

The University of Arizona College of Agriculture and
the Arizona Historical Society Oral History Programs

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Interviewer: L. W. "Pete" Dewhirst

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This is a tape of an interview between Leonard W. Dewhirst, "Pete" Dewhirst, and the interviewee, Marvin D. "Swede" Johnson. The date is May 27, 1994 and the place of interview is at 740 East Agave Place, Tucson, Arizona.

Dewhirst: Swede, am I correct in stating that it is your intention to give this tape and the typed transcript resulting from this interview to the Arizona Historical Society?

Johnson: Yes.

Dewhirst: Swede, you grew up in the Willcox area. Would you mind covering the time of your early childhood up to the time that you left Willcox? What kinds of activities were you involved in and that kind of thing?

Johnson: I was born in Willcox and, of course, grew up in that small community. When I was about six, my family had homesteaded a little ranch and we moved from town to the ranch. It was four and one half miles East and South of town, but the ranch never was a way in which to make a total living for the family. It was during the depression, I was born in 1928, and times were tough and my Dad always had a job in town along with running cattle and my Mother, in 1940, became the owner of a general insurance agency. Martin Gentry, former Regent for the University of Arizona, lived in Willcox and he went into the Navy. He had a general insurance agency along with his law practice there in Willcox, and my Mother bought it. So she was a working mother long before that became a traditional description in American home life. Before that she was a part-time New York Life insurance agent, so both parents worked. I grew up, first in town until the age of six, then moved to this little ranch where we commuted back and forth to town and school every day. Of course, we did things on the ranch - rode and worked cattle, built fence, all those kinds of things that a ranch boy would grow up with in those days. In 1939 my family

bought acreage close to town, about a mile and one half North and West of Willcox and bought this property, about 20 acres. So we moved closer to town and there was a bus to take you to school if it wasn't convenient for your parents to take you, or you could walk if you were really energetic. In fact I can remember how we moved the house. We moved the house from the little ranch close to town, just picked it up and put it on wheels and moved it to town. That house still stands today and I still own it along with seven and one half acres that later became the site of my Dad's feed store. During World War II when I entered high school, in those days it was Willcox Union High School - we started in the eighth grade, and I was active in the eighth grade doing all sorts of things and of course, in a little town like Willcox the breakout of World War II caused a great shift in how we did things both in extra-curricular activities, etc. In December when World War II broke out, it caused a lot of change. In my Freshman year I was very active - played football, we had an eleven-man football team in Willcox and by the time I was a Sophomore, we had a six-man football team. The coach had gone to the war and we had to certify one of the citizens in town to be a coach. It was always a real - I lettered my Freshman year in football and tennis as I recall and by the time I was a Senior, I had lettered in five sports because they had to get enough to play football, basketball, baseball, track and tennis so I lettered in those sports. I was Student Body President at the Willcox High School. I was the President of the local chapter of the Future Farmers of America. I had also been a very active 4-H member. At the age of ten, that's when I really began my relationship with the University of Arizona coming to the 4-H Roundup on the campus when I was ten or eleven. I fell in love with the University of Arizona in those days and over the course of my high school career there were various activities. They used to have one called University Week. The State basketball tournament was always on the University campus. It really was the center of high school athletics and high school programming and, of course, through the College of Agriculture with 4-H and FFA.

In 1944 I won the State Oratorical contest as a Sophomore and began a real - I was pushed into that - I had no desire to be a public speaking contestant in the oratorical contest. My Ag teacher, Delmar B. Stoffard (sp?), next to my parents, had the most

influence on my life. He insisted that I learn parliamentary procedure which I use every day, have used it for the last 50 years, and then public speaking, and I do about four or five of those a week. So my Future Farmer experience beginning in high school was a real plus for me.

I even played in a high school band. People wanted a social life and all the people that played in the bands were gone to war, so one of my closest friends, Lynn Camp (sp?) was a great trumpet player - I still can't read a sheet of music but I played the drums. I could keep time with the drums. We'd play a basketball game or a football game, rush and shower, grab our band together - there were five of us, one piano player, one bass player, I played the drums, a trumpet player and a sax player - and off we'd go. We played all the way from Cochise to Bonita to Douglas to Bowie, San Simone - we were in great demand and we made a lot of money in those Junior and Senior years in college playing with that band. It was called The High Teens. So you can see I had a very versatile opportunity to be a part of a number of things.

In my first year at the University of Arizona, 1946-47, I was elected President of the State Future Farmers of America, Arizona Association. Got my American Farming degree through that opportunity and, of course, entered the College of Agriculture at the University of Arizona.

Dewhirst: Let me ask you a question, Swede. I didn't ask you, do you have brothers and sisters?

Johnson: I have one sister who is 18 months younger than I.

Dewhirst: Does she live in the Willcox area?

Johnson: No, she lives in Houston, Texas.

Dewhirst: I didn't remember whether you had . . .

Johnson: Oh yes, she was very active here on campus. In 1952 she was the Freeman Medal Award winner as the Outstanding Woman Graduate of the University of Arizona. She was two years behind me in school. There were just the two of us and, of course, my Mother worked and my Dad worked and we ran cattle and we certainly didn't have very much money, but I never wanted for anything. I kind of always wanted to go to Texas A&M to college. My Grandad went to Texas A&M and my Father came from Texas. When

I was growing up they had some great football teams at Texas - John Kimbrough was an All-American great fullback - but my Dad said, "You're crazy. I'm not going to send you to Texas when you've got a great university sitting over here 83 miles. You think I'd send you to Texas?" In my Senior year, as I said, I'd played everything in all five sports, so the football coach at, in those days, the Arizona State College at Tempe, Steve Cucchi (sp?) came to Willcox one afternoon and offered me a football scholarship to go to Tempe. I wasn't going to Tempe because I was going to take Ag and they didn't have any Ag at Tempe, so I wasn't interested and I told him that when he visited. But then I was advised to apply for a Sears & Roebuck scholarship, so my Freshman year I got \$500 from Sears & Roebuck Foundation because they gave scholarships to Ag and Home Ec students.

So I had a scholarship to the University of Arizona and I can remember playing a song, "The Sweetheart of Sigma Chi" when we had this band - I thought Sigma Chi was some oriental group - little did I know it was a men's social fraternity. Everybody that I knew in Cochise County that belonged to a fraternity at the University of Arizona were all Kappa Sigs and I fully intended to be a Kappa Sig when I came to the University of Arizona. As I applied for a dorm - well in those days - you think it's crowded today, here were all the GI's coming back in the Fall of 1946, population at the University jumped by double. People talk about lines, why to get your books the line started two circles around Old Main to get into the bookstore to get your books. Anyway, there was no room in the dorm, so my Freshman year I lived with a lady who was the ex-wife of a rancher from Willcox, Eureka Page. She was _____ Page's ex-wife and she rented a room and Allen Scott and I, he was in from Willcox, we lived together for a semester, but I still kept my thing active to live in the dorm. The famous Arizona U of A graduate and long-time administrator, A. Louis Slonaker, Louie Slonaker, in those days he was the Executive Secretary of Alumni, but he and Elizabeth Lou, his wife, were Head Residents of Arizona Dorm. So my second semester at the University of Arizona, I got into Arizona Hall. He never quite knew how many people were in that dorm - they were supposed to have four in a room and Hell, there were at least seven of us in that room and I think I was the only one of four that was paying any rent and the other three were there living there

free. But anyway, I moved into the dorm and I liked the Sigma Chis - they had rented their fraternity house to the University and of course in the war years the Naval Indoctrination School was at the University of Arizona, so they took up most of the dorms - a lot of the dorms. Of course you had all these women students so the Sigma Chis rented their house to the University and they made it a women's dorm.

I finally got in the dorm in the second semester and my Mother had great aspirations that I'd become a fraternity member. The Kappa Sigs were using the dorm, Arizona Hall - in fact, must've been 80% of all the men living there were Kappa Sigs - they never once mentioned me being a Kappa Sig. One day I ran into this kid I'd gone to church camp with when I was in high school up in the Chiricahuas. He was from Tucson, George Buster _____. Buster said, "Say, come over to the Sigma Chi house." That's when I found out that Sigma Chi wasn't an oriental group, it was a men's social fraternity. He said, "I'm a Sigma Chi and I want you to think about membership." So I went over and had dinner and ran into a couple of other guys I knew. By the time I got through, I knew more Sigma Chis than I thought. Then I ran into Tom Allen who worked as an intern out in one of the mines in Willcox that summer between my Senior year in high school and Freshman year in college and he was a Sigma Chi, so he invited me over to dinner. About the third time I went over there to dinner, they gave me a pledge pin and I never will forget - I walked into Arizona Hall that night with my Norman Shield (sp?) pledge pin on and by God you could've knocked all those Kaps - "How come you didn't tell us you wanted to be a fraternity member." I said, "Well, you never asked me. I'm finally going to somewhere I was asked." I didn't move into the house from the dorm - I spent the second semester of my Freshman year in the dorm and that was a wild experience.

