



the Quarterly

Remembering the Southwest Valley

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Arizona's First Air Conditioned Mall Comes to Goodyear

Can you imagine the excitement created by the opening of the first air conditioned mall in Arizona? Right here in Goodyear! In 1958, grocer A. J. Bayless opened his twenty-ninth supermarket on the northwest corner of Litchfield Road and Western Ave. He brought his expertise in the grocery business and his ability to draw other businesses to join him to a new concept of retail business, a supermarket that was open in an air conditioned mall.



Also in the mall were Bowman's Drug Store, King's Department Store, Ellen's Gift Shop, and Bulfer's Jewelry Store. Other businesses, namely a barber shop, café, laundry and dry cleaner, liquor store, and doctor's office, were also a part of the shopping center.

A.J. (Arthur Joseph) had followed in his father's footsteps. His father, J.B. (John Brisbain), opened his first Phoenix store in 1917 and a second in 1919. He sold those stores and then reentered the grocery business in 1922. By 1929 he had established an eighteen store self-service chain. A.J. was busy growing up at that time, attending Phoenix Union High School and Phoenix College. He learned the grocery business and became produce buyer for his father. J.B. sold this business just prior to the stock market crash.

By 1930, new ideas among the independent grocers had evolved into the supermarket concept. The format was cash and carry and self-service. High volume and low markup was the strategy. This resulted in a better distribution system, a larger selection of goods, and price reductions. Many of these ideas originated in the Southwest prior to becoming accepted nationally. Utilizing these new concepts, A.J. opened his first market at 620 West Van Buren in 1930. A year later his second store, built by a young contractor named Del Webb, opened at Central Avenue and Moreland Streets. His father joined the company as Vice President and buyer; his mother, Lillie Mae, became a cashier. By 1940 there were seven Bayless Markets. When the United States went to war, A.J. enlisted in the Navy and served for four years. He left the running of the business to his father and other employees. While stationed in Richmond, Virginia, he met and married Virginia Lynch. They had four children, Arthur, Joseph, Nancy Jane and Linda.

In 1949, A.J. began creating a tribute to his father's fifty-five years as a grocery. Using a pot-bellied stove and a cracker barrel, an artist designed the familiar and nostalgic "Hometown Grocer" emblem that was used in many promotions for over thirty years. In 1957, the company went public with a stock offering. By 1962, the A.J. Bayless Company became the largest grocer in Arizona with forty-five stores and was the trendsetter in the grocery business. Bayless was the first to have fresh-cut meats wrapped in sanitary cellophane and the first to have piped in background music. *Continued on Page 2*

Bayless Company continued...

Why was Goodyear the site of the first air conditioned mall? The grocery business and air conditioning had developed to the point where it made sense to combine them. Goodyear was to be the site of the next Bayless Market. It was such a treat for the local shoppers. The size of the supermarket must have been at least double that of other markets in the area. Across the front, facing the mall, was the alluring display of fresh produce. If you entered the mall to visit one of the other businesses, you might be enticed to pick up some fresh fruit. Behind the produce section was the meat department and frozen food sections. The meat department had both packaged meat and butchers on site to fill special orders, answer questions, and roast the chickens. The center of the store contained packaged foods, both canned and boxed, in an incredibly wide variety. Along the east wall was a dazzling array of home and beauty products. The variety of merchandise available was truly amazing to shoppers in the late 1950's. And even better was the air conditioning at a time when most homes suffered through Arizona summers with just an evaporative cooler. To further entice shoppers, Gold Bond stamps were awarded that could be saved and pasted into books and redeemed for merchandise such as decorator items, household goods, and linens.

The Bayless mall quickly became the place to be. With the wide open mall it was the ideal place for Santa Claus to visit the local children. It was the perfect spot for King's Department Store to have a fashion show or the Lion's Club to sell tickets to its fund raiser.

With the coming of the Bayless Shopping Center, the previous grocer, Abraham's Market soon went out of business. Some existing businesses, such as Bowman's Drug and Bulfer's Jewelry Store, left existing locations in the community to be a part of the new shopping center.

