



Frank L. Snell  
1899 - 1994



Honored as a Historymaker 1992  
Attorney; Civic & Cultural Development Leader

The following is an oral history interview with Frank Snell (**FS**) conducted by G. Wesley Johnson (**WJ**) for the Phoenix History Project on December 7, 1978 at Snell and Wilmer in the Valley Center.

*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.*

**WJ** Mr. Snell, we talked at lunch about a number of things in regard to Phoenix and I was going to look at this book, a collection of conversations with Frank Snell, with interest. What were your first impressions when you moved to Phoenix from Globe/Miami? Not the first time you came here but after you settled in and actually moved here. Were you happy to be here?

**FS** Yes.

**WJ** What were your reactions?

**FS** Well, first, it was a much more delightful place aesthetically to live here in Phoenix than it was in Globe and Miami and it certainly struck my wife and I. We had just been married. We got married and came right to Phoenix as a much better place to raise a family. That's the reason that I left Miami/Globe to come here because the opportunities financially at that time were just as good, maybe a little better in Miami/Globe. But it looked like a lot better place to live and I'm sure that's what's affected the thousands of other people.

**WJ** What about Globe and Miami in those days? Were they really dominated by the mining companies as I recall?

**FS** No, I don't think so. Probably less in Miami/Globe than any other mining town in the state because Mr. Van Dyke, Cleve Van Dyke, had been able to slip in between the mines and get the town site. The town site of Miami was not owned by the mining companies. They regretted for years that it



wasn't, but Mr. Van Dyke got in there and got it, so the town of Miami was very independent and was a constant running profit. My feeling was that Mr. Van Dyke was sort of a thorn in their side. He ran a newspaper there, a pretty good one, called "The Silver Belt." In turn they opened one called the "Miami Bullet." They both had newspapers and the editorial pages were just as opposite as could be. There was no company store in Miami. There was a company store up on the hill near the *Inspiration* called The Warrior. I remember it was called The Warrior which was the company store at the *Inspiration* properties. I think it was probably a wholesome thing in a way. Miami wasn't a company owned town and neither was Globe because Globe historically had been there for a long time and was owned by the various property owners, merchants and so on. So, it was different than the ordinary mining town.

**WJ** What I'm curious about is given your long record of civic activity in Phoenix, were you involved in any kind of community or civic activities in Globe/Miami? Or as a young lawyer were you all business?

**FS** Well, I was pretty busy. Busier than I ever thought I would be getting right out of school and frankly making more money the first year than I ever knew you made in the law business. They were short of lawyers in Miami, not Globe. Globe in the law business had some very fine lawyers because of the mining companies. Morris Malott represented Miami Copper Company and I think also the old *Dominion* Mines. Rice and Matthews, a top-notch firm, had represented *Inspiration*. Mr. Matthews, as you may know, later became a United States attorney down here and later went to the Ninth Circuit Court of Appeals. A brilliant lawyer. It was my very good fortune to be trained under those guys because I had to try cases against them and it was a great training. Mr. George Rawlins, who later came to Phoenix, had his firm in Globe at that time, an independent practice but a very fine trial lawyer. George Rawlins is now deceased too, but his father had a firm there, Rawlins and Little, probably the finest bankruptcy attorney in the state. Mr. Miller, Fred Miller, I think, had his office in Miami, although he did a lot of bankruptcy all over the state. What I'm trying to say is, there was a very fine bar in Globe and it was made doubly so because of the Federal Court. The Federal District Court of Tucson always met at least two months in Globe to hear cases. Many of the cases were prohibition cases because those were the days of prohibition and there was a lot of liquor made in Gila County right around Globe, in the wheat fields, and a lot at Payson. It was a big business in the courts and also for lawyers. It also was a day of a lot of trial against the mining companies because we didn't have workman's compensation then, we had the employer's liability. The Phoenix and Tucson lawyers all wound up trying lawsuits against these two or three firms and suits against the mining company and I had a few myself, now and then. You'll find it in the book that I had a little practice of helping Phoenix and Tucson lawyers pick their juries because that was my job. I got paid for it and that's all the part I played.

**WJ** How did you happen to come to Globe/Miami anyway?

**FS** I was going to Hartford, Connecticut and then at the last moment because I had an uncle out here



who said I ought to go west instead of east, I decided to come here.

**WJ** Your uncle was in Arizona?

**FS** He was in Miami, Arizona in the lumber business and doing very well because he had an 'in' with the mines and was doing some of their lumber business in Miami.

**WJ** First member of your family then in Arizona actually was your uncle?

**FS** Right. He was really a great-uncle.

**WJ** What was his name?

**FS** Light, Charles Light.

**FS** L-i-g-h-t, yea. Very well-respected fellow over there. He and Jim Malott and I and Tom O'Brien of the *Inspiration Mine*, I think were the only four Republicans in the county. I think historically though it might be interesting. This was the headquarters of Mr. George W.P. Hunt. And I got to know him because he would hang out around Miami and Globe a great deal. He was constantly in touch with the miners because that's where he had a lot of political strength. There were a lot of statements made about how when both were short that Gila County always came in for Mr. Hunt. I know nothing about that. It was repeated many times. Rather interesting observation that Hunt was thought of as a liberal by the mines in those days. I would say today he'd be quite a conservative.

**WJ** That's right, today's point of view. But, what about the civic life of the community?

**FS** Very much a mining community there. Again because of that independence of Miami, it wasn't either. There was a social life of the merchants in the Miami and the Globe area. There was then the social life of the mining people. It was my good fortune because of my uncle that I did get acquainted with the mining people who were terribly interesting. Engineers who had been all over the world, traveled people, bright people.

**WJ** Cosmopolitan bunch of people?

**FS** Quite, very, very, very fine people. Very well educated, sophisticated people. The people of the town were fine wholesome people but not of that same type exactly, not certainly as sophisticated. And a lot, I hate to use the term but that's what was used generally then, (not only there but in Douglas and Bisbee as well), was a so called "bo-hunk." I don't like the term but that's what it was called and accepted in those days.



**WJ** What does "bo-hunk mean?" I don't know that term?

**FS** Well, I think generally from the Bulgarian-Vulcan area and there were an awful lot of them working for the mines. The workmen for the mines were pretty much Mexican and so-called "bo-hunks." Some of those so-called--and I stress the fact that I never liked the term then, I hate it worse today--business men and some of the property owners became the so-called "bo-hunk" group and I had some of them for clients, very fine people. I must say one of them was an outstanding man who owned most of the red-light district. That was a rather profitable operation in any mining camp and Miami was not an exception.

**WJ** What was the training ground for Frank Snell in working in civic activity?

**FS** I can help you on one thing, you asked civic life, thinking of civic activities I assume you meant, very little. I was active in Boy Scouts there because I had been one. I tried to help out some in that. In a business way, I got into a wholly different thing which was to try to pass a law against the mines to prohibit the assignment of wages to company stores and the Miami/Globe merchants got up in arms about that and let me tell you why that was true. These merchants would extend credit to their customers and then find they didn't pay and when they garnished their wages, the answer would always come back to the mines, wages are signed and nothing coming. And when times were a little tougher this got to be really a pretty rough problem and so the merchants of Miami and Globe got together and for some reason hired this young lawyer Snell to see what could be done about it. The next thing I knew it got statewide and Bisbee, Douglas merchants joined in on the thing and those towns, well Verde Valley was then going too, the Verde mines up in Jerome. So, we carried on quite a battle against the mines and I got my eye teeth cut on legislation. I found that we had a lot of support by way of merchants. I found that I went through the House of Representatives pretty well. When I got to the Senate it stopped because that was controlled very much by the mines. Those were the days when we were known as the state of three c' s. Copper, Cotton and Cattle, and the copper came first. But they all worked together, particularly cattlemen and copper worked together pretty well in those days. I learned then the way to kill legislation is to get it in a committee and don't move it.

**WJ** Let me take one step backward. What about your life growing up in Kansas City, did your family have interest in civic activities?

**FS** Primarily church. My father was an elder in the Presbyterian church, mother was active. We went to Sunday school and church very regularly in Kansas City. I personally happened to get pretty active in high school and I, this isn't certainly for the record, but I believe my friend and I were the first two Eagle Scouts in Kansas City, which goes back a long way.

**WJ** So, you were really active in scouting yourself.



**FS** I was tempted when I was in university. I was invited to become the scout executive for Oklahoma City and I was in my second year of law. It was a terrible decision but I decided to stay with law.

**WJ** I'm just curious, looking back at a person like Mrs. Heard and checking into her family background, it's very interesting to see the influence of her father, I believe, on her.

**FS** My mother had tremendous influence on me.

**WJ** Ah-ha. All right, could you tell us something about your mother?

**FS** She was a woman with limited education but very brilliant, high school and business college. My father married her as a bookkeeper and a secretary. My father had only grade school education, determined to see that his two kids went to college. We did. But I can only give you a test, my mother and I loved to play chess and I had a devil of a time licking her. She loved sports. I used to take her to football games and so on with me, even with a date, because most of my friends liked her.

**WJ** She was really kind of a chum then.

**FS** She was, very much, a very capable woman.

**WJ** Interesting. You say she was primarily interested in the church activities?

**FS** Primarily, yes. We were not, I'd have to say our family was a very modest income family. We were proud enough to really be in the civic activities of Kansas City. Kansas City was a pretty good size town even then. Yeah, I'd say a hundred to a hundred and fifty thousand at least. People running Kansas City, they were downtown people. We were out a ways.

**WJ** Were you fascinated by observing the Kansas City scene?

**FS** You bet. You bet. I loved it because it was a dynamic town in those days. I had the privilege of working in the office of one of the prominent families there called the Heim family while I was going to junior college. One year, I did their bookkeeping or part of it, and they were an outstanding old-time family there and they had (inaudible). They owned the Heim brewing company but they also owned far more in real estate and other things. I guess I really confirmed my desire to be a lawyer because they had one of the outstanding lawyers representing him. A fellow by the name of Judge Goodrich and I used to have to sit in some of their board meetings, make notes and so on and I always thought, "I want to be a lawyer like that Goodrich." I found out he did the thinking and the other fellows followed him. It was true. He had a great influence on confirming what I knew I always wanted to be.



**WJ** Any other person in Kansas City who may have had an influence?

**FS** There's another lawyer by the name of Clay Rogers, who was a very close friend of our family and was probably one of the outstanding trial lawyers of Kansas City. He confirmed the fact that I ought to go west instead of east when I checked with him.

**WJ** Why?

**FS** He thought the opportunities were out here. I think I ought to just take a half minute to say the other thing that really pinched it was when this offer came to come out here, no salary guaranteed, where I had a guaranteed one at Hartford, was I had just read the Literary Digest and it had about ten pages on the Hoover Compact and that thing really intrigued me. Bear in mind the dam hadn't yet been built but the Compact provided for it and I was intrigued by it as a potential of the west. I had just read it when the opportunity came to come here. The ironic part of that is that my own partner later tried the lawsuit on the Colorado river against the state of California that grew out of that Compact.

**WJ** Mr. Wilmer?

**FS** Mr. Mark Wilmer, right.

**WJ** What was your image of Arizona then? Was it largely based upon reading and so forth? Had you ever been here before?

**FS** I sure hadn't and I guess it's a good thing I hadn't been here because when I got off the train in Globe, I'll guarantee you if my uncle hadn't been there, I'd a turned around and gone back. You never had the experience of traveling on those trains that had no cooling on July the 15th, from Bowie up to Globe on the Arizona Eastern. Screens on the window, if you close the window, you're impossibly hot and if you open it you got black with cinders. As I rode across that desert area, it was pretty intriguing but it wasn't very inviting.

**WJ** Did you take a trip around Arizona to kind of get a lay of the land after you arrived there?

**FS** Sure, I really did and that opportunity came about when I took on that job of legislation that I told you about. I traveled more in one year than I think I've ever traveled since around the state, seeing merchants and people and so on. Then I began to get very much in love with the state and I saw something more than a mining camp and some irrigation, saw Phoenix, kind of different.

**WJ** What did you think of some of the people out here? You mentioned, and here I'm talking generally, about Arizona rather than some of the specific people you mentioned in Globe/Miami, did you feel that this was an area that needed strong leadership or did you feel that there were competitive



people here or is it, as compared to say Kansas City which was already a very ...

**FS** I really didn't have much of a chance, bear in mind I came right out of school here so I hadn't been in the business world in Kansas City. I must say in general terms, cause I like people, I thought they were great. I found them friendly, warm, and that's been diminishing, however, as we've grown bigger. Just no way to avoid it. I thought there was a great challenge when I hit Phoenix. I didn't feel that in Miami. I thought that was a case of making a living and did very well. But Phoenix, I came because I thought I did see a challenge both in the law business and in the growth of the city although it was not, it didn't permeate the air, the growth of Phoenix in '27. It was still a semi-sleepy desert town in a way. Cooling had not yet come and everybody loved it but I don't think we thought we'd ever be a big city.

**WJ** Big metropolis?

**FS** No.

**WJ** What about Tucson? Did you ever have any thoughts of going to Tucson? Or is that just a...

**FS** No. I went down there quite often. I love the University there. Went to Tucson, tried lawsuits in Tucson.

**WJ** What were your impressions of Tucson compared to Phoenix?

**FS** I guess the irrigation around Phoenix attracted me having come from little west, that the irrigation, the trees were much more lush here than Tucson. I like Tucson but I think I like Phoenix better just for that reason. As a lawyer it was the capitol and I thought there'd be more action here.

**WJ** You arrived in Phoenix in 1927. Someway we can go back to 1927 and who would have been a few of the people in Phoenix at that time who, if I can use the phrase, were "calling the shots" or who were perhaps prominent, as you recall?

**FS** I suppose in '27 I didn't know enough about Phoenix to know who were "calling the shots." I knew Mr. Dwight Heard was a very, very important person here.

**WJ** Was Mr. Mickel yet prominent (inaudible).

**FS** Yes, he was, although I didn't know him. I didn't know him but I quickly knew of Mr. Mickel. Bear in mind, he was in the grocery business. He wasn't in the (inaudible); he was in the grocery business. I did get acquainted with him very properly because my partner that I came with, Fred J. Elliot, represented the Pay-and-Take-It stores. A very successful and the largest local chain and Mickel and the



two Peters and Lincoln owned it, owned the chain one hundred percent, although some 'preferred stock' out a little. But the 'common stock' all owned by that group and they were very successful merchants. Mickel was, I would say even then Mickel was influential, so was Mr. Lincoln who we know very little of now days.

**WJ** Lloyd?

**FS** Lloyd Lincoln. The Peters boys known for sports and hunting and so on but Lincoln more, he was in the Chamber of Commerce and stuff here. Lester Mahoney, Les Mahoney was pretty well known in fact he got me in the early days into the Chamber of Commerce. I'm trying to remember some of those leaders at that time. Lee Moore was very active, a mortician. Just digressing for a moment, I have the privilege of representing the fourth generation of that family at the present time. All the way from Mr. Moore Sr. who was a great gentleman and his wife too, a fine lady. Well, let me think about those early days. Certainly, outstanding men, Abe and Charley Korrick, very much so. Harold Diamond, more than Burt maybe. The Goldwaters, Barry.

**WJ** Already?

**FS** Already, oh yes. Young man. You must remember Barry didn't finish his schooling and Barry was running the store as best I can remember when I came here. I'm sure he was.

**WJ** Really?

**FS** Oh, yes, I'm sure. He was very active. I know because shortly thereafter when I was president of the Chamber of Commerce, I asked him to serve on a committee or chairman of a committee.

**WJ** When were you president of the Chamber of Commerce? 1936?

**FS** '36, along in there. Yea, I was president of the Kiwanis Club about '34, Phoenix Chamber of Commerce about '36, I think.

**WJ** What about the MacArthur brothers? Were they much in evidence?

**FS** Well, much in evidence because of their automobile business but also the Biltmore Hotel. The MacArthur who was the architect. I really didn't know him. I knew MacArthur who ran right down the street here with the automobile business, yes, but not civically so much. I'll tell you, Watups to a certain extent.

**WJ** Cliff?



**FS** Well, no, his father.

**WJ** Cliff Watups.

**FS** No, I'm talking about his father-in-law.

**WJ** Ed Rudolph.

**FS** Ed Rudolph. Pretty prominent.

**WJ** In civic affairs?

**FS** Yes, he was. A fellow you could also count on. Also, not too active but a supporter was old Frank Coles and Doris Hyman. Funny how some of them begin to come back to you a little.

**WJ** Would you say the focal point at that period was probably the Chamber of Commerce?

**FS** Oh my gosh, oh yes. We forgot above everything else, Wes Knorpp, who as I would say, as much of a shaker and rocker as anybody in town at that time and things pretty much centered around Wes. Loved and sometimes disliked but damn good citizen.

**WJ** More so than Mr. Stauffer?.

**FS** More out in front. Charlie was quiet and loved. Wes was such an active guy that some people didn't like him. I loved him. I thought he was my type. I liked him. We did a lot of things together.

**WJ** Was this in the context, this Chamber of Commerce?

**FS** Well, my acquaintance, Wes, very much had to grow out of the Kiwanis Club and the Chamber of Commerce because my partner who had been at Kiwanis and got me almost immediately in the Phoenix one, the old club here, and I'm still a member, but they were short a man and before I knew it, I was president of the thing. But a great club, a great bunch of men. Schwanker and a lot of fine men in at that time. Wes was in there too. That's where I guess I got acquainted with Wes really personally.

**WJ** So the Kiwanis Club was fairly important in (inaudible).

**FS** I would say the Kiwanis Club and Rotary Club were two. I honestly plead we were a little more



active then they were. It always was said they had the money and we were the fellows who ran the town.

**WJ** I've heard that.

**FS** Partially true. There were a lot of people. It's hard to remember all. If I saw the list, I'd remember.

**FS** Hey, wait a minute I'll tell you two men that were in the Heard building and played an important part. One was Mr. Frank Brophy. I don't know why but we struck up an acquaintance pretty quickly, particularly on tax matters. And Lou Douglas, also in the Heard building. Lou and Frank's offices were together. I knew Frank better, I became later very good friends, I think we were just friends, Lou Douglas and myself. But Frank played a great part in the tax matters of this community. He was always interested in property taxes and somehow or other he wound up with me being a spokesman in that field. I remember appearing before two or three legislative committees on behalf of merchants on taxes. So, Frank Brophy was important, not through the Chamber of Commerce so much. And Orme Lewis we mentioned a moment ago. Another man was Bill Kramer, a lawyer here, Kramer-Roach- Morrison and so on. Bill, R. William Kramer, dead about two years ago, I think. Bill was president of the Chamber of Commerce during part of this time I'm talking about.

**WJ** One of the things we're doing is putting together references on each person who was head of the Chamber of Commerce.

**FS** As we organized the Arizona National Livestock Show because there were some ... I'll tell you Ben Trojan, very important guy in this town. Now, I won't say twenty-seven, well he was, but he didn't get active. I represented Chet Goldberg and then the two of them formed the big Haney company. And Ben much more than Chet really played an important part in this community for the good. Always it seemed to me like Ben was pretty close on the right side. Another man who was pretty important was the YMCA secretary here, Sexton. You bet. I'm just looking here in some of those things I was in. This is simply a bio. What the heck was his name.

**WJ** I know who you mean. I can find that out.

**FS** He later became head of the Good Samaritan but he was the YMCA secretary here. Did we mention, well of course that came in the '30s, you're talking about '20, certainly the advent of Walter Bimson into the picture but that came in the '30s.

**WJ** Was that an immediate kind of impact in terms of....

**FS** Very quick, very quick.



**WJ** Very quick. I've heard that described by some people I just never (inaudible) looking back and romanticizing (inaudible).

**FS** Almost instantaneous. But it all came about by a circumstance. He came down here, West and Harris Trust, to become president of the Valley Bank. Roy Whalen having a large part in bringing him here, the largest part probably. And Walter, I don't think had been here, I'm sure less than six months, when the bank closed, bank closure occurred nationally. Walter stepped into that breach very, very quickly and through the help of a man who was never prominent civically but who was an outstanding man in my life and Walter's too was John L. Gust. You bet, an outstanding fellow. He was a personal, close friend of mine, did a lot to advise me.

**WJ** Is he the father of Devins Gust?

**FS** Yes, the father of Devins Gust. You bet. I think one of the finest lawyers this state ever had. Another important fellow, as we have names roll off, is Harry Fennemore who was here at that time of the Fennemore office, very important legislatively. I don't like to call him a lobbyist but he was a very important influence, of course representing the mines and railroads.

**WJ** Santa Fe?

**FS** Santa Fe and over in the Kennecott area. I forget whether it's Kennecott or the one that used to be over there, I forgot. But I never saw Harry Fennemore if it wasn't on a pretty broad basis.

**WJ** Richard Fennemore's father?

**FS** That's right. Dick Fennemore's father, yep. Judge Sloan, but didn't really play too big a part in civic matters for some reason or other.

**WJ** Of course, he'd been Governor earlier. He probably was older at this time.

**FS** Well, he was older but not that old. I never saw him too active in my period here. He wasn't as old as I am now by a long shot.

**WJ** Some people say yes, as yourself.

**FS** So the names are a loss.

**WJ** What about in the area of agricultural and so forth?



**FS** Ray Cowden has to come immediately to mind.

**WJ** Ray Cowden. Was Best here yet or did he come later?

**FS** No, came a little later. He came in the '30s. Of course, a leader for sure, M.O. Best, Johnny Jacobs. Those two, you know, Dean, Stanley, Art Bodine, who just passed away this week.