I, and one other, were the only two non-GIs in the dorm and my education was just on a steep learning curve. These guys who had been at Anzio and Guadalcanal and North Africa and the Battle of Normandy and on and on, they studied hard and played hard and, boy, you had to get with the program to stay with them. I, of course, had matriculated in the College of Agriculture, University of Arizona, and was having a good

experience and I enjoyed it, enjoyed school. In my Sophomore year, I moved into the dorm and I always wanted to play football at Arizona. I had had a great desire to play football at Arizona but I could never get them to give me a uniform. My Freshman year, of course everybody was eligible, so I went out and tried to get a uniform but Slim Williams, the famous equipment room manager at the University, old Slim would look at me and say, "Naw, I don't got anything for you." The second semester of my Freshman year, I went out for Spring practice and honest to goodness, they gave me a football uniform that must've been used in the 1920's because it was a single piece of what later became two-piece hip pads and pants and mine was a one-piece. I imagine they went out in the early 1930's but anyway, I got a football suit - a uniform and I played that Spring practice and was asked to come back that Sophomore season to try out with the team. So when I got back in my Sophomore year, I did have a two-piece pair of pants, the hip pads and the pair of pants. Then they broke the football team down to "A" and "B" squads. Boy, in those days - of course today now when you work out, they say the more liquid in you the better. In those days, they wouldn't give you a drink of water, it's a wonder we didn't all die. I tell you, when you _____ two days in football and Miles W. "Mike" Casteel was Head Football Coach at Arizona in those days and he and his assistants, they wouldn't even let you go near a fountain until you were through practicing and, of course, we were just so dehydrated that we'd drink and drink. I remember going downtown to T. Ed Litt's (sp?), he had big glasses of lemonade - it's a wonder we didn't founder on lemonade at T. Ed. Litt's Drug.

I had made my grades, I wasn't a brilliant student, but I made somewhere between a C and a B that first year. I was getting ready to get initiated and they blackballed me. It turned out my two roommates that I was living with at the time and was cleaning their room when I was a Freshman as part of my pledge duties, they decided I hadn't kept the room clean enough. One of them kept two bikes in the room, the other one had a full set of orchestra drums and they wanted me to go through another pledgship for a semester. I sent word to them - when they came up out of the Chapter meeting, the Chapter meeting was in the basement of the old Sigma Chis at 1510 East First - they said, "Well, you didn't

pass and they want you to go another semester." I said, "Well, you know what you can do with another semester of pledgship, you can take it and shove it." Well, they didn't like my attitude and I didn't like theirs. Bill Grinnell and Gerry Fitzgerald were my two roommates who were leading the charge against me, but fortunately, they knew I was serious and they finally relented and let me go through initiation. Those were the days when hazing was running rampant and when I was hazed when we were going through initiation, we wore a big one-half inch rope wrapped around our bodies and they'd keep us up all night doing chores. I was taking Bacteriology in my Sophomore year, and at mid-semester I was so tired and so fatigued and it was so warm in that room I never even put my name on the blue book. I flunked Bacteriology - the only course I ever flunked. Dr. Caldwell, she flunked me and rightfully so. But I always felt the fraternity was a little - to have initiation right in the middle D week was really working against the deal. Anyway, I was initiated into the fraternity - it became, and is to this day, a big part of my life. I'm a former International President of Sigma Chi, my son was a Sigma Chi at Tennessee. In my Senior year, I was a President of the Bobcats, the Senior Men's Honorary; I was President of the fraternity; and a member of what they called in those days the ASUA Board of Control, we controlled all the finance for the University Student Body and their organizations. I was in Who's Who in America, Alpha Zeta at the College, on the Livestock Judging Team at the University, we traveled all over the country. So my years at the University of Arizona and being active on campus really came as an outgrowth of my high school involvement.

Dewhirst: Was you Major at the University in Animal Science?

Johnson: Yes. Pete, I always knew exactly what I was going to do. I wasn't going to be a fireman or an airplane pilot, I was going to be a rancher. When I won that speaking contest in 1944, I represented Arizona and the finals were in Phoenix and the representatives of each State of the eleven Western States came there and they had a lot of distinguished judges. In fact the Arizona Range News has a column, 50 years ago last month, April, was when I won the Public Speaking Contest. If you want to think you feel old is when 50 years ago is when you - well anyway I ended up fourth of the eleven Western States - I talked too

long. I don't think I had enough points to win, but I should've been second. But if you went over your allotted ten minutes, then they docked you and I got docked enough to knock me down from about second to fourth. But anyway, they did a lot of things at dinners and banquets and all that, I got to know a man by the name of Tom G. Chase who was Vice President of Swift and Company out of Chicago. I had been sending Christmas cards since I was in high school and I put Tom Chase on my Christmas card list. In fact, I ran into a letter that he had sent me just the other day when I was cleaning out some old stuff that I had, and Tom Chase and I exchanged Christmas cards all through my Sophomore, Junior and Senior years in high school and all through college, and when I graduated I was in Chicago and called him to say "Hello." He said, "What are you going to do?" and I said, "Well, I don't have a job." He said, "Why don't you come out here and talk to me?" So I went out and talked to Tom Chase and he said, "I want you to interview," and he interviewed two or three people. Jack McDuff, my college roommate and I were in a car seeing America, and he said, "Can you stay another day?" and I said, "Sure we can stay another day." So I took my physical. When I left Chicago, I had a job as a management trainee in the beef/veal/lamb division of Swift and Company, and on our way home from Chicago was when the Korean broke out in 1950 and that altered my life in a big way. If the Korean War had not erupted on August 1, 1950, I would have reported to Swift and Company instead of the University of Arizona with a temporary 90-day job.

Dewhirst: Let me ask you a question. Of the many professors, both male and female you may have had, who are several that you can pick out that probably had a great deal of influence on you.

Johnson: Oh, Ernie Stanley had a great influence on me, the Head of the Department. You see, I knew all these guys from 4-H and FFA and I knew them all. I did not know Bart Cardon but Bart threw an eraser at me to wake me up in his Nutrition class, but I knew George Barr and all these guys were terrific.

Dewhirst: Bill Pistor?

Johnson: Yes, Bill Pistor I had courses from. Stanley, you know, we had the Stanley/Pistor tandem

was very well known, of course, throughout the State. Bart was well known across the State, George Barr was on the cutting edge of many of the things that we were doing across the way. All of those guys I had as an under-graduate student and, as I say, I was programmed and was on my track to do things based on _____
_____. Paul _____ Burgess was the Dean and the Ag School - the College - was busting at the seams with all these GI's coming back from the war and we had a great time. We had a great Judging Team. Floyd Otto Pannish (sp?) was our Livestock Judging Coach. God, we put more gray hairs on him, poor old Floyd Otto Pannish. He was a nice guy but, God, we ran him ragged. That was a tough bunch of hombres. There again, I think I was one of two non-GI's on that judging team and here were these older guys. My God, we led him astray and they led him astray along with the rest of us on a regular basis. We had a great time - loved it - had just a marvelous time.

In July I got home from that trip, I called my Draft Board in Bisbee and they said, "You're just what we're looking for." I had not been in service, wasn't married and had no dependents so they said, "We'll call you up in 30 to 60 days to take your draft physical." Well, I couldn't see going to Chicago and horsing around and all that, so I still have the telegram which I sent to Tom Chase thanking him and turning down the job. But I didn't want to Willcox and work. My Dad always sent me out to collect dead-beat bills from farmers and ranchers who never paid for their feed that they bought from the feed store. They'd see me coming down the lane and they'd all scatter and I knew damn well that's what he'd want me to do - go out there and start collecting these accounts receivable. I didn't want to do that so I started looking for a job. Well, most people when they heard I was probably going to be drafted, they weren't big on hiring me. Finally, I remembered Bumps Tribolet, Charles "Bumps" Tribolet, a great member of the Administration of the University of Arizona for many, many years. I remember he wanted me to go to work for him right straight out of the University. I said, "Bumps, under no circumstances do I want to work for the University of Arizona, I'm going eventually to be a rancher." I remembered that conversation - I'd been to Phoenix and had talked to one of the citrus grower's

organizations, one of the co-ops up there and they had a job and they didn't want to hire me if I was only going to be there a few months and on my way home to Willcox I went by Bumps' house. I said, "Say, Bumps, you remember you wanted me to go to work for you here about nine days ago - is that job still open?" He said, "No, I just hired someone." He had hired Dale Edwards, a fraternity brother of mine. Bumps was Sigma Chi so I had known him well and he said, "I'll tell you what, I've got a job for you, it's a 90 day job. The NCAA rules say I have to find board and room jobs for all the scholarship athletes and I'm having a heck of a time getting enough jobs in town to fill the need for the kids. If you'll come to work for me, I'll put you out to do that." Well, that was the beginning of 27 years at the University of Arizona. I said, "When can I start?" He said, "August 1st." So August 1st, 1950, I showed up - at \$3,200 a year - to go work for Bumps Tribolet, Associated Students. In those days the business side of Athletics was controlled by Associated Students. I began the task of learning on- and off-campus people to hire a scholarship athlete who a) didn't want to work, and b) the people didn't want to hire them, so it was a hell of a mess, but I had good success. That's when I first began my external relations for universities - that stretched out to 35 years worth of external relationships for my two universities where I worked. I worked the business community, I worked the Student Union and all the things on campus finding board and room jobs - the only thing you could legally give a student athlete was

