

ESCAPE

Llamas lead wranglers on wild and woolly chase in Sun City



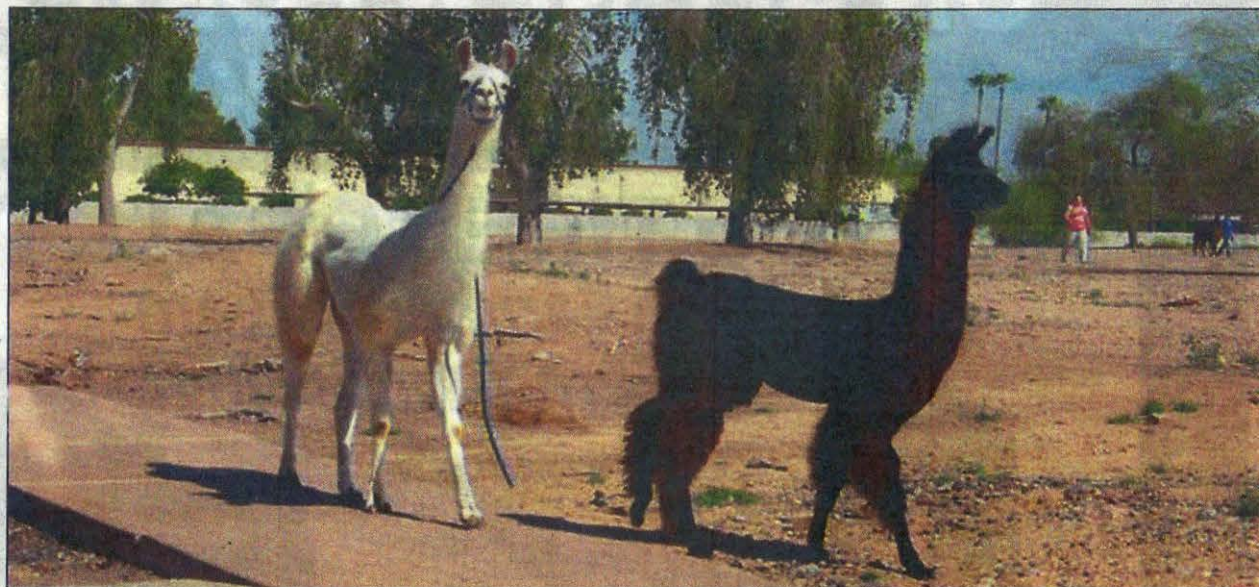
In this image taken from video and provided by abc15.com, men lasso one of two quick-footed llamas after they dashed in and out of traffic before they were captured Thursday in Sun City. [AP Photo/abc15.com]

By Jeff Grant
DAILY NEWS-SUN

It was supposed to be a chance for a group of assisted living and independent living residents to see lovable, friendly exotic animals up close.

But Thursday's visit by Cop'Er Star Llamas and three of its animals to GenCare Sun City at The Carillons on Royal Oak Road turned into an unexpected international media event after two of the llamas bolted as the event was winding down. The animals led pursuers through nearby neighborhoods on a chase lasting nearly three hours that drew national media coverage and spawned a wave of chatter on social media. It also gave resi-

» See Pursuit on page A6



The llamas head toward Grand Avenue after escaping. They never make it to the busy thoroughfare however as volunteers help Cop'Er's Llamas co-owners keep them away from the highway. [Jeff Grant/Daily News-Sun]

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DAILY NEWS-SUN

Pursuit

» From page A1
dents a rare show.

"We haven't had this much excitement in years," exclaimed Janice Pledger, 72, who lives on Thunderbird Road, about a quarter-mile from The Carillons.

The llamas' owners, The Carillons staff and volunteers, residents, members of the public and Maricopa County Sheriff's Office deputies all pursued the pair — a 4-year-old adult llama named Kahkneeta and a 1-year-old named Laney. Cop'Er Star Llamas co-owner Bub Bullis estimated the adult weighs 250 pounds while the baby is about 120 pounds.