**WJ** I'm sorry we didn't get to talk to him.

**FS** Great guy.

**WJ** What about Tovreas?

**FS** Oh, yes, yes, they were.

**WJ** Were they active civically though or...

**FS** In one way, yes, they were. Ed Tovrea's father played a very important part in organizing Arizona products. Buy Arizona products which was a doggone important thing with the state being new and needing business and the whole thrust was buy everything in Arizona if you can, and his father was a leader in that. His grand-father was a character. I knew him.

**WJ** All right. What about in the area of corporate life? There couldn't have been too many corporations any larger than ...

**FS** Well, there were the department stores we just talked about.

**WJ** Right.

**FS** The banks.

**WJ** Right.

**FS** Henry Curber played an important part here at one time.

**WJ** Henry Curber?

**FS** President of the First National Bank. When I came here, he was active too and on the good side. He developed Arcadia. He was a developer and we happened to represent him. I'm talking about what's



known as Arcadia where Dick Snell lives today, well south of Camelback Road. Must have been one or two sections at least out there. He put in that underground water system. I happened to be very much involved, Mr. Elliot and myself as a lawyer for him. It was a complicated water system. Trees, planting trees. Selling them five acres at what was then thought to be pretty high price to some very prominent people living out there. Mickel, well Mickel lived up on the hill. I'm thinking of related to the Mickels, the hardware people.

**WJ** Brad Gilbert?

**FS** Brad Gilbert people. Many of them lived in there.

**WJ** Curber developed that in the '20s.

**FS** Henry Curber developed that in the '20s. It was under development when I came in '27. You bet. And forgotten. Well, he's got a son who's around yet too. Was with the First National Bank and ran their Prescott office for years. Married a young lady that Betty and I know very well. Fine people.

**WJ** What about Palmcroft? Palmcroft was developed by (inaudible) from Heard.

**FS** Well, no it was, yes, Hardcraft more south. Gee, you're taking me back again. Mr. Elliot representing what was called Kennelworth south of ... and I came in still doing work for the Kennelworth crowd. They were very wealthy people from the east and what in the world were their names? Was it Hardcraft? It may have been. They were in the Kennelworth area, and I don't remember the name for sure, Wes, but Mr. Elliot handled the legal work for that whole area. Then Heard came along and developed a loan. The Heard investment developed the Palmcroft. Then Lincoln and Peter developed Encanto and I personally happened to have handled that subdivision.

**WJ** So Palmcroft and Encanto were developed separately?

**FS** Two different ownerships.

**WJ** They look so similar.

**FS** I know but my home was on Palm Lane. Mr. Lincoln and Mr. Peter insisted that I buy a lot, so I did.

**WJ** You were in Encanto rather than Palmcroft?

**FS** I was in Encanto because we were on the north side. South side was Heard, was Palmcroft.



**WJ** I didn't realize they were developed separately.

**FS** That was the first underground water system ever developed for a subdivision down in town. I remember when Lincoln and Peter went to get (inaudible) ...

**WJ** Underground water?

**FS** So they could use the project water on their lots out there. Later the canals got filled up but at that time the lots of Encanto could use flood irrigation. Now, they did over here on this side but I'm talking about the new development. They held onto it because it was a great asset. You get what I'm saying.

**WJ** Yes, yes, sure.

**FS** They put pipe underground that opened onto a ditch.

**WJ** Was Hartchamp the man who developed Encanto Park?

**FS** Yes, he was. He was a city man. Sure, then came the Depression and that's when Encanto Park was developed.

**WJ** When did you move to Palm Lane? The '30s.?

**FS** We were on Winwood, yea, I built a house up there to sell and make some money. The Depression came. We couldn't sell it so Betty and I moved up. We had two kids by that time, we needed it. That's exactly what happened. That's right. I bought the lot, was going to make a lot of money. Couldn't sell it for love or money. Glad we couldn't because it turned out to be a very beautiful home for us for fifteen, twenty years. That's where Dick and Kate grew up.

**WJ** That was a nice part of town, sure. Well, one of the questions on the 1920s, in that period, do you think the newspapers had as much influence as they did later on? They were owned separately, I guess. Later towards the end of the period, I guess, they came under joint ownership.

**FS** Yea, they were owned separately when I came here. What was the name of that family that owned the Gazette?

**WJ** Acres?

**FS** It was the Acres. Sure, I knew him, nice guy too. Yea, that's right. They owned that. It was



separate. They owned the Republican when Charlie ---and it was the Arizona Republican, and then they got the Gazette and it became the Phoenix Republic/Gazette. And those were separate, right. Well, obviously the Republic had more influence than the Gazette. The Gazette, it appealed to the Democrats, don't forget. There were five-to-two Democrats here probably or better. And the Gazette was definitely a Democratic paper and the Republic was definitely a Republican paper as it called itself, the Arizona Republican.

**WJ** Was Knorpp a Democrat?

**FS** Knorpp was a Democrat. That was the funny thing. Charlie was a Republican but I don't think Wes ever played an active part in politics. Yes, he was a Democrat. I don't know when he died, but I'm not sure he didn't change. I'm not sure.

**WJ** Mr. Brophy assured me he was still a Democrat. A very special kind of Democrat?

**FS** Yes, he is. He's a (inaudible) Democrat.

**WJ** Right, right. You really arrived several years before the Depression occurred.

**FS** Well, a few years. '1927, 1929, you remember, the Black Thursday was in 1929.

**WJ** Right. In the several years before the Depression, was there a great amount of expansion? I mean for example, one knows that the Westward Ho down here was just getting under way, the Biltmore and so forth.

**FS** Encanto was under way. They took a licking on that waiting for it to develop. Oh boy, Lincoln and Peter, more so than Heard, put out quite a little money in that lag period there before they began to move the property in large amount. Westward Ho, that stopped there for a while.

**WJ** Who was behind that, local money or outside?

**FS** That went through various stages. My recollection is I used to know, Chicago, let's call him, he didn't stay close to the law. He was in the outdoor advertising business of sorts. He ran out of money. The reason I know this is because I was employed by the president of the Crane company. I remember it very well.

**WJ** Plumbing company?

**FS** Yes, the Crane Plumbing company. I never met him but somebody referred him to me so he had fifty or a hundred thousand dollars' worth of bonds this guy had issued to him. He was a friend of his



out of Chicago. I only give you this because it gives you the background ... it was in a form of receivership without being in the court, as I recall, at this point. They took a position that my bonds were not any good, that they hadn't been issued legally. It's not of importance for history but fortunately I subpoenaed some crooks which proved the contrary and we got our money but I remember those difficult days and then finally it got into strong ... well, I guess, when did our good friend take a hold.

**WJ** Mills?

**FS** Mills.

**WJ** That was later, wasn't it?

**FS** Later on, who did bring that thing around?

**WJ** Told Mills bought that hotel without seeing it.

**FS** I heard that. It was not much of a successful hotel until Mills bought it but I can't remember, Wes, how they got out of this period I'm talking about, which was a very good one. This fellow beat it and went to Mexico and as far as I know they never did find him.

**WJ** Well, I'll do a little research on that and see what we can find. I guess (inaudible) had the same problems too in getting finished.

**FS** It did. I think Joe Refness can give you that history as well as anybody. He can. I think he handled the bonds and notes on that thing. We shouldn't overlook and I'm sure you've got it someplace else, the Rockwell family with Adams, cause I know Mr. Rockwell.

**WJ** Yes. Fater Rockwell.

**FS** I had the pleasure of introducing Stagg and Rockwell, both of whom had been on the Yale football team and hadn't seen each other since. That's when we brought the College of Pacific team here to Phoenix and Stagg was then the coach.

**WJ** Coach of it, I see, interesting. That's fascinating.

**FS** Mr. Rockwell was a fine person. The Luhrs boys played a part in those early days of civic work too. George in particular, more than he did later on. He got to be more of a recluse later, but ...

**WJ** He's very open now that he's out of his hotel.



**FS** He's a great guy.

**WJ** He is. I interviewed him several times down there and he was busy. He couldn't really focus on things now.

**FS** Hell, he used to do the janitor work for that building.

**WJ** Apparently so. As he said, "I was married to those buildings."

**FS** He was.

**WJ** And now he's out here. He's at his nieces and he's open. He wants to talk about things. A changed man.

**FS** A great guy.

**WJ** Yea, a changed man. You mentioned Mr. Rockwell. Was John C. Adams, his father-in-law, still alive when you were here or was he dead by the time?

**FS** Somehow or other seems like I did, but my imagination maybe built it up. I'll tell you who I did know well was Ralph Murphy, we represented him in Ingleside, and went broke on that damn hotel he bought over at Mesa.

**WJ** The El Patel, you mean?

**FS** Yep, guaranteed it and the day he signed that I said, "Ralph, that's a horrible thing to do. You're putting your whole fortune on the line." It broke him.

**WJ** It broke him?

**FS** Yes, it did.

**WJ** The Ingleside Inn, as I gather, was founded about 1909 or 1910, was that largely Ralph or was that W.J. or both?

**FS** It was Ralph. His father had started it but Ralph ... his father was gone. Ralph, I knew him well for years because he was a client of our office until he died. His father, I am told, watered the trees on north central.

**WJ** Yes, Shawn told me the same thing, yea.



**FS** Ralph Murphy was a pioneer too in his own way. He ran a good place out at Ingleside Inn. A very famous place, well known, I would say.

**WJ** Would you say that was probably the first real resort in the valley?

**FS** In the valley? I believe it was.

**WJ** It was there several years before San Marcos.

**FS** If you put Chandler, yea. I think it was before Chandler.

**WJ** Before the Wigwam because Mr. Litchfield came out a few years later. Did you ever meet Mr. Litchfield?

**FS** Oh, knew him well. He came on the board at my request. We represent him and still do. Now the only client of the office is Goodyear, but Paul Litchfield came on the board of American Graduate School of International Management, Thunderbird, at my request. Not only did he come on, but Goodyear has to this day supported that school very strongly. You bet. Paul Litchfield was a great guy, just great. That's another one of the great privileges of having lived in Phoenix and the people that have been here. Just think of it, a parade of ...

**WJ** A parade of people really, on a national scale. This has got to be one of the unique things about this place. If you were in Denver and Kansas City certainly, you'd see a lot of interesting people but probably not the scale.

**FS** Casually they'd be in our office for a little bit but we got to know them intimately. Betty and I had many a dinner at Paul Litchfield's house and here I was a little shot but he was interested in that school. That's where our intimacy came as well as doing our legal work, but great fellow.

**WJ** Phoenix seemed to be on the verge of some kind of expansion by '27 and '28, '29 given the number of projects that seem to have been launched here.

**FS** I think it was an active little town. It was not a booming town. A good illustration is that I took over the Chamber of Commerce broke.

**WJ** Broke?

**FS** Yes, sir. We had a big debt and I must say that my deal was with the First National Bank with Henry Curber and Walter Bimson. I went to them and talked them into loaning me enough money to pay



every bill we had. And that was on the condition that I would be president that year and that Al Moriarity, who was vice-president of Central Arizona Light and Power. The real name you should get is Pappy Coe. I call him Pappy. He was president of Central Arizona Light and Power and he was an important civic guy when I came here. He was president of the power company very early and his father, that whole family. So, any way I'm telling you that we got on a (inaudible), not the president before me but the manager, a fellow by the name of Paul Murphy, got us into debt. A hell of a nice guy. But we got it paid off. You asked me was there, on the eve, an expansion. I sure wouldn't have said so by '30 cause we were in the Depression.

**WJ** But in arriving here, there was not a feeling of a boom town?

**FS** Good town. Business pretty good and I went in with a lawyer who had more business than he could take care of so it wasn't a fair test. I was busy the day I landed. Probably until the Depression like the whole country was booming a little. But the Depression, the Depression did not hit poor people here like it did .....

**WJ** I'm Wesley Johnson, Jr. I'm visiting here today with Frank Snell at Snell and Wilmer in the Valley Center. And we're going to be conducting a second interview in a series with Mr. Snell and his reminisces of Phoenix. Mr. Snell, our last interview covered your early family life in Kansas City and moving out here to Arizona and your years in Globe/Miami and eventually moving to Phoenix. You have a law practice here. And as I recall, we had really kind of gotten ourselves into the 1930's, into the Depression years. I thought perhaps today we could kind of exam what Phoenix was like and what your life was like during those years. What year did you join the Kiwanis Club?

**FS** Well forty-five years ago, this year, that'd be thirty-two, I guess.

**WJ** Who was president of Kiwanis then?

**FS** Laurel Stapley.

**WJ** My impression is today there are many service clubs in Phoenix. My impression is in the early and by the late '20s, early 1930's there were really just a few service clubs here, Kiwanis, Rotary, Lions.

**FS** Rotary, Lions. No, there was another one too. Of course, the Masonic lodge had a very active one too at that time. What did they call that? Wes Knorpp was very active.

**WJ** This was not the Shriner's?

**FS** Well, the Shriner's but they have a name for it. They have a name for it. A luncheon club.



**WJ** A luncheon club.

**FS** Yea, 'cause I know; I appeared there one time to make a talk.

**WJ** My impression is, that in terms of this community and the kind of leadership in the community, would it be fair to say that those luncheon clubs at that time were pretty important?

**FS** They were. They played a more important part then than today, no question about it. Men had a little more time. We knew each other better. I was president four or five years after I went in, I know, and I could call everybody by name, and knew their business. Maybe a hundred, hundred and twenty-five men, very active, very active, and in many, many activities in town. I'm afraid we're not that active any more. I can't tell you why and I think that's true of most of them. Also, I'd say men of position were in most of those clubs, one or the other. We braggingly said the Rotary Club owned the town, the Kiwanians ran it and the Lions enjoyed it.

**WJ** I've never heard that. That's a good saying.

**FS** Well, it was partial truth.

**WJ** Partial truth?

**FS** Partial truth, that's right. But they were all very valuable assets to this community, no doubt about it. Such as the work of the underprivileged child. Work at the Kiwanis Club, always interested me and it was a very active, very active part of the club. Still is, but more dramatic, I think, at that time, more personalized.

**WJ** Who were some of the people you remember as being pretty active in that club? You said there was roughly a hundred members or so. Who were half a dozen or so people who were ...

**FS** Wes Knorpp. Wes Knorpp was very active. Laurel Stapley was very active. Pappy Coe, as we called him.

**WJ** Helman Coe?

**FS** Well, Helman Coe was a Rotarian, very active Rotarian. No, I'm talking about Coe who was then president of the Central Arizona Light and Power Company. Gee, isn't that funny. I always knew him as Pappy Coe. I'd give it to you accurately here in a minute if I just happen to see his picture. But let's go on down. Henry Chambers of Chambers Transfer took a very active part in Kiwanis. Milton Sanders came in in the '30s, I think, some place along in there and was very active, still is.



**WJ** Milton Sanders?

**FS** Milton Sanders is still in Kiwanis. He was there the other day.

**WJ** Milton Sanders, he was real estate?

**FS** No, he was with the power company. He came up here from the transfer business, as I recall, of Tucson. Joined the power company in public relations and was very good at it and then went out to sell insurance and I think he's been doing it ever since, life insurance, primarily. That leads me to another very active insurance man, Pacific Mutual, Frank Schwanker was also very active in the organization. Picasholder, another old timer and the head of the Good Samaritan Hospital. Oh my, I forget names.

**WJ** You mean the administrator of the hospital?

**FS** Yes, he was the administrator but more than that. He was just a great active guy. Sexton.

**WJ** That's all right. We can find that.

**FS** Yeah, you can. very active man. I see another one was George Judson who started Judson School, very active. I just happened to see him here. Arthur Escade of the Valley Bank, way back in the early days of the Valley Bank, a president of the Valley Bank at one time, much smaller then.

**WJ** That was before the Gila Valley Trust? After?

**FS** After. They had come to Phoenix. General Malley.

**WJ** General Malley was in the club?

**FS** Oh, yes.

**WJ** Let me ask you this. You were a young man going in that club, who did you view as some of the people in that club who were kind of the senior people who were kind of important people around town? In other words, as you entered that club you must have had some feelings about it.

**FS** Of course, Wes Knorpp I guess was my sponsor going in and Pappy Coe was a very important guy in this town as president of Central Arizona Light and Power, member, president of the Phoenix Country Club. That's a good question because I did have great respect.... Judge Clark was a member of the club and a good friend of mine. I'm sure you know of Judge Clark.

**WJ** Yes. What about any of the merchant families or were any of them in these clubs or not active in



that area?

**FS** Sure. Well, you ask me about some of the leaders not only in the club itself, of course, the Korricks and the Diamonds played a big part in the merchant field. I don't think that any of them were in there. The Rosenzweigs. Moore's, Lee Moore, I knew his father too but Lee had taken over by that time. I have the privilege of representing the fourth generation of that family, now representing the great-grandchildren who say to me did you really know our great-grandfather? Of course, I knew him.

**WJ** That's great. That's great.

**FS** Oh my, there were so many fine people. Isn't that tragic that your mind slips a little. Well, of course, Heard himself, very active but not in the Kiwanis Club.

**WJ** I think he was a Rotarian, I believe.

**FS** I believe he was, although I didn't edify him too much with any club. Let me just take a quick look here.

**WJ** Sure.

**FS** See if anything will help me. So, many of these names have gone along for sure. Herb Askin.

**WJ** Herb Askins?

**FS** You bet. Very active.

**WJ** Did he have the motor supply company at that time?

**FS** Yes, he did. The Phoenix Motor Supply, whatever it was, motor supply. Stewart Bailey not too well known.

**WJ** Stewart Bailey, well he was an accountant, I think.

**FS** Oh, yea, an accountant and a fine one. A fine fellow. Art or young Bayless. A.J. Bayless came in very early. Paul Bennett as I mentioned a moment ago. Caukins as we mentioned, wholesale paper business. Dr. Harry Karshin, these are men who've gone a long time ago and we've sort of forgotten about them. Franklin Carter in the electric contracting business. Judge Clark, a state fellow, Vernon Clark. Ted Humphrey. Coe was Pappy Coe. Ted, everybody knew him as Ted Coe. Henry Court, a vice president of a savings bank of First National Bank. Lacey Eastburn who was in the schools for a long time was very active in it. Dr. Bob Flem, believe it or not, was very active and Silvan Gamms, very



active, I'd forgotten, in Kiwanis Club. Ted Goberg. You were asking about merchants. Dr. Harry Doss, who is the father of Harry Doss now with Combined Communications. Jack Howarth was active, of course you don't remember the problems that arose later with Jack Howarth. Harold Hess of the newspapers. Dr. Fred Holmes, a man who certainly shouldn't be overlooked. He was definitely one of the leaders and way beyond being a doctor. He played such an important part in integration. Two things that I remember about him.

**WJ** Why was that? Was he just a humanitarian or was he....?

**FS** He was not truly a humanitarian. I knew him both through our church and YMCA work and all. Fred, in fact, was very unpopular with many people because of his work among the blacks. No question, very unpopular. He'd have them in his home which people in those days thought was bad because he lived out in a very fine neighborhood. That was one of his very strong points but the other was selling this town on pasteurized milk, believe it or not.

**WJ** Really?

**FS** Absolutely. He did that for health reasons because as you know, Dr. Holmes was a lung specialist and one of the best, I'm talking about nationally. Fred Holmes wrote books on tuberculosis and was recognized, I'm sure, nationally as a great authority. I can't help but to think of an amusing time as I was introducing him one time when I introduced him as a lung specialist and this was a day when there were great specialist with doctors and he said, "Frank, only the left lung." But he made a great fight for pasteurized milk. You must remember in those days everything was raw milk. And people said it tasted different and I was at the Kiwanis Club when he had four glasses of milk sitting in front of all of us and they were numbered. And we were then to drink them and to put down which each was, one, two, three, and four. And everybody missed all over the lot, I can assure. But he did, he got through the pasteurization law of this state, I would say practically single-handedly for what it's worth. Some of these names, George Judson, we mentioned. Bill Kramer, a lawyer. Harry Kay, a cattle grower.

**WJ** How do you spell Kramer?

**FS** K-r-a-m-e-r. His firm is still here but his name is not with it. Bill Kramer was one of the outstanding lawyers of the '30s, very much so. Attorneys for the First National Bank and the Phoenix Savings Bank which it was known, the two of them. Royal Lescher, another one, the architects here, Lescher and Mahoney.

**WJ** We've interviewed Mr. Mahoney and he's given us a lot of old drawings and blue prints of different buildings that he designed.

**FS** I'm sure he would. Well, a lot of them here. We mentioned the Moore family. Neil Macgenius--



an old name of those days.

**WJ** Equipment.

**FS** Yes. Fine chap. Joe Cottel of the automobile repairing days up here on north Central. Ted O'Malley, we have mentioned. Hal Payne, a very important guy who later served on the city council, was a Coca-Cola distributor here but bear in mind he was more than that. He owned the franchise here so was a very important man. Shows how names pass, I doubt if you ran up against his name.

**WJ** I don't recognize him.

**FS** He later went to the city council and was a very important man in clean government here. No question about it. Ralph Peterson is another old timer who was one of the founders of PBS&W, member of the club. Joe Rice, certainly, Frank Schwanker we mentioned a moment ago of the Pacific Mutual. Sexton, James Oscar Sexton, Oscar Sexton he was known as. He was a very important man in this town. He was the general secretary of the YMCA and from there he was hired as executive director of Good Samaritan Hospital.

**WJ** When did someone like Dewey Swiheart come on to the Y? Was that much, much later?

**FS** Dewey Swiheart was in the YMCA at Globe when I was there. He was the general secretary there and when Sexton retired, Dewey Swiheart took over. And we're talking in the '30s now.