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place I did not want to work for, wasn't going to work for, but _____ took my first physical. Well, I had injured my knee in the Spring game of my Sophomore year at the University. My Sophomore year I played first string on the B squad. I did not play on the Varsity - until this very day, there's never been a football letterman from Willcox, Arizona at the University of Arizona. There has been at ASU, but never - if I had to list my ten disappointments on that list would be the fact that I never lettered football at the University of Arizona. I would have because by the time I was at the Spring game in my Sophomore year, I was the number two right end behind Mac Spillsbury who was a very well-known sports figure at Arizona and was the

first string right end. In fact I started for the second string and he started for the first string and we played each other the first and third quarters. A guy blocked me from behind, Bob Larson - he should've been down field blocking on a half-back and they were filming the game but he didn't want to be standing up so he came and clipped me from behind, ruined my leg - my left knee has never been the same since. They put it in a cylinder plaster of paris cast which is the wrong thing to do that was then active and today if I had the same injury, they'd have operated on me in a matter of hours and put my ligaments together and I would have had a decent knee. Anyway, with that bad knee, when I took my draft physical they would never classify me 4-F, they classified me 4-Y which means we'll call you again to see if it gets better. Well, that's why I wasn't employable anywhere else and I did talk to some people at the end of my first physical in the field of agriculture and they said, "No, they'll call you again." Well I don't know how many draft physicals I took, but I never was classified - if I'd been classified 4-F then I'm immediately hireable. They would never do that, it was 4-Y. Earlier on I tried to - got Porky Patton, our Congressman to sponsor me for a commission in the Navy, that didn't work, and so while I'm moving along here at the University in 1952 I got a call from Stub Ashcraft and he said he wanted to take me for a ride. I thought, by God, I don't know why I wanted to go for a ride with Stub Ashcraft. So I got in the car with Stub Ashcraft and we were driving around and he said, "I don't want anybody to hear this, that's why we're in the car. I'm leaving the University of Arizona." The Student Union had opened in 1951, he was the first Director, and this was in about May, 1952, and we're driving around and he said, "I'm leaving, I'm going to become the Executive Director of the Tucson Sunshine Climate Club and I want you to be my successor." I said, "What the hell do I know about running the Student Union?" "Well," he said, "you're my man. I've recommended you to the President." So Harvill called me over - he'd been named President in 1951 the same time they dedicated the Student Union. I had known Harvill because I was President of the Bobcats and served on two committees with him, in those days he was Dean of Liberal Arts. I said, "I don't know anything about running the Student Union, Dr. Harvill." He said, "We took him out of Student Activities and he's done a good job and we think you'll

do a good job." I said, "Fine." So I have Stub Ashcraft to thank for - Howard Tench was the Comptroller in those days - I think he was damn reluctant to, because he was always kind of a pain in my side, frankly, when I was Director of the Union because that's who I eventually reported to. Anyway, 1952 to 1958 I was Director of the Student Union and I never will forget - I'm trying and I think I know it all - and Betty Jane Monroe was Director of Food Service. You know, Pete, some people can grow with a job, some people can go static and some go down. Well she and I _____, she thought, who is this young - you know I was 23 years old, 24 years old, something like that, and I'm trying to tell her how to run the University of Arizona's Student Union Food Service and she looked at me and I didn't have any comment to her and I'd go down and check her inventory, oh boy, it was a wild time. But anyway, it didn't take us long to develop a strong bond together. Harvill was upset because the Union kept losing money and the thing that really made us was the banquet of the Arizona Cattle Growers in probably 1953 when they had a huge, in those days they had a huge demand for a big room, and the biggest room for a banquet was the University of Arizona Student Union. So the Cattle Growers called on me and said they'd like to have their banquet in the Student Union. They said they wanted steak, etc. Well, we must've had 600 plus that night, but Betty Jane Monroe and her cooking crew put out a steak dinner that just knocked the socks off. From that day on, the Student Union - and if you've been reading the papers, they've been gouging it ever since, did you see where they took \$800,000 out of it the other day, they're still gouging the Student Union.

Dewhirst: Administrative costs, or something like that.

Johnson: Yes, all that hooey. That's nothing but a cash cow for them. But anyway, that's when we turned it around. Of course the money was in the catering business and we were doing a tremendous catering - but that dinner for the Cattle Growers, I think Carlos Ronstadt was President that year, I'm not sure. But here were all the hot shots of Arizona, see, the Horrells and the Ronstadts and the Cowdens and everybody that meant anything plus all their pals and they showed up and we outdid the Westward Ho, the Pioneer, everybody else. That was the day we made the Student Union, I can remember that night just like it

was yesterday. Betty Jane and I continue today to be the closest of friends and we made the University one hell of a lot of money. That's where I first got my experience about how to meet a payroll and you better have some income going. I never will forget, we had an old tipping policy but everybody like _____ says, "Well, we've got to have some money for this." So what I'd do, I'd keep the money and then I'd buy turkeys and hams and give them to the employees at Christmastime. Well Evelyn Hall and Howard Tench, God that used to bug them, and they sent orders that I was never to do it again. Well I didn't tell about my fund over here. Finally they heard I had a big party for my employees in the Student Union, Betty Jane and I had given them turkeys and hams and all that to take home. Do you think they'd come ask me? No, no, they hunted for the money, hunted, hunted, hunted, could never find it. Well, it was the tip fund and Ann McKush (?) had it in the safe. They really got upset when they found out. But anyway, it was a good experience. Some of my closest friends today are in the Student Union business across the country. Then Harvill came to me and he had hired Boyd Allen and Boyd wasn't working out as Alumni Director. He'd come out of industry, he'd been a Vice President of Manville, New York, a hell of an alumnus, he was just terrific, but he just wasn't an association executive. He was raised in the private sector where you did this _____ so Boyd was - so finally Harville came to me and he said, "Say, I'm going to change the Alumni Office and I want you to be the Executive Director of the Alumni Association." I had talked to him about it when he had hired Boyd three or four years before and he said, "I don't want you, Swede, you stay at the Union, you do what your doing. I've got a search going on and I think I've got the man I want to hire." Well he did, he had Boyd Allen who was the Vice President of Johns Manville Corporation in New York City. So he came to me and said, "Swede, we've got to do something with the Alumni Association and I want you to become the Alumni Director. I want you to start looking for your . . ." In those days there were no search committees. He said, "I want you to get looking for your successor." So I started looking for my successor and I hired him, he was Larry Clark, Director of the Student Union at the University of Wyoming. I had seen him in April at our National meeting at the Kellogg Center at Michigan State and

a group of us was sitting around a table and I said, "I'm going to hire my own successor, anybody interested?" Abe Hesser was sitting down there and said, "I've got a guy on my staff, but he's not quite ready yet." Larry Clark said, "Are you serious?" I said, "Yes." He said, "I'd like the job." I said, "You come to Tucson, I'll fly you down there, and we'll interview and if you pass muster on the interview, I'll hire you." So Larry came down and Harvill liked him and Tench thought he was all right and we hired him. That was in April.

Dewhirst: This was 1958?

Johnson: 1958, yes. So Stella and I - I had just finished my term as President of the Rotary Club of Tucson for 1957-58 - and we're in Dallas at the International Convention of Rotary staying at the Hotel Adolphus there in Dallas and I get a phone call from Larry Clark. He and his wife are getting a divorce and he wasn't coming. Here we are in the middle of July and I'm going to be the Alumni Director on August 1st. I thought now what the hell am I going to do? I said, "Larry, are you sure?" He said, "I'm leaving, I'm going to Salt Lake City and I'm getting out of University work and so on." Then I remembered that conversation with Abe Hesser so I called Abe and said, "Abe, what's the name of that guy that you said wasn't quite ready? We're going to get him real fast." He said, "Why, what do you mean? I thought Larry was going to take the job." I said, "He did. I hired him but he just quit about two hours ago." He said, "The heck you say. Well, Swede, I really wasn't fair to you anyway, I was just being selfish. He's ready." I said, "What the hell is his name?" He said, "His name is Billy Joe Varney." I said, "What's his phone number?" He gave it to me and I called and said, "Billy Joe, this is Swede Johnson. You don't know me from a bale of hay but I'm soon to be ex-Student Union Director and I'm hiring my successor. I've been talking to Abe Hesser and he says you're ready. How soon can you and your wife be in Tucson for an interview?" He said, "I'll do whatever you say." I said, "I'll be back in Tucson in four days. You be there, you come stay with us." So Bill and Sue showed up and we took them around and looked at them and that's how we got Billy Joe to Tucson.

Dewhirst: Great move.

Johnson: It was a terrific move. I hired him and within two weeks and Sue brought, I guess they had

one or two children already, and they were in Tucson on August 1st. I moved down the hall into the Alumni Office and he moved into my office and I was off and running with "Vote No 200" with _____ the University. Oh, Boy!

Dewhirst: Swede, you got a Masters degree in 1957 but it wasn't in Animal Science.

Johnson: It was Ag Econ.

Dewhirst: What prompted that?

Johnson: I still had the desire to go into Ag somewhere along the way and I felt if I went into the business side of agriculture a Masters in Ag Econ would be very helpful. I was about determined I couldn't ever put together enough money for a ranch and I was slowed up, but my business experience at the Student Union, meeting a million dollar - you know, we quickly became a million dollar operation there with all our catering and total food service and so forth. In reality, I was running a million dollar business and I just figured an Ag Econ degree would fit in with it. It's a tough way to go to school but I had a great time with Ray Seltzer (sp?) and Jimmie Hillman and George Barr. I wonder if George had retired by then - no, he was on some assignment somewhere. I'll tell you a non-Ag College professor that I just had a marvelous experience with was Phil Hudson - I took two Econ courses with Phil - what a marvelous teacher. But they're all great teachers, Ray Seltzer was the director of my thesis and I took courses - I had two courses from Jimmie, had two from Phil Hudson, and the guy that went to Wyoming - what was the guy's name, Dan _____, I had a course from him. But I had a great experience with the faculty and my thesis on Economic Feasibility of Meat Packing in Arizona was used as a definitive work for a while. Of course it was soon out of date. Did a lot of work on it and had a good experience. I just figured I'd better take advantage of it - what I should've done right then, Pete, was to go get my Ph.D. If I had known that I was going to stay another 25 years in higher education and had _____ desire to be President, I should've just gone and got my _____. I talked about it after I finished my Masters but that was when I was thrown in to the Alumni, "Vote No 200". Harvill was anxious to keep ASU from getting the word "University" in their title, I

led the charge and got beat three and a half to one. See, I was doing all the lobbying for the University even when I was Director of the Union, and that started because of Tay (sp?) Cook in Willcox.