An unidentified man lassooed them one at a time about 20 minutes apart, starting at 1:40 p.m.

There were no injuries to either the llamas or the public, said MCSO spokesman Lt. Brandon Jones.

"It was pretty crazy. We were concerned for the safety of the llamas as well as them causing an accident and hurting somebody," Jones said.

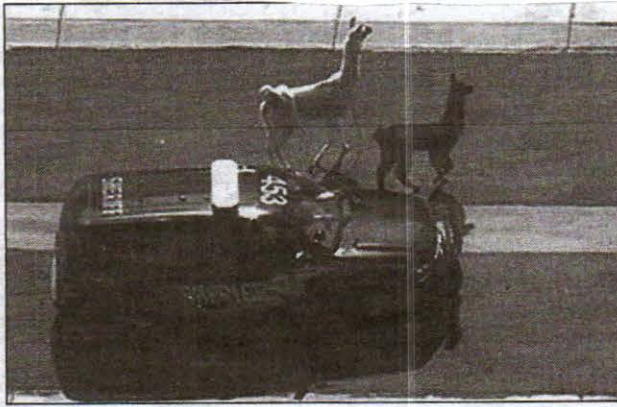
The incident unfolded around 11 a.m.

A former llama owner, current resident of The Carillons and friend of Bullis and his wife, Cop'Er Star co-owner Karen Freund, had asked the pair to bring their llamas to the assisted living and independent living facility. The three llamas had been visiting with residents and were back in their trailer, when a few who had missed seeing them asked if they could be brought back out. Bullis and Freund complied.

That's when the trouble started.

"We usually try to keep a tighter rein on them, but unfortunately let a guy walk her in, and she pulled away from him," Bullis explained.

At first, the chase was confined to a large vacant lot ad-



A Maricopa County Sheriff's vehicle tries to herd the two llamas. [AP Photo/abc15.com]

acent to facility.

After about 50 minutes of unsuccessfully trying to capture the animals, the MCSO was called for help. Three deputies each in marked vehicles showed up, but along with other participants in the pursuit, could not rein in the llamas.

"Llamas won't hurt anyone; they won't attack; they're more curious than anything. When they were running, people got nervous. After a while, they got more spooked and overworked, and then it became more difficult," Bullis said.

By that time, television news helicopters had arrived and were hovering overhead, and the llamas made their way along local streets to Thunderbird Road — first heading toward 99th Avenue, then back the other way in the direction of Del Webb Boulevard. On several occasions, pursuers were able to get within a few feet of the animals, only to have them suddenly bolt, prolonging the chase.

"All of us (were) focused on keeping them off Grand Avenue, so they (didn't) get hit by a car or a train," said Stephanie Schmidt, The Carillons community relations manager who took part in the search.

As the llamas headed along Thunderbird Road, individuals were tweeting about the incident on Twitter and posting messages on Facebook as well as other social-media outlets.

Individuals used various methods to try to stop the llamas, most often waving their arms or walking up to the animals — all to no avail.

Finally, around 1:40 p.m., an unidentified man using a lasso was able to toss it around Laney outside the Recreation Centers of Sun City's Lakeview Center near Thunderbird and Del Webb Boulevard.

"We cornered (her) and caught (her) in the recreation area. We were just hands up in air, moved slowly in," explained Sun City resident John Rowin, who helped the man with the lasso.

About 20 minutes later, Kahkneeta was captured along Santa Fe Drive between 103rd and 105th avenues.

Tom Cadden, public information officer for the Arizona Game and Fish Division, said the agency can respond to such situations, but it routinely would not get involved in a case with llamas.

"They're not on the list of restricted wildlife; they're considered domestic, in the same category as livestock. We don't have the authority or jurisdiction to manage them; they are someone's private property. MCSO did contact animal control, but we didn't have anyone immediately available," Cadden said.