**WJ** Is Mr. Swiheart still around Phoenix?

**FS** Still around. I see him every once in a while. Yes, he is. Dewey Swiheart would know a lot of people. Another guy was Doc Simms who came up from Bisbee and was a great politician. Laurel Stapley, we have mentioned. Charlie Stanbaugh, long since forgotten but secretary of the Kiwanis Club for very many years. Grover Sudd a real estate man. Dr. Chut Hill, I'm sure you run into him many, many times, very active in the club.

**WJ** That's interesting.

**FS** These were all men that I mentioned who worked in the club, no question about it. I guess those are some of those who occurred to me.

**WJ** What would you say roughly that year was of that book?

**FS** It must be '32, because you see I'm reading the presidents indicated on here and the last one is Laurel Stapley of '32. So, I'm guessing this is the '32 book. I'm just amazed I had it.



**WJ** Okay, good, well that's fine. See, that will help me kind of situate who some of the leaders were.

**FS** If I loaned you this, would it be of any benefit?

**WJ** It certainly would be. What we would like to do though, however, would be to Xerox it.

**FS** Well, just looking, I may have more than one book, I'm not sure here. I think I do. Why don't you ... Well, let me see this is in a little better shape. The funny thing is why I got more than one, I can't tell you, of the same year. Because this shows always, Stapley '32. Let me see. Well, Sexton was president but you see the last president shown on here would be Laurel Stapley. Sexton followed him, the man I was telling you about. That looks like in fair shape.

**WJ** All right. We'll borrow it and we'll get it back to you.

**FS** Something else is going to help me just a minute, Wes, here may be on leaders of that era because this follows, starting in '32, and then Sexton and then a guy by the name of Snail and then Schwanker, Fred Holmes, Bill Kramer, Dewey Swiheart. Let me see, AI, Judge Trehorn, Martin West, Richard Lewis, of course, of KTAR radio station. I was involved ... you see Jack Louis, who is the father of John Louis, presently chairman of the board of Combined Communications was a client of mine and Wes Knorpp and Jack Louis came into my office one night about five o'clock and said that Jack Louis was just buying a radio station from Wes Knorpp and they wanted a contract by morning. I worked all night.

**WJ** The two Louis's weren't related, were they?

**FS** Not at all. One is Lewis, which is Dick. Jack Louis is Louis. Very, very fine family. Milton Sanders, Lacy Eastburn. You can see some pretty good men were presidents here. Herb Askins, Donald Hull, a lawyer who was here went to Tucson. Bob Handley of the school people again. Paul Case another old timer and a hard worker. That's getting into the '40s, however.

**WJ** Okay. Well, that's very useful to identify. One of the things we're doing is, as we identify people who were leaders and that way we can kind of dig into newspapers. We can dig into the state archives where they have files on different people. We can't look at hundreds of people, but we can pick out twenty, thirty people who were really in leadership positions.

**FS** It shows what time does. Those names, lots of them, have been forgotten. There was no carry on of a son or something else or a business. I've got to refresh my memory. The minute I do, they become very important to me. They played an important part.



**WJ** Now that we've identified some of these people, and I think we talked about this before, do you think the fact that Phoenix by the '30s was kind of a well identified small city. I mean there were no shopping centers.

**FS** Oh, no.

**WJ** The fact that you saw people probably downtown meant that you probably had pretty close contact with them.

**FS** Very close. Met them all the time. You walk down the street and you couldn't go two blocks without meeting ten people that you knew well.

**WJ** Aside from the service clubs, would you say that the Arizona Club was pretty important in terms of a place where people met to talk?

**FS** Very. (Tape inaudible) Families pretty much went out of town in the summertime, to the mountains, Prescott, Flagstaff. Distance and time involved somewhat where they went. Prescott was probably most popular. I would say in the summertime the Arizona Club was a most interesting place because there was always a round table down there at which it was my pleasure to be at for all those years. It was the business people that sat around and solved all the problems of all the city and the nation every night.

**WJ** Oh, you're talking about night time, not in the day time.

**FS** No, it was dinner. It was an informal thing.

**WJ** Was this on the ninth or the tenth floor?

**FS** It was on the tenth floor, the top, the dining room. And we sat with everybody else but they always reserved this round table. I only say round table because it was a round table.

**WJ** I remember it now.

**FS** Yes, I'm sure. It was a most interesting experience.

**WJ** Of course, I guess some people probably stayed at the club too.

**FS** Some did, but most of us lived at home and went down there for dinner because we had no families at home at the time.



**WJ** Right. We interviewed Jerry Gonaway and he told us amazing stories.

**FS** Well, I could too. I hinted at him when you asked me to speak at your Historical Society. I'm afraid if we go not too bad risqué but I remember Liberty Magazine came out with an article on Phoenix in the summer time and it was a time when the women had to be close to a tree to be able to get up to it but that was overstated. However, there was many, many interesting things happening during that period. This table was more important than you think because we really did talk about important things and many times they were carried out.

**WJ** Carried out?

**FS** Yes, they were.

**WJ** Can you think of anybody, I mean I'm sure some of the people we've talked about just now in Kiwanis were probably there but can you again kind of stretch your memory back and think maybe of some images of people, you perhaps remember who were there at the round table.

**FS** I remember some, Howard Conway, who was a most interesting fellow. I don't know if you've run into him yet.

**WJ** No.

**FS** Very interesting fellow in that period. He did, I'd say, fifty percent of the paving of downtown streets at that time. Represented by an extremely capable man, John Guth, lawyer, good friend of mine and he is the man who had probably most of the litigation with Hattie Mosher and I'm sure you've heard of the litigation of Hattie Mosher because Hattie always tried to stop paving around her property because it meant taxes. Power Conway was always the victim of those lawsuits. We had some litigation and if you have anything on Hattie Mosher, I can tell you it was most interesting because she had a lawyer but she did a lot of her own pleading and her lawyer would sign it and she would sew the top of the pleading on her sewing machine. I'm sure some place in our files are some of those pleadings. I'm talking about the 1930s right now. Very long dresses, you know, they'd have a hard time catching her because she'd run around this building down here that was not completed even.

**WJ** What was in that building at that time, anyway?

**FS** Dog-gone little, very little. It wasn't rented too much, maybe a store or two down below and here was this structure and nothing up there. She went broke, unfortunately because of a mental problem. It's too bad there wasn't a conservator named for her estate. The Lyle family, as you know, is an old family here. Hattie Mosher at one time was the belle of this town and later became, I don't know what term to say, it was decent but more a laughing stock is too strong, it finally grew to sympathy. At least I was one



of those.

**WJ** Well, she was eccentric, I guess.

**FS** Very eccentric. I say her folks owned an ice plant as I recall.

**WJ** That's right. Well, one of the first ice plants here as you know.

**FS** That's right. Hattie Mosher was an interesting woman. I knew her but every once in a while, when she'd bring a pleading in, I'd love to talk with her and she was not stupid, like a fox. Well, around this Pat Conway, Cory, regular.

**WJ** Which Cory?

**FS** Charlie, mostly Charlie. The Diamonds now and then. Orme Lewis. Once in a while I remember Mr. Ross of Elinwood and Ross used to come over and sit at the table. That was a very fine law firm, you know, Getty, Evans, Kitchell.

**WJ** Yes.

**FS** They had moved up here from Bisbee, fine firm. Gee, tragic. There were twelve or fifteen of us almost regular.

**WJ** What about any of the Fenn, Goldwater any of those people who later learned to be politics?

**FS** Barry would be in and out. Bob Goldwater would be more likely to be at the table. Barry not too much. Whenever they were there, they would always come to this table. It was a changing group but there must have been eight or ten of us that were regular, as long as we were in town, we were there. We were there because it was a pleasant way to spend the evening. And I must say, as I recall it was one of the first to be air conditioned. I guess I told you last time, it was my privilege then to handle the air conditioning of the Ben Heard building with the engineers.

**WJ** No, you didn't tell me.

**FS** Well, that's the '30s. We're talking about the '30s. I represented the Heards by that time, the Heard family. Mr. Heard had passed away, Mrs. Heard employed as her council. And many interesting things grew out of that but the Arizona Club, it was my recollection, was the first air-conditioned public quarters. Maybe one shortly thereafter, maybe one of the theaters. But anyway, the first office building because the only thing that was air conditioned in the Luhr's building was the club, the building was not, the offices. But anyway, the Heard's were very aggressive and I was a very young lawyer and turned



loose with negotiating the contract with the engineers to put it in.

**WJ** Was this really Mrs. Heard or were there really managers?

**FS** Oh, they had managers. Mrs. Heard knew what she was doing though. Pickrell was very and Mel Jacobs was in there very much, although not living here, had a lot to do with it. Bill Pickrell (Pickrell\_?) and Mel Jacobs and to some extent young Mr. Heard who would be in and out.

**WJ** Barkley?

**FS** Barkley, right. But anyway, a quick story on that, as I was negotiating this contract with the electrical contract, the refrigerating man, I said, "You know I feel very guilty about this. I'm going to be cool in the daytime and my family's going to be suffering at home." And he said, "Frank, I'll tell you what I'll do. I'll put a . . . I remember you have a two and a half ton Westinghouse in your home if we can advertise it." And I said, "Hell, you can run people through the house if you want." I tell you this story only because it's a gospel fact. We were the first air-conditioned home in Phoenix as a result of that. Ray Holdeman followed closely after that. I forgot the Holdemans, very important people. Joe, in particular at that time, Verly later. But that was the first air-conditioned home and we would cool two bedrooms at night, then we turned the valves and, in the daytime, cooled the dining room and the living room, as I recall.

**WJ** This is your home on Palm Lane?

**FS** Palm Lane, yea. Well, anyway, that round table, I wish I could help you because it was not just for fun. We did seriously discuss many matters. The town was small and I suppose the only way to say it is we had a certain limited amount of influence in trying to correct things.

**WJ** What about city hall during those years? Were people who were mayors largely honorific or was there, I knew city managers . . .

**FS** Come and go.

**WJ** ... come and go all during that period.

**FS** Certainly did.

**WJ** When one looks at the list of the various mayors, would you say they had much influence?

**FS** Clark, this Vernon Clark was a mayor at one time, limited amount. It was, of course, as a result of that we got into more or less the city manager form of government. But of course, I think I went into



it last time when we really got into a fight with the so-called card room push. I think we went over that when, this is during the war time, when we were put off limits.

**WJ** During the war. Yes. That's also in your talk that you gave last year at the Historical Society.

**FS** Yes. That was during the war time so we're into the '40s there. You're right. I wished I had a list of those mayors. Every one, I'm sure, I knew by their first name because we knew everybody by our first names here in those days.

**WJ** I guess what I'm trying to get at is this ...

**FS** It was not a strong mayoral...

**WJ** It was not a strong thing and I gather that in terms of really what was going on in the city that the business community was really kind of making the basic decisions as to where the city was going. Would that be fair to say? Or business and professional community?

**FS** I think that's fair to say in a more or less advisory capacity but it was an objective, constructive thing. I think everybody was, really when I think back on it, it was pretty unselfish in the approach of making a good town here.

**WJ** One of the things that strikes you, if you look at the way Phoenix grew in from population from 1870 to 1970, is the period from 1920 to 1940 is not a period of great growth?

**FS** No, it was not. It was after the war. It took three things. It took air conditioning. It took airplanes and the war really put the (inaudible). And we were prepared because of these two things to take on what the war gave us.

**WJ** All right. I'd like to get back to the war a little later, but here's what I'm trying to get at is, what was it, given the fact there wasn't too much growth and I have kind of this hypothesis is that what happens is that Phoenix because there isn't too much growth ...

**FS** A little slow and sleepy, if that's what you want.

**WJ** Yea, but also....

**FS** To a certain extent pretty good business, but not booming.

**WJ** Okay. Would you say though that by the end, this is ... let me ask you. I'm going to ask you. Would you say that by the end of the 1930s, by the '40s, by the time the war comes along that basically



Phoenix has developed a kind of group of leaders who know each other, who trust each other, probably not too many new comers since the place hasn't grown that much, who had then kind of formed a nucleus to kind of carry off this expansion after the war? Would you say that?

**FS** And just before the war, too. Just before the war.

**WJ** Just before the war?

**FS** Well, I mean there was beginning to be that nucleus. The war, the people that came in here during the war, some of us we helped bring here. I remember the fight for Alcoa to bring it to Phoenix. I was in that group. You know, using all the influence we could back in Washington, limited but apparently effective to some extent. The fields that were here probably pretty much picked out by the government because of the weather here and sunshine, flying weather.

**WJ** Did Senator Hayden have quite a bit to do....?

**FS** Had a lot to do with it. No question about it. Sure, Hayden played a most important part in that period before and after.

**WJ** would you say that those (inaudible) is it because the war, just as the war got under way---or defense came back in, people began to think about possible expansion or what was the vision of what Phoenix was going to be in the 1930s? Did you suppose that people just thought steady, steady slow growth or what?

**FS** Steady, slow growth. Nothing like what we have today, Wes. None of us ever dreamed ... I never dreamed I'd sit on the 31st floor with you in Phoenix, Arizona even a hundred years later. No question about it. I think we were accepting the fact that people were coming here more and more for health. You must remember, in the early days, well you know, Sunny Slope was there for tuberculosis. And other health conditions, arthritis and many other things and tourism began to pick up in the '30s. No question about it. It began to take hold and the tourists, the people who came here also brought us factories. I was closely associated, helped incorporate and organize Camelback Inn, for instance, with Jack Stewart and Mr. Lincoln. And if you, if we could have the figures, you'd be amazed at the number of businesses that came to Phoenix because their executives came and stayed at the Inn and liked it here., Certainly, that was true of Motorola. One of the outstanding ones was Paul Galvin, I don't mean Paul Galvin, I'm talking about ...

**WJ** Doctor.

**FS** Yea, the doctor.



**WJ** The other gentleman.

**FS** This all grew out of Camelback. Now, I'm not bragging about Camelback Inn because I represented them but the same thing was true of other inns. The only thing is Jack was a little more of a promoter.

**WJ** Mrs. Stewart has got a lot of lists of people who were guests there. I think we're going to try and get some copies. It might be interesting to see.

**FS** If you see her book, you should get a hold of a book done very well by a Kansas City man on, I have a copy someplace ...

**WJ** On Camelback Inn?

**FS** On Camelback Inn and their guests and who were there. A boy named Baruk, for instance, was a regular guest there, during the '30s now too because it was during the days of Mr. Roosevelt. And I have occasion and the pleasure of meeting and talking with him several times. You should get that book. If you have trouble, I can get you one.

**WJ** Well, she, I met with her recently...

**FS** Louise is not very well right now.

**WJ** Oh, she isn't?

**FS** I want to tell you this.

**WJ** I didn't know this.

**FS** Off this for a moment, now.

**WJ** In talking about the impact of some of the visitors who came out here to some of the resorts and so forth, that's interesting. That seems to really start off very early with the San Marcos Hotel.

**FS** San Marcos and Litchfield even was there.

**WJ** Wigwam.

**FS** San Marcos and the Wigwam.



**WJ** And then Ingleside.

**FS** And then Ingleside, Mr. Murphy, who was a client of ours. A great ...

**WJ** Oh, he was?

**FS** Oh yea, Ralph Murphy, was one of the ... I must give you just a humor story quickly because Ralph was a very dignified white-haired man. Very good looking in his later years, at least I thought so then. He probably was around sixty or sixty-five and he was picked for the jury. And every jury Ralph would wind up as foreman. Just had to. Just (inaudible) to the man. And came into my office one day, as I say we represented him. He says, you know, Frank, I haven't lost a case yet. And I said, Ralph, what do you mean I haven't lost. He said, I make up my mind pretty early what I'm going to do with it and I win that case. And I said, well, what part do the lawyers play? And he says, not too much. He was a great guy. You know his father was the one who watered the trees.

**WJ** Yes. Well W. J. was really in for the first quarter century of the city, why, he's got to be one of the three or four most important ...

**FS** Ingleside was a lovely place too.

**WJ** Why, did it fall victim to the Depression?

**FS** Not entirely, Wes, I hate to say that. And we handled it and Mr. Elliot, my partner then, and I just, gee, we gritted our teeth. He insisted on going out to Mesa and that's hotel that's out there today, the Mesona or whatever it's called.

**WJ** EI Portal.

**FS** Yes, EI Portal. They built it and he took it on a long-term lease and guaranteed it personally and it broke him. And as a result, we had ultimately had to sell. And Mr. Elliot and I did our best strung up. Mesa was not ready for it. Fifteen years later, it would have been great.

**WJ** I remember that hotel.

**FS** Has it been torn down?

**WJ** I think it's been torn down.

**FS** I do too. That was building during the '30s. We're talking in the '30s.



**WJ** That's interesting. He did not build it but he took it over.

**FS** He took it over on under a long-term lease and it just broke him and guaranteed it personally. Not only his corporation and that's the reason that unfortunately he had to ultimately sell the Ingleside Inn. Tragic.

**WJ** That's a shame. Well, so Phoenix in the '30s, we've got I guess just a couple more minutes here. Phoenix in the '30s then, I noticed in your ... one thing that interested me in the conversations that you taped with Fred Stiner, you talked a little bit about some of the social life in the neighborhood you lived in. When did you move to Palm Lane? Was that in the early '30s, late '30s?

**FS** Yes, let me see. Middle '30s, I would guess ...

**WJ** Were there many houses in the Palmcroft area at that time, or about half built?

**FS** No. Well we represented the Heards and that was being developed and I remember I bought one of the lots and then an architect friend of mine, Charlie, I've forgotten his name right now. We built the building, the house together and we're going to share the profits.

**WJ** I see.

**FS** About that time no houses sold.

**WJ** Speculation.

**FS** Ultimately, I settled with him and moved in. That was a very dead time on trying to sell stuff. As a matter of fact, Palmcroft got caught in part of it and so did Encanto. And there was some long dry years there for both of the owners. The Lincoln and Peters, incidentally, that's an old family. The Lincolns, Peters and Mickels. All owned the Arizona Grocery Company, later sold the Pay-and-take-it.

**WJ** Yes. And then I guess one Mr. Mickel went into title and trust.

**FS** Mr. Mickel.

**WJ** Yes.

**FS** He took over and made the Phoenix Title and Trust. He made it what it is. But those three men were the owners of Arizona Grocery Company and sold to Safeway which as a young, twenty-eight year old lawyer, I handled with Charlie Marrel.



**WJ** We discussed that on our last tape. That was a fascinating story. Did they own Encanto or what?

**FS** No, Lincoln and Peter owned Encanto. Heard owned Palmcroft. Palmcroft developed first and went over pretty well at first, then it slowed. And Encanto had gotten started and Encanto really sweated it out. Fortunately, they had the money to sweat it. But I want to tell you it was pretty hard going because just stopped during the Depression.

**WJ** The Depression.

**FS** Yea.

**WJ** Was the park put in as kind of an attraction?

**FS** No, the park was put in through WPA.

**WJ** What?

**FS** Oh, entirely. That was the '30s but was WPA, you bet. Depression money.

**WJ** I see. Somewhere I had the impression it might have been linked up with developing the Encanto area.

**FS** Not at all.

**WJ** An attraction like some of these developers today will put in a little pond or lake or something.

**FS** No, it reminds me the only house that was out there was Mr. Joyce Hyman home on 7th. That's why it was a natural place for a park. It was open. It was farmland. It's hard to say but that's what it was. And because Encanto moved right to the edge of development there. See the growth out there west was Kenilworth, Palmcroft, Encanto and then south Kenilworth and north Kenilworth, which went north of McDowell. We. Happened to be involved in that. We were very much in real estate. Well, I say, subdivision development for people. Milton Smith.

**WJ** Realtor.

**FS** That's right. Eva Lane, Milton Smith and a third man.

**WJ** But you represented them or worked with them?

**FS** Yes, yes we did.



**WJ** Would it be safe to say that that was probably in terms of people who were as phrases go, in leadership positions in Phoenix in terms of residential areas in the '30s, would you say that was probably one of the areas of more heavy concentration of ...

**FS** well, concentration not heavy but substantial. But you must remember, there was the Arizona, the Phoenix Country Club with homes around and of course then the west, the east of Central was Monte Vista. There's some nice homes. Frank Schwanker, one of them I mentioned. Lincoln's. A lot of people were over in that very nice area. John Gust, I remember, had his home over in there. Do you know where I'm talking about? I'm talking about north of McDowell.

**WJ** In Los Olivas?

**FS** In Los Olivas, the Los Olivas area. Many of them lived on Chomers. Many of them lived in there. But the newer area was where I'm speaking about and many did move into there.

**WJ** It's interesting because in terms of ...

**FS** It's also interesting that many of them are going back there again who wanted short to get home. I know many young lawyers have gone out there.

**WJ** Well, it seems in terms of kind of an east/west access to the city that it seems as though during those years, as you say, the Country Club area and in that area and then the Los Olivos area, it's all kind of a central area where it seems like in the '50s that all changes and people moving out.

**FS** Moving out. Yea, that's what happened. You know that's interesting, Wes, because as I look back and I've commented on many times, it took the easterner to really teach us the love of the desert, for instance. I wouldn't have ever thought of moving out on the desert. I'm there now but it took the easterners to go out and build some homes and we began to find out it was very lovely and the desert development. Of course, what you're talking about is north, continuing north at least up to the canal.

**WJ** That's right and then eventually north east. like it was kind of north and then eventually ...

**FS** North east and then north west more lately, over into the Glendale area. The Long's, John Long's development over here to the west. But Scottsdale was unheard of. It's just a wash place in the road with a black smith shop. That's true. You know, that was the main building out there.

