

TITLE: Saufley-Goldwaters Stores Collection

DATE RANGE: 1932-1992

CALL NUMBER: FM MSS #63

PHYSICAL DESCRIPTION: 1.5 linear feet (3 boxes)

PROVENANCE: Donated by William E. Saufley, 1991-1992

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RE-PROCESSED BY: Linda A. Whitaker, 2009

BIOGRAPHICAL NOTE:

William E. Saufley, prominent Arizona businessman and former Treasurer of Goldwaters department stores. He was active in banking, investment and civic activities for over 40 years. Born in Parker, Arizona on January 21, 1911, he began his career in Phoenix with Valley National Bank in 1934. Three years later he joined Goldwaters department stores and served in several executive management capacities including President of the Park Central Trade Association. This merchant organization was created to oversee the promotional activities of the Park Central Mall.

Following his retirement from Goldwaters in 1964, Mr. Saufley joined the investment firm of Dean Witter. He was also involved in many civic activities that included the Phoenix 20-30 Club, the Phoenix Boys' Club and the Phoenix Thunderbirds where he served as "Big Chief" in 1953. Over the years, he continued his friendship with Barry Goldwater. See Correspondence, Series I. in the Personal and Political Papers of Senator Barry M. Goldwater for personal correspondence between the two men.

William Saufley died December 12, 2003 in Davis, California. His project to write the definitive history of the Goldwater department stores was never completed.

SCOPE AND CONTENT NOTE:

Original order is unknown. Personal correspondence with Barry Goldwater, Goldwater campaign memorabilia and related materials were integrated into existing files within the Personal and Political Papers of Senator Barry M. Goldwater.

Arranged in one series, **Goldwaters**, and alphabetically and chronologically within. Includes photographs, ephemera, news clippings, articles, legal documents, and records relating to the development of the Goldwater retail businesses including Park Central

Mall. Provides insights into the economic development of central Phoenix, shopping mall operational structures, merchant associations, retail employee policies, and marketing and budget strategies.

CONTAINER LIST

Box	Folder	Title	Dates
1	1	Goldwaters , “A Century of Service”	1960
	2	Goldwaters , Background Material for Book (notes, anecdotes, quotes, drafts)	1943-1964
	3	Goldwaters , Brochures, Pamphlets, Catalogs	1945-1950
	4	Goldwaters , Correspondence	1932-1992
	5	Goldwaters , “Death of a Customer” (play)	n.d.
	6	Goldwaters , Downtown Merchants Association	1957
	7	Goldwaters , Employee Handbook (and related materials)	1954
	8	Goldwaters , Fabric Samples	1937-1940
	9	Goldwaters , Financial Policies and Reports (see also Park Central Trade Association)	1940-1943
	10	Goldwaters , “Goldwaters - Merchants Since 1862” in <i>Arizona Highways</i>	1939
	11	Goldwaters , “Local Associations, Can Their Services Be Combined” in <i>Stores</i>	1952
	12	Goldwaters , Marketing and Sales (background material)	n.d.
	13	Goldwaters , News Clippings	1950-1989
	14	Goldwaters , Newsletters (“As Pedro Sees It”)	1939-1958
2	1	Goldwaters , Park Central Shopping Center	1957
	2	Goldwaters , Park Central Shopping Center	1958-1959
	3	Goldwaters , Park Central Shopping Center	1960-1963
	4	Goldwaters , Photographs	1936-1950s
	5	Goldwaters , Operating Committee	1956-1957
	6	Goldwaters , Operating Committee	1958-1959
	7	Goldwaters , Operating Committee	1960-1962
	8	Goldwaters , “Stop List Authorizing” in <i>Credit World</i>	1939
	9	Goldwaters , “The Flying Clerks of Phoenix” in <i>Flying</i>	1946
	10	William E. Saufley Plaque (Goldwater Associates)	1970
3	1	Goldwaters , Store Memorabilia	n.d.
	1	Goldwaters , Park Central Store Blue Prints	1955
	1	Goldwaters , Photographs	1910s-1950s