Game and Fish personnel could have used tranquilizers to stop the animals, Bullis said. However, Cadden

LASSOING A LLAMA: A TIMELINE

For the better part of three hours Thursday, social media was plastered with posts, teeming with tweets and generally buzzing with comments about a pair of escaped llamas in Sun City. For most of that period, the Daily News-Sun was following the moves of Kahkneeta and Laney as they ambled through the neighborhoods around a portion of Thunderbird Road, eluding capture. Here is how it unfolded (times are approximate):

10 a.m. — Three llamas and the co-owners of Cop'Er Star Llamas, Bub Bullis and Karen Freund, arrive at GenCare Sun City at The Carillons to begin a visit during which facility residents are allowed to pet the animals and learn a little about them.

11 a.m. — As the llamas are being led from their trailer back into the facility for a group that missed the initial appearance, one of the residents is allowed to take the rope and walk the llamas inside. Something startles the animal, and it breaks free from the individual and bolts outside. Cop'Er Star personnel and volunteers give chase, following the animals out. They begin holding their arms straight out in an effort to guide the llamas to someone who can corral them.

11:20 a.m. — A reader contacts the Daily News-Sun's offices at 10102 W. Santa Fe Drive, less than a half mile from GenCare Sun City at The Carillons, to report a pair of llamas are running loose near the assisted living and independent living facility off Royal Oak Road. The caller reports the incident began as a "show-and-tell" type event but that something went wrong.

11:30 a.m. — Grabbing a camera, notebook and pocket recorder, a reporter makes his way to the scene. He spots the llamas in a large vacant lot off 103rd Avenue between Santa Fe and

Thunderbird Road, parks and heads to the portion of the lot where the llamas are to take some pictures and try to talk with those involved in attempting to capture the animals.

11:50 a.m. — The effort to capture the animals has gradually expanded from about a half dozen individuals to around 20, as workers from a nearby buildings and more personnel from The Carillons join in.

11:55 a.m. — Personnel at The Carillons notify the Maricopa County Sheriff's Office that they, along with volunteers, Bullis and Freund, need assistance capturing the llamas.

12:10 p.m. — Television news helicopters begin arriving and positioning themselves overhead and start videotaping the proceedings. The llamas soon move along Royal Oak Road toward Thunderbird Road. While Thunderbird is a busier street, it means the llamas are moving away from Grand Avenue, a much more heavily used artery.

12:30 p.m. — The llamas continue to roam along Thunderbird Road, periodically stopping traffic as MCSO personnel try to stay close in their SUVs. Social-media sites, including Twitter and Facebook, are carrying posts updating the public on the pursuit.

1 p.m. — The llamas reach Del Webb Boulevard and Thunderbird, where they head down the street and then into the lawn bowling area. Spectators have begun to gather along Thunderbird to watch the activity.

1:40 p.m. — Three Sun City residents, one with a lasso, capture the smaller of the two llamas, Laney, on Lakeview Center grounds at Thunderbird and Del Webb. Shaking from running and thirsty, Laney enjoys a long drink of water and some refreshments by her owners.

2 p.m. — The larger of the two llamas, Kahkneeta is captured by a man with a lasso standing in the bed of a pickup truck along Santa Fe Avenue near 105th Drive.

said the agency will not take that step unless the loose animal is considered an immediate danger to public health or safety.

While the episode brought national coverage from network television and numer-

ous social-media posts, local residents with a front-row seat were captivated by the episode.

"I'm from Chicago to visit my mom. I thought we were going golfing — she takes me on a safari," joked one man.

Film debuts to mixed Sun City reviews

By Rusty Bradshaw
Independent Newspapers

It was a perfect night for an outdoor movie and nearly 1,000 people turned out to see the U.S. premiere of a film shot entirely in Sun City.