Dewhirst: When you say, lobbying, are you talking about . . .

Johnson: About government relations with the State and Federal government.

Dewhirst: And you . . .

Johnson: I started that as an accident because Harvill called one day and said, "Swede, I understand you know Tay Cook well." Well, Tay was Speaker of the House of Representatives for the State of Arizona and my grandfather and his father used to be Cook and Johnson, had shared ownership of the two very large ranches in Willcox. So I knew Tay well and Harvill wasn't getting along with Tay and Tay was the same age as my Dad, so I went to Phoenix with Harvill and we did, we made some good with Tay because the Johnsons and the Cooks always had a very _____. By accident, that's how I got into 30 years of government relations work on behalf of two universities. So I worked _____ in that. So Harvill just figured, because I was doing a lot of politics - but the Alumni experience was a great experience, Pete.

Dewhirst: How long were you Alumni Secretary then?

Johnson: From 1958 to 1963. A lot of my jobs that I got - George Duke Humphrey, the President of the University of Wyoming, used to laugh. He said, "I'd sent him about half my paycheck every month," but he's probably right. He and Harvill were very close - they had come from Mississippi and Tennessee, and Duke had been President at Mississippi State and Harvill had been in that part of the world - so then they were these two Presidents. I will never forget the first time we had a breakfast at the Student Union and any time Harvill was the entertainer or the host, I made damn sure I was there. I don't care whether it was breakfast, lunch or dinner, I was at the front door. So one morning, I don't know why Duke Humphrey was there and as I recall there were two or three other presidents there, there could've been _____ and Harvill said, "Swede, we've got an extra place here, sit down and have breakfast with us." Well, he seated me next to Duke. George, did you ever know Duke Humphrey?

Dewhirst: No.

Johnson: He's an old boy - he knew more twists and turns than most people. Anyway, Duke and I just hit it off just like that, so after he goes home, he calls me and says, "Say, I've got an opening for the Director of the Student Union up here. I want you to come and be the Director of the Union." I said, "I don't want to do that. Hell, I'm Director at the University here." "Oh, but I'll make it worth your while," and I said, "No, I'm not going to do that." So he tells Harvill that he's trying to hire me and Harvill gives me a raise. The next thing you know, I think it may have had a little bit to do with getting me the Alumni Director's job because the next thing I know, Duke is trying to hire me as Director of Auxiliary Enterprises of all the dorms and everything at Wyoming. Then Harvill named me as Alumni Director and I said, "Duke, I can't do it." So every once in a while, Duke would offer me a job, you see. Well, in 1962, Arizona played Wyoming at Homecoming and Duke hated the term "Vice President," he liked the term "Executive Assistant to the President for" and he was looking for an Executive Assistant to the President for Student Affairs and so he tried to hire me. Well, Stella and I and Harvill, there's all three of us staying with the Humphreys at the President's house in Wyoming in the Fall of 1962. Arizona just got the hell beat out of them that afternoon and Duke always held an Open House on Homecoming and anybody in the whole State of Wyoming trooped into his front door down into his den and had a quick set of snorts and that went on all afternoon and all evening and by 12 or 1 o'clock there was just Duke, Swede and Harvill down in the basement. Duke said, "By God, I'm going to hire this kid." I thought I was a fat steer at a livestock auction. Old Duke said, "I'm going to hire this kid, Dick," and Dick said, "No you're not either, I'm not going to let you hire him." We were all about three sheets to the wind - been drinking for hours - and old Duke says, "Aw, the hell you are - I'm going to take him this time. I've tried and I'm going to take him this time." And old Harvill said, "No, I'm going to name him Vice President, University of Arizona." I damn near fell out of the chair - first I ever heard of it. Duke said, "Nah, you're talking about things in the future. I've got something right now, I'm gonna _____
_____." Anyway, we finally went to bed about 2 o'clock

_____ . So we're all hung over the next morning, _____ Stella and me and Harvill, of course Stella wasn't hung over but Harvill and Swede were hung over, Phew. About Tuesday, I called Catharine Robbins, I said, "Mrs. Robbins, I want to come see the President." She asked what it was about and I told her it was very confidential. I went in and said, "Dr. Harvill _____ You said the other night - I've got to let Duke Humphrey know whether I'm going to take his job. You said the other night that I was going to be named Vice President of the University of Arizona, is that true?" He said, "Yes, that's true." I said "A new Vice President?" He said, "No, you're going to take Bob Nugent's place." I said, "I'm going to take the Executive Vice President's place? How am I going to do that?" He said, "Well, Swede, nobody knows it except Bob and I and his doctor, but he has terminal cancer. When he dies, you will be named Vice President of the University of Arizona." That's how it happened. So I called Duke and said, "Duke, I'm not coming." He said, "That son of a bitch."

Dewhirst: This was in 1963?

Johnson: 1962. Bob Nugent died that summer, June or July of 1963 and as you know, that was a real shock to the system of the University of Arizona when he named me. He said "Swede, you don't have the earned doctorate - can't give you the Executive Vice President. If you had the earned doctorate I'd call you Executive Vice President - can't do it." So we go to lunch at Vito's and he said, "What do you want to be called?" I said, "I don't care what you call me." He said, "How about Vice President for University Relations?" I thought he was talking about Alumni and I thought he was going to split the Vice Presidency. He didn't split the Vice Presidency at all - he gave me everything Bob Nugent had plus what Bob Nugent didn't have, the government relations. So I ended up with everything the Executive Vice President had except I wasn't Chairman of the Rhodes Scholarship Committee because I wasn't a Rhodes Scholar - Bob Nugent was. But that's about the only thing I didn't get that Nugent had. But he said, "I'm not going to call you Executive Vice President - there's going to be enough uproar naming you Vice President, let alone calling you Executive Vice President. I like that, University Relations - it doesn't mean

anything to anybody."

Dewhirst: It was a good term.

Johnson: Oh, I don't know about that but it all happened in the basement of the President's house at the University of Wyoming. God only knows what thought process that Harvill used, but as you know there were about four others who thought they were going - when it became known that Bob Nugent was suffering cancer - there were four others, or five, or fifteen who thought they were going to be Vice President and be his successor.

Dewhirst: I don't remember it.

Johnson: I wasn't on anybody's list. It was a shock to the system, in fact, Abe Chanin called and said, "You can't keep him on the farm." But that's how it all began, Pete.

Dewhirst: You then became Vice President in July of?

Johnson: August 1, 1963.

Dewhirst: How long were you in that position, then?

Johnson: Until April 1, 1977.

Dewhirst: That was after John Schaefer became President.

Johnson: See I was a finalist - who knows who's a finalist. These are Schaefer's words. He said, "Zumberg (sp?) and you knocked each other out and I came up the middle and got the job." I'm not sure that's an accurate description because Harvill, in 1970, he announced he was going to retire after 20 years of the Presidency. So they began the search for the President in 1970 and concluded in 1971 when they picked Schaefer. Schaefer wasn't even - there were really two processes. One ended up in December of 1970 and then they started all over again and that search concluded in May, 1971. So the original search, when the search committee interviewed me for 15 minutes in the Regents Room, I knew I was not a serious contender even though I was in the final five. What had happened - I've been in two Presidential searches at Arizona but what effectively happened, Larry Gould and Harvill made a deal to name Zumberg the President and they had cooked that up among themselves - I don't know when, but as you know it had to be a lot of strategy because Zumberg had been President of a school and said he did not like that relationship, and then we created the College of Earth Sciences and then out of the blue named Dr.

James Zumberg, a student of Larry Gould's, as the new Dean of a college that did not need to be created. Nobody on the campus figured it out until later what the whole ploy was. Gould had convinced Harvill that Zumberg was to be his successor and it was orchestrated that way, you see.

Dewhirst: Let's talk about that flawed process, as far as I am concerned, in which there was a search and Zumberg was indicated as the selection by the faculty committee, and then the second search and why that second search was necessary. Would you comment on those?

Johnson: In the first search that had culminated, they thought they were going to do both, there was an opening at ASU and an opening at the U of A for President and John Schwada (sp?) who had been at Missouri was to be the President at ASU, and Jim Zumberg was to be the President at the University of Arizona. On the morning of the day they were going to make the announcement, Gene Pulliam came out with his lead editorial in the Arizona Republic that the only logical person to be the President of the University of Arizona was me, Swede Johnson. Well, there's one thing about that Board of Regents even though the Chairman of the Regents - what was that guy's name from Yuma, the Democrat, what was his name - anyway the Chairman of the Board was from Yuma and Harvill had convinced him they had to vote but they couldn't count and it's a cinch that the Republican Regents from Phoenix, on the morning that Gene Pulliam told them to do one thing, was going to do something opposite. You don't know how the politics of this State operates if you thought any different. They had Zumberg in the hotel room up there ready to be announced along with Schwada and when they count the votes, Zumberg hasn't got enough votes. Then they go ahead and appoint Schwada - they introduced Schwada, if you read the paper on the 18th day of December, 1970, you will see Schwada's name and the University of Arizona's search was put on hold. Now my first interview with the Regents lasted 15 minutes - well you didn't need to be a rocket scientist to know that I was strictly there because I had - the Presidential search at that time broke into the press, in fact we pushed Viet Nam off the front pages a few times - the Citizen was for Zumberg, the Star was for me - oh, it became just like a political race. You go back and read all that stuff. So then they start the Presidential process all over again and then they made a little more

serious attempt at making me a serious candidate and Zumberg was on that list of the final five, Swede, John Schaefer, I don't know who the others were. Gordon Parris was on the Board so they had Stella and I come and they interviewed us for a morning and then we had lunch with them, but I had the distinct feeling that I was not - and you see, the guy who takes credit for Schaefer is Ruben G. Gustafson, the chemist, former President who got run off at Colorado and Nebraska or both or one, whatever. Old Gus used to brag about his brilliant chemist and so my attitude, I'll never forget, I was taking a group of kids to Bisbee for Phelps Dodge Scholarship tour and Dick Edwards was along from the College of Mines, my attitude was that I had worked for the University my whole life, but I probably should have gone right then, I should have made plans to leave the University of Arizona because as I look back on my professional career, my most difficult time was from 1971 to 1977 working for John Schaefer, that was . . .

end of Side 2, tape 1.