But shoppers are fickle and in the 1970s, when an Alpha Beta Market opened at Litchfield Road and Van Buren with an in-store bakery and other innovations, loyalties changed. Soon Bayless struggled and finally closed. A number of years later, Fry's arrived and once again loyalties shifted.

My Favorite Fast Food Growing Up?

You've got to be kidding! When I was growing up all food was slow. We all ate at home when Dad got home from work. Mom would have spent the afternoon cooking dinner that almost always consisted of meat and potatoes, vegetables, and salad. Perhaps a dessert had been baked as well. We all sat down together at the dining room table and if I didn't like what she put on my plate, I was allowed to sit there until I did like it!

There were more things that were different way back then. Most of our parents never set foot on a golf course or had a credit card. However, the local merchant might extend credit because he personally knew all his customers. Any out of town traveling was to visit relatives; I never knew anyone that traveled out of the country!

Our parents didn't drive us to soccer practice, mostly because we had never heard of soccer. In fact, we didn't have any organized sports like Little League or Pop Warner. But we sure did play! We built Christmas tree forts, we played hide and seek, tag, dodge ball, canasta, jacks or marbles, and hop scotch. If we got thirsty we got a drink from the water hose; can you imagine no bottled water? Anywhere we needed to go we rode our bikes. Our bikes were all 26 inch, one speed, and came in either red or blue. The only activity we needed a ride for was swimming, either at Greenleaf Pool on Hwy 80 (MC 85) or the employee's pool at the Wigwam.

Some of our neighbors had televisions fairly early. The first one I saw had about a 6 inch screen, black and white of course. Oh, and did I tell you that there was only one station, KPHO; it came on the air at about 6 AM with local news and went off the air at midnight after playing the National Anthem. During the summers of election years we were blessed with all day coverage of the national conventions of both the Democrats and Republicans. That made for a long, boring summer! In lieu of television, we all gathered around the radio to listen to Jack Benny or Amos and Andy.

I never had a telephone or TV in my room. The only phone for the household was in the living room and was on a party line; two shorts was our ring. Before dialing you always had to listen to make sure the other party wasn't on the line. We did have a small radio in our room for listening to shows like "Archie Andrews" and "The Lone Ranger." The only thing delivered to our homes was milk and the newspaper, not pizza. The newspaper was delivered by local boys who each weekend had to collect money from each home. His favorite customers gave him a small tip; his least favorite were never home on collection day.

Today's youth might think we didn't have any fun. Au contraire, my friend, we had lots of fun and freedom. Nobody was snatching kids in those days, so we could play in the front yard with all the neighborhood kids. With no home delivery of mail, if you really needed to get out of the house you could always use the excuse of going to check the mail. You could walk or ride your bike to the corner drugstore for a nickel Coke or ice cream cone if you were lucky enough to have a nickel.

WWII Memories of a Five Year Old

We arrived in California two days before the December 7, 1941 attack on Pearl Harbor and war started. My dad had driven my sister and me from Illinois to LA in a 1936 Chrysler Air Flow. I was almost five years old and my sister was three. The car broke down in El Reno, Oklahoma, where we waited and ate oatmeal for three meals while repairs were made. Dad had no idea what the repairs would cost and wanted to be sure to have enough money to pay for them. (No credit cards then) Mom was already in California for a short visit with my aunt and uncle. They decided this was the time to make their California dream come true.

They rented a small one bedroom house in Los Angeles and Dad was hired as an electrician at Douglas Aircraft in Lakewood. He worked the night shift which meant he had to drive in the dark both ways. There were very strict rules about driving at night; headlights had to be painted black and you had to drive slowly. Air raid wardens checked on homes constantly. We had “black out” curtains that blocked all light. We heard a knock on the door one night and they let us know we had a crack of light showing. Every home had to have a box of sand in the garage in case we were hit with incendiary bombs.

Douglas Aircraft was a huge facility of several acres. The whole area and the streets around the plant were covered with camouflage net. Fake buildings and trees were situated on the roofs to make it look like a pastoral setting from the air. We loved it when we drove under the nets on Lakewood Blvd. There were also bomb shelters lining the streets for the workers in case of an air raid.

