmitter that was the very first one in this part of the country.

**WJ:** Was it an amateur or was it commercial?

**BG:** It was commercial, but at the back end of Earl Nielson's store he had an amateur radio station, and I was also an amateur at that time. I was about thirteen years old and at night I would play records and just announce it's a SBBH testing. I think one night somebody in Mesa heard it.

**WJ:** So you were a disc jockey?

**BG:** I was probably the first disc jockey in Arizona.

**WJ:** That's great. You said one year of high school. I think you left, didn't you?

**BG:** They just gave me an honorary diploma from the Class of 1927. No, I was president of the freshman class and Mr. Jantzen, who was superintendent at the time, decided I wasn't well-behaved enough to come back, so my father sent me to a military school in Staten, Virginia. I left Phoenix High School and graduated from high school at this military academy.

**WJ:** Then after that, you came back to Phoenix?

**BG:** No, I wanted to go to West Point, and I had an opportunity to be appointed, but my father took sick, so he wanted me near him. I went to the University [of Arizona] and he died, so I quit in 1928 and went to work in the store.

**WJ:** So you really took over the store for the family in 1928?

**BG:** No, I started to work to learn the business. We had a manager by the name of Sam Wilson who was with us until he got married the second time along about 1934. By that time I felt I could take it over and I ran the business until I went in the army in 1941. Then my brother came over from the bank and ran it.

**WJ:** After that?



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**BG:** Yes.

**WJ:** So you actually were the Chief Executive Officer of the store from 1934 to 1941?

**BG:** Yes, roughly that period.

**WJ:** In terms of your interest in the store, were you glad to be there in the store in 1928 when you came back?

**BG:** Yes, I always wanted to be in the military, that was just sort of ground into me. I tried to get into Army Aviation in 1932, but I was already a Second Lieutenant in the Infantry Reserve and I couldn't pass my eye test. So I was a pilot in 1930 and I kept on flying. Then when I went on duty in 1941, I wiggled my way into becoming an Army pilot and I am still flying. Next year I will have had a license for fifty years which is a long time. No, I enjoyed the store work very, very much.

**WJ:** What was the business community in Phoenix like in 1928? That was, of course, before the Depression started. Were things booming then or what?

**BG:** Well, not booming. All the businesses right downtown, businesses down on Washington Street and Adams Street between Second Avenue and Second Street, the streets were always crowded. It makes me sick today to drive downtown and see nobody when I can remember the Indians, as you probably can, coming in to sell their pottery and baskets. We did very good business. We made our money the five months of the year and then for seven months when it was hot, we lost money. I think I went one day in my life and didn't make a sale.

When I went to work at the store, we had about sixty employees and we did probably three hundred thousand dollars volume annually. I think now here we have one, two, three big stores with a total maybe of three thousand employees and do probably thirty million dollars a year. We are no longer connected with it, but this will give you an idea of how it grew. Business was very concentrated. There was nothing at all outside of downtown Phoenix. Scottsdale was just a bump in the road. No shopping centers anyplace and everything was done downtown.

**WJ:** Do you remember when you came back from the U of A and started working in the store? Did you work in different departments or what were your assignments?

**BG:** I worked in every department except brassieres and shoes, and I learned the business very well. I went to New York during the Depression and worked there, so I could know more about it. We had a New York office, and I worked in the New York office . . . buying. Frankly, I was sorry to leave it, but I had to go on duty. I was very shook up when my brother decided to sell it about twenty-one years ago



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because it was just getting too big for him. None of our children wanted to make it a career, so we sold it to Associated Dry Goods.

**WJ:** In 1928 had the image of Goldwater's as having top lines been established?

**BG:** Yes, it was established in Phoenix and then it was becoming known outside of Phoenix and Arizona as a high quality store. I worked very hard on that. Our model was the best always. I like to keep the best we could have and the prices were low, but in those days stores were not as general as they are today. Sears, Roebuck handled things that level of customer wanted and they didn't bother us, and we didn't bother them. My chief competition in town was Switzer's and Korrick's.

**WJ:** Korrick's?

**BG:** Yes, Korrick's was a very tough competitor. It was fun. It was a cat and dog fight every day. He'd get something I had and he'd mark the damn thing way down, and I would find something he had and do the same thing to him. It went on that way all the time. I remember the stories about when Abe Korrick came to this country from Russia. He couldn't speak English and his brothers, Charley and Sam . . . Sam died, and Charley couldn't handle the business himself. My father would go down at night and teach Abe how to keep books and teach him how to speak English and helped make him one hell of a competitor for his son.

**WJ:** Exactly what year was the store founded in Phoenix? I have heard several things between 1885 and 1890.

**BG:** The first store, the first Goldwater business in Phoenix was established about 1870 right across the street from the fire department on First Street and Jefferson. My grandfather was in the trucking business. They trucked wheat and supplies to the army posts around here. They never made any money here, and then about 1874 they moved to Prescott.

The first stores that we had were built at La Paz, Arizona in 1860 and then about 1866 my grandfather laid out the town of Ehrenburg. He named it after his good friend Herman Ehrenberg, whom my grandfather and Uncle Morris found murdered in the trading post. Strange thing. About 1934 I drove my uncle over to this old store and took pictures of what was left. There was a big picture of a stein of beer painted on the adobe wall.

Uncle Morris told me that his brother, Henry, was the postmaster but he never delivered mail. He either (inaudible) for the mail or he would eventually bury it. I went over in the corner and scratching around, sure enough, came up with a big envelope addressed to the sheriff of San Bernadino County. It was from an Emil Ehrenberg in Germany, written in German. I had it translated and it was a long letter inquiring



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as to the death of Herman Ehrenberg.