Dewhirst: . . . the financial standing of the University of Arizona. Would that seem reasonable?

Johnson: Well, you know, that was a primary assignment of mine and even when Dr. Harvill asked me to be Vice President he made it very clear that even though Dr. Nugent didn't have anything to do with government relations, I wasn't going to get out of that. Pete, I really enjoyed it, and I enjoy it to this day. In fact I have charge of all government relations for the Coors Brewing Company, both Federal and State, and we've got offices all over the country. It's been something that I have been very much at ease and comfortable with. I think the fact that I was from a small Arizona town could relate to a number of what we used to refer to as the "cowboy Senators," and people interested in a lot of things that I had been a part of growing up in the State, agriculture, and knowing the people in mining, and when I was in high school there were only 32 high schools in the whole State, so I had a broad base of friendships across the whole State. I represented a great institution - the University of Arizona had a tremendous standing and it was just in the 1950s and 1960s when Phoenix began to grow dramatically and there was a lot of growth but still, the medical school fight was probably my most - I don't want to use the word "triumph" - my biggest accomplishment. Our timing was good, my fight for the medical school had begun

when I was Alumni Director when there was a movement made in the Valley of the Sun to take a very small gift of about a half million dollars and turn it into a med school for ASU. We got the Regents to come forth with a plan where they would answer three questions; did Arizona need a medical school, where should it be located, and could they afford it? So we got after it, we got the Commonwealth Fund in New York to put up \$100,000, hired Joe Vokker (sp?) of Alabama to head the search and he spent a year and developed a terrific Board of Advisors of the key medical educators of the country and they decided Arizona needed a medical school, it should be located at the University of Arizona, and they could afford it if they wanted to. Then all hell broke loose! The whole State had agreed that they would abide by the search, then everybody got critical of Vokker, said he wasn't a doctor, he was a dentist - he was one of the great medical educators in the country, in fact he ended up being Head of the Alabama system of medicine and the whole thing. He was a learned man and there wasn't any objection to him when he was hired it was only when his findings came out. Then there was a group of realtors and some other hot shots in Phoenix were going to put it on the ballot and, of course, if it ever got to the ballot, we lose. We gathered up the top 100 business leaders of the State and said that we knew nothing would be more unproductive for the State of Arizona than to vote on the site of the medical school. We also convinced the banking industry which, in those days, was controlled in Phoenix, that you could bank in El Paso just as easy as you could bank in Phoenix and on and on. You could order certain products for mines just as well from Los Angeles as you could from Phoenix and we portrayed an economic disaster for Arizona if they got into a civil war over where the medical school would be. We put out a full-page ad in every newspaper in the State of Arizona signed by the Who's Who of Arizona representing utilities, manufacturing, ranching, mining, finance, the whole thing and under great pressure, I mean they were under big pressure, they finally pulled back and did not go the initiative route to get the signatures to put it on the ballot.

The next step was to get the planning money to begin the medical school. We had within the University budget \$160,000 to hire the Dean and two others and begin the

planning. That became the focal point of the haves and the - because Phoenix felt that if they could keep the planning process out of things and couldn't move forward, and they were right although they didn't know why they were right because the one person/one vote situation came along the next year after the _____. And so the State Legislature was still - the House of Representatives was on a population base but the Senate was on a county, two Senators per county, just like there are two Senators per State in the Federal Legislature, and of course that all got changed with the Supreme Court ruling a year later. We pressed forward, there are more war stories about how we got that, there were key ingredients at the time when we could've suffered - it was an all-out effort by our Alumni, we won in the House by the slimmest of margins, we almost lost it on a bill the day before which was the "Hamburger Bill." A group of Tucson legislators were pushing a bill to allow more _____ on hamburger, then the ranchers of Cochise County, we almost lost the three votes in Cochise County. Thanks to Maw Hutchinson, she saved the day - it later turned out the lobbyist who saved the day was Byron G. Thompson, the lobbyist for Phelps Dodge, who moved back to the "Yes" side the three votes from Cochise County that disappeared because of the vote the day before we were to go to the medical school. We skipped across the Senate, we're three votes short - don't know where we're going to pick them up - we finally get it out of committee but we're still three votes on 28 Senators and they were Glenn Blanset, Fred Eudine and Bob Morrell (all sp?). Glenn Blanset was from Jackrabbit, Arizona in Navajo County, Fred Eudine was from Flagstaff, and Bob Morrell was from Kingman. They didn't think Arizona really needed a medical school but they weren't really hung up on their position. So we picked them off, one by one. Glenn Blanset, we had Dean Nutting who was a long-time friend of the University although not an alumnus, I think his law degree was from Kansas, but he was very prominent, both his daughters were in school here at Arizona, I got Dean Nutting to finally go to Glenn Blanset, he handled a lot of Glenn Blanset's campaign stuff for him, and he asked him to "vote Yes on the thing, Arizona's going to have a medical school sooner or later." He was the first one. Then Ralph Bilby - got him to get to Fred Eudine - Fred said, "Ralph, we don't need a medical school." Ralph said, "We're

going to have one and let's have it at the University - you vote Aye." The last one we couldn't move was Bob Morrell, we still had to have him. The night of, I'm sitting in Phoenix still trying to figure out how in the hell am I going to get Bob Morrell's vote. Then I remembered that there was a new big mining operation in Mohave County, so I called Don Forrester the Dean of Mines and said, "Don, do you know that guy that's just moved to Kingman and runs that new mining operation up there?" Don said, "Yes, I know him well, we were in Arizona. . ." I said, "God, we've got to get him - can you get him to call Bob Morrell." He said, "Where will I find Bob Morrell?" I said, "Here's his apartment number and here's his office." This is about nine o'clock the day before we've got to vote. Don Forrester, bless his heart, chased this guy down somewhere - he wasn't even around, he was in New York or wherever the corporate headquarters were, I don't remember all the story, but Don found this guy by late night. Don said, "This is terribly important to the University." Of course the last thing Bob Morrell wanted to do is - here's this new mining executive in Mohave County asking him to do something he didn't do it. He got Bob Morrell evidently in the middle of the night and he impressed on Bob that this really was important to him - he said, "Bob, I don't know much about Arizona politics, but the University of Arizona I know well." Bob said, "Well, okay, it doesn't make a whole lot of difference to me, I'll vote Aye." That's how we got the three _____ Senators. It passed by one vote. Some of the leaders, Harold Giss from Yuma County, he voted against us - I can't remember, but I think Clarence Carpenter from Globe voted against us. Some of the leadership of the - but Hi Corbett, bless his abilities to get the thing done, he carried the mail for us. He and Bill Kimball - no, Ahee, it was Hi Corbett and Saul Ahee. But Hi had great influence but the final three Senators, we just single-shotted them right across that Northern tier and of course they're the furthestest away from Tucson and really didn't give a hoot but they certainly weren't anxious to spend any money, but we convinced them that if Arizona was going to have a medical school it should be in Tucson. That's how we got it - that's a shortened up version of it but it was a struggle, but I've got to tell you, it'd been a cold day for this University and this community if that medical school had been anywhere but where it is today. Of course, it is a world-class institution today and even

becoming more famous. But I tell you, if I'm going to write my book, Pete, I'm going to write part of my book on how the University of Arizona - and we had some loyal Maricopa County, Marty Humphrey was a key figure in that. He didn't have the leadership role in the House that he later had in the Legislature, but he never wavered. In fact they said they'd beat him in Chandler but he never lost an election in Chandler in his life and a lot of people hung in there - of course, we had 100% of the Pima County delegation and we had three or four in the Maricopa, and then we picked up a lot of these out-county people _____ and we had a tally sheet, we had them tallied right to the _____.

Dewhirst: What role, because you hear a lot about him, did William R. Matthews have?

Johnson: A tremendous role. Bill came along, he was helpful although I've got to give more credit in the legislative process, but where Bill came along was the Founders for Arizona Medical Education, the old FAME group. We said to them, we'll raise enough money that the capital for the Arizona Medical School will not be on the Arizona tax rolls. We'll raise enough money through the Founders for Arizona Medical Education for the Federal match - we got \$20,000,000 Federal match. I forget what we raised, \$3 or \$2,000,000, whatever it was, and it was a helluva match. But we built that first complex you know with no State funds.

Dewhirst: And Bill Matthews was part of that?

Johnson: He headed FAME. He'd been a former Regent. He took that, you see his statue there as you go into it, but he came along. He really wasn't a big force in the political arena - oh, you know, we can't own the paper and not be a force - but I'm talking about when we were really in trouble and had to get votes, I never went to Bill Matthews, I went to people like Ralph Bilby and Dean Nutting. See I _____ the statewide group of key people in each county. The _____ in Graham County, and Ralph Cowlin in Cochise, and I think it was Jones Osburn in Yuma and we had this group that really came to bat in a lot of ways. We were so well organized that the fund raising thing just dovetailed right into it and then we got the commitments and raised the money. But Bill led that charge very, very effectively.