The film "Playing Hooky: Getting Old Is Not For Sissies" played to mixed reviews at the Sun Bowl April 20. While the film, 99 minutes in length, drew laughs and applause from those who turned out, not all those who came to view the film stayed for the duration. Some who did stay were not entirely pleased.

"I thought there were parts of it that were cute," said resident Bill Pearson.

He was also pleased with the size of the crowd that showed up.

"I really expected about 50 people, mostly the ones involved," he said.

However, the portrayal of Sun City was not to Mr. Pearson's liking.

"There was footage shot of people playing pickleball and other activities that were not used," he explained. "It seemed to focus on the older residents."

Resident Jim Koopman believes Susan Gluth, a German filmmaker who produced and directed the movie, did a good job on the film.

"She covered the spectrum of growing old very well," he said. "She showed the fun you can have when you are retired."

After the film had run about 20 minutes, there was a steady exodus of residents leaving, and most had remarks similar to Mr. Pearson's. One man said he was embarrassed by the film and another couple simply shook their head and said it was not very good. A woman climbing the west ramp headed for the parking lot said Sun City was more fun than portrayed to that point in the film.

However, before the movie starting, Ms. Gluth, who made the movie in hopes it

See Film — Page 6



Independent Newspapers/Rusty Bradshaw
Joelyn Higgins, right, talks about RCSC's involvement in the filming while Paul Herrmann, Sun City Visitors Center, and Susan Gluth, German filmmaker, listen before the April 20 showing of "Playing Hooky: Growing Old Is Not For Sissies."

EPENDENT

April 29, 2015

Film

Continued From Page 2

would have a theatrical release, said it was not a film about Sun City, but rather one about aging.

"It just happened to be filmed in this location," Ms. Gluth said.

She also explained nothing in the film was staged, but showed exactly what was filmed through her camera. Shot in something of a documentary format, the film was not narrated, but did include some interviews of residents. A small group of residents were the focal point of the film and showed them going through their daily lives in Sun City.

While he was pleased with the overall film, Mr. Koopman, who was featured in the film, said Ms. Gluth could have shown more of the RCSC facilities.

"That's a part of the aging process for us here in Sun City," he said. "But she did say it was not a film about Sun City."

Ms. Gluth said the film was shown in a number of film festivals in Germany and

other areas in Europe before coming to Sun City for the U.S. premiere.

"I wanted very much to show this in the Sun Bowl," she said.

Later last week, she was scheduled to show the film during a festival in North Carolina.

The filmmaker praised residents and Recreation Centers of Sun City officials for their help in getting the film completed.

"Without Paul (Herrmann, Sun City Visitors Center) opening doors, this would not have been possible," Ms. Gluth said.

Also drawing praise were Mr. Pearson, a former RCSC board member; Jim Sinclair, Sunshine Services; Rosemary Lynch, Sun City PRIDES; Leta McCormick and Bill Dyer, both former Sun City Posse commanders; and Pat Burden of Coldwell Banker. Ms. Gluth also thanked, and introduced to the crowd, her group of "protagonists," as she called the residents featured in the film.

Ms. Gluth spent 10 years preparing, producing, shooting and editing the film, which was designed for theatrical release.

News Editor Rusty Bradshaw can be reached at 623-445-2725 or rbradshaw@newszap.com.

VF SC Publicity Independent April 29, 2015

Webb defending Sun Cities

Greedy, self-indulgent image not accurate, says spokeswoman

By Karen Kirk
The Phoenix Gazette

SUN CITY — Sun Citizens weathered the fallout from Arizona Republic artist Steve Benson's cartoon portraying them as selfish child-haters and are now enduring the heat from a recent study indicating that they are being subsidized to the tune of \$2.1 million by the county.

This is not the first time Sun Citizens' lifestyle has come under fire, and it probably will not be the last.

It is just another outbreak of skirmishes in the retirement communities' continuing battle to prove to residents of Phoenix and surrounding towns that they are not self-serving old fogies.