Now Herman Ehrenberg figures in a great way in Arizona's history. In fact, Burt Fireman has over at Arizona State University about 35,000 index cards that a researcher did. We were able to get them on the life of Herman Ehrenberg in this country. I had actually thought that Herman Ehrenberg was a Jew, but after I got this letter, I wrote the library in Berlin to see if I could find an Emil Ehrenberg. Sure enough, they came up with him and he wrote me a letter, but he signed it "Heil Hitler." I said, "Jesus, this is a funny kind of a Jew." Well, it turns out that he wasn't Jewish. He was a Lutheran. I was hoping to get a little more on his family history, but I have never heard from him since. I was in Berlin right after the war ended and could find no trace of the Ehrenberg's. But, that is beside the point. My grandfather built the town of Ehrenberg because the Colorado River, being the meandering stream that it always has been, might be at La Paz one day, and it might be nine miles across at Blythe the next day and the steamers could never unload. At Ehrenberg it still is a bluff right where the bridge starts and the river always cut into that bluff so steamboats could land there. We moved from Ehrenberg. We had a store in Wickenburg and got to Phoenix about 1870 and bought some land here. I think my uncle paid one hundred-twenty dollars for that whole city block. Then they failed here. By the way, the first telegraph station in Phoenix was in that building, and my uncle bought the instrument and the first message he got was to get the hell off the wire.

**WJ:** I think they've got a plaque down there for that now.

**BG:** Yes, they do have. They moved to Prescott and were quite successful up there. In 1878, they built the store out of the first brick made in Arizona. They are now tearing that old store down to make way for a parking lot for a church.

**WJ:** So in other words, Associated Dry Goods is letting the store go.

**BG:** No, the store up in Prescott was never in the old store building. It became the Studio Theater and the second floor was the first Masonic Temple in Arizona. I begged them to give me twenty-four bricks. That's all I want, just to have them for the family. I suggested they sell the bricks. Well, in 1882 my Uncle Morris and Uncle Henry and my father bought the store from my grandfather. About in 1895 my father wanted to come to Phoenix, but my Uncle Morris said, no, Phoenix would never amount to much. Well, they played a hand of casino and my father won, so they opened a store in Phoenix in 1894 and we have been here ever since.

We had a store in Bisbee with a Mexican named Castenada. It was Goldwater-Castenada and it was in that store the famous Bisbee massacre occurred where they killed five people. They apprehended the killers and took them to Tombstone and they tried them. They convicted four to be hanged. The morning of the hanging they said, "What the hell, let's hang the other one too." So they borrowed a rope from our



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store and they hung them all up on a telephone pole.

We had a little store in Tombstone for a while and one in Benson. That was just about it, and then we've had the store here in downtown Phoenix which the building is no longer there. That, by the way, was the first concrete and steel building built in Arizona.

**WJ:** Was that built before Dorris-Hyman went in?

**BG:** Dorris-Hyman built it. Old man Dorris and Hyman built it, and we rented two floors on the south side of it. We then built a store out at Park Central and a store in Scottsdale. Then about 1958, it got too big for Bob to handle so it was sold to Associated.

**WJ:** Was that a big decision to go to Park Central after being downtown? I interviewed Mr. Burbacher the other day and he said that he was pretty nervous until he got Goldwater's signed up.

**BG:** Well, it wasn't a big decision, but it was a change decision, because my brother and I had purchased the entire block between Moreland and the next street out and Central and First Street.

**WJ:** Is this where you had Electric Center?

**BG:** No, Electric Center was on McKinley and Central. We had the plans all drawn and then we finally decided that even if we could borrow the money to build the building, we could never make it pay. So we abandoned those plans.

**WJ:** Was this after the war?

**BG:** Yeah, right after the war. Then, Burbacher came along with Park Central and we agreed to go out there, but that drew things away from downtown and that was the end of downtown.

**WJ:** Did it become pretty apparent within a year or two that you were going to have to liquidate the downtown store or what? Did it take a couple of years?

**BG:** It became apparent to everyone because when we moved, then other people started to move and downtown business just dried up completely. Korrick held on the longest. In fact, I don't even know who bought them . . . Broadway? Diamond's sold early. They moved out to Park Central, but downtown Phoenix just dried up.

**WJ:** I would like to go back to the 1920s. Was the character of Goldwater's as a store that dealt in what you would call "top lines" pretty well established by the time you came into the store? If the Phoenix store started in 1894, did it start as a general store, a specialty store or what?



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**BG:** Oh yeah, it was never a department store. People liked to call it that, but to be a department store you have to deal in house furnishings. We were really a ladies and children's specialty store. The only thing we carried for men were neckties and handkerchiefs, things that could be bought by women for men. In fact, men never came in our store. So my father established that reputation. He had superb taste. He liked good things and he liked the proper kind of presentation and selling. That's the way I was raised. It would make me throw up to go into business in any of these stores today. They can't even say "hello" in a nice way.

**WJ:** Your brother said that in the store many people were on a first name basis. There was a casual kind of relationship with the employees.

**BG:** We were just as close to the employees as they were with each other. We didn't have a time clock. They were pretty much on their own. We had health insurance, life insurance, a bonus for when they retired . . . retirement pay. We pioneered in all of those things. During the war, my brother bought a farm out on Southern Avenue and made it possible for people to have all the food they needed.

**WJ:** The employees would grow food out there?

**BG:** Yes, when things were rationed, he had sheep and cattle out there, and he had garden plots. All they had to do was show up once in awhile and take a hold of a rake. We kept a farmer to raise the things. Every day the food would be brought in and put in ice boxes in the basement so that they could take them home. He also conducted a day school so that mothers who didn't have babysitters in those days could bring the kids to work in the morning. They would be taken out to the farm and go to school, learn to ride horses, and things like that. That was all my brother's doing which was very, very advanced.

**WJ:** When you took over the store in 1934, was it pretty difficult being that those were the Depression years? Some people suggest that the Depression didn't really hit Phoenix.