Our school had a victory garden which helped with the “War Effort”. We also bought war stamps and saved them in a book until we had enough to buy a war bond. Then once a month two soldiers would come to our school and give all the kids who bought bonds a ride in a jeep. Later, my dad became a radar technician for Bethlehem Steel Company in Wilmington. They built war ships. We were able to attend the

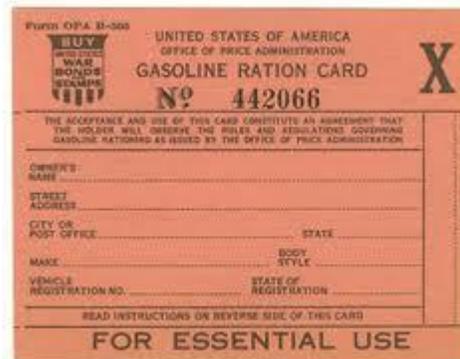


commissioning of two ships and watch a dignitary break a bottle of champagne on the bow of the ship, which then slid into the water.

We had ration stamps for everything from food to shoes. We ate a lot of chipped beef, creamed eggs on toast, and spam because the real beef went to help feed the soldiers. We sent most of the stamps for sugar to my grandmother in Illinois because they lived on a farm and canned most of their own produce.

Doesn't this bring back some memories!

By Wendy Neely



Winner Announced

We are pleased to announce a winner in the Reader's Contest. Norm Cassil very quickly named all of the items/characters in the article. The top item was a library card catalog. For you younger readers, that is how you looked up the location of a book at the library prior to the digital age. The next item was a transistor radio. Introduced in the mid-1950s and really taking off in the 1960s, the transistor radio revolutionized the way people listened to popular music. Tiny transistors replaced bulky vacuum tubes allowing radios to become pocket sized and battery operated.

The little mouse with huge ears is Topo Gigio. Topo started life as a puppet in a show on Spanish and Italian TV. He became a hit in the United States when he began appearing on the Ed Sullivan Show in the 1960s. The bottom illustration features the characters known to all of us that learned to read in first grade with the Dick and Jane textbooks. Dick, Jane and Sally, are the children's names and the pets are, Spot, the dog, and Puff, the cat. The teddy bear was named Tim.

Congratulations, Norm!

Arizona's Japanese Internment Camps

On December 7, 1941, Japan bombed Pearl Harbor. On February 19, 1942, President Franklin D. Roosevelt authorized the internment of Japanese Americans with Executive Order 9066. The Executive Order declared that all people of Japanese ancestry were excluded from the entire Pacific Coast, the western half of Washington and Oregon, all of California, and the lower third of Arizona. Military and political leaders suspected that Imperial Japan was preparing a full-scale attack on the West Coast of the United States. Initially the American public felt the Japanese-Americans were good Americans, born and educated here and loyal to the United States. However, six weeks later, public opinion had changed and many were nervous about them being spies and their loyalty was doubted.

The Japanese were classified as Issei, born in Japan, educated in Japan and/or ineligible for U.S. citizenship, Nisei, second generation Japanese and American citizens, and Sansei, third generation Japanese Americans. Of the Japanese that were interned, seventy percent were American citizens. Many of the Issei, born in Japan, were sent to WAR (War Relocation Authority) Camps operated by the Department of Justice in Texas, Idaho, North Dakota, New Mexico, and Montana because it was felt that they might have "enemy sympathies." So in a family perhaps the grandfather and father might be sent to one camp and the younger members of the family to another.

Arizona was home to two War Relocation Camps. One was in Poston, located 12 miles south of Parker on the Colorado River Indian Tribes Reservation. The largest camp in the country was opened on November 8, 1942, and closed on November 28, 1945. Its population rose to 17,814, making it the third largest city in Arizona. Poston was actually made up of three camps on 71,000 acres. Each camp had an administration area, staff housing, garage area, warehouses, and residential barracks. There was a hospital, mess hall, elementary school, laundry, men and women's latrines, and post office.