Sun Citizens are not alone in the trenches, however.

Officials of Del E. Webb Communities, the development company that built the retirement communities, say they have joined the fight to defend the lifestyle they created.

"There is an image problem in the Sun Cities. It's something we have to work on. We take heat for problems that don't exist, like the Benson cartoon that shows us as self-indulgent people who shoot kids.

"On radio talk shows, I hear people asking if Sun City really pays its fair share. Our public relations department is working hard to change that image," Webb spokeswoman Martha Moyer told the Northwest Valley Chamber of Commerce at a recent meeting.

Perhaps the thing that is most distressing to Webb officials is county residents' idea that Sun Citizens selfishly take their money without giving anything in return, a concept further reinforced by the county management-analysis office's study indicating that Sun City receives \$1.6 million annually in services and Sun City West receives \$507,331.

The study was requested by Supervisor George Campbell, who has encouraged the Sun Cities to incorporate to save the county money.

"It is a very frustrating issue. We are working on that. Studies are being done to prove to those in the Valley that people here pay their fair share.

"Groups like the Posse and the Pades save the county millions, but people don't think about those things," Moyer said.

She also said Webb officials would not conduct any studies to

dispute the county's report because that would be construed as self serving; however, she is confident that further investigation by the county will show that the Sun Cities contribute more than they take.

She also said that critics of the Sun City lifestyle don't consider the amount of volunteer work members of the retirement communities do for other county residents.

"There are countless people who are going outside of the community to help others. People volunteer in the schools and in Habitat for Humanity, helping build homes for people who can't afford to buy them.

"We need to tell these stories. Let's set them straight," Moyer said.

County officials and newspaper cartoonists are not the only ones critical of the Sun Cities lifestyle, Moyer said.

Many county residents also take a dim view of the retirement communities.

Marketing researchers interviewed a group of Phoenix retirees and a group of retirees from

outside the area and found that those who live outside the area thought more of the Sun Cities than the Valley residents.

"The Phoenix-based group of retirees talked about how depressing Sun City is. They said we have walls around it that keep people out and people who live here in.

"These people are spreading this word and they have never even been here. It's scary. One guy who is 72 years old said, 'I don't want to live in Sun City. It is for old people,'" Moyer said.

"People here don't curl up and die. The Sun Cities are for active people," she said.

Moyer blames much of the image problem on Sun City's decision to divorce itself from the Peoria Unified School District in 1974 — after defeating several bond issues the district needed to raise money for new schools.

"That was a bad PR move, but it was the residents' choice. We are developers. We don't dictate what the residents do.

"We provide homes and lifestyle; they do the rest," she said.

So far, the Sun Cities' poor reputation has not affected home sales, she said.

"In fact, if people think they are getting a good deal (being subsidized by the county), that's great for us. But it does create a real public relations problem.

"No one likes to have someone say he is not paying his fair share," she said.

SUN CITY INDEPENDENT

**British film
crews in Sun City**

For the two couple of weeks Betty TV, a British production company, will be in Sun City filming a television series about what young people can learn from fit and active seniors.

Up to four British participants, 18 to 30, will be staying with Sun City residents who will mentor them about living a fit and healthy lifestyle. A film crew will be accompanying the youths and mentors. The British youths will be doing what Sun City residents do, so other RCSC Cardholders may come across the group while visiting RCSC facilities. The British youths will be treated as any other RCSC guest and the film crew will be wearing identification that designates they are part of Betty TV.

No RCSC Cardholders will be displaced because of this project.

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NORTHWEST HERALD

Close to home!

Who was Del Webb?

Publication	Northwest Herald
Date	January 30, 2006
Section(s)	Opinion
Page	

Del Webb had money and fame in 1960 when he decided to risk it on something that never successfully had been accomplished, historians said.

Now his name graces street signs and entrances to Sun City Huntley and dozens of other developments across the country.