**BG:** No, the Depression didn't really hit Phoenix. We didn't feel the Depression here until about 1932. We went four years where we didn't make any money, but we didn't cut salaries and we didn't fire anybody. Making money in those days in that business in Phoenix was a precarious thing because there was no air conditioning. When it got up to be 115 degrees, people just didn't come downtown. I remember when we put in our first evaporative cooler system, it did wonders for sales even though it was kind of crappy cooling.

**WJ:** What did you do for financing in those days? Were the banks here strong enough to finance you or did you have to get financing?



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**BG:** We were financed for our month-to-month purchases by a New York bank, the National City Bank, because no New York business would take Western paper. They just didn't think there could possibly be a bank in Arizona. So we had to maintain an account in the National City Bank. That's one of the reasons I used to get so damned mad at the Eastern seaboard because they just didn't believe that we existed. They thought we were Indians and cowboys and whatnot. When we needed money, the few times we improved or made small extensions, we borrowed from the local bank.

**WJ:** I'd like to ask your opinion on a kind of hypothesis we are developing. It seems as though in 1900, 1910, 1920 and 1930, there was a lot of financing, a lot of money coming into Phoenix from Chicago. A lot of Dwight B. Heard's money was from Chicago, and Mr. Bimson came here from the Harris Trust. Do you recall whether or not that was true?

**BG:** Well, let me take Bimson because I think he's the key figure in the whole history of Phoenix. The Valley Bank was a \$6,000,000 bank and going broke. They had been busted twice before and they got Walter Bimson from the Harris Trust, and he came out here. Some place I even have a set of paper bills that he printed when the State couldn't meet the payrolls. I don't think they ever issued it. They had \$1, \$5, \$10 and \$20 bills. It was Walter Bimson's spark that really started this town going.

Now, I'll go further and say that in the history of Phoenix, we've always had pioneers, right back to Jack Swilling. There has always been somebody coming along. We have them now. There will be somebody else next year. It's been a whole succession of pioneers, but it was Walter Bimson who first made money available here to people who wanted it, young people. I think he had the first student loans in the United States.

To attest to the success that bank is now, I think, the sixteenth biggest bank in the United States and coming up \$3,000,000,000 and that started from \$6,000,000. It was just Walter would never say "no" while other bankers . . . well, I had a good friend that came down from Prescott. This was with the Arizona Bank. God, he wouldn't even loan you a nickel even if you had twenty dollars collateral. But now he has changed. It was Bimson who really sparked this community and through the 1930s business kept building even though it wasn't too profitable.

Of course when World War II came, the whole country got out of the Depression. They established Luke Air Force Base out here and then the Thunderbird fields, then Williams, then Yuma, then the big Hyder camp. Ft. Huachuca was reopened. Douglas had an air base. Well, this state just began to bust its seams. How do you think the Phoenix area got so many air bases and fields?

**WJ:** Could be because of the weather.

**BG:** Yes, that's one thing and I think Carl Hayden had a lot to do with it. Carl was always inclined



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towards the military. He was a major in World War I. I don't think he ever went overseas, but he was a major, and I think when the Air Corps got looking for training sites, they had to come out here. You can literally fly every day of the year out here. I think in the fifty years I have been flying in this town I've only had two times that I had to make an instrument approach to Phoenix Sky Harbor. I know one time we went seven hundred-forty odd days out at Luke before they had to call flying off. It was just a natural to come out here.

**WJ:** That had to be one of the big turning points in bringing all the military people back.

**BG:** They came back and they are still coming back. We have over seventy thousand retired military living in this valley.

**WJ:** That's impressive. May I ask a couple of other questions about the 1930s? Here you were back from the University. You worked in the store. You were back in New York for a year or two and then you came back out here. What was your perception of City Hall or the way that municipal government was running? Did you think it was doing a pretty good job or was it kind of slow?

**BG:** Well, let me tell you a story that you may know. Phoenix is the oldest city manager form of government in the United States and from the year 1913, until I went into city politics thirty-six years later, we had thirty-five city managers. That's about the way the city was always run. I don't think you could ever say Phoenix had dishonest government, crooked government. I know the prostitutes made their usual payoff to the police, but that's part of the business. It was just a poorly run town, not crookedly run, but we had bad city managers. They couldn't get along with the mayor. We changed mayors, so through the 1930s it was a poorly run city.

**WJ:** Someone suggested to me that the people who really ran the town got the reform together and got the city manager system. Then during the 1920s and 1930s, very important people kind of walked away from politics and got involved in other things and it took a new group of people after the War to come in.

**BG:** That's the story. We still have that, although when I got back from World War II, we could see that the city needed help. So we put together this charter government when Harry Rosenzweig and I were asked to select candidates. Well, it got down to the last day and Harry called and said he was short two. I said, "Don't bother me. What are you going to do?" Harry said, "You and I are going to run." I said, "We couldn't get elected dog catcher." Well, we ran and we were elected and neither one of us has ever gotten out of politics.

That first term we were recognized as an all-American city and I think we have won that title twice since. That concept of government has lived longer than any other concept in the United States. It's now



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going on nearly 30 years and we still have that, not as complete as it used to be, but it's there, and we have had good government, good mayors. It is non-partisan. We don't care if they are Democrat or Republican. I think that has had a lot to do with the sensible growth of this town.

**WJ:** Was there, to your knowledge, any kind of game plan after the war for development? Some people say the Chamber of Commerce had a few committees that met and discussed this, but to your knowledge, was there any kind of general plan for trying to develop Phoenix, other than it just kind of happened in stages?

**BG:** No, there was never any real planning. Again, I don't think anybody really believed that Phoenix would ever amount to much. My father never did. He used to say, "Now, you'll hear talks about this city being 50,000 someday, but it's never going to be. Don't worry about it." I served on the Chamber of Commerce national advertising committee in 1929. We couldn't get any interest in advertising Phoenix in magazines outside of Arizona. We were finally able to get the city and the county to put up a little money and we started it. Then in 1928 they built the Arizona Biltmore, knowing they would lose it, but they built it. My father was in on that. Before that we had the San Marcos and there was only one other, Castle Hot Springs.