Families were assigned space in the wood and tarpaper barracks. There were usually four families to a building. The housing was primitive and extremely hot in the summer. Lack of privacy was especially difficult for the women. Although the rooms were bleak, the residents worked to make their space more comfortable and decorated with whatever they could find or order from the Sears Roebuck Catalog. Internees were allowed to work both inside and outside the camps. Inside they did a variety of jobs, including raising much of the food for the camp. They were paid \$12 to \$19 a month. Many created gardens or participated in other activities including movies, talent shows, and organized sports. Poston had 611 men inducted into the armed forces; 24 of them died in combat.



The Poston camp closed in November 1945. Most of the internees returned to civilian life. Many had lost businesses or farms. Many found it difficult to find employment because of residual bias against Japanese Americans. Notable former internees at Poston included Yosh Kaweno, clubhouse manager for the Chicago Cubs, and Doris Matsui, U.S. House of Representative. Member of the Japanese American flower growers that raised acres of flowers along Baseline Road were interned at Poston. Following

the war they returned but had to start all over again, clearing the fields and raising the beautiful flowers that had become a tourist attraction in south Phoenix.

The Gila River War Relocation Center was located about 30 miles southeast of Phoenix on the Gila River Indian Reservation. It was home to 13,348 internees and considered one of the least oppressive camps. The administrators seemed to care for the evacuees and allowed them access to the amenities of Phoenix and recreational activities. Gila River consisted of two camps, Canal and Butte. Butte camp contained a 6,000-seat baseball field, designed by Kenichi Zenimura, a professional baseball player. Internees also built a theater, playgrounds, and planted trees

Civic, cultural, and religious activities flourished in camp. Recreation buildings were used for churches, meeting rooms, and libraries. They even had a Boy Scout program. The schools at the camp enrolled several thousand students from kindergarten through high school. The late Frances Amabisca, a former Administrator in the Avondale Elementary School District, was a teacher at the Gila River school, teaching eighth grade English and high school Spanish.

Agriculture was important at Gila River. The soil was naturally fertile and the warm climate was ideal for farming. Within months of opening the relocation center, they were growing beets, carrots, celery, and other vegetables. One of the biggest crops was daikon, a long white radish widely used by the Japanese. Nearly 1,000 internees worked the farmland and raised livestock. Twenty percent of the food consumed at the other camps came from the Gila River camp. Gila River had 481 men enlist in the Armed Forces; 23 of them were killed in action.



Gila River Camp closed its doors in November, 1945. A couple of its notable internees were Pat Morita, the actor who played in the television hit, “Happy Days” and the movie, “Karate Kid,” and Paul Terasaki, organ transplant scientist and Professor Emeritus of Surgery at UCLA School of Medicine.

In 1980, Congress established the [Commission on Wartime Relocation and Internment of Civilians](#) to study the matter. On February 24, 1983, the commission issued a report entitled *Personal Justice Denied*, condemning the internment as unjust and motivated by racism and xenophobic ideas rather than real military necessity. The Commission recommended that \$20,000 in reparations be paid to those Japanese Americans who had been victims of internment.

President Ronald Reagan signed the Civil Liberties Act of 1988, which had been sponsored by Representative Norman Mineta and Senator Alan K. Simpson, who had met while Mineta was interned at Heart Mountain Relocation Center in Wyoming. The legislation provided redress of \$20,000 for each surviving detainee. \$1.2 billion was distributed.

The Civil Liberties Act Amendments of 1992 appropriated an additional \$400 million to assured all remaining internees received their \$20,000 redress payments, was signed into law by President George H. W. Bush. On the 50th Anniversary of the Pearl Harbor attack, President Bush also issued a formal apology from the U. S. government to those who had been interned.