"They bet the company on retirement communities," said Edson Allen, president of the Sun Cities Area Historical Society in Arizona. But all fears were erased at an open-house for curious senior citizens.

"They ran out of order pads," said Allen, who has a Time magazine from August 1962 with Webb on the cover. "They sold 237 homes that first weekend. It's just an amazing, instant success story."

But decades of hard work preceded Webb's biggest success, Allen said. Webb, who died in 1974, was a high-school dropout with passions for carpentry and baseball when he arrived in Phoenix in 1928.

When a contractor abandoned a project for a grocer named A.J. Bayless, Webb finished the job. Within a year, he created Del E. Webb Corp., building it into a prestigious firm that contracted projects such as Luke Air Force Base in Arizona and New York's Madison Square Garden.

Webb's success went past construction. As co-owner of the New York Yankees from 1945 to 1964, the Bronx Bombers won 15 league pennants and 10 championships.

"He was a visionary," Allen said. "For a high-school dropout to go on to become co-owner of the New York Yankees is just a fantastic story in itself."

- Tom Musick



Sunday, October 18, 1992

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The Dallas Morning News

Section F

Land of Golf Carts



If the Sun Cities have a symbol, it's the ubiquitous golf cart.

Sun City West's Rhythm Tappers always sell out their shows in the community's Sundome. They've also performed in Australia and Japan.



Good Times

Why would anyone move where the average age is 62 and fun for some is early morning litter patrol? To live young, of course.

By Leslie Barker

Staff Writer of The Dallas Morning News

THE SUN CITIES, Ariz. — In this desert valley setting, tricycles are as scarce as snow-capped mountains.

Here, retired people surround themselves with retired people — most white-haired, most grandparents, most old

enough to remember the Depression and the novelty of television. They've all come here to stay young.

"Age doesn't mean anything here," says Ray White, 81. "No matter what you want to do, it's here. It's one way you don't grow old. People here don't think about getting old."

On this sunny September day, Mr. White sits in the office of R.H. Johnson Recreation Center, wearing shorts and getting ready for his weekday workout.



Anna Andel manages her son's card shop, one of Sun City's 350 businesses.