**WJ:** Engleside was still here?

**BG:** No, Engleside was an old, old place. We had that before the Biltmore. There was really no feeling that this town would ever amount to a hill of beans. It was well after the war, well into the 1950s before we began to see electronics firms coming out here because of the dry climate and the many, many people going to work. Then we became, and still are, the fastest growing industrial city in the whole country and second fastest growing population wise. This came about, in my opinion, because of World War II . . . Walter Bimson and then other men who followed after him . . . his own family. The fellow Moriarity had a big hand in it.

**WJ:** Wasn't he with the power company? Yes, I've seen some letters of his that were left.

**BG:** It just gradually began to fall into place and we're what we are today.

**WJ:** Was it in the 1930s that it was pretty much the situation you've almost described, at the outset of this interview, that a few people met at the Arizona Club over at the Hotel Adams and sat around and talked and that's kind of the way the city ran?

**BG:** The Chamber of Commerce still had the problem. They never get complete representation. Probably 40% of the businesses in this town never heard of the Chamber of Commerce so it's a thankless kind of a job, but they do a good job. Now today, of course, we've got the airlines. We on-



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loaded and off-loaded three times as many people last year as live in Arizona and every plane I come out of is jammed full. People can't wait to get here. I fully expect to live to see this town the fifth or sixth biggest town in America. I'm not gonna like it. In fact, I don't like it the way it is . . . too damn big.

**WJ:** I'm curious, in 1948 you ran for the City Council but what are you doing in the 1930s to prepare you for this? I mean what civic endeavors are you in? I know you're in the Boy Scouts and the YMCA.

**BG:** . . . library and art museum. Campaigning for this . . . I campaigned for different people who were running for City Council. Then when I got back from World War II, I went on this charter government thing, was elected to the City Council and became Vice Mayor. I later talked Howard Pile into running for Governor and then he, in turn, literally forced me to run for Senate, which I didn't want to do. I didn't think I could win. In fact if Ernest McFarland had run any kind of campaign, he would have beaten the hell out of me. But he just didn't campaign and I got elected. Now preparation, I don't think there's any specific preparation you can go through to be a public official. As long as you know your subject and I knew Arizona probably better than anybody who had ever lived here. I knew its business. I knew what it needed. When I got to the Senate, I wondered what the hell I was doing there, but since that time I've been able to do a lot for the state that needed being done.

**WJ:** What kind of a relationship did you have with Senator Hayden?

**BG:** Oh, very intimate. In Martha Summerhay's book [*Vanishing Arizona*] she mentions the fact that Carl Hayden's mother and father stayed with the Goldwater's in Ehrenberg. That's how far back it goes. All my youthful life I can remember my father backing Hayden, my uncle backing Hayden. When I could vote, I voted for Hayden. When I went to the Senate, Carl was never what you would call a warm man. I was very close to his family, particularly his two sisters. Carl took me in and he said, "Whenever I can help you, let me know," and he did. He told me what I should do and shouldn't do. Once in a while he'd tell me how to vote and he'd say, "You got to vote this way, even if you want to throw up." He said, "We're just two senators from a very small state and if we keep helping the big states, when we need something we'll get it." He was a wonderful man.

**WJ:** I just have one or two other questions on the 1930s. What clubs did you belong to then, civic clubs?

**BG:** Well, the 20-30 Club, I was a charter member of that. Then when I wanted to join the Rotary Club, my classification was filled so I couldn't get in it and I didn't have any desire to join anything else. I belonged to the Arizona Club. I became a Mason and joined the Scottish Rite in Tucson.

**WJ:** But you didn't really belong to a Rotary or Kiwanis type club at all?



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**BG:** Never did. I wanted to be a Rotarian, but the door was closed because Walter Switzer, Sr. was a member and they only had one club at that time. Chad Boyer wouldn't let any other club open, so that's the way it was. I belonged to the Junior Chamber of Commerce and worked with them. I'm an honorary member of Rotary. I'm an honorary member of Kiwanis. I'm an active member of Lions.

**WJ:** Oh, you eventually did join the Lions Club.

**BG:** Yes, I joined the Camelback Lions. I belonged to the usual bunch.

**WJ:** One thing which we have at the project, which is very helpful to us and our work, is this history that you put together on the Phoenix Country Club.

**BG:** Yes, that was very interesting. In fact, I wrote a history, which doesn't carry my name, for the City Council the year I served on it. Charlie Esher was Assistant City Manager and he never gave me any credit for it. Let me see if I've got it.

**WJ:** Who were some of your friends back in the 1930s? Who were some of the people you ran around with, who you seemed to respect?

**BG:** The Rosenzweig boys, we grew up together here. In those days, the Gray family – Stan and Harriet Gray. The Lewis's, Orm and Bob Lewis, young Struckmeyer, always the Udall's. The Fannon's. People like that . . . Greer Thompson. It's hard to name more than that.

**WJ:** In terms of people in Phoenix who might be associated with old Phoenix. Do you find today that many of your friends date back from those days, 1920s and 1930s?

**BG:** A lot of them are dead. It's getting so I never ask anymore when I come home, "How's Sam?" "Oh, Sam died." "How's Mary?" "Oh, Mary died." Today I had lunch at the Phoenix Country Club. I guess it's the first time I've been in there in a year. I walked in the card room and there was old Joe Meltzer, Sr. and one or two other people said, "Hello, Barry." I've been president of that club. I don't think I know more than 10% of the members . . . the same way with the Arizona Club. I go up there once in a while and don't know anybody. In that way the community has really changed. We go out at night for dinner, I'm going out to an old friend's house tonight for dinner, and I won't know half the people there. When I was born in Phoenix, there were only about 10,000 people. I can sit up here now and see about a million people.