Advice From an Old Farmer



- * Your fences need to be horse-high, pig-tight and bull-strong.
- * Keep skunks and bankers at a distance.
- * Life is simpler when you plow around the stump.
- * A bumble bee is considerably faster than a John Deere tractor.
- * Words that soak into your ears are whispered... not yelled.
- * Meanness don't jes' happen overnight.
- * Forgive your enemies; it messes up their heads.
- * Do not corner something that you know is meaner than you.
- * It don't take a very big person to carry a grudge.
- * You cannot unsay a cruel word.
- * Every path has a few puddles.
- * When you wallow with pigs, expect to get dirty.
- * The best sermons are lived, not preached.
- * Most of the stuff people worry about ain't never gonna happen anyway.
- * Don't judge folks by their relatives.
- * Remember that silence is sometimes the best answer.

Author Unknown

More Interesting Arizona Facts

- ◆ Yuma, Arizona, is the country's highest producer of winter vegetables, especially lettuce.
- ◆ The world's largest solar telescope is located at Kitt Peak National Observatory in Sells, Arizona.
- ◆ Bisbee, Arizona is known as the Queen of the Copper Mines because during its mining heyday it produced nearly 25 percent of the world's copper and was the largest city in the Southwest between St Louis and San Francisco.
- ◆ When England's famous London Bridge was replaced in the 1960s, the original was purchased, dismantled, shipped stone by stone and reconstructed in Lake Havasu City, Arizona, where it still stands today.
- ◆ If you cut down a protected species of cactus in Arizona, you could spend more than a year in prison.
- ◆ Oraibi, a Hopi village located in Navajo County, Arizona, dates back to before 1200 A.D. and is reputed to be the oldest continuously inhabited community in America.
- ◆ Rainfall averages for Arizona range from less than 3 inches in the deserts to more than 30 inches per year in the mountains.
- ◆ The Saguaro cactus is the largest cactus found in the U.S. It can grow as high as a five story building and is native to the Sonoran Desert, which stretches across southern Arizona. It can store up to nine tons of water.
- ◆ The Roadrunner, *Geococcyx californianus*, is a member of the cuckoo family and, although able to fly, prefers running. It can reach speeds up to 20 mph.
- ◆ Mount Humphreys north of Flagstaff is the state's highest mountain at 12,643 feet.
- ◆ The Navajo Nation spans 27,000 square miles across the states of Utah, Arizona and New Mexico. Its capital is seated in Window Rock, Arizona.
- ◆ The hottest temperature recorded in Arizona was 128 degrees at Lake Havasu City on June 29, 1994. The coldest was 40 degrees below zero at Hawley Lake on January 7, 1971.
- ◆ The first municipally owned airport in the U. S. was in Tucson, AZ.
- ◆ The first food bank in the world is St. Mary's Food Bank in Phoenix, AZ.

Note: From an email sent by Dan Cook

Winslow International Airport

I would bet that any small airport in the country has an interesting history. Just think about our local Phoenix/Goodyear Airport. A newcomer would never guess that it used to be a bustling Navy Air Facility! Winslow International Airport is no exception.

In its hay day, Winslow International Airport was the best and busiest airport in Arizona. Charles Lindberg designed the airport in 1929; he selected the site for the hanger and decided how big it would be. He chose the location of the three runways and extended them 3,800 feet, which was quite long in those days.

Lindberg, fresh from his historic solo flight from New York to Paris and newly married to Anne Morrow Lindberg, had been hired by Transcontinental Air Transport, which later became TWA. His job was to lay out airports along Transcontinental's air routes from the coast to coast. In the early days of aviation, airplanes had a range of about 400 miles, so there was a need for refueling stops. These airports were also capable of repairs and service work. While Lindberg worked on the airport, he and his wife stayed at the Santa Fe Railroad's Harvey House, now the La Posada.