**WJ** Let me ask you one more question. I think we're getting near five to two. I talked to several people and I've thought about this and that is the city can often be rejuvenated by people who come in as outsider who can see things that people who have been here for a while can't see.



**FS** That's true.

**WJ** And some people have suggested that that may have in fact been very much the case in Phoenix that there's kind of been a continual renewal, you might say, of different people coming in here and perhaps having a vision of things and then they'll make their contribution and then kind of settle in and then others will ...

**FS** I think that's a fair statement. I think that's a fair statement. It's funny and I don't know whether right or wrong. Thank goodness I see it changing, many of us have been accused of being establishment too long, maybe, I don't know. But certainly, the development and the money came from the outside. It's true of Kenilworth. A very wealthy man from the east. We represented him. I can't remember his name now and came in there and saw the vision. He went out there and plucked the money down, not the natives. Heard saw it and the Lincoln's saw it. But I think that's a fair statement that Phoenix has expanded by new blood coming in and seeing the possibility, seeing the possibilities that perhaps some of us didn't see that early.

**WJ** What about in your own practice here, has it been kind of a continual ...when you look back over forty years or so and looking at your clients, would you say you had a continual kind of freshening of new clients come in?

**FS** Yes, yes, and those that were here growing. Those that were here becoming larger and larger of course. As the town expanded, our business has been just that. New clients and expansion of old clients. Greater demand for legal work.

**WJ** Here's the jackpot question then. Would you say that by the late '30s then, it appears to me and everything we talk about seems to confirm it, that there's really, it seems to me, a very effective nucleus of people here in leadership positions who are ready to preside over this great expansion that takes place then with the war and after the war. If we assume that is correct. Was there any ...what was the attitude of people to new comers at that time? Was a man shut up here? Did he face an establishment?

**FS** No.

**WJ** Was it easier, more flexible perhaps to kind of move in if a man had talent and perhaps had funds or, you know, whatever he needed.

**FS** That's kind of a tough question because I never saw, what they talk about I never saw "establishment." I never saw that quite. There probably were eight or ten men who were interested, took the time and had the influence to help some. But it certainly was never one of closing anybody out.



Ever since I've been in this town, I've been looking for young leaders and ... I don't believe. Gosh, it's hard because I would be classified in that group, but I do not believe the so-called "establishment" ...

**WJ** ...mentioning material on that. Where would you look. You said you were chairman of a committee in the Chamber of Commerce.

**FS** Well, yea but I don't know how much the record is over there. I was during a period on that ... well, I was chairman of the road committee, I think before I became president.

... in those days because people were coming by cars by that time. I'm just wondering why the Highway Department doesn't have some of that. They wouldn't have the fight, but they'd show the development of roads.

**WJ** All right, that's something we'll check into.

**FS** I think I ought to say that when we were putting on this big fight to get up to Flagstaff, I never will forget ...

**WJ** Today's September 28th, 1978. This is Wesley Johnson, Jr. I'm visiting with Frank Snell. We're doing the third in a series of interviews with Mr. Snell for the Phoenix history project. Mr. Snell, let's just take a minute or two to go back over our preceding Interviews to kind of refresh your memory. The first one we talked about your growing up in the Midwest and eventually coming to Globe and then your early impressions of Phoenix. Second interview, we concentrated more on the world of the 1930s. The Kiwanis Club, Chamber of Commerce, and as I recall in reading over the typed transcript of that interview, we got up to about the late 1930s. And today, I'm hoping that we'll be able to discuss, perhaps, Phoenix on the eve of the war, second World War. Discuss a bit about the war in Phoenix. We've already discussed that in certain context elsewhere. And then get up into the world of the post-war expansion and to do that in just moment. I have some materials here that the Chamber of Commerce was kind enough to loan me. Minutes of the Board of Directors meetings 1945, '46, '47, when you were still on that in that organization.

**FS** Was I still a member of their board or something?

**WJ** Apparently, you were chairman of several committees. I don't see your name on the board itself.

**FS** I also became president but that was after that now.

**WJ** You were, for example, here's April 25th, 1945, you, Ted O'Malley, Bob Goldwater and a few others are members of the advisory board.



**FS** Oh, yea. I suppose, that guy was president then, I was just...

**WJ** I thought we could come to that a little later. What ... do you have any recollection of how Phoenix got the two big air force bases here, Luke and Thunderbird? Did it come through Carl Hayden? Some people have said Carl Hayden got it for us others say well his office announced it but it really wasn't his doing. Do you have any recollection to your knowledge of how that came about?

**FS** I can't say to my knowledge, Wes. If you were to ask me of my feeling of recollection, Carl Hayden played a very important part in it, no question about it. Of course, the whole town got in behind it, pushed for it. Did whatever had to be done as you know's always for the promotional part of it at home. But I think Carl Hayden had a pretty important part in that, I believe. And he wasn't of my party but I was still a great admirer of his. And I could be wrong but I can't think of any other force. Now, you may have had some local people who heard of it and the possibilities and jumped in and helped, but after all, Carl carried a lot of clout in Washington, then and always. And I have a hunch he played a rather important part. Maybe some other people can be more accurate on that.

**WJ** I'm going to Washington to the National Archives in about three weeks and I'm going to look at some of the federal papers on this.

**FS** I think you'll find more accurate information on that perhaps.

**WJ** I just thought maybe you had some reminiscences of ...

**FS** Nothing definite. I got later very closely aligned with them but when they first came it was very boom, now we've got the problems of being city all around us. But they were very welcome ... when they arrived.

**WJ** They apparently were announced in 1940. So, I guess this was all part of our defense preparedness period and so forth.

**FS** That's right. Because everything else began to get moving before the war, before we had declared war.

**WJ** Well, what can you remember other things that may come to mind in that pre-war say 1939, '40, '41 period?

**FS** Well, I think by that time or around that time, Wes, you'll have to check the records cause I'm sure on memory now, but Alcoa had come in here, I believe, as a war plant. Very much as a war plant because I know as attorneys, we were representing them and they were doing an awful lot of war stuff. And in fact, the plant was built, as I recall, by the government and leased to Alcoa. I think maybe Garrett



Research in some phases may have already come in here with war type of material because again it was my privilege to be working with them.

**WJ** With the Garrett Corporation?

**FS** With the Garrett Corporation in particularly the war stuff that came up, maybe we'll get to it later, with trying to get ... yet it fits in here pretty early because, as you know, as the war threat came on, wages began to rise pretty rapidly, as they always do in a sort of spirit of inflation and I remember one of my jobs for Garrett was to get him not lower but higher wages in Phoenix at his plant over here because he couldn't draw them away from the coast or anyplace else. These were very skilled men, (inaudible).

**WJ** Was that the beginning. of the war or was that before?

**FS** That was the beginning of the war and before too. I think maybe before. They were over here already with some. I'm quite sure the time that it will show that Garrett came in with their ... I'm trying to remember the specialty that they made, rather amusing thing. When I was ... they were having a big hearing here on these wages and I had the peculiar position of having clients who didn't want wages jumping up quite so fast and here I was representing one who wanted them with a big jump. And show the skill that had to be employed, the Army or Air Force was supporting us. As a matter of fact, they had joined me in this hearing at my request. And there was a particular piece of equipment that was not big but apparently very important in the fighters and it was covered with a black cover and one of the witnesses tried to remove the cover and the Air Force said don't you dare. Don't want that opened. I must say it kind of helped me in the hearing. The very specialty of the thing, cause anyway, Garrett came in here at that time. Motorola came a little later.

**WJ** Motorola came after the war.

**FS** Even with their first one, it was out here.

**WJ** Yea, it was after the war.

**FS** That's my recollection.

**WJ** What about Litchfield? Did you have any connection with the Litchfield people at all?

**FS** Yes, we represented the Goodyear people. I knew Paul Litchfield. Of course, Paul is one of our fellows who helped start our graduate school out here in Glendale and yes, we were involved in that too.

**WJ** Some people have said that at he say, that he was one of the first to try to do something about



this preparation for war.

**FS** I would endorse that. As I say, I do not mean to drop a name but Paul and I were good friends and a great man. And I think when you say that, you're refreshing my memory some. Paul was in the middle of this. There's no question about it.

**WJ** Let's talk just a moment and I really haven't talked to many people who knew Mr. Litchfield. What kind of person was he anyway?

**FS** Wonderful in many ways, really. Maybe because he was a client, I thought he was wonderful. Every client to me is a wonderful man. But a man who, believe me, loved Arizona. Well, he named the town out there, he committed the name of the town to be Litchfield. And he had the welfare of this community at heart. No question about it. And it was my privilege particularly to discuss with him again what was then known, as you know, the AFIT, the American Graduate School that's out there now. And Paul responded to it with great strength which helped bring many more into the thing because Paul had a lot of clout outside Arizona. But Paul, in my judgment, was a very valuable citizen to the state of Arizona and this area in particular and certainly developed a beautiful ... insisted on having a quality resort out there. He was proud of his home that he had out there. His daughter who lived out here.

**WJ** How much time did he spend out here?

**FS** Substantial. ...

**WJ** Substantial.

**FS** And much more later because of his health. Finally got down to where Paul was in a wheelchair at the end finally because of his health. But obviously he was not here too much during the war, Wes, because he was back home with all the big things that Goodyear was doing in their other operations. I think it made the grass, and you may want to erase this from your thing, but I think one of the funniest experiences I had was when we had ... there was some kind of a meeting being held out at the Wigwam, which as you know is a resort at Litchfield. And it was my privilege, if you call it that, under the circumstances to introduce Frank Lloyd Wright to Mr. Paul Litchfield and they had never met. And I ...will you excuse me just one minute. I introduced the great Frank Lloyd Wright to the great Mr. Paul Litchfield. And I remember Paul who had a real sense of humor and put at times a burr under the horses tail, say I thoroughly enjoyed your book Mr. Wright. And he said, well, what book is that. And he said, "The Winning of Barbara Worth." Which as you know was ... I thought honestly, Wes, that there was almost going to be a fight. That was written, if you recall, by Harold Bell Wright and Litchfield knew it in my mind. There was nothing to indicate that but I'm as sure as I sit here today with you that Paul did that with all the delight in the world and it scored his point.



**WJ** That's an amusing story, especially since I guess Harold Bell Wright lived in Tucson for a while.

**FS** I think he did. He sure was not the kind of man Mr. Frank Lloyd Wright was.

**WJ** No. That's amusing. All right. Well, let's see, so we're talking about this ...

**FS** That's just pre-war talk.

**WJ** ... pre-war period, yea.

**FS** I'm of the opinion, not yet, no, USO wouldn't have been formed yet because that's where I really got in with these fields around here.

**WJ** Before we get to those fields, what was ... was Phoenix really coming out of the Depression or did it take the war business, getting ready for the war to really to snap things out.

**FS** I believe it was coming out. I believe it was coming out but it sure came out with a bang as these things began to come in here. It was coming out by that time. Slow. You must remember, Wes, we were never hit with the depths of the Depression in Phoenix as they were in New York or Chicago. You didn't see them selling apples on the corners very often. Maybe here and there but it didn't have that same agonizing effect that it did in many of the other communities. We had it as I told you a while ago of purchasing homes and saving them for people. But we were coming out but it came as a bang, really, as Alcoa began to build in here and labor became short. So that it moved very rapidly with every prediction in the world that it would never hold and that it would slip back very rapidly afterwards, which it never did.

**WJ** What, in that period say 1920-1940, industry-wise, what was there in Phoenix? Tovrea's, I guess, is a pretty big operation.

**FS** Tovrea's is a packing plant with a good ... that was a big plant at that time here. It wouldn't be today but it was then.

**WJ** Those days. What about Alician Steel, was it?

**FS** Alician Steel was sizable. Again, a client of ours so I'm very familiar with its operations and old bill Alician, a very character doing a nice business for the size of the state. And was probably the largest steel manufacturer in the state, I'm sure it was. Always proud of the fact that he came up from a blacksmith into the Alician Steel Company. In fact, my partner formed the corporation for him.



**WJ** Mark Wilmer?

**FS** No, Jerry Elliot. Jerry Elliot, two or three years before I came with him in '27.

**WJ** I see. I see.

**FS** So Alician Steel was formed, I would guess, as a corporation around '25, '24, maybe a little earlier.

**WJ** Any other? Some people have said those are probably the only two fairly large or even enterprises in town.

**FS** That all depends. That was in the days when there was large produce packing plants here.

**WJ** Best?

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industry. It was a cooperative for the handling of. .. well, it started out handling Pima cotton only. It wound up handling all cotton and was a big industry. And they made an alliance, through our office I remember, a contract was drawn with a man by the name of... I want to say Ben Sene and that's not quite right. It was an Italian name who had the cotton mill. I don't mean that. The ginning process and the milling that produces the seed and the cotton, separating them. Tovrea was in it at the same time as a separate and a competitor and I think operated under the name of Tovrea, but it was a comparable and sizable business. The Pima cotton growers got into difficulty through mismanagement and frankly embezzlement at one of their ... oh, back up a moment, there was also sizable, but not as sizable as the Pima cotton growers and this combination with this other man, I think Ben Sene. Ben Sene owned the mill and the gin's connected with it or leased them. As a result of this unfortunate circumstance of this manager who was tried, I think he was not convicted but it certainly threw him out and it got the Pima cotton growers into trouble. My own partner, Jerry Elliot, had an idea that maybe Aderson Clayton would come to the rescue. And he went to Houston and met with Mr. Wil Clayton and Wil Clayton was interested, came up and bought Ben Sene, entered into picking up where this man had left this organization, so to speak, and merged the operations Aderson Clayton had here at the time with what he acquired from Ben Sene and the intangible benefit of the relationship with the cotton growers. And they then clearly became the largest of the operations here and have been 70 among the leaders and at many times the leader of the cotton ginning and compressing and shipping and selling of cotton. Now, that was all during this period we're talking about because cotton was very much, you must remember Litchfield, himself, and Dwight B. Heard were involved in bringing Pima, cotton into this area. Heard in particular seeing it in Africa. I'm Bartlett may have made reference to that, brought Pima cotton into this area.

**WJ** Heard, I guess, took two different trips into Egypt, a couple of times.



**FS** At least two. But I remember definitely his bringing Pima cotton to this valley and Pima cotton at that time was extremely important in not only the textile but the tire industry. It took the place of what steel does today in the tire, strengthening the ...

**WJ** Someone said that ....

**FS** And from a war purpose too.

**WJ** ... that Litchfield bought his land from Dr. Chandler. Do you know if that's true or what?

**FS** I don't think that's correct. I don't think that's correct. It was in existence when I stepped in as a young lawyer to help, by then just the two of us were in practice, no, he came later to us as clients. I met Paul Litchfield but later he then asked us to represent them but it was already there. I don't believe that was acquired from the Chandler people. Chandler was way out on the other side with what's his name.

**WJ** That's the reason I ask.

**FS** I knew very well, you know, the old man Chandler. Another great guy.

**WJ** That's why I ask the question because I'd heard that and ....

**FS** I don't think so.

**WJ** ... it seemed to me his interests, everything I know of him was always out that direction.

**FS** And I know the history pretty well of Litchfield and I just don't believe that's correct. Wes, you may be able to check that in a source. There is a man who could tell us who's dead who was the manager of the Litchfield properties when they first came with us.

**WJ** What was his name?

**FS** I knew you'd ask. His name was back, was M.C. and I (inaudible) a name. And very well known in agriculture. There's a dam out here named after him.

**WJ** Kind of a counter part of Pickerell for the Heard people.

**FS** Yes, very much so. Good way to put it, yes. If you will get to some agriculturist, they'll give you his name. I knew him as Mac.



**WJ** Interesting. It's worthwhile, I think.

**FS** He was an outstanding man on the west side of the valley.

**WJ** All right. Any comments on Dr., I notice we're missing Dr. Chandler?

**FS** I only had an occasion to meet him socially and in civic work on probably half a dozen occasions. Certainly, a gentleman with great dignity. Dressed perfectly at all times and a little pompous. Not much. Friendly when you knew him. You had to know him though.

**WJ** I've done some interviews with descendants of his and apparently, he was a veterinarian in Detroit who eventually moved out here.

**FS** That's right. I didn't know where but he was a veterinarian. When you got to know him, he was proud to tell you that. That came later.

**WJ** Okay, a couple other questions on this pre-war period. What was practicing law like, say by 1940-41?

**FS** Busy as hell.

**WJ** Where were you at that point? Were you with Mr. Wilmer yet?

**FS** Yes. Well, let me see. Mark and I have been together for about thirty-eight years. How far does that carry us back. '78, about '40, just about that time. See, Mark was with the county attorney's office and I asked him to come with me so thirty-eight carries us back right to the '40s just about that time. Right.

**WJ** In the Heard building?

**FS** We were in the Heard building, seventh floor of the Heard building. Same floor with Howard Pyle and the KTAR radio station where I met Will Rogers. We were very busy. New things were popping all the time in the legal field, I'm talking about. Mark began to take over the trial work and I began to dig into the corporate line and from then on, those that separations occurred, I mean in our firm. Mark has more or less been head of the trial department and I am no longer head of the corporate department but I sure was busy at it for a while.

**WJ** Why was corporate work increasing at that time?

**FS** New corporations were being formed. New business were being formed. Corporations were



enlarging, that's one of the things that enlarges a law office. It may not be new clients. Your own client expands and instead of two lawyers you now need four to carry his work and so on. And in jumping ahead, and we mustn't but '46, of course we forgot the utilities as being large operators and employers of people because in just about that period of '40, I was asked to go on the board of Arizona Edison Company, which was a company operating not in Phoenix but in the southern part of the state in general, middle and central. And that added a great deal to the load of our own particular business of law business because we also, I didn't only go on the board but they asked us to become counsel.

**WJ** That was your first introduction to utility work?

**FS** It was. It came through my secretary who played bridge with the president. He said he needed a lawyer, she suggested that he ought to see me. And that grew in, to continue in maybe it doesn't fit in too badly, cause it came right in the middle just as the war was winding up and still was going on was when we did organize, and I think you've covered this with me before, when we organized a group of men to take over Central Arizona Light and Power Company. We covered that.

**WJ** Well, you and I discussed that but unfortunately, we discussed it at the first time we ever met without one of these. I'd hoped to go into that, get back to that.

**FS** All right. We may want to get that a little later cause it happened right after the war, '46. I remember the year because that's when Henry Sergeant came and we ...

**WJ** Were you still at Chamber of Commerce in '44? You were president what about '36, I think?

**FS** I was going to ask you. What did it show?

**WJ** I haven't got the file here.

**FS** Mark Wilmer came later. He was a leader then.

**WJ** I think you were '36 or '37.

**FS** I was too young to be president but I was. They were short a man. I got into chamber work very early but first through roads, then through taxes and then president. That was everything. Did you look at the records? It must have been before the war.

**WJ** Yes, as I said, I don't have the file here. I looked at it this morning, it had to be ...

**FS** It had to be because I took on too many things right after war time. I couldn't have been president at that. What a minute. I got a place. I know. It was about '38.



**WJ** It must have been '38 because I have list of past presidents of the Phoenix Chamber of Commerce. It's an incomplete list but they have Taylor in '31.

**FS** Orme Lewis right before that.

**WJ** B.W. Montgomery, '32. Leslie Mahoney, '33, '34, '35. Gibson, '35, '36. And Orme Lewis '36, '37, '38.

**FS** Then Lee Moore was in there. You'll admit it. Lee Moore came in ...

**WJ** Well, my list only goes this far. It's an incomplete list, so I think you were right. ",.

**FS** No, I think Lee Moore and then Frank Snell.

**WJ** Lee Moore, all right.

**FS** I think that's correct. I know because I was to follow Orme Lewis and I couldn't. I was so damn busy at that time. The next year I did.

**WJ** So, I see. You were really president probably what in about '39 or '40 then?

**FS** Yes.

**WJ** Just about the time we're talking about.

**FS** I know, I'll tell you how I'm placing it probably because I was president, I don't know. TWA asked me if I would take on the job of trying to bring them into Phoenix. And we were about successful and they stopped the whole proceeding because of the war.

**WJ** American was the main airline in here at the time?

**FS** Yes, (inaudible) hell out of us, but we won. That's the only thing that counted. And I remember that we practically had the grant when they stopped the whole thing and said we're not going to make any changes until the war's over. So, immediately after the war we got them.

**WJ** You got back on it.

**FS** Well, only to finish it up, really, and the award was made. Cause at that time, Wes, we had to get on TWA, TWA had a spur that went up to Las Vegas. There was a TWA line in here but you had to



take a little plane from here to Las Vegas and there catch the main line ....

**WJ** I see. Well, who ... how did the Chamber run in those days when you were president? Was it a small operation compared to say after the war when Mr. Hansen was there.

**FS** Lou Haus added a great deal to that Chamber. We had a director by the name of Paul, awfully good friend of mine, Paul something under Orme Lewis.

**WJ** We'll look it up.

**FS** Paul was a great director but between us, Wes, we had to watch. He spent money quicker, faster than it came in but a good director, nevertheless, he put a lot of pep into it. It was a very active organization. No question about it. In helping with war problems, I remember it took a lot of my time because it was a challenging sort of thing. Cooperation galore. Everybody was pulling together cause the town was beginning to boom. Now as far as size of organization, it wasn't obviously as big as a year or two after Lou Haus came because he added that directorship which it needed.