Dewhirst: You know, one of the things - it kind of gets off that for a moment here but - you've mentioned a lot of names, names that I remember, most of them that you've mentioned, some of them I didn't know. One of the things that you're known for is your ability to call people by name. Is that a cultivated . . .?

Johnson: Yes, I work at it all the time.

Dewhirst: Do you have a formula or some such thing as that?

Johnson: We've had some advantages that you don't have. You see, in your building blocks if you could just add one block at a time you get up to be a pretty tall wall. I stayed for all those years in Tucson, never left, and so I built the Tucson base a brick at a time. You know I consider, Pete, that the person's name is their most precious asset and that separates them from everybody else in the world is their own personal name. So, over the years I've, of course my trademark is I use a 3x5 card for my first entries, and I've got all sorts of directories that they can go into. I've got contact books by geographic things, I've got contact books - in the olden days like when I go to - I can still take my New Mexico experience, I still have it by community. Then I have another directory in kind of broad, definitive professional - mining, ranching - in fact, I still use that all the time. But in Arizona, I have, as I mentioned that Christmas card a while earlier on with Tom Chase, I still do - I have a calendar list that I started sending out when I was still at Arizona. A good friend of mine turned out to be the publisher of Arizona Highways and I provided some services for them and they provided about 5-600 of the Arizona Highways calendars. I sent those out and then it turned out that the guy who was the publisher of a magazine in New Mexico needed _____ so I got him, and now I send Coors calendars. I send out about 700 Coors calendars and about 800 Christmas cards every year. So you see, that's part of the communication that you keep reinforcing your knowledge of those people. But I think the basic thing is that I've only lived in three communities and a lot of people have bounced around. You find out if you don't - like today at lunch, I kept looking at that guy thinking I know him - you've got to keep recharging the batteries. When you leave town and you're out of sight out of mind, you've got to have some mechanism - I learned when I hosted the Rotary International President years and years ago, Buzz T_____

came, I noticed a book that they had prepared for him when he came to Tucson. It was a glossary of who he was going to see, who he was going to be with and so forth, and so in my professional life I asked my staff prepare for me, if I'm going to go into a place, who our distributors are and all that and I refresh - I go through all that before I come to a community. I have done that - when I was International President of Sigma Chi, I made them do the same thing _____ people I'm going to see who they are and so you know, I've got that in my Alumni stuff. You know you are going to a community for Alumni once a year and you're supposed to know who the hell they are. I had a folder for each town - Pittsburgh, who was at the meeting in 1959 and who was at the meeting in 1960, and I read all those over and pretty soon you begin - "Oh, Hi Bob, how the hell are you?" Well you know, I couldn't have picked Bob out of a crowd if I hadn't had my renewal list to go with. Pretty soon you do that so many times that it becomes - you remember Bob about the third time. But they expect you to know who they are.

Dewhirst: Swede, when you were Vice President for University Relations, you could easily think that the only thing you had to do was work with external relations or internal relations, whatever they were. But there were a lot more responsibilities that you had - one I know of had to do with the Student Religion Council and the University Pastors' Fellowship and so on because I played a role in that.

Johnson: You sure did.

Dewhirst: But there were a lot of others. What are some of those others that you can think of right off hand?

Johnson: Well, you mentioned Religion in Life week and the University Pastors and Student Religion Council - you know the real reason, Pete, when you really get down to why I stayed at the University - and I had opportunities to do other things, not a lot but a few - was the students. That was my - I had a great fondness for the impact which the University Pastors had in which you were our representative for so many years. Those kinds of relationships I felt were - now we call it Customer Relations, Customer Service, serving the customer - well I've always figured that our customer was the student so my greatest involvement, both at New Mexico and Arizona, really were with the students. Even today, I run into

people and what they want to talk about is their experience I had with them when they were students, not when they were alums or not when they were a member of the Legislature, but when they were students. If I did everything to these students that I get accused of - some of the memories I think are a little faulty. _____, he threw me out of school. Well, hell, I never threw anybody out of school. I might have signed their approval for them to go, but the Dean of Men and the Dean of Women had those kind of responsibilities. But anyway, that's what really kept me in the University setting and what really caused me to be so sad was the kind of adversarial relationships that developed between administration and the students in the late 1960s and early 1970s. That really - you know when the Student Body President - I was used to working with Student Body Presidents, meeting with them at breakfast every week, being cooperative, especially when I was Vice President I made that a - then when Raphael _____ accused me of not being honest and truthful with them, that pained me greatly. Along the way Bruce _____ accused me in 1971 of not being quite up-forward with him. What they mistook was, if you didn't agree with them, then you weren't being honest with them. Hell, I wasn't going to agree with Bruce or Raphael, either one, what they wanted to do. You know, we got through the late 1960s and early 1970s in a way because we did have strong relationships with students generally. Most of the leaders - I never will forget one morning at about 3:00 o'clock, it was after the Bear Down Eight when they tried to shut down the Bear Down gymnasium game of Arizona vs. BYU in January of 1970, or maybe 1969. They wanted to shut the game down and Paxton and Harvill and Houston, they arrested eight people - they had to swear out warrants for eight people. Hell, they didn't know what they were doing anyway because I had gone to the Arizona National Livestock Show to start shaking hands and getting ready for the Legislature and I had been the one socked in the jaw that night keeping them from shutting the game down.

Dewhirst: Was that the night that Felix Goodman . . .

Johnson: He took his daughter right off the floor.

Dewhirst: He grabbed his daughter and took her off the floor.

Johnson: Do you know what she's doing today?

Dewhirst: No.

Johnson: She's an Assistant Attorney General for the State of Arizona.

Dewhirst: Is that right.

Johnson: Yes. In fact I ran into Felix at the airport last night. I said, "Where have you been?" Well, he'd been to see his oldest daughter's 25th anniversary of her wedding and he'd been there and I said, "Well, where is your other daughter?" because we always talk about her and I don't see him too often. He said, "Swede, she's the Assistant Attorney General for the State of Arizona." -----
 ----- I was outside getting my head beat in with those placards and got socked on the jaw by John Hurd and Felix was inside taking his daughter off the floor, you remember? Were you sitting in there?

Dewhirst: No, no, it wasn't the same incident. But I remember the incident.

Johnson: Exactly.

Dewhirst: In that same period of time, I guess it was, when a bunch of the Aggie kids surrounded the flag pole, as I recall . . .

Johnson: That was the Kent State deal.

Dewhirst: That was when it was.

Johnson: That was a frantic period of time but there wasn't a thing to show you - then they had this mass demonstration against the Bear Down to protest the arrest of the Bear Down Eight and they arrested the Student Body President Dave Ginsberg and - what was that guy's name that wasn't even within 14 miles of there - Sal Baldenegro, they . . .

Dewhirst: He's now on the faculty I think, isn't he?

Johnson: Oh, I don't know where old Sal is. But they had him, hell he wasn't even there that night. So they had this big deal, going to have this protest in front of the Administration Building and so about 3:00 o'clock in the morning my phone rang and it was the kids calling me who were putting it on, that put the protest on. They said, "Swede, it's gotten away from us. Can you come meet with us?" So I got my clothes on and drove to a little house East, of course I was living up here, came down North First, went over to some little old house

over here East of the campus and there's about 30 kids in there. They said, "This is going to get away from us. They have taken the protest away from us and they're going to use the tactics they used when they baited the Chicago cops - guerilla warfare - and they're going to take the University cops and they're going to antagonize them until there's confrontation and then all hell's going to break loose." I said, "Well, what can we do about it?" So we sat around there and they said, "Could you do this - will you keep out any law-enforcement person and we'll police it ourselves?" Of course the campus police - we had a pecking order of the campus police and these are the lines of law enforcement; campus police, Pima County, Tucson police, State Highway Patrol, Arizona National Guard - that was the pecking order. Of course, between Jack Williams and Harvill and Houston, it was a hell of a chore to try to keep them from screwing up the works, you see. So I said to them, "Let me get this straight. You'll monitor the crowd and then I'll keep anybody of authority out of the protest." They said, "Yes." I said, "You'll take full responsibility?" "Yes." So I said, "Okay, it's a deal." You know I didn't have the authority to make the deal and I told them I would go to work. So I called Harvill at home, I went home, never did go to bed, shaved, put some clothes on and went back to the University. Harvill always got there a little early and I called him and said, "I want to meet with you and Houston." He said, "What do you want?" I said, "I made a deal for you. A protest starts at 10:00 o'clock this morning. Houston, I don't want any of your police to be seen at all, period, don't want them anywhere close. Mr. President, you need to call Sheriff Burr and Chief Gilkinson and you need to call the Governor." It turned out that Williams had pulled in a group of Highway Patrolmen, they were sitting out here somewhere, you know, one of the headquarters or somewhere. I said, "You tell them that we don't need the Highway Patrolmen - I made a deal with the kids." "What makes you think they'll keep their word?" I said, "For the same reason they got me out of bed at 3:00 o'clock this morning. They have enough respect for this University - they don't want to see it torn asunder, and they know they are not under control. That's how I know they'll do it. If they beat up on each other, who gives a hoot? I don't give a hoot if these kids - I guarantee you, if some outsider starts beating up on our kids, that's a whole different story than if some outsider

starts beating up on our Campus Police and they won't know from each other. They're going to have arm bands, they're going to _____." I don't know if you ever remember that rally or not, but there were 3,000 people and it was conducted on the front porch of the Administration Building. They were fanned out clear across into the mall. Not one thing happened and that thing went, Pete, on for four hours. It didn't break up until after 2:00 o'clock. Guarantee you that if they hadn't agreed not to show up that there would have been bloodshed on the University of Arizona campus - I'll guarantee you that. I've got about 15 of those I could tell you about. But that's a good - when I say even at the time. . .

end of side 1, tape 2

Dewhirst: Well, Swede, what are the circumstances that caused you to leave the University in 1977.