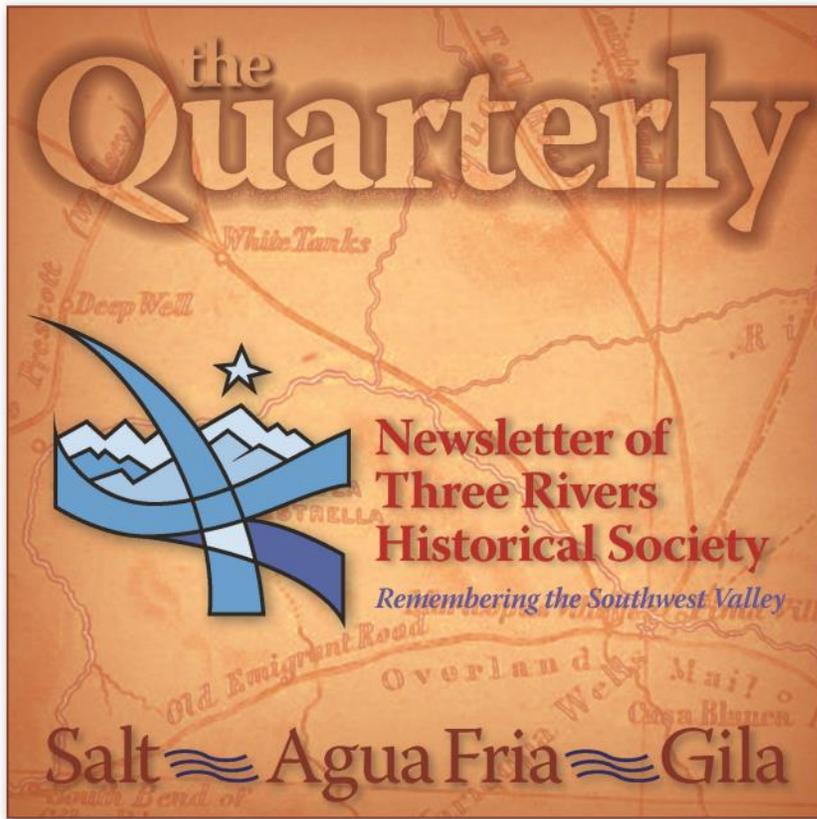
Joe Kasulaitis, who worked with Lindberg on the airport, told his story in an Arizona Highways article in the September 2000 issue. Kasulaitis had been discharged from the Army Air Corp and came to Winslow as their meteorologist. He worked on the construction of the airport and stayed to serve as its meteorologist, radio operator, passenger agent, station manager and district manager for TWA.

Kasulaitis remembered Lindberg and his wife as being friendly and easy going. They enjoyed exploring northern Arizona by plane. They would land in a roadless area and camp overnight. They frequently visited the Navajo reservation, purchasing rugs and jewelry direct from the artisans. Kasulaitis said that all the famous early pilots landed at Winslow including Jimmy Doolittle, Amelia Earhart, Pancho Barnes, Jackie Cochran, and Howard Hughes.

During the mid-1930's, air travel was enthusiastically embraced by the public thanks to the comfortable DC-3 and some Hollywood publicity. Movie actors were in and out of the Winslow Airport all the time. Kasulaitis remembered meeting the Barrymore brothers, Mary Pickford, John Wayne, Gary Cooper, Jimmy Stewart, Clark Gable, and Carole Lombard. Wayne was a frequent visitor when he filmed Westerns on the Navajo reservation.

World War II really put the Winslow Airport on the map. In 1942, the Army took over the operation of the facility and it quickly became one of the busiest airports in the nation. Every kind of military aircraft flew into Winslow, fighter-bombers, cargo planes, the B17's, B24's, and B29's all used the airport. They averaged 360 military and 28 TWA flights a day. The glory days ended when the Army started building bigger airports and modern commercial airplanes were built that had longer ranges and no longer required refueling.

The Winslow airport is now called Winslow-Lindbergh Regional Airport. The City of Winslow now owns the airport. With 900 acres, it now has two asphalt runways closer to 8000 feet long. The U.S. Forest Service has a firefighting Air Tanker based here. The airport is served by Wiseman Aviation as a fixed base operator. Cooper Aerial, an aerial photography firm is a frequent user. General aviation makes up 99% of its operations with an occasional military user.



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3RHS Meetings

We meet on the third Tuesday of each month at 3pm, at Goodyear City Hall, 190 North Litchfield Road, Suite 117, Goodyear, Arizona. Notices of date, location and guest speaker are e-mailed. Be sure we have your correct address. E-mail Sally at: kskiko@cox.net