**WJ** Directorship being the sense of the ....

**FS** The fellow, the operating manager.

**WJ** Before ... his title was apparently operating manager, but before it was simply what, a director?

**FS** No, he was an operating manager but frankly the president had to help run the thing as much as the guy that was running it. In a way, it took a lot of my time.

**WJ** I see. So, in other words, Mr. Haus comes in like a city manager and ...

**FS** I sat in the meeting when we all agreed that we had to go get a man and pay the price and get a man who spent all, well these other spent all their time, they were good men. They did the best they could, but Lou had the experience of San Francisco is my recollection. He came here from San Francisco and it added a great impotence at the time. That was though I think during or after the war. It may be during the war because right before is when, maybe right about the same time there, Wes, you'll have to check your records. Chamber of Commerce records ought to show when he came.

**WJ** That's funny. I had my staff xerox the materials for me and for some reason they only xeroxed up to '38. But ...

**FS** Does it show when Lou Haus came?



**WJ** No, no. But we have that. We have that.

**FS** I'm dating we're talking right in that period. But I think when I was president, he was not our director at that time, the operating director, operating head. Nahodage was there at the time after Paul. Paul left and a fellow by the name Henry Nahodage came in.

**WJ** Yes, I've seen his name.

**FS** And then I was followed by vice president of the Central Arizona Light and Power Company. His name escapes me for the moment. But you'll get it on the list.

**WJ** I can get it. I can look that up.

**FS** But he followed me. I know he did.

**WJ** I guess what I'm getting ...

**FS** I must tell you why because we were in debt. We had to pay off a bunch of debts we had gotten into and the bank agreed to loan me the money if I work at it.

**WJ** Was Valley Bank (inaudible).

**FS** I believe the bank shared it.

**WJ** I see.

**FS** And I just went over and talked them out of it because we owed people around town and they said, okay, if you'll stay and work with it. Then when I got through, they said, well, if your vice president will stay why it's still all right. And we paid it all off.

**WJ** Personal guarantee.

**FS** It was a personal guarantee of time.

**WJ** Let me ... this is a kind of general question based upon our research so far ... we get the impression ... well, let me ask you at this time, we get the impression in going over the material on the history of Phoenix that we had a lot of civic involvement of a lot of, let's say, people who might be called the establishment back in 1900, 1905, 1910, the new city charter came in just before the first World War. You had people like John C. Adams as mayor at one time.



**FS** This is before my time.

**WJ** That's right. And Lloyd Cristy was mayor, but you had a real ... the question is that you had your leading citizens very much involved in city government. Our research tends to suggest the following, I wish you could comment ... well, you can comment on it yeah or nay. It seems to us that during the '20s and the '30s that the real power, decision making power in the city tends to shift to the Chamber of Commerce as opposed to City Hall and that we don't have nearly as many distinguished people sitting in City Hall as mayor or councilor so forth in the '20s and '30s as you did in the earlier period.

**FS** I think that's a fair statement.

**WJ** And that in a sense this is what charter government was reacting ...

**FS** Well, you and I have discussed the day when we threw out, that was when I was USO chairman, and I think we've covered this when Wes Knorpp and myself were all involved and then we put good men, people, in and that ran along for quite a while then.

**WJ** Well, then, is our suppositioning here then would you say generally correct that during the '20s and '30s that there more power in the city would tend to gravitate to such organizations as the Chamber of Commerce?

**FS** Yes. Let me tell you what happened, as I recall it, and I do this with a little embarrassment. There was an establishment but did not play too much part in politics. It had to do with helping to bring Sperry and GE and those companies here. And I now am a little embarrassed, but it consisted of Wes Knorpp of Walter Bimson who was here by that time, and I was there with them. There were about six of us. Les Mahoney played a part in that who was formally a chairman in the Chamber of Commerce. Our job really was to promote the business side of this community that was moving very rapidly. And indirectly, get ourselves to help over at the City Hall and to help with it. Now, we did get involved when that instance that I told you that happened during the war when the commanding General got in touch with Wes and myself and put us off bounds and then the establishment came into play again, pretty damn sure that it was cleaned up.

**WJ** Well, why do you suppose that there was this, seems to us the kind of lack of interest? Do you suppose that it maybe frankly it was more interesting to be in the private sphere of business and private practice and so forth.

**FS** I think we were all pretty busy with our businesses for one thing. I think, you know, Wes, it's a gospel fact from the time I went with Jerry Elliot in '24, we were together seven years. That takes me to '31. My practice began to grow very rapidly. That's when I got a hold of Mark who came with me not as



a partner, exactly, we became partners '38 or '40 as we were saying a while ago. When I think about it, now I think we really became partners about '38. But it's a funny thing now during that '30s, our practice was growing to beat hell and we were adding men. Keep taking them and stealing them off the bench. Walsh came with us who later became a Judge.

**WJ** Federal Judge, yes.

**FS** Mecham, who came off the bench and later passed away, went over with Orme Lewis, however, before he passed away. He didn't spend all the time with us. I'm trying to analyze because we were busy in the Chamber of Commerce. We were busy, but I think with business we certainly weren't too active in following city government because that's how bad city government got it.

**WJ** It did. I'm just curious ...

**FS** Now that came in, I don't want to mention a name at this point, but there was a certain lawyer who got a hold of the city, two of them maybe but one in particular and the door was open because prostitution and gambling opened wide open as the men came out here in service. That's what opened up gambling and prostitution here, not the city itself. And that was the time when, and you're right, we were not the citizens were more interested in business and the Chamber of Commerce then they were running the city over there. And I don't mean running the city either but taking the proper interest in getting men elected. I've even forget, now there were two or three pretty good men. Bert Fleming was in there as a business representative, so to speak. Bert Fleming was clean as a whistle. And there was a labor man in there with Bert who stayed with us in that fight that I told you we had throwing out the city manager and so on. I told you that in a prior interview. Gee, I can't remember his name but a fine guy and a laboring man, representing labor because labor was with us in that fight. I've got to come back and say ... you asked me a question and the fact is that the establishment did not exercise its efforts with respect to city government during the '30s very much. '20s, I was so young here that I wasn't much of anything. Just trying, a young lawyer, earn a living.

**WJ** Well, for example, do these names ring a bell to you? Willis Pluckett was mayor in '20, Harmon in '22, Louis Whitney, '23, Frank Jefferson '25.

**FS** Now, some of those were not without quality though and shouldn't be run down. Lou Whitney was a very capable guy. What was the man right before Lou?

**WJ** Let's see, Harmon. Or Pluckett? Pluckett in '20, L.L. Harmon '22.

**FS** Then Lou Whitney was a pretty, damn capable man.

**WJ** What about Jefferson, was he real estate or what was his ... Frank Jefferson?



**FS** No. Yes, he was real estate. Or was it Jefferson, Frank, that isn't his name. Frank, now he may be even back ... Lane.

**WJ** Lane.

**FS** Lane, Lane. Franklin Lane was a decent guy.

**WJ** '30, he was the mayor. Fred Paddock in '28.

**FS** Fred Paddock was a pretty good guy.

**WJ** And Joe Jinks in '34, '35 after Paddock.

**FS** What?

**WJ** Joseph F. Jinks.

**FS** Who later became judge.

**WJ** Joseph F. Jinks, 1934-35, mayor of Phoenix.

**FS** Gee, that's hard for me to believe because I knew him when he was on the bench and I didn't know he'd ever been mayor. Maybe he was mayor.

**WJ** Apparently, he was. Maybe it was a short term or something. Then John Udall, and then Walter Thalhamer.

**FS** Now, Walter Thalhamer was a good mayor. So, you're not without men of integrity.

**WJ** I'm not saying that the establishment ... I'm not saying City Hall's abandoned, it just seems to me that there probably ....

**FS** I'm beginning to believe we were pretty fairly run and there was no point in getting around to it. Those are good men you're naming. I never was somebody who said that we were poorly run. You've got some very capable men in there. Walter Thalhamer was a thoroughly respected guy. Franklin Lane was very respected. I'm not going to go along with the guy who said we were ... I think we were ... you know, it's like the old story that if a corporation is well run, you don't have many stockholders come to the meeting. It's when they get in trouble that they pack the meeting. And I don't think we were concerned because I think the city, there was not crooked. Now the only thing that got crooked during



that period, as I remember, was the water line.

**WJ** Known as Redwood.

**FS** The Redwood water line and that was all through my recollection when they pinned it down that there was a lawyer involved in that deal with some side pay. And I don't care to mention names but I think it may have been wool pulled over the city somewhat in that deal as I recall it. The guy was right, I remember, I remember it somewhat. But outside of that, I don't think we were ... I think we were mediocreatly run.

**WJ** I think maybe the other thing of course is if you look at the list of City Managers, that's where you really see the instability.

**FS** There you begin to get some trouble.

**WJ** Because you have just a parade of people one after another.

**FS** One after another.

**WJ** And maybe that's really where a defect in the charter is what made the ....

**FS** The mayors you were reading, were good men. And I suspect if I saw some of the councilmen, there were some pretty good councilmen on there too. But the town didn't have the problem that they later had and, therefore, it wasn't dramatic either, Wes. And people can be good and that isn't news. They had to be bad to be news.

**WJ** Well, I guess actually, probably, I suppose, really some of the real problems began to emerge with the war.

**FS** No question about it, exactly.

**WJ** And I guess as you say the vice and prostitution and so forth really...

**FS** We didn't have anything. There was a gambling incident here, I remember, during that period you're talking about. I think up on top of the security building as I remember, but that was broken up.

**WJ** Oh, the Arizona Club had (inaudible).

**FS** Well, they had one. That got, you know, penny ante, really. Nothing compared to prostitution and gambling we got in afterwards.



**WJ** Well, why don't we, all right then, that's interesting to have your observations on that. Why don't we move on then to the war, unless you have something else to add to that transition period.

**FS** I'll say it again that that period was not, if the impression is left in your book that that period was a bad city during that period, I think it's wrong. I think it was unstable to a certain extent, but somehow or other we blundered through like England and did a pretty good job with the men that were heading then but we did have a parade of City Managers. Charter governments, you must remember, is strengthened. Don't forget the city, the charter government itself, I'm talking about not the committee, I'm talking about charter government strengthened the hands of the City Manager and got back to the charter form of government. And we didn't have that before and that caused a lot of difficulty in my judgment with that constant flow of City Managers. And I think that's the only reason, but ...

**WJ** Would you say by the time of the war that Phoenix had a ...we talked about an establishment, would you say there was fairly well, defined group of people here. We talked earlier about, I think, in the '30s there was this round table at the Arizona Club and so forth.

**FS** Yes.

**WJ** Would you say that by the time of the war it was easy still ... well, is Phoenix small enough where you could easily work with people and call people up and so forth to get things done?

**FS** That's the way it was done. It wasn't even a formal meeting. There wasn't even meetings sometimes. You know, the thing is that most of us were obligated one to another for having done something for the other guy. I don't mean wrong. I mean tried to help him on a project so if I had something, I had a right to call Walter and say, now, dammit, I need your help on Sperry. If you get what I'm trying to say and that group was very cohesive and very cooperative. I am not ashamed of it at all. And I am told that I was one of them. I don't know that. I never thought I was at the time.

**WJ** Weren't you involved in a ranch with a couple of those people up there?

**FS** Well, I was. Walter and Bill Bond and a man from California and I owned the OW Ranch.

**WJ** Just kind of a retreat or just ...

**FS** Yea, that's all. It was that. A place to go and have fun only trouble is we didn't get there very often. Finally sold it to the government practically.

**WJ** Say, you know you mentioned Walter Memphis and of course I did a couple of interviews with him but it was unfortunate that ....



**FS** He's tragic now.

**WJ** Yes.

**FS** I had dinner with him this summer and it was just tragic.

**WJ** Yes. And I'm sorry, I'm awfully sorry about that to play such a leading role in this city and, you know, I asked these questions and he would try to respond and I finally just said no more interviews because it was frustrating him. He wanted to respond. He understood the questions. He wanted to ....

**FS** No question about it. He did until May. I had a practice of going to see him once a month, at least, because Isabelle, his wife who is a jewel, that's his last wife, his former secretary, said that well... one: I liked him and two: he responded best to reminiscing. The current stuff he was not interested and we had a lot to reminisce because I knew Walter before he came to Phoenix.

**WJ** Oh, you did?

**FS** In this cotton business, he handled that cotton business for Harris Trust and he handled the cotton account and we represented the farmers and so I knew Walter well before he ever came to Phoenix. So, I used to go by and reminisce, but the tragic part was in the last six months that he could only say two or three sentences and then it would get away so we'd start again. But the tragic part is that this summer that had even gotten further. But we did have a nice together with Isabelle and nurse, Walter, Betty and I.

**WJ** Glad to hear that.

**FS** You know though I must say, and this isn't something for a book, but he taught me something, Wes. Because the week before the last one that I visited before he went to Coronada, the former Governor of this state, and we won't mention names but a very prominent one and not one of my party and not too well called me and said would I please come by and have a drink with him. And I went by and spent an hour and a half with him and all we did was reminisce. And I rode home from Walter's office, I shouldn't be saying this but I got to get it off my mind. I said ....

And secondly, I'm afraid that if I walked down the streets of Phoenix today and asked the first fifty people who was Walter Bimson, I probably would get the answer, I remember, I think he had something to do with the Valley Bank. That's my guess. When that was a very important part but it was only a small part, in a way, of his whole life and what he gave to this state.

**BREAK IN TAPE**



**FS** ... talking about a guy that I love 'cause I'm talking about a guy that I love. I'm afraid that's true. And the same thing's true, I suspect, of this governor. Memories are short.

**WJ** Memories are short.

**FS** I think another way to put it is if you want to have any fun out of civic work, it's got to be personal satisfaction, period.

**WJ** People won't remember.

**FS** No, and they shouldn't. When you think about it, they shouldn't because that gives the opening for young people to come along. If they're always' remembering old people, the young people don't come along.

**WJ** Well did, speaking of Mr. Bimson, did he get involved in community work very soon or did he have his hands full at the bank the first years?

**FS** He did for the first year. You remember he hit here just at the Depression time. He wasn't here two or three months before the ....

**BREAK OF TAPE**

**WJ** Let's see, where were we. Talking about Mr. Bimson, yes.

**FS** You asked me how soon he got involved in civic work. I'd say for the first two or three years, he had his hands full, not with this bank alone but with the banking problem of Arizona because he had as much to do as any that I know of, of not closing the banks in Arizona with the Governor of this state. And I was somewhat in that and I know the part he played, and the part he played in paying warrants when nobody else would buy them. Not paying them but buying them for teachers on the basis that he had complete faith in this state and as far as I know I'm sure he didn't lose a dollar, but nobody else was buying them very much. So, teachers and public people loved the Valley Bank because of that and I'm not now selling the bank, I'm selling Walter Bimson who set that policy. But it wasn't long after that until he became very much interested in the art museum as both of us were.

**WJ** Course, that must have been after the war, though.

**FS** Well, that's the point. That's right. Now, if you're talking during the war, he sure did play a big part in many ...



**WJ** Excuse me.

**FS** We're jumping too quick.

**WJ** Yea. I apologize for trying to ...

**FS** You're right.

**WJ** Now as he comes here in the early '30s and the impression I had is his hands were full for a few years and then towards the end of that period he begins to take some interest in the civic arena. Was branch banking possible in Arizona before he came?

**FS** Yes.

**WJ** It was.

**FS** But not used very much.

**WJ** Not used very much, though, all right.

**FS** He used it, effectively. Small loans, he used effectively. Aid to, now we're talking about the war, aid to graduates of the air fields, each one as you may know, you may have a record of it if you don't it's a very important point, that he made a practice of loaning five hundred dollars to every graduate without any other endorsement and that brought many a man back to Arizona and a great supporter of Walter.

**WJ** Was Walter Bimson the guiding force in banking? Some people say that Roy Whalen had a lot to do in these years.

**FS** He had a lot to do with it. First, he had a lot to do with it because he helped select Walter. He and Tom McReynolds went back and talked Walter into coming here. I know because I had a visit when he came here. We had been acquainted. Of course, all I could do was talk him into doing it. But I didn't have any influence, those two men got him.

**WJ** How about Dr. Ricketts and...

**FS** Dr. Ricketts played a great part in the Valley Bank before Walter arrived and while he was here. He backed Walter to the hilt and great credit goes to Ricketts although somewhat before my time. Whalen's, I knew extremely well. Whalen put me on the board of the Arizona Edison and so I know him. We knew each other very well. But you asked who ran the bank. Walter ran the bank, really, I guess. But I'm sure he worked pretty closely with Roy Whalen during those early years. Later, I don't



think quite so much.

That is not to downgrade Whalen, but I think Whalen decided he didn't need me. He picked a good man and let him go.

**WJ** All right. Anything else on Mr. Bimson and his activity in the community?

**FS** I'm trying to think of those '30s.

**WJ** You mentioned ...

**FS** He certainly, well let me now go back because in the late '30s is when we began to see what we could do to get companies here and he certainly was helpful in that, took a leading part in it.

**WJ** You say the late '30s, before the war?

**FS** Yes, sure, because war was on its way and now for instance Motorola, well no, Air Research was one of the first to come here. I don't believe entirely for the war at that time to begin with although it certainly very quickly got into war, entirely into war materials. When I was representing them, they were entirely into war material. Walter was a great booster for Arizona as a desert town. When people weren't coming here so much but he was always a booster. But I'm trying to think, he played, I guess just took a leading position in good civic work around here at that time. I don't remember, maybe you can refresh my mind of your other writers what he was in because almost everything Walter was in, I tried to help.

**WJ** Most of the things we have record of is after the war.

**FS** After the war, really...

**WJ** Very, very heavy ...

**FS** Very heavy.

**WJ** But not clear to me what happens in the transition period between say '38 and '42 or that period in there as to whether he's mentioned at all. Did he generate many funds or money from his Chicago connections for the bank here? For example, one of the things that Bartlett Heard told me and that I had to later verify doing research in Chicago was the source of Heard, Heard's funds that he invested here. Some of it, of course, came through the Bartlett family but most of it was generated through the Northern Trust Company, apparently, in Chicago.

**FS** That's right.



**WJ** Now, I'm just curious whether Mr. Bimson in coming out here ...

**FS** I think Walter did that, as a matter of fact, not that there was anything against each other but the Heard's and Bimson's were not the closest. I think ...

**WJ** Rivals or what?

**FS** No, yes, without meaning to be. I don't think they ever thought of that. But my recollection is that Heard was more of a First National Bank man than he was a Valley Bank man, I think. I think so. They worked together when it was needed to work together but I never thought of Heard and Bimson as being close friends or, '?, working together on things together, but I'm sure with great respect for one another. And I'm sure all Buddy Heard would have to do is to call Walter and he'd support it and vice versa.

**WJ** Well, after Walter then moved out here, is your impression that he still relied on Chicago connections for any funding or ...

**FS** Not too much.

**WJ** Not much.

**FS** Probably the Harris Trust if he needed money, this bank. You know banks need money so I'm sure that the first bank he turned to was the Harris Trust then later switched to New York banks too.

**WJ** When was that? Towards the end of the Depression?

**FS** Well as he needed more and more money. As the bank grew, he had to go to other sources, you know.

**WJ** Chase?

**FS** Chase. Yes, I know that. The reason I say that, Wes, is because when we were raising money for, again for the school, the two corporations we looked to was ...what was that bank? It's now called National City Bank, wasn't it? Then the Banker's Trust and both were good friends of Walter. It was my chore to go in and visit with the Banker's Trust and all he had to do was open the door. I really thought I was important. But I think Harris helped him a great deal when he came out here.

**WJ** Would it be fair to say that Chicago in terms of financing Phoenix, the impression we have is the very, very early days, '70s, '80s, and into the '90s. San Francisco banks were the primary source of



funding here but by the '90s the Chicago banks took over.

**FS** By the '90s.

**WJ** Yea, 1890s.

**FS** I don't know.

**WJ** And then after that that clear down to the time of Mr. Bimson, that certainly Dwight B. Heard's funds came from Chicago and...

**FS** Yes, I would say that. When I was here, we looked to Chicago to deal for money.

**WJ** Do you think that changed then as Phoenix got bigger and New York banks were more active and so forth.

**FS** Oh, yes. I know that through the utilities. We turned to eastern banks almost entirely. Now, Harris would participate but they were not the leaders in the ...

**WJ** Sure, sure. So, in other words, in the post-war expansion of Phoenix jumping ahead and this after the war was over and the real ...

**FS** I believe Chicago began to fade out as maybe the leading source of money in here. Of course, the more you got in here, the more they all wanted to come. Let me just stop and say a good illustration. Mel at National Bank hunted us up, we didn't hunt them up for money.

**WJ** For what?

**FS** To loan us more. I remember they came to see me. They wanted to loan money to the Central Arizona Light and Power. They later became the leading banker for borrowing money and they're still a very important part of that financially. And yet, there I doubt there's one person in ten thousand that know who the hell that Mel at National Bank is in Pittsburgh, yet it was to us a big bank. As big as most of the New York banks, not quite, but pretty big. From then, I would say you began to have money coming from all sources. This thing looked good and when things look good bankers come. Like Lincoln said, when you don't need money the bankers don't find you. When you ... or when you need money, you never can find them and when you don't need money, they're all after you. That was Lincoln's old saying and how true it was. I think that was a little true of Phoenix.

**WJ** Well, you mentioned Mr. Lincoln earlier. How did he ever come out here, health reasons or what?



**FS** Yes.

**WJ** He had Lincoln Electric in Cleveland, is that correct?

**FS** He's certainly a man that shouldn't be overlooked along the lines, very much. Again, it seems embarrassing but you keep hitting friends and clients of mine. J. C. Lincoln came here because of his wife who had terrible arthritis and they lived in Jokaki. Shortly after that, I got acquainted with him.