**WJ:** In the 1930s, what were the particular challenges in the store, in moving the store along? You said the Depression hit here about 1932. You said for four years it was kind of tough. Were things changing



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by the time of the war or was it still pretty much business as usual?

**BG:** Business was pretty much as usual. It wasn't until the great influx of military people in the early 1940s, and I wasn't here then, that Phoenix began to really show movement. It was necessary for my brother to start thinking about a new store about 1944. We had an architect draw up plans in 1945, 1946 and 1947 and then as I say, decided not to build that. We then went out to Park Central when that became available and financing became available. It was very obvious by the end of World War II that Phoenix was no longer the Phoenix that we grew up in. It had then become a major city, regardless. We were just lucky. We've always had good state government.

We've never had a crooked governor. We've never had any, oh, I think one or two, instances of malpractice. We've had honest city governments, but not good city governments. We've had enough people always to be looking ahead and planning. The fact that we do have a good street system . . . although the streets aren't as improved as they could be, because we can't afford it. The fact that we have one of the best and busiest airports in the whole United States is all a result of planning. As I say, there were enough people around doing that, even though the great majority were just sort of sitting and saying, "Well now, Phoenix will never amount to anything."

**WJ:** What do you think about the quality of leadership? You have been in the national perspective for the last twenty-five years. How would you respond to this question? How is the leadership here in Phoenix as you've seen it develop?

**BG:** Absolutely superb. I can't think of a single period when this city hasn't been really overloaded with leaders.

**WJ:** Who would you name just off the top of your head? We talked about Walter Bimson. Do you think Heard was that important or do you remember much about Heard?

**BG:** I think Heard, Bimson, and Frank Brophy would be the men that were really outstanding. Oh there are others like Gust, who's a lawyer. I think the Korrick boys, the Diamond family. Certainly Harry Rosenzweig has all his life been one of the outstanding leaders of Phoenix. As I said earlier, there's always a new wave of pioneers coming in this town. They got off the airplane this morning. I don't know who the hell they are, but in five years they'll run some big business here and be dominant in the affairs of Phoenix.

**WJ:** Do you think Phoenix has always been hospitable to newcomers? Some cities have reputations of being kind of closed.

**BG:** We've been very hospitable except in the ranks of doctors and lawyers and we still aren't



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hospitable to new doctors. They still have to take a basic science test, which I think is wrong. I think we ought to have reciprocity. It's the first thing I hear from people in the East. I guess I average at least one, maybe two a week, all year round of people who either come in to ask my advice on where to go in Arizona or to tell me that they've been here and they're going to move and every one of them says, "God, what a friendly community, the whole state." No trouble, no racial problems, no religious problems, people love this state the minute they walk in it. It's always been that way and I think it's always going to be that way.

**WJ:** How did you develop your love for this state? This is one thing that comes through very clearly in your career. You said your mother took you out and taught you how to shoot and do these other things and see the out of doors. Did you travel a lot? I know you were up in the Grand Canyon. You were making photo presentations in the 1930s and 1940s.

**BG:** The biggest private library that is left, I started. My old Uncle Morris had as much to do with my intimate interest because he had lived here from the time he was sixteen years old. It was just fascinating to sit down with him and give him a few drinks and he'd take you back fifty years and tell you name, rank and serial number. "Yes, I knew this guy. I knew that fella." I remember asking him once if there were such things as shootouts. He said, "No, cowboys wore guns when they rode out on the range to shoot coyotes or wolves. When they came to town, they didn't wear guns." He said, "I think the only time I ever heard a shot in the town of Phoenix was when two of them got drunk in a saloon and put a watermelon across the street and tried to hit it. They shot at it most the afternoon and never hit it." Stories like that, stories about names. He collected books and when he died I took on his books.

**WJ:** So some of these are his books?

**BG:** Some of them, but most of them I've acquired through purchase. Thank God for when they were cheap. Today I couldn't afford a lot of those books. I just grew up with this interest and I started the photography about fifty years ago. I remember one day a young man came up to where I was living and asked me about Pike Springs. I told him about it and what I'd remembered of it. "Well," he said, "Do you have a picture of it?" I said "No." He said, "Where can I get a picture?" I said, "I swear I don't know." Then I started taking my camera with me as I traveled around the state and I'd take pictures of every damn thing I came by. I guess I have over ten thousand negatives now that I'm slowly filing and putting together to go to the University when I die. That's kept my interest up too.

**WJ:** How did you happen to start the Arizona Historical Foundation? Did this grow out of this interest?

**BG:** This was sort of the brain child of Burt Fireman. I don't know how well you know Burt.

**WJ:** I know Burt, sure.



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**BG:** Burt never could stomach the Pioneers Historical Society [Arizona Historical Society] in Tucson. It had always been like that with him.

**WJ:** They've always been very oriented towards Tucson history.

**BG:** And he didn't get along with Sid Brinkerhoff, who I think the world of. So Burt wanted to start this thing and we had a meeting one afternoon and decided it would be all right. I got a pretty good size grant from the Sun Oil Company in Philadelphia because the Pugh family had spent a lot of time and a lot of money in this state and the damn thing is still running off the income. We don't spend a lot. I think we've printed about five books. Burt's not the businessman that he should be. We'd been smarter if we'd turned the books over to somebody else. We're probably even on the books, but there's enough left that someday I think we can break a little more than even. It's not an active foundation, but we do have offices at Arizona State. We do have a very large collection of photographs, maps, books. Now it depends on what happens when Burt is no longer there. It could well be that we meld that with the Pioneers group in Tucson because they're opening a Phoenix branch. My library, for example, would be of no value to either University. They have as complete a library as I have. I have some very rare old documents that they don't have, that they'll get.