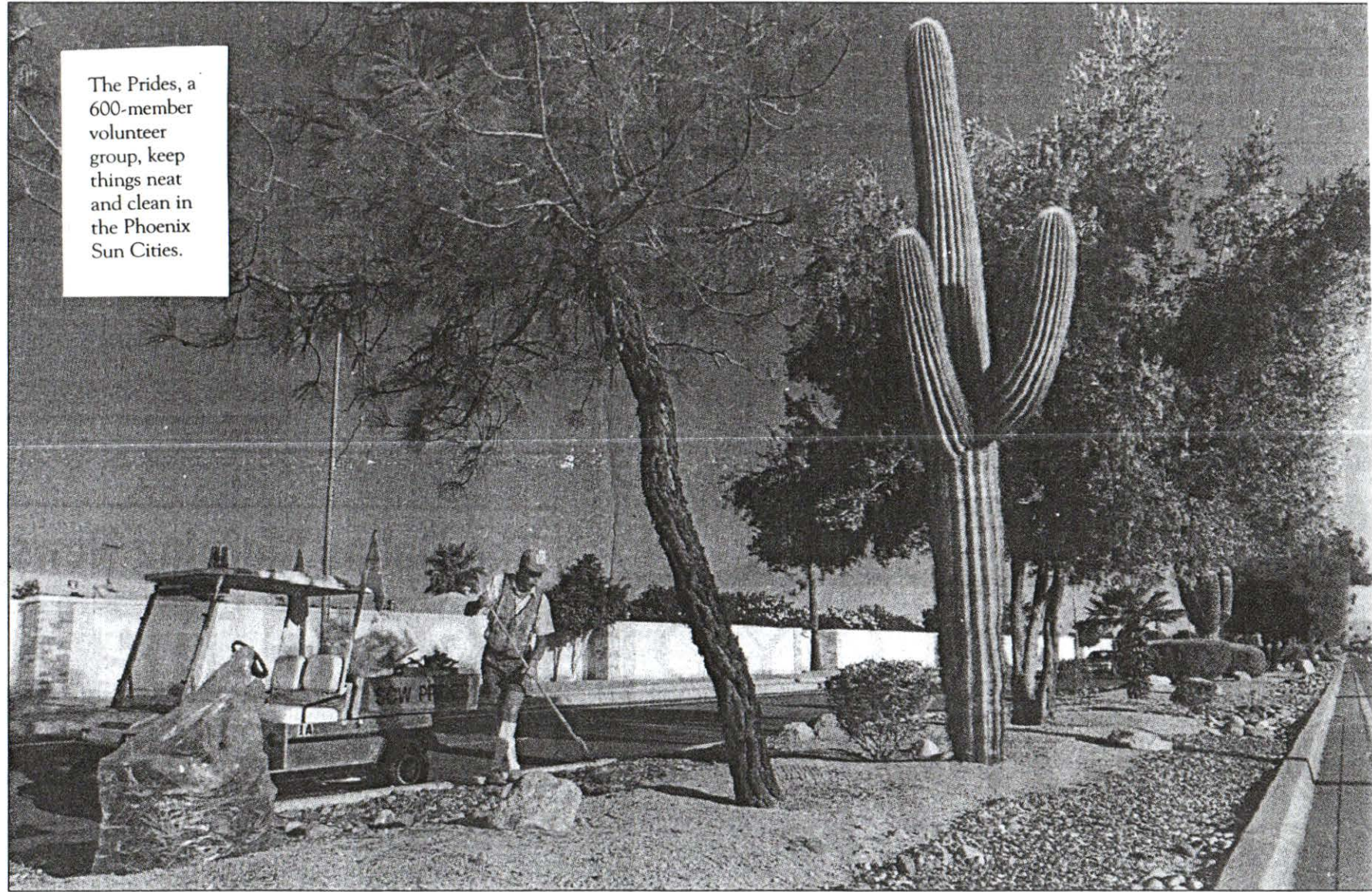
A plate-glass window away, a dozen men and women in the spacious gym bench-press and bicycle in place.

"In other cities," says his friend Gene Jaglowski, 76, "people look at you very sorrowfully and say, 'Are you sure you can walk to church?'"

"We're not treated as invalids or old people here," Mr. White says. "We're treated as human beings. When you're back in those places and you're our age, they treat you like old people, and you begin to feel old. People like us — we couldn't walk around like we do, wearing shorts and all. They'd say, 'Look at those old fools.'"

Mr. White has lived in Sun City West, population 26,000, Please see SUN on Page 4F.

The Prides, a 600-member volunteer group, keep things neat and clean in the Phoenix Sun Cities.



Sun Cities residents say they don't feel old

Continued from Page 1F.

since 1978. Before that, his home was four miles closer to Phoenix, up Bell Road, in Sun City, population 45,000. That's the original Sun City, the one developer Del Webb built in 1960. In 1979, when the last house was sold, the company moved out and concentrated on selling homes in Sun City West, which had opened the year before.

In addition to the Phoenix properties, there are now Sun Cities in Tucson, Ariz., and Las Vegas, one under construction in Palm Springs, Calif., and another planned for the Texas Hill Country.

Juniper and live oak trees fill the proposed site 30 miles west of Austin. Red Brangus cattle roam the property. Houses will overlook the Pedernales River, and hiking trails are planned amid the bluffs.

It arguably will be the lushest of all the Sun Cities. In the Phoenix developments, where Del Webb began his old-age empire, green is limited to cactus — stately saguaros, spiky yuccas, obese barrels. And in the interest of no-fuss yards, lawns are more often gravel than grass. Sun City Austin may look different, but the lifestyles there will essentially be the same as those established 32 years ago in Arizona.