**WJ** Was that the early '30s?

**FS** Yes, it was. Mrs. Lincoln says I've been a member in their family for forty-eight years or forty-five years for whatever cause I don't know. She says I'm part of it. And she's a great woman, has given much that people know nothing about. Anyway, J. C. Lincoln came and the first time I remember something about him is when he wanted to buy a home and I knew him through Kiwanis Club. So, he bought the home that they lived in for many years out there in Paradise Valley. Next thing I knew, he walked in with Jack Stewart and wanted me to form a corporation for the Camelback Inn. That was followed by, okay, we're now going to take over Bagdad, and so it went. But J. C. did an awful lot of fine work. You probably know, they took great interest in Sunnyslope so called then. That was a, your father knows this well, that was a tubercular area. This day we don't even think of it as so, but it was then. In those days, to cure tuberculosis, you lived on the desert.

**WJ** Lived in a tent, I guess.

**FS** It was in a tent, that's exactly right. Sunnyslope must have been fifty percent tents in the heat and all. And the Lincoln's quickly recognized two things out there, the need for help with these people and spiritual help because they also helped start the Presbyterian Church out there. But more importantly to Mrs. Lincoln was the Desert Mission, I've forgotten exactly the name, but it was a recreational place for these people and a place where they could leave their kiddies while the wife came into work when the husband was sick. And they had a lot of kiddies out there. If you get what I mean, these were not wealthy people. They were at Lake Placid or someplace else. These were poor people. By poor, I mean low income, not (inaudible). And so, they started the Desert Mission out there and financed it almost entirely. And in doing it acquired quite a little land, thank goodness, because that's where Lincoln Hospital is today and the church is today. Desert Mission is still going, I think.

**WJ** Really?

**FS** I'm sure it is.

**WJ** I wasn't aware of that. Well, did Mr. Lincoln live out here then after that? In other words, he is ...



**FS** He lived here all the time except for three months when he was at Chichaqua, New York. And that was just as regular as clock work. Never flew a plane, refused to.

**WJ** Why was he at Chichaqua, New York?

**FS** He loved the discussions. He was ...

**WJ** (inaudible), in other words.

**FS** Oh, yea, Chichaqua, New York, where they have intellectual discussions. Chichaqua's not as we know them, but in those days, this was a very intellectual and musical place, cultural, strictly a cultural thing. He was more interested, you must remember that Mr. Lincoln invented the arc welder which was the foundation of the Lincoln Electric Company, which has been very successful ever since.

**WJ** But he didn't really have to stay in Cleveland and run that company, though?

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police and so on. It's in my personal file, I think. Well, I don't think that has, I hope. Oh, well, it was a long, long time ago but the newspaper was very nice to send me over copies here not too long ago. Take a quick look if you can. I know we got it but the paper has it because they ....

**WJ** Sent you a copy.

**FS** sent me a ...yea, I had the stuff. Pat said, Frank, I didn't know you were that active then.

**WJ** He came across it and sent you a copy. That's amusing. Well anything ... okay, then we can get that because I have your ...

**FS** The story is pretty accurate as I recall it. I think the best thing, the best report on that is the story itself.

**WJ** Yea, what else during the war would you recall in the way Phoenix had to cope with?

**FS** I've told you, though, that we had a very effective USO here. The wife of the Chief Justice of the Supreme Court was my hostess gal. To give you the size, she had a thousand girls at her call.

**WJ** Now, you were chairman?



**FS** I was chairman of the USO.

**WJ** All right. And who was the lady you're speaking of?

**FS** It was Lucille LaPrade.

**WJ** LaPrade.

**FS** She's still living. She's still living, great gal. But anyway, she had a thousand girls at her call for the dances that we had to give here for both not only Air Force, but we had the desert people out here too.

**WJ** Desert people?

**FS** Oh sure, they were training on the desert as well as in California.

**WJ** Oh, in terms of Army people.

**FS** Sure. You see during that time was when one of the General's came in to see me, he said, Frank, all these dances are fine, can't you get us some showers. And I petitioned for it and thirty or fifty showers, I don't remember, right over where the old YMCA was. Charged them a dime and then we couldn't get them out of there. They always used twenty-five cents worth of water. But what I'm trying to emphasize with that is that the Army had a great influence on this town financially, socially, of course the girls all liked the Lieutenants, the Lieutenants could be. But we had to take care of a lot of other kind of people.

**WJ** Do you recall names possibly, although I assume, they probably changed frequently, of any commanders, either the (inaudible) or generals?

**FS** Whiting of course was the famous one.

**WJ** Whiting.

**FS** Whiting, became very famous during the war. He was one of the men who worked with me.

**WJ** I'll just put it down.

**FS** I think he was on ...

**WJ** Is he an Air Force General?



**FS** Yea. I want to say Whiting or (inaudible).

**WJ** See, when I go to Washington and look in these federal materials, I won't have time to trace down every Commander but ...

**FS** Of course not.

**WJ** ... I thought one or two leading commanders might be ...

**FS** He was one of the outstanding men. I don't believe he was the man that was here during the card room push.

**WJ** But he was one person who ...

**FS** Oh, I worked with him all the time and he was the leader and became famous in the war. It was Whiting or Whitewell and it's hard to ...

**WJ** All right, so I can check that out. Was he at Luke or Thunderbird?

**FS** Luke.

**WJ** Luke. Okay. What was the economy like in Phoenix during the war?

**FS** Good, very good. As I recall it. You're talking about during the war?

**WJ** During the war, '42 to '45, period. I guess I mean ... Litchfield had his Goodyear facility out here.

**FS** Oh, sure.

**WJ** I noticed you said Air Research is already here.

**FS** Air Research was here. Alcoa had come. They had built the Alcoa plant by the government. That was, as you remember, put up for sale and the Alcoa wanted it and they said Alcoa had too many so they gave it to Reynolds.

**WJ** That was the Justice Department that ...

**FS** Yea, stopped Alcoa from getting it. I don't know why you puzzle me a little bit when you say



economy. You look as though economy wasn't good. I remember it very good here.

**WJ** No, no. I'm just asking for your impression.

**FS** My recollection was quite good. Everybody was working. It was certainly a loyal town, there was no question about that. Doing its part, I think. Obviously, we were all busy with war work and (inaudible) personally another man with just the same sort of responsibilities only at a different level. I also was on the draft board here for one of them and everybody was busy with that. We're all doing our work. Some of us trying to get in and then being told we were too old.

**WJ** Let me ask you a rather delicate question and I don't expect you to name names.

**FS** I don't mind.

**WJ** But, war time of course always raises the problem of war profiteers and the Daddy Warbucks type of person, do you think Phoenix had very much of that?

**FS** No, I don't.

**WJ** You don't.

**FS** No, I don't remember any. No, sir, I don't. It isn't a delicate question, is I don't remember. I don't think so. I have no doubts some of these corporations had some adjustments on some of their contracts as they always do with the federal government but certainly not in the category you're speaking, no, I don't think so.

**WJ** That's interesting.

**FS** It may have been but I didn't know of them. That's sure.

**WJ** Did the ...well then ... nothing in particular ...

**FS** The usual drives during that period of course. Everybody seemed to play their part. I think we always raised our quotas. I guess we were just a typical war town except we had more soldiers.

**WJ** Probably.

**FS** I would say per capita, we probably had more soldiers than most any other town in the United States, a few of these small towns that had camps near them. But per capita, cause I don't know what we were then, not over two hundred and fifty, three hundred thousand maybe four hundred.



**WJ** I don't think that much.

**FS** Maybe not that much. It was a great town, I know that. I loved it better then. Not the war.

**WJ** Well, it seems to me that I guess really if you look at the unique aspect of Phoenix that much of the uniqueness of it really begins to come out with this post-war growth.

**FS** No question and let me say there, you ask about the economy I know it was pretty good because the real worry we had, what's going to happen to us after the war? You heard that every place. Guys we're doing great now, what's going to happen after the war and just the opposite happened. Just exactly the opposite. It was only the spring board for what was really coming.

**WJ** Well, then that, I think we're practically toward the end of the time that you allotted, let me ask you this. What did ... I visited Dallas and talked.... to some people down there, they're working on a history of that city and they said, oh yes, one of the most important things is that a group of people got together directly after the war and said we want Dallas to grow. We're going to get together. We're going to control this growth and we're going to do a series of things and they carried out a plan of action.

**FS** I'm familiar with that situation a little bit, even the booklet and all when we had Phoenix 40, started Phoenix 40 here we got a hold of that and see. There never was a formal ...

**WJ** Now, did that happen in Phoenix?

**FS** No.

**WJ** No blueprint, what just kind of informal ...

**FS** Just as informal as could be but I have to say I rather think effective. You must remember some of this establishment business lapped over to the legislature to see that we didn't run away and spend any money. This state has always been pretty fiscally sound and we were pretty sure, I know I appeared there many times with a group. You be damn sure we kept taxation within reason. Oh, along the way, and I don't know when, right along this period was an attempt at gambling. Some place you must have that. If you don't you ought to run into it because gambling, certain people surprisingly some of them who wanted it. We certainly will skip names but surprisingly people who had interests that would have benefited with gambling put it on as a referendum, an initiative.

**WJ** I remember.

**FS** And I was in that, vice chairman, I think. Very interesting thing, I had an offer on the phone one



day, could we use fifty thousand dollars and I said yes, but I know exactly where it's coming from, Las Vegas. And my attorney friend said, Frank, don't get so good. I said, we don't want it. But the nice thing is we defeated it very heavily. Lee Moore played a very big part in that. He was chairman. That's right, he was chairman. I think sort of an indication of the people who lived here.

**WJ** Let me just maybe, to conclude this, let me just read to you some of the people who were in January 3rd, 1946 or let's say here we have April 1945, I'm reading from materials the Chamber of Commerce furnished us and we have people such as yourself, Ted O'Malley, Walter Bimson, Art Becker, Robert Goldwater, James Raw, Martin Wist, Roy Whalen, Tom Sterlington, Andrew Tomlinson, John Rockwell, Ray Cald and John Clemings were all either in the chamber or ...

**FS** You see, that's the only trouble with the Chamber. They're very much interested in business. They certainly forgot men like Elmo Best, Johnny Jacobs. And that Chamber was never properly, I think they're getting so, properly oriented toward agriculture which was the biggest industry we had in the valley. The Art Bodines. The men who were going to lose, I'm afraid, because water's going to run short and farms are going to begin to run out here. But there were at least a dozen more men, if I had a little time, but Elmo Best immediately comes to mind. All the rest there in varying degrees of hard work in the community, but all right but varying degrees. ....

**WJ** But you're saying that ... I guess I'm trying to find out is I'm not saying, I'm not trying to say, gee, didn't Phoenix have a Dallas plan, I mean every city works differently. But what you're saying, well informally we did this but still you must have had some kind of guiding idea or something. I mean how did you ...?

**FS** Well, we had the crazy idea of wanting Phoenix to grow. Did you hear what I said.

**WJ** You brought it on yourself.

**FS** I know it and helped do it. And the funny thing is out of that group, and I'm thinking more of half that group, they would get wind of something for the city of Phoenix and immediately we'd all pitch in and help do it and that was certainly the way, (inaudible) GE is here because a half a dozen men went to work on it. Sperry's here because, Galvin came here small but we sure helped him expand. Reynold's out here came because they wanted that plant, but I must say they played their part. There was no plan really. There was a plan and yet there wasn't. God was just directing us, I guess. That's all I can say, except the Chamber of Commerce was always over there with great support and probably maybe gave us some ideas.

**WJ** Was there no other group around that was that interested in this?

**FS** The junior Chamber of Commerce played a moving part here and the Thunderbirds came along



and played their part too.

**WJ** What role did the Thunderbirds, I know who the Thunderbirds are but what ... ?

**FS** Which was important, Thunderbirds were formed while I was president and we did that too, I don't know why I should because I was a young man but we did not have a younger man, I'm still fighting that, I still want younger men involved in this town. We need it today very badly. But we wanted something that young men would take an active part in and run.

**WJ** So that was the Thunderbirds?

**FS** Well, the Thunderbirds for purposes of sport, sports, and I think they have played a very important part of bringing the Phoenix Open here and tennis and so on. That certainly was a plan. No question about it. It happened in my backyard with this fellow Paul that I was telling you about. The idea of how do we get young men going and that's how Thunderbirds were formed. The junior Chamber of Commerce played a very important part and the Rodeo for what it plays in this town which is an important thing and the charitable good that they did with that. That money went to great purposes, fine purposes and maybe kept us older guys on our toes.

**WJ** Whatever happened to the Fiesta del Sol? Did it just lose out to the Rodeo or something or what?

**FS** Yea. It never was backed by probably the right group in a way such as the president of Fiesta. I know I played some part in that, we all did but it never had the backing that it should have had. That was part of the Chamber of Commerce, but very wastefully done one year and that's when we got in debt. Remember, I told you. This fellow Paul, he did a .....

**WJ** Spent a little too much.

**FS** Hell, his dad was a member and we had a great camp up here, my god, it's famous even today he's a pretty well-known band leader was brought here and before I knew it, we owed about fifty thousand bucks. We threw a big party and had to pay to get out of it and debt didn't help the chamber during that time. I think if any of us contributed anything it was getting it out of debt so they could go when Haus came here, because we were out of debt when Haus arrived, thank goodness.

**WJ** So in other words, but there was a ...who decided to hire Haus? That must have been a decision that you wanted to get yourself a professional level person?

**FS** That was a meeting held, I remember very well, Todd Cabado, another quiet man who played an important part in this town. Quiet but very effective. I was one of those in Todd Cabado's living room when we decided we must go out and get a real man and I had been urging that because I know when I



was president, I didn't have it. I guess during those days we ran it in a way but we knew we needed a paid, active director and that's how it came about. There must have been a dozen men there and they went out and got Haus and I think got a good one, very good.

**WJ** Good, well, I think that really takes us up to the postwar period. What I'd like to propose is in another three or four weeks ...

**FS** Why don't you give me a ring, Wes.

**WJ** ... get together and we'll kind of ...

**FS** I don't whether I can help you. I'm just rambling terribly here. You see, the only nice thing I have ...

**WJ** You pull a lot of things together, you see and ...

**FS** The only nice thing I had some nice young lady from your office called and said, I enjoyed listening to your tape. I don't know if that was a compliment or not. What's more maybe I got to get a risqué story in there.

**WJ** December 7th, 1978. This is Wesley Johnson, Jr. interviewing for the Phoenix history project. It's my pleasure to do a further tape with Mr. Frank Snell in his office in the Valley Center. Mr. Snell, last time we met, we discussed events during the war and we got up to the period just after the war. One of the main themes in the history of Phoenix is why did Phoenix grow so much after the war. Some people have suggested that the Chamber of Commerce was at the heart of some of this growth. I wondered if you might share with us some of your recollections as to what the Chamber did to beef itself up when the war was over.

**FS** Well, Wes, I think it ...

**WJ** Oh, sir, excuse me, you got a fire going there. I looked and I thought is that a flame and I suddenly realized it was a flame. I think it's still going. General talk about the fire.

**FS** It is true, right after the war, I'm sure Phoenix is very puzzled, Wes, as to whether we were going to lose business and go back to where we were before the war or whether we were going to go on and hold our own and grow. There are many factors that play a part in that. Some of the things that were very encouraging, not only to the city but to the Chamber of Commerce which has always been the center in many ways of the business development, or supposed to be the center of development of an area, from the business man and the business standpoint as well as for the good of the public generally. Well, number one, leading up to the Chamber of Commerce was a very encouraging thing in that some



of the businesses decided to stay here that had been somewhat forced here to begin with. Such as the Reynolds Metals who wanted to stay, the government wouldn't let them because it was a government building and as a result of course the Reynolds people came here. Motorola instead of reducing and closing, expanded and their research decided to stay. Those things all helped but I must say in doing so, the Chamber of Commerce played a very important part, I'm confident, in helping them to stay and various problems that's had now to be post-war. The war period was over and you did everything under emergency. Now, we're back again to if not normal, at least we're out of war. Now, what part did the Chamber of Commerce play and what happened? The Chamber of Commerce, because of the war, like most other organizations of that kind, first it's work was changed to do it at a war level rather than a development level as the town of Phoenix. There were many emergencies that came up that the Chamber of Commerce did and in a way kept it from going because of those emergencies coming first and probably lowered the development of the Chamber because men from the chamber were taken, partly in the draft, partly gone off to do governmental work or their efforts were diverted. If I may be personal for a moment, my whole efforts swung over to the USO and to draft board and so on and I didn't have much time to spend with the Chamber of Commerce. I'm sure that could multiply thousands of time throughout the town. I think it was sensed very quickly, in fact I know it was sensed very quickly by the then president of the Chamber of Commerce a fellow, van person, by the name of Claude Capadell. And he called a meeting. I was fortunate enough to be one of them at his home. Just about the time we're talking about, right after the war. Right then. And we recognized that we had to reorganize the Chamber and that we badly needed a very high, competent, effective, honest, respectable director. And that we were probably going to have to go out of town to get him. In any event, the whole talk that evening at Claude's was yes, the Chamber of Commerce must get back into business again as we were before as a Chamber of Commerce. We just try to hold on to all the benefits we got and also to again to sell this community. And I'll come back in a moment to the selling of the community. A committee was appointed and I don't remember who was on it, seems like I served but I only say that because I met the man very early who came in to take over the job from San Francisco. And committees were, he was a cracker jack. I'm thinking of our friend ...

**WJ** Mr. Haus. (Haas - ? )

**FS** Haus. Lou Haus. A very wise choice at the time. Lou was ... a fine man of high character, high morals.

**WJ** How was he located, did Mr. Cabado know him?

**FS** No, I think we went on somewhat of a search. I think there was a sort of a search committee. That's why I say a committee was formed on that and something tells me I did some ... played a part on it cause I know I met Lou before he really got on the job here. I was impressed with him. So, Lou Haus was employed and he certainly took off his coat and went to work and we all tried to pitch in. We're not



out of the war, back in our businesses again. Getting back to normal again and there was a lot of reorganization that had to be done in the chamber. Lou Haus did it and I must say, I think the business community responded very well under Claude's leadership and I believe shortly thereafter, if not almost immediately after Claude was a man by the name of Herb Askins who was extremely well liked and known. He, I believe, before that time or after but to show his public service was an assistant secretary of the Navy under Don Kimball. Now, I can't remember what period Don Kimball was there.

**WJ** We can pin point that.

**FS** Yea. Don Kimball was the Secretary of the Interior and Askins was his assistant.

**WJ** Sorry, sir, you said Navy and now you said Interior, which?

**FS** I'm sorry, I meant the Navy. Secretary of the Navy and he played quite a part, left Phoenix for that period. He owned what was known as the Phoenix Auto Supply which he built himself. I think it's worth of note that Herb Askins because the president of a national organization of supply companies of the kind of his own. So, Herb really contributed a great deal to the Chamber of Commerce and I've recently had an occasion to look up the record on Herb Askins for another purpose and found that the Chamber grew from eight hundred to almost two thousand during the period of his administration. It was not one. I think he was in for two or three times. A large part of that was due to Herb, his ability to administrate, ability to get other people to work and secondly, and not to detract one iota from his ability was the city was growing whether we wanted it or not. It was growing anyway somehow or other and the Chamber simply helped lead it in that growth. But, anyway, the Chamber of Commerce then continued to flourish. All of us got busy and got new members. That was easy, fairly easy, I think as I recall because everybody felt the need of the Chamber and the part that it played. I must say too, we got a great deal of cooperation. I recall it well from the City Council, from others. Not to help or favor or to give undue favors to business but to all of us pulling together knowing we needed jobs and we needed industry and we needed business.

**WJ** Was there every any kind of a formal plan drawn up or did people just decide on some goals and informally agree on these goals?

**FS** My recollection is there was some documentation to a certain extent. I don't have it and I haven't looked at it for so long and I don't want to be inaccurate about it. I do remember some of our don'ts. We did not want dirty industries. We were very particular about that. Fortunately, our experience during the war had primarily been in the electronic field and we encouraged it and it was through that encouragement, not immediately but as part of the same effort we're now talking about that helped bring Sperry and helped bring General Electric which later became Honeywell and many, many others because satellites came. As these larger companies came, satellite companies came. I think it fair to say that along that period, and I think it's right in that period, there was some talk of a refinery in this area



and I want you to know we did our best to kill it. I don't know that we would today but at that period we were not short of gasoline or oil or gas itself. And I only mention that of an illustration of the businesses we did not want here. I'm rather proud of the fact, Wes, that that policy has been somewhat carried on for years of encouragement of what for the moment we might say "clean" industries. There was another reason for that, I think it inclined to bring people with somewhat higher income, engineers and people who had somewhat higher income than you might otherwise have. Now, underground and underneath this whole thing, in my judgment, was largely the Chamber of Commerce was largely responsible, not alone. Our City Council, I think our State Legislature, this has been a state that has been not anti-business and if you'll look at the tax records and I've been mixed into that all my life of watching the taxes of this state. They have been not business oriented but not penalty taxes either and as we tried to sell businesses to come to this town, we were able to present a pretty good picture of a place to come. Weather of course, was all in its favor by that time because we had accomplished, or somewhat had accomplished, the benefit of air conditioning and the summer heat was not near the drawback that it was twenty years previously. And you could air condition the whole factor without any problem. Western Electric came here with acres, almost, as a plant and air conditioned the whole thing. So that it seems to me really, Wes, as I look back it was a pretty much of hands pulling together. And I was in some of this work and I remember we were not fighting among each other but working together. There was a great spirit of cooperation and that includes, I want to say in fairness to labor. We did not have the unpleasant labor situations that many other communities had. Sure, we had a strike here and there but as a matter of fact about that time I'm not sure we didn't begin to put a labor man or two on the Chamber of Commerce to work with us. I don't happen to have been a labor lawyer, I've been on the business side but I've sat many an hour with labor men and it seemed to me an awful lot of our labor men were very fine citizens and believed in the sound growth of this community. That's sort of voluntarily thrown in but it is a fact. We were also lucky, really, because an awful lot of the men, and I'm thinking more of the Air Force people, returned to this community almost immediately after the war and they were great people. They were people with educational background and had great experiences in the war, obviously fearless men and activists in a way. Men who wanted to go someplace. We have a lot of them here yet. We were very lucky it seems to me that all things sort of pulled together because about that time ... and another thing occurs to me as I talk if you want me to just continue to ramble?