**WJ:** I think for the branch historical society here it would probably be very valuable.

**BG:** It probably would. We'll just have to see, but if I made a move in that direction, Burt would be over here with a baseball bat beating my brains out.

**WJ:** This question of Tucson is an interesting one. Why do you think Phoenix outgrew Tucson? At the outset of the state Tucson had every advantage and, of course, when we got the dam here . . .

**BG:** Let me tell you something you can't dare use.

**WJ:** Okay.

**BG:** What Tucson needs is about six very expensive funerals. The trouble with Tucson is that it's terribly parochial. It's literally owned by about six families who are so insistent on things continuing as they've always been that they will not allow changes. Now when these people are no longer there, I think you'll see Tucson beginning to blossom. They never look for new business. Phoenix is always off looking for something new. Lear Jet opened their factory in Tucson. I don't think most Tucsonans even know that Lear Jet is located out at the airport. I never get calls from Tucson Chamber of Commerce saying, "Will you go call Sam Jones up in Columbus? He's thinking of moving." But Phoenix, hell, they're on the phone every day.



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I've often said if I were going to move to Arizona, I'd move to Tucson or south of there because that's what I call the manana country. They still live the old siesta, lazy life down there. Business is conducted over the lunch tables, just like it used to be. We wanted to open a store down there. For years and years my brother and I wanted to open a store. We talked to Steinfeld. Well, he didn't want to sell, but he wanted to create a business called Steinfeld Goldwater's. We said, "Hell, that's not the idea." Then we talked to Jacome one time. Well, they weren't interested. In fact, I remember when Porters went down there and they literally drove Porters out of the place because they were from Phoenix. It's still that way. You'd think Tucson, Arizona was in another state. I'm the only politician in the Republican Party who ever carried Pima County on a statewide race. No candidate from Pima County has ever been elected to a statewide job except young DeConcini and that was more because people didn't like his opponent so they voted for him. You can go down to Tucson right now and get into a hell of an argument on almost any subject. In fact, I had lunch today with the head of ASU. He said, "Well, Dr. Schaffer and I have made an agreement. We'll never attend Arizona-Arizona State games together." He said, "John gets so goddamn mad, he gets up in the middle of the game and goes home."

**WJ:** Do you think this rivalry between the two cities has been healthy for the state? Or do you think it hasn't been much of a rivalry in the sense that Tucson . . .

**BG:** Well, it hasn't helped the state, but it hasn't hurt it. I expect to see Phoenix and Tucson contiguous before I die. In fact, we're talking about a National Football League franchise and the stadium will be out there in an old Williams auxiliary field because it will be not quite equal distance between the two, but very close.

**WJ:** In other words, they wouldn't use ASU stadium?

**BG:** Oh, they won't let us. We'd have a team now if they'd let us.

**WJ:** I thought maybe you were talking about trying to change that.

**BG:** No, we want to have a football stadium where we can have professional football. If they'd let us use Arizona State, but the Board of Regents says "no." I don't blame them.

**WJ:** For what they've got, I think they would probably suffer. But that's interesting. So in other words it would just really be kind of megalopolis and right in the middle would be the stadium.

**BG:** Just like Los Angeles and San Diego. It's coming. When I started to fly back in 1930 and I flew at night, you couldn't see a light in that direction except Chandler and then Florence. My God, now it's just almost like a town all the way down there. We're changing.



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**WJ:** What happened in 1952 when you left Phoenix? Do you feel that since that time you've been able to keep in touch in the same way as when you were living here? Obviously it's important for you to keep in touch with the state.

**BG:** I can't keep in as intimate touch. I come home and somebody will start talking about a new factory and I never heard of it before. As I say, I go to a club and I don't know the members. I used to be able to walk down the street and literally knew everybody I saw. Today people know me because I've been in national politics and they know my face, but that's the only difference. No, I miss not keeping up. On the other hand, we keep in pretty close touch. The phone's off the hook three or four times a day. My radio station at my apartment [in Washington, D.C.] . . . I talk here two or three times a week. Where I miss the intimacy are the small towns that I used to go to, or even places that didn't exist twenty or thirty years ago. That's the part of being away from Arizona that I miss and it's damn near impossible to change it.

**WJ:** Do you find that being away gives you a perspective though that you might not have?

**BG:** Well, you never lose the perspective. I'm able to through *Arizona Highways*, through the *Valley Bank Progress Report*, through the *Arizona State University Economic Report*, the *University of Arizona Economic Report*. I probably stay more abreast of what the cities and counties are doing dollars and cents-wise than if I sat right here.

**WJ:** You mentioned the university. One thing that strikes me is that some people in Phoenix have not yet gotten used to the idea that ASU is no longer ASC [Arizona State College] and that one of the hallmarks of a big metropolitan city is to have good educational institutions. They train people. Do you think the people here were somewhat retrograde in upgrading the university or is that a function of state politics and the lobby from the U of A?

**BG:** I think when it happened it affected a good number of people, but today it's Arizona State University. I'll never forget. I went down to the University of Arizona one night to give letters to the lettermen. This was at the time when they were having the big fight about whether it would be a university. Old Pop McKale, the coach down there said, "Let's go ahead and call it Arizona State College at Tempe and we'll call them the Asscats." But no, it doesn't make any difference. This is another matter of Tucson and Phoenix . . . if Tucson and the University had paid any attention to the graduates who lived in Phoenix; if when we wanted to go down to a football game we knew we were going to get good seats; if we were treated with respect when we went down there, there wouldn't be the Sun Devils or the Sun Angels. Hell, here's Harry Rosenzweig, head of the Sun Angels and my brother a vice president and neither of them went to school in Arizona.

Arizona State's become like Notre Dame. It's a great local pride. University of Arizona could have had



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the same damn thing if they got it out of their heads that the University of Arizona wasn't just sitting in Tucson.

