

Signs of Sun City's Past by Ed Allen

1961 – The search for a doctor ...

Del Webb realized that a senior community would need a doctor. Ads placed in national medical journals produced zero inquiries so Webb hired an employee for one purpose: find the community a doctor!

The search led to Dr. Robert M. Stump. He had spent years traveling the dirt roads of northern Arizona making house calls before moving to Phoenix. The small, 500-resident Sun City offered a slower pace and an attractive place to settle.

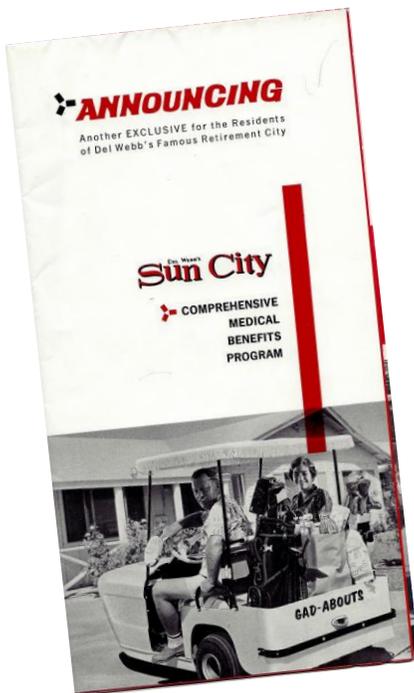
...and the drive to get rid of him!

One problem – Dr. Stump was raising a 10-year old son. A group of angry residents gathered the community three times to vote the doctor and his son out of town. But cooler heads prevailed, and the majority decided to bend the rules in this one

instance. Dr. Stump would continue to serve Sun City residents for the next two decades.



This \$75,000 clinic was built at 10802 Oakmont Ave. for Dr. Stump (right). A dentist soon followed and space was provided for specialists who came from Phoenix on a regular basis.



Early insurance predated Medicare

Del Webb had a strong interest in healthy living. Early in the 1960s, the Webb Corporation offered homebuyers hospitalization insurance for as little as \$7 per month!

How costs have changed! Imagine hospital room and board for \$10/day – or \$250 to remove a prostate! Insurance was offered through Continental Casualty of Chicago, IL.

When Medicare began in 1966, the insurance continued to be offered to buyers under 65, and as a supplementary plan for those 65+. As Medicare coverage became more common, and many retirees and younger adults had employer-sponsored plans, the Webb program was phased out.

High Potency – Vitamins, not Viagra!

“I’m always looking for ways to make those fifty-plus years the best years,” said Del Webb. Good health was fundamental and to that end, Webb offered the VITAMONTH CLUB.

For \$2.95 a month, residents could receive a 30-day supply for two of important vitamins supplemented with essential minerals – 20 ingredients in all.

HIGH POTENCY FORMULA

MULTIPLE VITAMINS SUPPLEMENTED WITH ESSENTIAL MINERALS

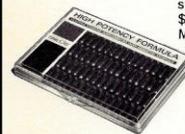


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VALUE

GIFT CERTIFICATE

\$2.95
VALUE

Please send me a FREE 30 DAY supply of Sun City Vitamin Tablets for two and enter my name as a trial subscriber to the VITAMONTH CLUB. This entitles me to receive a fresh 30 day supply for two each month at the money-saving cost of just \$2.95 – to be charged to my account – effective the SECOND MONTH of my membership.



It is understood that I may cancel whenever I wish or continue for as long as I choose. There is no obligation to continue . . . no penalty when I cancel. In any event the 30 day supply of Sun City Vitamin Tablets for two is mine FREE.

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