**WJ** Sure.

**FS** Another very important part, it was my good fortune to be in the middle of that were airlines coming into Phoenix, almost concurrently. They were held out during the war. You see hearings for expansion of airlines were postponed almost in their entirety during the war.

**WJ** With the CAB, you mean?

**FS** With the CAB.



**WJ** Before the war we had what American and TWA?

**FS** No, we had American only really. TWA came in by the back door which was very ineffective. It was a ranch line that flew from Phoenix to Boulder and there you met the main line of the TWA. This was not on the main line of TWA. But, just before the war started TWA made an application for direct service to Phoenix. It was my good fortune to play part in that and that's why I say I was in the middle of all of this. And so right after the war, TWA went right back to that again and it was granted.

**WJ** Was this when you were involved in it was before or after the war?

**FS** Before and after, both, because I was representing in that particular case and that isn't for your documentation, but I was representing TWA in the matter. And the application was granted and so now Phoenix, and all of this is almost the same time you're talking about the Chamber of Commerce and growth right after the war. We now had two main airlines and two airlines that were serving in different territories. And so, the aviation business, in other words, the ability to get to Phoenix was much easier. And that helped bring business here. Before, you know, we were isolated, really before airlines came Phoenix was isolated. We had good rail service, both Southern Pacific and Santa Fe but nevertheless they took time. Airlines took that away and businesses were able to have branches in Phoenix and still have their main office in Chicago, New York, St. Louis and not be disturbed to a two, four, five-hour flight. So, all of those things added together, seemed the good Lord was good to us and that they seemed to all come together for a solid sort of a growth. And brought a lot of good citizens.

**WJ** Do you think that the growth of the trucking industry was helpful during those years?

**FS** Yes, it was. Yes, it was. Phoenix definitely became conscious of roads and of course the Federal Government did too. Immediately after the war, if you'll remember, the government went into the road business in a big way. I think, personally, I've always felt that Arizona has been blessed by a very efficient highway department, very capable engineers. And Phoenix along with other places in the town but we were the capital and the hub and there's no doubt that trucking played a very large part particularly here and the coast where it was just a nice trip for a truck and you're quite right. Trucks played an important part too. The thing that occurs to me as I sit here never having really expressed it may be before there was probably one of the highest cooperative efforts in Phoenix or that period following the war then we've had before or since of all elements.

**WJ** You're speaking of ...

**FS** Not everybody was perfect but I mean the great majority of people were for a good town, a clean town and growth. growth good or bad, we won't debate here but in any event at that time we all were convinced growth was good.



**WJ** Well, I'd like to ask you about, you've mentioned Mr. Askins and I'm certainly delighted to hear more about him.

**FS** May I break in because there was one point I mentioned, Wes, that I meant to mention and I don't want to miss it here. One of the very important parts that Phoenix took on as a result of this reorganization and Lou Haus was very strong for it was a selling campaign primarily, not alone for business, not alone for business, although it comes to that too, the two are tied together, tourist business. And there was a man by the name of Jack Stewart who had founded with Mr. J.C. Lincoln, another great person, and fortunately for this area the Lincoln's decided to stay and live here and the whole family have added a great deal to this valley but Mr. Stewart and Mr. Lincoln did own and operate Camelback Inn, which was already becoming pretty well known in a small way. But Jack Stewart started a real campaign for advertising the valley of the sun. I'm not real sure whether it had been used much before. I'm not sure that Jack may not have been one of the originators of that thought, a valley of the sun and playing up the sun. The Chamber grabbed onto it and I remember that the City Council even spent, they set up a cooperative effort before the city and the Chamber of Commerce to spend money in national magazines. Well, I don't need to tell you because you've lived here a long time to know that the tourist industry is one of our biggest industries here. I just saw the other day that in nine months it's estimated that eight hundred million dollars has been spent in Phoenix by the tourists. So, it hasn't stopped, it's grown. But my only point was that it started as a result of this very period you're talking about following the war and certainly and when I say this, I can say that even competitor hotel men will tell you that Jack Stewart did a great job in getting that thing started. There was a whole department set up to handle this separate almost.

**WJ** Was this an attempt to try to reach out to more of a mass public? My impression is that the earlier period in the '30s were more of a restrained ...?

**FS** I wouldn't say mass, no. That's a good question because I remember serving and helping somewhat or being exposed to it, let's put it that way, not helping maybe too much but let's say exposed to it, they were very selective in where their ads were put. This was not in a New York Times deal. It was the National Geographic. It was Esquire. It was in what I suppose some people would like to call it elite. I don't. They were seeking people who could afford to come here and were not looking for jobs. Now, it's interesting to note that out of that many of those people who came here as tourists, remained as residents-built homes. Their first experience was to go to a hotel, or resort, inn. There were many of them. We had fortunately good resorts then and we've had a lot more now. And many people came for vacation. Liked it, liked what they saw down here and the next step was then to build a home. And this would become their winter residence where their family would stay. We had airlines again, as I mentioned, and they could go back and forth to their business. But, maybe even more important was several of them built businesses here. Mr. Galvin of the Motorola came to Camelback Inn. And from Camelback in came Motorola. I don't mean Galvin, either, I mean Mr. Nobel.



**WJ** Nobel.

**FS** I mean Mr. Nobel.

**WJ** Didn't the Galvin's come later though?

**FS** Yes. And the Galvin's, Nobel sold Galvin on coming to the Inn and out of his holding was the first branch of Motorola out on fifty-six street or someplace like that. More of a research center at the time, now it's the biggest employer we have in town and a fine one. Good citizen, very good citizen.

**WJ** Did this campaign, was it continued in the '50s or do you recall ...

**FS** It's never been let up.

**WJ** (inaudible) been continuous since that time?

**FS** I'd like to say to (inaudible) now there's a tendency to let up. That sounds funny but it really is true that Phoenix is getting so many people it's almost a problem what to do with it. Highways, everything that goes with that.

**WJ** Well, I'd like to ask you, we've been ... other interviews have suggested to us several names I'd like to have you comment on as persons who were important in the growth period. And not that I'm only listing these names, but these have been ...

**FS** There were many.

**WJ** ... many, yes. And names given to me as persons who were instrumental perhaps in the late '30s and in this period of transition to the '40s were Roy Whalen and Charles Stauffer.

**FS** Well, let's take one at time.

**WJ** You can comment on them.

**FS** Roy Whalen, certainly, was an important man. Roy Whalen, his business then was a pharmacist. He ran a pharmacy. But Roy had bigger visions than that and he took a very active part in the very early days of the Valley Bank. That was before Mr. Walter Bimson came here. And the bank was far from a big bank then. It was a small bank. And about that time, you also remember, we had a semi-Depression, the banks closing. And in the very midst of that Roy Whalen knew and had met a young man from the Harris Trust Company of Chicago and he went back and with a man by the name of Tom McReynolds, who we don't hear too much off because he was a farmer and so on and wasn't too active but a fine



citizen. I knew him well, he was a fine chap. Anyway, the two of them went back and induced Walter to come down here and be president. That wasn't entirely new for him. It was my very great pleasure to know Walter Bimson long, not long, but before he came to Phoenix because he handled the cotton business for the Harris Trust Company. I happened to be in an office where we were in the cotton business, so I got to know him very well. well, you know what's happened. Mr. Walter Bimson became practically Mr. Arizona.

**WJ** Correct.

**FS** The developments and everything that he did.

**WJ** the question is whether what did Mr. Whalen, did he have (Wayland -?) much of an active role after this or would you say that was the crucial ...?

**FS** No, no, he was chairman of the board. That was one of the most important things he did. I must say. But he was chairman of the board of Valley Bank for several years and led it and worked with Walter, they worked together very well, which is important. He helped develop the Westward Ho after reorganization. It had troubles at first but after they got those troubles resolved, my recollection is, Wes, that Roy Whalen well he took over and got it started.

**WJ** Did he also guide the development of the professional building?

**FS** I would say so, yes. He took a very active part in the professional building. That came up after Mr. Bimson came here but I think he pretty much turned that over to Roy Whalen. I know Roy was always very proud of his dining room and the upstairs part of that building, but he was proud of the whole building. Yes, that's right he was, I think, pretty much in charge of that.

**WJ** Well, then ...

**FS** He's a builder.

**WJ** Would it be fair to say that his greatest period of activity was the '30s and by this. post-war period was he still active or less active? I guess this is not clear in my mind whether his main activity was say in the '30s.

**FS** Well, one of his activities was having fine show horses. I can tell you that.

**WJ** I remember that.

**FS** I can even remember he had Cream of Wheat. That was a very fine Palomino he had. I would say



he let up some, he let up some. But he played a part in many civic activities. I was one of those who called on him when I needed him and he always responded or he called on me, one or the other.

**WJ** What about Mr. Stauffer?

**FS** Stauffer was a quiet sort of fellow, maybe because of by comparison. He was teamed with a man by the name of Wes Knorpp was dynamic, an activist in every sence of the word. Charles Stauffer was a quieter sort of chap but very effective in his quietness, very effective. People went to Charlie for advice. They touted him as one of the solid citizens of this community. Not that Knorpp wasn't, but they were just two different types of people and they were a perfect team. My office was in the same building where they were so I saw a great deal of both of them over at the old Heard building. And it's hard to appraise Charlie because he played a part in this community that isn't written all about but he was there. He played a quiet part in seeing that it was done.

**WJ** And you say that Mr. Knorpp was much more visible in terms of his activities?

**FS** Oh much more, sure, sure, he was a visible part of the paper, very visible. Charles Stauffer was not, didn't seek it. And maybe almost to a point shunned it. No, I don't think it's quite that bad, but he certainly didn't seek prominence or publicity but he always was prepared to help on any good work. And sometimes, I'm sure, in many a quiet way led it. And of course, yes, okay.

**WJ** Maybe a word or two on Mr. Knorpp because I saw some photos the other day of you ...weren't you and he together in Kiwanis?

**FS** Oh, yes, right. We were roasters of one another. Some people took it seriously, thought we were serious and yet we were probably two of the best friends in town. We used to laugh sitting out to dinner at night when people in town or otherwise thought that was not true.

**WJ** Well, what could you tell me about Mr. Knorpp?

**FS** Well, Knorpp was a very capable fellow because of his dynamic personality. A good illustration is for some unknown reason we had not been measuring up to what we then called the Community Chest obligation of this community. Now it's United Fund. And I think we've been through three as I recall, Red Cutter, Community Chest. I think this was the period of Community Chest and we hadn't done what we should do for the needs of this community In the Community Chest. So, Wes was really drafted to take on that job and let's get out of this thing because it's an obligation to the community just as much as it is to have a school to see that the social and other needs are taken care of. And Wes took it and I will never forget the dinner, the first dinner he had to open that campaign. There was never one like it. It was down at the old Arizona Club and people went out of there just with the greatest enthusiasm, Wes, I have ever seen. And went out and they didn't only make it, but they put it over for the first time, I



suppose, in several years. I know because I was asked to follow him and I dreaded it because he made a huge success. But in doing that he certainly made my job easier. He got this community awakened to the need of Community Chest but we went over too. But I wouldn't claim that for my part, it was because Wes really got us wakened to ... oh he had pictures and everything else, graphs, to prove what a bunch of poor guys we were in doing our job to this community.

**WJ** Did he do a lot of this himself or was it delegating a lot of it or organizing himself?

**FS** Himself. Oh, I suppose some of the graphs and stuff, but I mean the leadership ... Wes did most things himself, when I think about it. He was a self-starter and was in the self goer. He was a good organizer too. I think it's interesting because being close to the paper, although I didn't represent him, he had great loyalty with his people over there. His head people were very loyal to him. I know that. And had been for years and I think they were.... repaid for it.

**WJ** Well, that leads into the next person and that's Mr. Pullium, who of course came, I guess, on the Phoenix scene rather late compared to the other gentlemen we're talking about.

**FS** Yes, he did. Although as you look back now, those years have gone long pretty well. What year ... do you have the year by any chance?

**WJ** '46 and '47, I think was when he came in.

**FS** I was going to guess the middle of the '40s but that would be about right. He, of course with some others, he wasn't alone, bought out Wes Knorpp and Charlie Stauffer. Everybody was concerned because this is, it was then more than now, a conservative town in whatever that term means. And I'm not sure I know any longer. And we probably didn't think of it that way, but it was Barry Goldwater territory all right to express it another way. And everybody was worried as to what Gene's position was. I remember that very well. That was the topic of discussion at many a luncheon table but there were others with him in that venture at that time. think, was with him. I know that ...

**WJ** Barton.

**FS** Barton was with him. Two or three others.

**WJ** Kellen, I think. Rubiken, I.....

**FS** Kellen too. Kellen too. Rubiken may not have been, I'm not so sure about Ray, but Kellen was. However, over a reasonably short period, not too long a period, I think Wes Knorpp bought them out. I don't mean Wes Knorpp, Gene Pulliam, bought them out and became the sole owner. He was with the Indianapolis Star, as you know, he owned that too.



**WJ** I had ...

**FS** Had a great partner, though, I wouldn't overlook her. That's Naneth William. You bet. They worked well together. I've been in their home many times and I would never say that Naneth William was his boss but they were certainly partners.

**WJ** That's interesting. I'm scheduled to interview her. I've not met her yet.

**FS** I envy you.

**WJ** With Mr. Pulliam, I've had difference of opinion. Some people say when he arrived on the scene, he took an interest right away in Phoenix affairs. Some other people said no, it was really not until the mid '50s or late '50s that he really began to spend more time out here. Was his influence really visible?

**FS** That's partly correct. That isn't a criticism.

**WJ** Yea, well, I'm just talking about mainly when becomes active is all I'm...

**FS** Well, there's some truth to that. I got to know him fairly early but it is true that I didn't get to know him intimately for four or five years. But I understand that because he had a going business at the Indianapolis Star. Nowadays, got a son who's older and doing a great job back there with it, but I think it was just like he became here, he was hip so he had to be there. And I think that's true. I don't think he tried to take the town over by any means, but when he got here, he carried a lot of clout before he got through and a lot of weight that was on, generally on the right side.

**WJ** I interviewed Mr. Marquardt, who I guess knew him quite well.

**FS** Oh, very well.

**WJ** And I don't want to misquote him but he suggested to me that he felt that Mr. Pulliam exercised his influence leadership not necessarily by joining organizations and so forth, but he said he spent a great deal of time on the phone talking to people. I just wondered if you could ...

**FS** I would endorse that.

**WJ** How would you characterize the kind of leadership he exercised, Mr. Pulliam that is?

**FS** Just what you said. He didn't join organizations, country clubs, but (inaudible) left off. But he didn't join organizations but when he called you on the phone, you listened because he generally had a



very worth project in mind or something that was worth getting into.

**WJ** So, it sounds like ...

**FS** Or if he didn't like something. He didn't (inaudible) doing that either, myself included.

**WJ** Well, then one would have to what, is it fair to say there was somewhat of a contrast between Mr. Knorpp was kind of running things at the paper and Mr. Pulliam comes on the scene? Sound as though Mr. Knorpp was very much involved in things and in clubs and organizations.

**FS** They did it different ways, Wes. They did it in different ways but both did it. They did it in different ways. You're quite right. Wes was a member of Kiwanis Club as I was. He was an active member in the Chamber of Commerce. Those service clubs and the Chamber of Commerce were about all we had in those days. That's a fair comparison that he did it through organizations but led without any difficulty. He was a natural leader, a dynamic leader or he would back good leaders too. I would want to say that. If a thing was right and he thought it was right, why he backed him which was very important if a paper backed a cause because you must remember it was the paper. Although there was a time when there were two ownerships but not for too long before it was all owned by the same company.

**WJ** Right, right. I talked to one person who suggested to me that Mr. Pulliam came, he attempted to transplant his view of society that was all right for the mid-west and tried to impose this on Phoenix. What do you think of that comment?

**FS** I object to that. I (inaudible) that's true. I think he became a westerner very fast because I personally know he loved it. All you had to do was to go to the home that he picked to show that he loved the west, the desert cacti and so on. I don't agree with that. If he did it, it's because that's where he was raised. We were both happened to be, well I was born in Missouri and he was born in Kansas. They're both the same. He had that about him but he became very quickly a thorough westerner.

**WJ** I see.

**FS** In fact, I'm confident he liked this town and proof of the pudding is his permanent home was here not Indianapolis.

**WJ** I see. So, in other words, you think really in terms of his ... he was much less than the visitor from Indiana who came out here for a while. He really began to identify more with Phoenix than his (inaudible).

**FS** I'm sure of that. As fast as he could without being imposing.



**WJ** Sure, sure. Okay, well, one other name I'd like to ask you about and of course we could talk about this gentleman for a long time and that's Walter Bimson. As you know, I did a couple of interviews with Mr. Bimson but in his present state of health, they were not the most successful interviews. And I just wondered if you might characterize to me the earlier Walter Bimson.

**FS** I don't know how to start, Wes, really. Maybe you've been told and if you haven't, it's true, we are two very close personal friends. I'm one of those who still goes to see him. It's not easy. Walter Bimson was a very rare individual. Quiet, I never saw him lose his temper and I've been with him, known him now for fifty ... that doesn't mean that he couldn't get upset and differ, but he had a quiet .... I remember many times when we had a party, and he said, Frank, let's just be a little slow and see if that won't work out or let's do it a little different way. I'm afraid I was a more activist type of guy. Because we did do a lot of things together, I'm not bragging at this point but we worked on the American Institute together, then known as the American Institute. The art museum, very much together. I'm sure we owned a ranch together.

**WJ** When did you start working legally with the bank?

**FS** As attorney?

**WJ** Yes.

**FS** I'll tell you how it came about was when he broke of the Arizona Bank Corporation and I'll be darned if I know when that was. He called me over and asked if we would take over the spin-off of the Arizona Bank Corporation. And that's been certainly twenty-five years ago. That has nothing to do with my close interest with him. We were, and we are still attorneys for the bank. When I look back, my relationship with Walter Bimson was less than any client I know of in a way. We didn't work that way. He had me come had somebody else do something in his bank. We worked with other people in the bank, not with him unless ... I'll take that back, (inaudible) financing deal when we worked across the table. Myself, Joe Mouser of my office, quickly learned to take most of that over and is on the bank board today. He was a very far-seeing guy. By that I mean vision. He had a great vision. He had a great love for beauty, great love for art. He had a sense of fairness. I don't know what to say bad about him, not that you want me to.

**WJ** No.

**FS** But, he was a very important man to this state and in many ways, not discounting anybody else, but to a certain extent, many have said it and I repeat it that he was Mr. Arizona for a period.

**WJ** Why do you think he was able to do this coming into a situation, a struggling bank, here he was in Chicago. He of course was a westerner from Colorado. He knew Arizona. You said he had the cotton



loans and so forth from Harris. Yet, did he have a take charge attitude right away or did his leadership evolve after a few years?

**FS** Very peculiar thing and I know this to be a fact, Roy Whalen supports us so much on this too, he had a very capable lawyer too and that was John Gus. Not many people will talk about but was an extremely capable lawyer. And from that standpoint, I was not his attorney. I would say was his confidant in legal matters. Walter had hardly gotten to this town 'till the banks closed and Walter immediately, I don't know why I guess because he was the man who had it, took over. I don't mean by that forcibly. But he kept the governor from closing the banks here. He recognized warrants, paid them in full. I'm talking the warrants that state employees, school teachers and everybody got. Others were not doing that. They were buying them at discounts. Walter did it I'm sure for two reasons. One, he knew the people need them and second, he thought it was darn. good publicity. He was a good businessman. Don't ever think that ... he was a top-notch businessman. A great competitor, great competitor. And so, he advertised that he would take all warrants and par them. Of course, he didn't lose a dime. Collected in due time even the interest that was accumulating on them. That really almost peculiarly set him up properly as one, if not and I won't say if not because they're probably not but certainly one of the leading bankers and man of interest in this state because he backed with money what he believed. Now, a lot of people talked but don't do it with backing and with their money or the money of their company. That isn't all he did. He was one of the first banks to get into small personal loans and that's been written up.

**WJ** Right.

**FS** Tell you what I ought to do is hand you a book if you've got it.

**WJ** "Financing the Frontier." I've got it.

**FS** Well, there's the story and I read it and I endorse every word of it. Played a little part.

**WJ** Where was he able to obtain funds, though, during the Depression when money was scarce? Did he originally get a line of credit from Harris or did he go to other banks?