Johnson: Well, Pete, in one word, it's John Schaefer, is the main reason that I left, the reason that I left. In fact, if I had to do it all over again, I would have left the University and probably - I had a job offered me to be Vice President of get this, a Savings and Loan when they were moving the First Federal down to Tucson. Gene Rice wanted me to go to work as Vice President. If I'd known how much Stella would hate Albuquerque, I would have gone to work - I still left the University but I would have gone to work for First Federal. But as it was, Pete, I was still under the desire to be a University President. I had been a finalist in 1968 for Wyoming, missed that one by two votes; I was somewhat of a finalist for the University of Arizona in 1971; I was convinced by a lot of my friends and advisors across the country that I needed another University experience - so that's one reason I came very close to taking the First Federal. But I still had that on my list of ten, I talked about football letters, on that list is never being a college president. My wife has mixed views about all this but, as I say, I was in the final two at Wyoming in 1968 and the final five or six at Arizona in 1971. I had been on various short lists throughout the country at other universities as well. But I, as I've indicated, had wide - under Harvill although he kind of abandoned me at the end there when he got into an adversarial relationship on the Zumberg candidacy. He treated me like a son, I have to credit him for picking me up and naming me Student Union Director and then Alumni Director and then Vice President. It

was all his doing and I always kind of thought that I was their son that they didn't have. But Larry Gould finished that relationship off, in fact later on when I said to John Schaefer, "You know Dick Clausen who is the Athletic Director is really cool to me." He said, "You know why, don't you?" I said, "No." I was taking Schaefer on a trip around to introduce him to various political leaders in the various counties that I had set up. He said, "Well, Harvill called Dick Clausen in and said if you were named President you're going to fire him." I said, "What? Where did that come from?" Well he said, "That's how anxious Dick Harvill was that you not become President and that Zumberg become President. Dick Clausen told me that story himself." So when we got back from our trip, I went over to see Dick Clausen. I couldn't believe it. I said, "You know, Schaefer tells me, Dick, that you were under the impression that I had stated that I was going to fire you when I was named President, is that true?" He said, "Yes." I said, "Where did you get that?" He said, "From Dick Harvill." I said, "Harvill?" He said, "Yes. He called me into his office one afternoon and said, 'Dick, if you want to save your job, you do everything in the world you can to keep Swede Johnson from being President.'" I said, "Dick, I can't believe that." He said, "Trust me." I told him that I had said to Schaefer that I wondered why you were so cool to me. He said, "That's why." This was all during that period of time, you see. I found out that he did that all over the State. Adam Shantz told me later that he got J. Melvin Goodson - Mel Goodson at one time was Alumni Director at Arizona before Lee V _____ and he, Tad and Mel had lunch at Westward Ho, of course Harvill was hard of hearing so he talked a little loud and Adam said he was sitting at the next table and he said, "Mel, if you want to help the University of Arizona, you'll get out and work against Swede Johnson for President." So, you see, I don't - you know, Harvill hated to leave but he had, I am convinced, become so much involved with Larry Gould, that he did things - and I'm citing just two - that just blew me away, that he would do such things. Anyway, then Schaefer comes on board and then I began to hear rumbles, of course one of John Schaefer's _____ was that he'd go do something and the people most impacted, he wouldn't tell and he'd expect they'd find out about it. I thought he was a sorry administrator and still think he is. Anyway, one example - I had all the student life,

everything from the dorms to the Student Union to the Dean of Students' office and on and on and on and one day, Bob Svob, Dean of Students, comes in my office and said, "I don't report to you any more." I said, "The hell you don't, who do you report to?" "Well I'm reporting for the moment to John Schaefer but he's going to create a new Vice President for Student Affairs." He never shared that with me at all - I had no idea. This was in 1971 after I got back from - I spent the summer at the Institute of Educational Management, Harvard Graduate School of Business, which was a tremendous experience. One reason, I wanted to kind of get out of the way and let this thing go, but I didn't think I'd get clear shut off. Here's a big hunk of what I do and he's just going to take it off and give it to Dick Edwards. Dick Edwards was not a - which was funny because I mentioned earlier about going to Bisbee the day they named Schaefer - well Dick Edwards was on the trip - he was a Swede Johnson supporter for the President. He lamented all the way about how the University would go to hell in a hat basket, it turned out he was the biggest lackey that John Schaefer had. But anyway, he picks old Edwards out and names him Vice President for Student Affairs and Dick Edwards didn't know the foggiest thing about being Vice President of Student Affairs - never had come up that route _____
_____. But anyway, those were the kinds of environment - and then I was never in the Inner Sanctum, and then people like Sid Woods turned against me. He was on the Regents and he kept saying I was this or that and there was just a lot going on. The only time John Schaefer really used me - and I use the word "used" me in its most negative sense - is when he'd get in trouble. Let me give you one example. He screwed around and got a big housing allowance from the University instead of moving into the President's house. Next thing, he comes to me and said that the Tucson Planning and Zoning Commission to the Tucson City Council was abusing him. Well, the reason they were abusing him, he would absolutely disobey every rule about adding on to your property under the Tucson Planning and Zoning regulations. He built a whole photo lab in his back yard and they were telling him to tear it down. He couldn't get the, you know where Cherry goes through at the stadium, well that was his big brainstorm to put all those seats on the East side. Well, the City Council hated him with a passion. So he came to

me and Lewie Murphy and I worked it out. You know, I mean it was always - I was a fireman is what I really was. I used to say to him, "John, let me in on this stuff." And then when he stole the Sigma Chi house the way he did to make a parking lot out of when I had worked the deal out with the Palo Verde Mental Hospital to take the house, use it as an out-patient facility - we had put a lot of money in it over the years - and then at the end of five years, give it back to us. Then when Schaefer said, "How're you doing with the Sigma Chi House?" I never knew why - he was always eager about parking lots - I said, "I got it done. I worked out a deal with Palo Verde, etc." So he called the guy that was running the clinical services at Palo Verde and he worked for us as Head of Psychiatry over at the Med School - what's that guy's name - I've forgotten right now. Anyway, the next thing I know, he called Schaefer and said, "Do you like your job here? If _____ don't make a deal with the Sigma Chi." _____ . That was the day! I said, this guy is not trustworthy, his integrity is _____ . Lowell Rothchild who was one of my closest friends was a lawyer for Palo Verde said, "Swede, your Palo Verde deal blew up. Shaefer has just called _____ and he's going to back out on the deal. So we lost the house, it became a parking lot. It was just one thing after another, Pete, the whole thing. Finally, my wife claims that I was just very, very difficult to get along with and my kids felt the same way - I did a consulting job with Bud Davis who was the President of the University of New Mexico, an old, old friend of mine. In fact, I told you about the Wyoming deal where I turned down being Executive Assistant to Duke for Student Affairs - well, Bud took the job and he went from that and Duke was then the Adviser to Idaho State University about their new President, that's how Bud got to be President of Idaho State because Duke recommended him. Then he ran for the United States Senate in Idaho, got beat, and then became President of the University of New Mexico. He asked me to come do consulting on Alumni and Public Relations and Development and Student Affairs, so I spent three days with he and Polly over at the President's house at UNM. I could see they had a lot of problems but were solvable. So I went to him when I gave him my - I said, "I'll get you a report and tell you where your weaknesses and strengths are, but I think you ought to hire me to come over

here and help you." He said, "Why?" I said, "Well, you create a position for me that will take care of putting Student Affairs, Alumni, External Relations together and we'll call it 'Cradle to Grave,' we'll recruit them when they're four and they're going to leave us in their will when they die. 'Cradle to Grave,' _____ everything in between. You give me that and I'll put this place on the map." He said, "You'll never leave the University of Arizona, you're just . . ." I said, "Well, you try it." A year later I joined him and that's what we created.

Dewhirst: How long were you there?

Johnson: Eight years.

Dewhirst: That was a good period of time for you, was it not?

Johnson: _____ I had a good experience there, I really went there for the sole purpose of building my resume, so to speak, my experience to be President. The irony of all this is I turned away to being President of Idaho State University to take my current job. I was in the finals at Idaho State and Bud had nominated me and I called to tell him I had taken this job at Coors and he said, "I was just getting ready to call you." This was on a Wednesday night and Stella and I were supposed to be in Pocatello on Friday for our final interview. He said, "I just called the Regents. You will be named the new President of Idaho State University, if you don't screw up your interviews too bad, by a vote of seven to two." My kids still can't get over that after a, at least from 1968 on, of aspiring to be a College President when I had one almost there, I turned away from it. But it's the best thing that ever happened to me.

Dewhirst: I don't know whether it was true at that time, I think it was, it's always been true, but the matter of whether a person has an earned doctorate is the most ridiculous thing in the world for the President of a University, in my opinion. Because that's not what you're hiring them for. You're hiring them to raise money and whatever kinds of things there are, and so it never made any sense to me.

Johnson: But you get hung up on that, Pete, time after time after time.

Dewhirst: That becomes an excuse many times.