**WJ:** What do you think Phoenix needs for its development at this point? They've brought in a lot of light industries.

**BG:** I think the biggest thing that Phoenix and Maricopa County need are very thorough, complete planning. I mean long range planning.

**WJ:** You're talking about economic planning? You're talking about space allocation as a whole?

**BG:** Economic, space, in other words, let's see what Apache Junction is going to be like thirty years from now. What are we going to do about the fact that in twenty years Carefree and Scottsdale will be one town? What are we going to do about Sun City that was planned to take care of five thousand people and now is planning to take care of 250,000. In other words, what do we do when we're contiguous with Tucson and Wickenburg, Buckeye, Apache Junction, Carefree? When we have no more farming in this Valley? When it becomes a valley of factories and residents? What are our plans and this entails, oh my God, we have seventeen communities roughly in this valley. Do we have to have seventeen fire departments, police departments, libraries, health units? No. And we're making a little progress on that. Let's have it done in one place by one group and do away with all the jealousies that might creep in. We have made some good progress but we've got to keep at it. In fact, you asked me what the major problem of Arizona is, it's going to be continued deep planning, constant planning.

**WJ:** Because the migration is not going to cease?

**BG:** It will never stop here. It's going all over the state. I can take you up now in the Verde Valley where twenty years ago all you had up there were some cattle farmers. Now there are complete communities being laid out. You go on over to the White Tank Mountains, complete communities being laid out. You don't stop these things, so let's do it right.

**WJ:** What's all this going to do for local responsibility? When you and Mr. Rosenzweig and various other people were on the Council in the late 1940s and 1950s, you represented people who were from either old families or owned businesses here. Now it seems that one of the things that's changed here is so many people sold out. National companies or chains have come in and people who tend to be involved in city government or city affairs don't have quite the same stake that some of the people did earlier. Do you think this is going to be a problem in running the community?

**BG:** Yes, I think the very nature and form of our government will change, it will have to change. When we become a Los Angeles-type community, do we need county government at that time when there are



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no more county towns to take care of? I can envision a much broader scope of representation. In other words, where I was elected to the Council at large to represent what was then a relatively small community . . . being elected at large when the community might run one hundred miles from one end to the other isn't going to work. So, I think we'll have a new type of government. I can't exactly describe what it should be because I don't like to get into partisan politics in the operation of any community, but certainly it might grow to where you'd have a district and you'd have a representative from that district. Then we might wind up with a city government of as many as fifty people to properly represent the whole area.

**WJ:** Kind of a regional council?

**BG:** Something like that, yes.

**WJ:** But it doesn't worry you though that the city no longer has this kind of people with a real heavy stake in it?

**BG:** Oh, I won't agree with that. I think the people here have a heavy stake. I say we're a community of pioneers. A lot of these pioneers are young kids who were born here and they have tremendous stake in this community. It does take a man who moves here from Connecticut, or Ohio or Iowa, it takes him a few years to think he's living in Arizona and not back where he came from. But once he gets his old residency out of his head, he becomes a very dedicated, loyal Arizonan and Phoenician.

**WJ:** What to you is unique about Arizona in the sense of the people who live here? You've traveled around the country and around the world, let's say you were visiting in France and someone said, "What is unique about Arizona and the people that live there?" How would you respond and try to explain to a Frenchman what it is that makes this part of the country and these people here in your hometown different from people in some other part of the country?

**BG:** Well, I would say the difference is people. Now you say, "How would you describe that difference?" First of all, why would an Easterner want to move west? Well, this has been almost an inborn basic desire. They want to go west. Why would they pick Arizona over Utah or Oregon or some place else? Because, for some reason and I like to give that reason, our early settlers came mostly from the New England states and then from the South. We have always had a background of honesty coming from New England, of very strong willed people coming from New England, of very politically oriented people and parochial oriented people coming from the South. Now these formed the basis of what became Arizona and they exuded such a warmth that even today you can go into any bar, you can go into any room, and you can walk up and say, "Hey, my name is Goldwater and I'd just like to say hello." If I did that in New York, I'd get kicked in the head or they'd look at me as a queer. This is something that people when they come here they immediately like. They comment, "Jesus, I've never



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had that feeling. I feel like I'm wanted, I feel like I really live here, I'm one of the boys." You ask what I would say . . . I'd say people, the warmth of people. I've often said, "It isn't the warmth of our sun and our climate, it's the warmth of our people that makes other people want to come here."

**WJ:** So, all of these thousands of people that have come in really are affected by the place and they really become assimilated.

**BG:** They can't wait to buy their bola tie or their high heeled boots or their Stetson hat. The first thing our German students do when they come to Luke Air Force Base is buy a hat, boots and a guitar and by God, I'd give them six weeks and they can play western music. You go over to Germany and visit them at the air bases. They sit down, get out a little whiskey and start playing the guitar and singing western songs.

**WJ:** Does it worry you that maybe some of the older flavor of Arizona may be passing away with so many people coming in?

**BG:** No, I don't, I never sense it leaving. I can come home. Now I know if I tried to run Goldwater's store today as I ran it, I probably couldn't get away with it. It was just too intimate.

**WJ:** The scale is too big now.

**BG:** Yes, too big. If I walk into my law offices downtown, I have a feeling that I'm walking into a law office in Washington or New York.

**WJ:** Just what Frank Snell told me.

**BG:** But if I want to talk to Frank Snell, we talk like we always talk, or Joe Meltzer and I talk like we've always talked. So the size of the community is getting way beyond my comprehension, but the decency and niceness, the warmth of the people will never change. I'd say you can do business in this community with less chance of getting screwed than any town I know of in this whole country. I remember a contract I got into in 1939, a twenty-year renewal of our lease, and I made it over the telephone. Frank Snell called the next day and said, "Don't you think we ought to have a letter?" I said, "Write a letter, two paragraphs, a twenty-year lease." When I signed the last lease before we sold the business, it took three years to write and had thirty-six pages. You can still do business here on your word. Modern people aren't tutored that way.