**FS** I do not know that. I can't answer, Wes, but I have a hunch that Harris had such confidence in him that that probably is where most of his money came from. He also, that I did personally know and a very good connection is what is now known as the City Bank Corporation. Used to be the National City Bank of New York. So that people had confidence in the man. They had trust in him and they knew he was capable and I don't know this, Wes, at all but if you're asking my opinion, I'm sure his old home bank of the Harris Trust backed him to the extent they could. I'm sure they were having their own problems, but he got the money. That's the main thing.

**WJ** That's the Important thing.



**FS** That's the important thing. He got it.

**WJ** In terms of civic activity ...

**FS** I must say just one other thing, I'll never forget it when banks practically said no more mortgages on homes. Walter takes a full-page ad, you'll find it some place or a big ad someplace, "*Our* bank is prepared to loan money on homes." Of course, mortgages, "We have money available for first mortgages." Those were the kind of courageous steps that made him a man of vision and of power.

**WJ** Would you say his civic activities began later after the bank was under control? Civic involvement ...

**FS** Started very early.

**WJ** Oh, it started very early?

**FS** I certainly know it started early in art because I don't happen to be the connoisseur that Walter is, nor do I have the money to make the collections that he's made. He has a terrific, as you know, and it's very marvelous personal collection. And he's given a lot. Many, many a picture he bought, he gave to the art museum or other places, to Arizona University, to Arizona State University and so on endlessly, endlessly. But I remember that was one of his early passions was the art museum because he got me into it early. As I say, I am not an art connoisseur, but before I knew it, I was in it. Wound up being a president for many years in one of the ... I get this (inaudible) as president and he got me into it. I guess the next thing I knew, I liked art too. But not with that same sense that he just had a sixth sense of what to ...

**WJ** But you credit his interest in bringing you in to your involvement in the art museum?

**FS** No question about it. I would have never been near it probably. Today I love it, of course. And he backed the symphony when it came along. Supported it. All of them. I don't think there was a thing, as you well know, and for the record here it's all later I was called on to help over here at this Civic Plaza and I went to Walter and he says, Frank, you can do it. There's just no problem. All you got to do is go around asking. Well, I asked him first. Got more than I expected.

**WJ** Well, I appreciate these remarks. Perhaps we could go on to something that we described at one point when we talked at one point earlier but it was not on tape and I wondered if we have a few minutes here if we could talk about the development of the Arizona Public Service and the role you played, as I understand it, in providing local ownership and responsible ...



**FS** Because I was so heavily involved in it, Wes, isn't it better you get that someplace else? I mean I'm a little embarrassed cause I did. I'll give it to you in general language.

**WJ** All right. You described it one day here and I'm just sorry I didn't have a tape machine that day.

**FS** It became part of my life.

**WJ** That's right.

**FS** All growing out of having been asked to be the attorney through Roy Whalen, incidentally, of the Arizona Edison Company.

**WJ** Now, were they the successors of Pacific ...

**FS** No, they came out of bankruptcy. Let's see, no, it's not bankruptcy, it's what you call a reorganization.

**WJ** Receivership?

**FS** Out of a reorganization. And they called a man here by the name of Phil Shaw and Roy Whalen was on that board and played a very important part in helping in that reorganization. There that's, see we forget. He played a very important part in the reorganization of that board and had on it some very good people.

**WJ** Were they ...who were they? The Arizona Edison, though, they had no connection with Pacific Gas and Electric?

**FS** None whatever. I don't know any more.

**WJ** Who were they connected with?

**FS** They were a private little company that had been organized down here. I'm sorry I can't think of his name but he played a very important part in it here too in getting it underway and then hard times came, the Depression came and it went broke. They then brought in this Vanfield Shaw who was really quite a wizard. And you see, you know probably what we're talking about Edison, you're talking about Globe, Miami, Pinal County, Douglas, Bisbee, Yuma primarily. A lot of those places have filled in with other towns now but those were the main towns then.

**WJ** In other words, they were not operating in Phoenix?



**FS** Not at all. They had their office in Phoenix though, had it over on First Avenue in a little building there. Okay, you asked me what part I played. We went along, the Central Arizona Light and Power Company, which I'm sure you remember, was a company owned by American Power and Light Company of New York City. President Roosevelt got through the Congress what was known as a holding company act and the purpose of that was just the opposite, it was to break up holding companies and to make them cut loose and go to local companies. I was very close to Phil Shaw. Used to get very upset with him at times, he took a few too many drinks, but generally like a lot of men he was smarter that way than most of them filtered. He was an extremely capable utility man and I will prove that in a moment because when they came out of reorganization, their stock was selling for a dollar. Not too many years later, in any event, Phil Shaw developed cancer and during that period, I must say, I played a more important part than a lawyer in trying to help operate the Arizona Edison. We did get a new man in. His name escapes me right now, who acted as president. But Phil said to me before he passed away, Frank, you should get together fifteen or twenty important men in Phoenix and bring Central Arizona Light and Power back to Phoenix because they're going to have to let go of it. The holding ...

**WJ** Under the holding ...

**FS** The holding company act, make them break away. And they were in the process of doing that then. They probably had fifteen, twenty companies under them. We'll make this short. I took him seriously and the first man I went to again as always was Walter Bimson. And he said, Frank, I think Phil's right and I'll help you do it. (inaudible) you can quote me. Well, that helped a lot and so we got fifteen or twenty of the leaders of this community. Now, Roy Whalen was not one of those because he was on the board at Edison. That isn't anything against it, it's just that was one of this first group. And so, we got fifteen or twenty of certainly outstanding men here.

**WJ** Sir, when was the date on this roughly?

**FS** Well, I know that Henry Sergeant came here in '47. You know we're talking about 1930 or '40. I don't think I'm too far off and so I then began personally negotiating with the president of the American Power and Light who used to be the president of Central Arizona Light and Power. Your father would have known him very well, Howard Aller.

**WJ** I see. And he was promoted upward and then.

**FS** Became president, but became a very hard-boiled individual unfortunately. Promised this group that he would try to negotiate a private deal because I had bankers who were prepared to back us. Obviously these fifteen, twenty men couldn't buy the utility. They could help a little, but not very much. When suddenly he called me one day and said, Frank, I'm sorry I decided to put it on the auction block



and sell it to the highest bidder. We'll skip over an interesting experience except to say that a man by the name of George Wood, who might have (inaudible) at that time called from the First Boston Corporation and said, Frank, I understand that Mr. Snell saying you had fifteen or twenty men that would like to manage that company down there. Do you think they would manage it if we helped you buy it? And I said, I'm sure they'd be delighted too. Well, he said tomorrow morning it goes on the block and I will tell you confidentially I'm going to bid one half point higher than I would otherwise have bid. The next morning it went on the block and that's exactly what he bought it for is one half point .... higher than his competitor. Very interesting story because George Wood, you may remember Wes, became president of the International Bank and became a very, probably outstanding, man in the money market, the money field. Well, all right, so we did it. They immediately insisted, they now being the stockholder. Well, what they did is put the stock out to the public, but they put it in places that they could pretty well help us. See that we could put this group in and we did put it in. That went along until then came the merger of Arizona Edison with Public Service. Now, I've got to go back. We had acquired Northern Arizona Light and Power Company first. That's the company that owned Prescott, Flagstaff and the northern cities. Bill Reilly, who many of us now know, was president of that company. So, we acquired that by not merger but by purchase. Very complex deal, incidentally, although not big company.

**WJ** Edison? This was before the merger with Calapaco and Arizona?

**FS** Yes, that came second because it was that point when we had a very big decision to make. What are we going to call it? I'm saying the hours we spent but we agreed on Arizona Public Service Company which I think is a very appropriate name and that's when that's a result of the combination of three of the companies.

**WJ** When did that happen? Just after the war?

**FS** It happened in about '46 because it was my pleasure, with. Mr. M.O. Best, a very prominent farmer who was chairman of the board at that time and the board consisted of these twelve, fifteen men and Mr. M.O. Best was chairman. Well, he wasn't yet, a guy by the name of Pappy Coe. You remember Pappy? And I know your dad did, knew him well, was president of Central Arizona Light and Power. It was after this merger of the new company.

**FS** ... because of the men that were involved in this thing. The leaders of this community really were the leaders of that company. Anyway ...

**BREAK IN TAPE**

**FS** All right. We knew we needed a young, dynamic president. Pappy Coe was one of my good friends but getting older like the rest of us (inaudible). And so, we looked and searched and our



search led us to a man by the name of Henry Sergeant who was vice president of the Mississippi Power and Light Company. Brought him out here and hired him. He agreed that he would serve as vice president, but if he wasn't made president within a year, he would quit. If you knew Sergeant, that's the way, he had confidence in himself and as you well know made a very fine president. In fact, he made these mergers possible. Cause you see, first came the purchase then the mergers. And Sergeant was the leader and Mac, Best and I just followed along and helped him. And it was fortunate in the case of Arizona Edison and Central Arizona Light and Power, I hate to say this to you, but sometimes mergers are spoiled by firms of attorneys who don't like to lose clients. But in this case, I was an attorney for Edison and they made me attorney for Central Arizona Light and Power, we had no attorney's fight. I started to tell you, though, because his name may pop up along the line someplace is this Bill Shaw, who was a very interesting guy. As I say, he took a company out of bankruptcy when the stock couldn't be bought for a dollar and I mean, or less, it could have been bought for a dollar or less. And when we merged with this big company, this giant down here, Central Arizona Light and Power, I remember his stock brought twenty-one and it was a death nail to Pappy Coe at Central merged in at nineteen. This is the word of the investment bankers, (inaudible) companies and their earnings. And so many, many men, people, made a lot of money out of it.

**WJ** When did you become chairman of APS?

**FS** I was only chairman for the last three or four years.

**WJ** This is a more recent phenomenon? More recent ...

**FS** Well, I retired myself in '75 because I insisted that we have a rule. We had no rule for retirement and I thought we were going to get a rule that would retire you at seventy and they were just about to make a grandfather clause on it. So, I served the last three or four years. I before that, always, was chairman of the executive committee, but wound up as chairman of the board.

**WJ** I see. This is not the place to go into the history of the APS, one other question though on that and that is this, what relationship, was there ever any general policy problem in regard to SRP in terms of service, areas of service?

**FS** Oh, yes, a lot. I was in, we were all in ... some were before my time and some after. There was considerable but thank goodness during our regime, we entered into a ... there was a good deal of uncertainty about certain areas and so we spent our best six months of hard work to lineate carefully the boundaries of the two and that's been done, accomplished and thank goodness. And into that were some very important other things which was the interchange of power and the ability to use one another's power plants when one was low and the other needed more and that's all worked up into a very complex agreement, pricing and all.



**WJ** So, would you say that having two utilities furnishing power has not been detrimental to Phoenix? Do you think that ...

**FS** I'm prejudice. One pays taxes and the other doesn't. So, we are ... hard feelings are all gone. There was a time when it was a little better because we were paying a lot of taxes in this community. I'm talking about Central Arizona Light and Power or Arizona Public Service Company now. Large company, millions of dollars, not pennies, but millions. The project was paying nothing. We found that there were others that were quite upset--- that's these school districts. The school district would have one of our power plants in and be rich and another one would have just as big a plant in the from the project and didn't get a dime. Under the aegis of Paul Fannin, he appointed a blue-ribbon committee while he was Governor to look into that because he felt it was unfair. It was unfair. No question about it and their good people today will agree. They're glad it's been resolved. They can't be compelled to pay taxes because they are partially a federal agency and state has no power to tax a federal agency.

**BREAK IN TAPE**

**FS** In any event, he appointed the ... and I believe Walter Bimson was chairman of that committee as I recall. It was truly a blue-ribbon committee. Twenty-five men. Lou Douglas ...

**WJ** I'm going to have to look this up. Was this the time that Paul Fannin was Governor, you say?

**FS** While he was governor. I've got it some place if you don't find it. And there were hearings and out of it came, I thought a very satisfactory conclusion, it's always nice when some questions are solved, in which they agreed that they would voluntarily, they submitted to their stockholders in a way... shareholders are not exactly that, they're members. Where they would voluntarily pay on the same basis that we pay except as for that part that had to do with farming, which was right and no fuss with that. And so, for years they have been paying voluntarily. They still have one substantial difference, we don't kick about it because their profits go to subsidize our farmers and therefore that's good for this community. I am not an anti-project man at all. I would say I'm a pro project man. McMillen and I used to kind of walk on separate side of the street, now when he ran for the Senate the other day, he asked if I would be on his list of sponsors. I was delighted to be. All out of this blue-ribbon committee decision because it's important that farming be subsidized. Otherwise, I'm not sure that they can afford to pay the cost of water without it. In other words, the profits they make from their rate payers for utility services are used to lower, to some extent at least, the price of water that the farmer would otherwise pay and might not be able to pay and grow crops. But they do have still a very large advantage which would eat that up in a hurry and that's the income tax.

**WJ** When did SRP shift from really being primarily water, water users, and really move more into become more of a utility? Was this after the war?



**FS** Nope. It was a town group.

**WJ** As a town group.

**FS** Was a town group. Farmers, their farm land became urban, became houses. There was nothing, it was just as simple as that.

**WJ** It was just the evolution of the community.

**FS** And the result is that they have, what, one, two, half, maybe two-thirds less farm land than twenty-five years ago. And that someday will be a problem. I see it. When they become more and more rate payers, I'm going to wonder how long the rate payers are going to let farmers be subsidized. It will be a complicated problem. I think you see what I mean.

**WJ** Oh, yes. On APS ...

**FS** That much is, I hope, not included in comments of Frank Snell. That's just as I see it, Wes.

**WJ** No, you've given an opinion, sure.

**FS** And that's purely one I could be wrong on.

**WJ** Sure. It seems to me one of the crucial things in the growth of Phoenix has been the tendency for local business to be taken over by national concerns or chains where on the other hand, it seems as though this was a counter situation where local people are taking over a utility.

**FS** It was. When I think about it, it was. But we had the benefit of the holding company, actually. I don't want to get into that other subject because it's a little touchy with me. We lost leadership as a result of that tendency that you're talking about, question about. Men who owned the businesses were some ...when I look back, the Goldwater's, the Corey's, the Diamond's, the Ben Projan's, all were top notch (inaudible). What a part Ben Projan played and I'm sure you have some story on Ben. I knew him so well that I know how dedicated he was to the welfare of this city. But you see and the odd coincidence was, I never will understand it, we represented every department store in town and they had no conflicts really at all. I never could understand that.

**WJ** That's interesting.

**FS** Clients get very touchy about representing and we're very cautious about it. Never do it without their consent and sometimes even then won't. But it is true so we handled all of those mergers, Safeway included. But Safeway was a little different. I must say, they keep their men longer here and they do get



involved, very much involved in and it's a policy of the company. I'm not saying they're because it's a client of mine, they're the oldest client I have really.

**WJ** Are they really?

**FS** And it's the biggest.

**WJ** I think you said you handled the Safeway when Mr. Mickels sold ...

**FS** That's right. Mickel, Lincoln and Peter sold and you know who I handled it with? Charlie Merrill of Merrill, Lynch, Pearce, Fetter and Bean.

**WJ** Is that right?

**FS** For one week I worked with Charlie Merrill. One of the most interesting weeks of my life, absolutely. Without a lawyer on his part, he didn't need one. And we were dealing in a big deal. When we got all through, he said, Frank, if it's all right with you, just carry on with Safeway and I've been with them ever since. But a very valued but a very fine company. Well, but here were all these leaders with clout and so these companies were taken over and, Wes, it's interesting in most cases, better than fifty percent, the parent company would ask the top man if he would take a contract for a year or two or three years to manage the business or to play a part in it for the transition period at least.

**WJ** Local person such as Bob, well, not to mention names Bob Goldwater.

**FS** Bob Goldwater, yes. Harold Diamond, yes. Charlie Corey. Mention any names. I think I'm about right that not one of those men didn't come to me or somebody in our office after about a year or maybe six months and say, can I get out of this contract? For two reasons, one, it's pretty hard to have all your life be the boss and then be bossed and procedures are different, procedures are different and hard to live under. Secondly, they could afford now to not have to do that. But rather tragically, they also shed a little bit of their civic responsibility, not all. Ben didn't. Ben Projan never let up even after (inaudible) bought them out. But the others not quite. And I understand it. That's not one word of criticism. They had earned their taking it easy. Someday I'm hoping it's going to happen here. Now, what happened to the men who came in to take their place? First, they were new men to the community mostly. Not many men were moved up almost (inaudible) new men. His bottom line, as far as his job was concerned, was performance. In other words, he had to make that store click. That was the first, foremost and pretty near hundred percent part of his job. And civic work was, had to be, I don't blame him, I don't blame him one iota but just of necessity was almost secondary if not even further down the line. This is his, some, you know, their first job to really make good. Big stores. And then secondly, they didn't last over about five years because they went to bigger jobs and that has always been a puzzlement to me. Not a puzzlement, that's not the right word. A great loss. I don't know the answer to it. It's happening more today. Mergers



are going right and left. Fortunately, in that case it isn't quite doing the same thing we're talking about here because we're at the local level. But let me give you an illustration quickly. Having been the head of Community Chest, you get almost paranoid. You go down the street and if a guy doesn't give, you don't like him. Right now. You pass the right cup the same way. I'm sure your tape will bare one funny story because while I was head of Community Chest, I was busy with Continental Oil. And I had made one point up, I was going into the oil companies (inaudible). Our firm was given five times what any oil company was getting in this town. In that way, we weren't doing all we should have been doing either. We should have been giving more. So, I fixed for Continental Oil an advance gift card a thousand dollars, I didn't think was unreasonable. They gave a hundred dollars. The check came in for a hundred. I asked them, let me know, cause I had something in my mind already. I was buying all my gasoline for our two cars at a Continental station, Seventh Avenue and McDowell. So, I got my bill, about fifty-eight dollars. I remember yet. In those days gasoline was a good deal cheaper, now it's much higher. So, I sent them five dollars and eighty cents to the president of Continental Oil then at Albuquerque. And I said, Dear Mr. President, here's my check along with my bill from your company and I am sending this in full payment just as you did your United Fund or Community Chest gift and if you decide to sue me that will be my defense. Wes, in two days I had two public relation men down here, I didn't get a thousand, but I got seven fifty. But I understood they didn't keep it up. So, here we are just for a little fun. But it is a difference because your men who are running Continental Oil are not local people and I don't know the answer to that. So, we've got to develop leadership another way, another way. And it's good. These young men are good but they're not quite that same relationship, you see, yet. I mean philosophically sitting here looking at you, Wes, it's a tough problem. And a good illustration, I started to tell you, I went to a luncheon of a large steel company (name left out), president. Wasn't too big. I don't think there were at most thirty or forty of us present at the lunch and he made quite a point of a large gift that they had given to, I must say, a very worthwhile health cause. I don't remember the purpose, but it was good. And he was one of those I gauged, because of having been a Community Chess man, by their gift. And it was very small here. Their branch was very small but a very healthy branch. So, when he got through being a damn fool, pardon me, but I got up and said, "(so and so,) I really do compliment you on the work you're doing. I have just one question, you have a large branch, large operation here in Phoenix and your contribution was x dollars, I happen to know. And I must say, I'm a member of a very small firm and we outdid you about eight times and I don't think that's right." You know though, he gave me a pretty good answer. He says, "Maybe it's the job of big companies to do big things like the health thing that I'm telling you we're backing and maybe your local people will have to support your local causes." And I said for the moment I haven't an answer for that but I said there is an answer partly, I know, I remember it so well because we were up at the Westward Ho. But it is a tough problem in civic development and civic-community work. Motorola very good. It's been very good. Some of the others are coming better. I think they're beginning to assume. You see where their headquarters are, they give liberally, but where they've got these branches is a tougher job to really bear their share. They're doing much better now. They're opening their doors for their employees to become part of Community Chest and other things and the companies are doing better. Sperry, I noticed did very much better here this year. I say that because they're a client but they also did. I tried to help that a little bit too. But really,



you see what I'm saying, Wes, I don't know what the answer is to this.

**WJ** Would you say on the subject of leadership that getting things done, of course it was easier when we were talking about twenty, thirty years ago, but today, would you say that there may be different groups of leaders in the valley?

**FS** Yes, there are. (inaudible) they're not one. Not one and they do it different.

**WJ** Would you without maybe getting into a lot of names, could you characterize what some of these groups might be or the word group might be wrong.

**FS** They've been taking on causes more, a cause, except for the Chamber of Commerce. I think Chamber of Commerce is on the right track right now kind of reorganized a little bit themselves. But, it's fractionated some.

**WJ** For example, I hear that most of the stock brokers have moved out to Scottsdale.

**FS** They have.

**WJ** Does that mean that a lot of financial leadership is now out in that direction rather than down here?

**FS** No, no, no. They're out there for another reason. No, I'd say financial interest is still downtown give me these banks and ... they're out there because there's a lot of wealthy people in that area. I think that's just as I go to La Jolla and I ride over to Rancho Santa Fe and I see the streets full of investment bankers. I know why they're there. They do two different types of money. But your financial center's still downtown here. Well, you got to go up the street a ways to take it in. But we got some, now there's a good illustration of a young leader, I look right out the window, Jim Simons coming along pretty well. Done very well. And Clark Bean in his quiet way has done a very good job and I think Gil is moving in very well right now. I'm encouraged. It's going to be a different approach though. More complex, not so personal. That personal relationship, I tell you, it puts you right on the spot because when I asked Gene Pulliam to do something for me and he did it but when he called me, I had no choice. You couldn't say no. It's awful easy for me to say no today, awful easy unless it's something pretty darn ... well, now because I'm older but even a while back, if it wasn't something close to my heart, well, you don't quite get things done as quickly as ... at all.

**WJ** Well, listen excuse me ...