Johnson: Well they used it that way with me - an excuse along the way. But the Presidency in 1981

was another twist. You see by now the Republicans are out of control and ten years before the Republicans were more controlled, Phoenix Republicans. This time the control of the Arizona Board of Regents are Pima County Democrats, Tom Chandler and Jim McNulty. Jim McNulty was my Mother's and Father's lawyer. He was one of my closest friends. Tom Chandler and I spent more time in a court room in the late 1960s and early 1970s than members of his own law firm spent in the court room. In fact, the foregone conclusion by many people in Arizona that with McNulty and Chandler to help, I would be - and I never will forget, I get a call from Jim McNulty one Sunday afternoon. Had been to church and came home and Stella said, "McNulty's looking for you." I said, "How did he sound?" She said, "Not very good." and I said, "Oh?" She said, "No, he didn't feel very good about all that." I said, "He's calling to tell me I'm out of the search for President." McNulty was Chairman of the Search Committee. Sure enough, McNulty called back in about an hour and said, "Well, Swede, I did all I could to help you but just couldn't get it done. You're not in the final list of eleven." I said, "Jim, there are not eleven people in the United States better qualified to be the President of the University of Arizona than I am. Something stinks. I don't want to ruin our long-time friendship, but I'm going to hang up the phone because my anger is going to get worse." So I hung up the phone. The next day I get a phone call and there were two students on the Search Committee. The two students had been with a close friend of mine and they had dinner at his house. They got talking about the Search Committee and they said that on Saturday they had pared the list down to eleven and the thing they couldn't get over is that all of Swede Johnson's friends didn't say a word. My friend said, "What do you mean, they didn't say a word?" "Well, when his name came up nobody said anything about him and he just got eliminated - nobody said anything positive about him." I wrote McNulty a letter and said, "Dear Jim: It's come to my attention that on Saturday my candidacy came before the Board and unlike your report of the meeting, my report is that you did not utter one voice of support for my candidacy and neither did anybody on the Search Committee and therefore I was eliminated." _____ tell me who some of these people are that are so much better. When he mentioned Gary Munsinger, I went into orbit. I said, "Gary

Munsinger is better qualified, McNulty?" He said, "Well, I did the best I could." I said, "Well, you must not have done very much because you left him in and I'm out." That's when I said I'm going to hang up the phone for my_____. But anyway, in my letter I said, "I want you to respond to my question. Did you support my candidacy when it was before the Search Committee on Saturday? If I don't hear from you within a two-week period, you will no longer be representing my family." (My mother had died in the meantime - no she was still alive, she was in the nursing home because Chip Martin Gentry came out and tried to smooth her over.) "You will no longer represent the Johnsons and I want all of the Johnson files to be delivered to the office of Mesh, Marcus and Rothchild here in Tucson." To this hour, Pete, I've never heard another word from Jim McNulty. Of course, that's what they did. Why did they do it - why did they abandon me? Unlike when they hired Russ Nelson to be President of ASU, they went against Bruce Babbitt in that instance. McNulty was Chairman of that Search Committee also and he called me and told me who the two finalists were and he said, "What do you know about them?" I said, "I know that Babbitt wants somebody else but we're going to go against Babbitt and we're going to name Russ Nelson as President." Then skip ahead to the next year, now it's Schaefer's out as Sid Woods told somebody, the great experiment failed, we're now going to move on to something else.

Dewhirst: They really did, didn't they?

Johnson: Oh yes, they sure did. So they didn't go against Bruce Babbitt in this instance and why do I know this? Well, two things. One, I heard that Bruce was not a Swede Johnson supporter so I sent Carl Eller to see Babbitt. And, true, Babbitt said, "No, I don't want Swede to be President of the University. He hasn't got enough standing academically and he named some stuff. I just don't want him President." Eller called and said, "Swede, I didn't move him a bit." See, I had supported Mo Udall through thick and thin. In fact I put on the biggest fund raiser Mo had ever had. I put 1,200 people in the convention center for his dinner one night, the largest fund raiser - I was chairman of that dinner. We had Gardner, the old boy, the Secretary of _____ come and we

put on - Pete, you probably were there that night.

Dewhirst: I don't recall.

Johnson: We put on a hell of a show. Anyway, I've supported Mo since 1947 when he ran for Student Body President. Of course I was going to run for that Congressional seat until he decided to run for his brother's seat and I knew I couldn't beat the Udalls and the Kennedys, so I backed out. Anyhow, I still supported Mo, and as I told you, I put on the biggest fund raiser for him, and always supported him. I've never asked Mo Udall to do one thing for me ever. I asked him to go to Bruce Babbitt and to get Babbitt to stay out of the search and let the chips fall - but don't be an influence on an anti-Swede in the candidacy. Then I started looking for Mo because I was back there on some _____ and he kept avoiding me. Finally, and this was in the fall of 1980, I went to him - _____ I was always in his office, I said to Mary, "Where the hell is Mo, he keeps avoiding me?" She said, "Well, Swede, he's over there holding a hearing in the Interior Committee's hearing room over in the next building, the Rayburn Building." This was about 11:00 or 11:30 o'clock and I said, "I'm going to go to New York this afternoon. I'm going over there and wait for him." I went there and I waved at him so he'd know, by God, that I was there. I said, "Mo, I haven't got much time, I got to go to the airport and I'm going to New York, but I want to know one thing. Did you talk to Babbitt?" I knew he was supposed to see him the weekend before. "Yes, I talked to Babbitt." I asked, "What is the result of your talk with him?" He said, "I think I have neutralized him." When a politician gives you such a wishy, washy "I think I have neutralized him," I knew then that Babbitt was still in control. Mo could have moved him. I haven't got time to go into all that, but he had to have Mo's support for a couple of things he was getting ready to do as Governor. Mo did not deliver, McNulty did not deliver, why didn't they deliver and go against Babbitt? McNulty wanted to run for Congress but he wasn't going to trade a New Mexico resident for a Governor's support to _____ although I came back and campaigned for his opponent - we beat his ass. So I got my digs on him. But why didn't - I've never known why Mo didn't move him. Maybe Mo wanted something from Bruce that I didn't know about. We know he

wanted to run for Congress and he wanted Babbitt's support. Who did Babbitt want? He wanted Ann Reynolds, the woman who later became Head of the California State University System. She was his candidate up until ten days before they named her and then that's when they got stuck with that famous five - Koefler, the guy from Santa Barbara, the guy from Davis - you know what I mean - and you could put them all in a sack and put them in a, but that list was contrived to make Ann Reynolds, and she was the Provost at Ohio State, you see. Why did Bruce Babbitt abandon her ten days before she was to be named President of the University of Arizona? I don't know - that's the great mystery. Bruce Babbitt was determined he was not going to let me be named and the Regents let him pull it off.

Dewhirst: Swede, I know you want to leave before too long. Let's do this. Let's spend a little bit of time on the Coors thing. Is that okay? You left New Mexico in 1985 and went to Coors in what position?

Johnson: My first time was Vice President for Public Relations. They later didn't like that because they felt that was a little too _____ Coors thought that was a little too, oh gross, so then they named me Vice President for Corporate Affairs. Then my current title is Vice President for Public Affairs. You know, Pete, it don't make - what they call you - but they've changed my title three times, but primarily I do the public relations, government relations for the Coors company and it's been a marvelous experience.

Dewhirst: You had a significant role, I'll say impact, in the establishment of the Colorado Rockies and their appearance in Tucson as a Spring Training type thing, did you not?

Johnson: Oh, yes. Heavily involved, in fact I was on the Board of Directors of the Coors Brewing Company when we decided to put the \$10,000,000 into the Rockies to bring - you see at that time the franchise where the two National League franchises for baseball were going to go was very much up in the air. They had Ohio people _____ but not many Colorado. So we stepped to the plate and once we got the designation that we were going to be one of the two franchises issued, of course, then we went to work and put together a package and the new field which will be ready in April, 1995, will be known as Coors Field. And then I was really - when Cleveland announced the fact that they were

leaving Tucson, I really wanted - I thought it was a natural tie-in for the Rockies to be a part of Spring in Tucson. You know Ohio people go to Florida, they don't go to Arizona and we never did develop much of a tie even though - was it 1948 when Cleveland came to town? Even though with all those years there never was a relationship. Nowadays when people know more about Tucson than Denver, then they know about this Colorado thing. It was just a natural tie-in and we were then and are today very, very instrumental in what happened.

Dewhirst: I thought you were. I can see that you probably had some hand in the establishment of the new Women's Professional Ball Team.

Johnson: No, not really. I had involvement with - you see, women's programs reported to me up until January of this year.

Dewhirst: I see.

Johnson: We did a lot of women's programs but the women's baseball really came out of the creativity of the _____ group out of Knoxville. I had nothing to do with that, Pete.

Dewhirst: Let me cover another thing that, to me, is important to this record in addition. That is, you may have left the University of Arizona in 1977, there's no question but that you supported it strongly prior to the time you left, but I know that you have spent tremendous amount of effort, time and money in supporting the University of Arizona since you left while you were at New Mexico and while you've been at Coors - throughout your life you have. I know, in part, the College of Agriculture has benefited from that - not only in terms of money but in terms of your presence at times when it was appropriate to be here. For example, when Prof. Stanley died and you gave the eulogy to Prof. Stanley. When we have our breakfasts, or whatever they are, you're there and you are a big reason that a lot of people come to the things. There's no question about that. Or if you talk about the money that you have annually contributed to the College of Agriculture and to other parts of the University - I don't know all that and don't necessarily think that is important here, but the fact is that you have continued to support the University through thick and thin - that's what it amounts to.

Johnson: That's very true. I'll continue to.

Dewhirst: I know you will.

Johnson: My family has been so intertwined with the University that we just think about it as part of the family. As I say, it started when I was about ten years old and it's continued now for 55 years. It's been a labor of love, Pete, all the way through. Well I enjoyed this. It's good to visit with you. Brought back a lot of old memories I haven't even thought about in a long time.

Dewhirst: Let me say this. If you decide that there are other things that you'd like to see in this, we can schedule another time if you want to.

Johnson: We'll see how it goes.

Dewhirst: In the meantime, I will stop this

end of side 2, tape 2