**WJ:** A couple of questions about your itinerary in City Hall, what particular things did you take an interest in when you were on the Council?



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**BG:** Well, this may surprise you because we've never had racial problems here, but Harry Rosenzweig and I undertook the task of desegregating public eating places. We first started at Sky Harbor and stopped the rule that Blacks or Mexicans couldn't be served. I was on the National Guard and I stopped segregation in the National Guard.

**WJ:** Segregating just Blacks?

**BG:** Blacks or Mexicans. We never had too much trouble with Mexicans. It was Blacks. Only three and a half percent of our people are Black, but we did have them coming back from the service and they wanted to serve. That was Harry's and my chief enterprise.

**WJ:** This was right before they got in the school desegregation business?

**BG:** This was before the Supreme Court order, but even then we had no trouble. When I went to school here, you went to school with Blacks and Mexicans. In high school they were black and white and brown. It didn't make a damn bit of difference. In fact, we grew up with Black children. I remember John Henry Lewis was born in Phoenix, became the light heavyweight champion of the world and we used to play together. We'd go to his house. He'd come to our house. His old man taught all three kids how to box in the back of an old drugstore downtown. I actually had to go to school in Virginia before I heard a Jew called a "kike" or a Black man as a "goddamn nigger." I knew they were called that, but we never called them that out here. We inherited that problem, but we handled it all right.

**WJ:** Any other things you remember from those years?

**BG:** Harry and I worked hard on the Police Department and the Fire Department to set up a better scale of pay and retirement. Now maybe we made a mistake because we got twenty year retirement and they can go to work at twenty and quit at forty and still work some more, but it sounded good in those days. And city planning, those were our big jobs.

**WJ:** Did that experience on the Council really kind of whet your appetite for civic endeavors, the political world?

**BG:** No, not really. As I say, we talked Howard Pyle into running for Governor. He said he'd run for Governor if I'd manage his campaign, which I said I'd do. We traveled fifty thousand miles together in my airplane all over this state and I'd say that had something to do with it.

**WJ:** In other words, kind of getting you into that whole scene?

**BG:** I was surprised to find how many people I knew in every community.



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**WJ:** That was mainly from traveling around taking photos?

**BG:** Traveling around, I had pictures that I'd show to service clubs and women's clubs.

**WJ:** Where are those pictures now anyway?

**BG:** Oh, I have them all back here. In fact, as I say, I was campaigning unconsciously when I was really trying to advertise the name Goldwater as a business. Well it came 1952 and Pyle talked me into running against old McFarland, which as I say, Mac could have beat my ass off, if he'd tried. Put Eisenhower on the ticket and pretty stiff coat tails and I got elected.

**WJ:** You gave that hour speech. I remember hearing you speak one summer here in Phoenix.

**BG:** I spoke and spoke and spoke. I got tired of hearing myself. Then I got interested and I just stayed interested because it was either that or come back to my business, which I would have liked to have done. On the other hand, there's so many things that I can sit here and think of that should be done and I should be doing it. I'd like to see a good military history of Arizona written. I don't know if I can do it, but I can at least help. For years, I've advocated putting the Salt River into a concrete viaduct like the Los Angeles River so we can put bridges across every other street and avenue and bring South Phoenix and North Phoenix as one. It never came to anything, but we're now beginning to see some other interest so maybe it will happen. I'd like to work more with the Indians to see if we can't help some of the backward tribes come up. Those are things I can do here.

**WJ:** It seems to me that on a statewide basis we've done a lot for the Indians in some things, but why is it that Phoenix has never done much for the local Indians here? It seems to me that there's never been any particular Indian leadership developed and encouraged.

**BG:** The local Indians have never really sought it. Now you take the Papagos, way down south, they're such a big tribe covering so much land. No real leadership amongst them. Our own Indians here, the Maricopas, have dwindled too. I doubt if there's fifty. The Salt River Pimas now have some of the most valuable land in the state and they're pretty well taken care of. Those are the local Indians. Now the McDowell Indians, there are only twenty-five or thirty of them, they'll be adequately taken care of.

**WJ:** You feel during the years you were here the Indians really never aspired to anything?

**BG:** They didn't aspire. They like their way of life. They like to make their pots and baskets and show up on the weekend and sit down on Washington Street and sell them and then go back to the reservation. They never had any desire to, and I don't think a lot of them have the desire to live as we do now. So it's



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not a case of what we did or didn't do. I think we did everything they thought we should do.

**WJ:** The Indian School as I understand was really quite the thing in this city. Phoenix Union High would play the Indians.

**BG:** I remember when we used to play the Indian School. I remember when I played freshman football at the University of Arizona, we played the Indian School. They were goddamn good, too. Of course the Indian School isn't the big thing it used to be because we have high schools and Indian colleges now on the reservations and near the reservations. It's all changed.

**WJ:** Let me ask you one or two last questions. We discussed the unique factors about Phoenix and some of the problems. Do the people in Phoenix have much interest in the growth of this city, in the history of this city? When I came over here to take on this job, it was perplexing that here was a community of over a million people and there were literally, in terms of Los Angeles or San Francisco or New York, dozens of books about the community. I asked somebody and they said, "We've been too busy building this community to look back, we've always looked forward." Do you accept that as a reason?

**BG:** I think you have to accept it. I don't like to. Of course I'm what you'd call a history buff and I don't think anybody can make progress unless they're constantly aware of what man has been doing. If I try to do something tomorrow that failed yesterday, I'm a goddamn fool. I think that's been taken well into consideration. People will say let's start this kind of a business or this kind of a factory and we need a lot of help. The old heads will say now look, it's a good idea, but it's been tried and it hasn't worked. So think up something else. When they fail to heed that advice, they go broke. On the whole, I'd have to say again there are pioneers, and these are people who are willing to pitch in and try something and bust

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