Not retiring types

Parking spaces in the Sun Cities near Phoenix are reserved for golf carts, which cruise leisurely and legally throughout the properties. Garages of some houses are oversized to accommodate the carts. For \$670, residents can play as many rounds of golf as they can cram into a year.

The subdivisions resemble sophisticated summer camps for the over-55 set. Year-round, residents can play golf and bocce, weave baskets, make jewelry, learn calligraphy, paint china, volunteer, sew, swim and speed-walk.

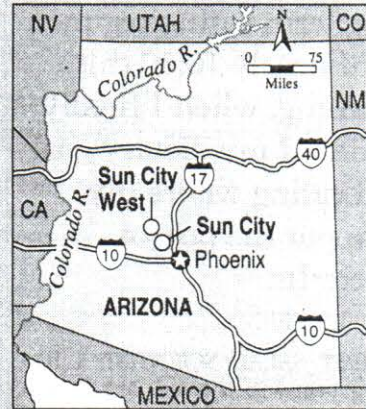
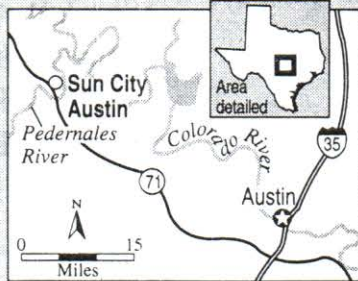
"If you're bored," the often-heard admonition goes, "it's your own fault."

Eleanor Schwartz says it, although she admits that her first reaction to the words "Sun City" was, "Ooooh. Old people."

Now she belongs to the Rhythm Tappers, a group of tap-dancing residents who have performed in the Soviet Union, Australia and Japan. Their twice-yearly performances at Sun City West's Sundome always sell out.

The group practices Saturday mornings at 10. Ten minutes before practice, Mrs. Schwartz and two fellow tappers, all dressed in black leotards, arrive at the recreation center. They're wearing sparkling pins with the numbers "5,6,7,8" — tap dancing, one explains, begins at the count of eight.

SUN CITY SCENES



If all goes according to plan, Del Webb's next Sun City project will be 30 miles west of Austin. It will join five Sun Cities affiliated with the Del Webb Corp. — two in Phoenix, one each in Tucson, Ariz., Las Vegas and Palm Springs, Calif.

Although the company built Sun City Center in Tampa, Fla., and Sun City in Riverside, Calif., they're no longer a part of Del Webb.

Here are some facts about the Sun Cities near Phoenix:

- The typical Sun City resident is a 62-year-old retired professional with a net worth of \$350,000 and an annual income of \$35,000.
- More than 20,000 Sun Cities residents volunteer regularly, donating a total of about 2 million hours every year.
- More Sun City residents are

from Illinois than from any other state. People from 50 countries and all 50 states live in the Sun Cities.

■ Annually, Sun Cities' 65,000 residents spend \$200 million on retail purchases. They have more than \$2 billion in local banks.

■ Two-thirds of residents play golf on one of the Sun Cities' 17 courses. Last year, they played a total of 1 million rounds of golf.

■ The Sun Cities' medical facilities include two hospitals and several nursing homes. A 196-unit apartment house offers varying levels of such services as housekeeping and meals.

■ Recreational facilities include centers with weight rooms and Olympic-size swimming pools, bowling alleys, tennis courts, running/walking tracks and craft buildings.

"When I learned about the group, I thought, 'These old ladies are tapping. Oh, brother,'" says Mrs. Schwartz, 72, who lives in Sun City West. "Then I saw them and signed up."

When Darlene Bricknell retired from her job as a bank executive, her friends thought she'd be bored silly. She hasn't had time, she says. She swims, frequents the library, bowls Friday nights and sings with a group called the Westernaires.

"You look at your peers and say, 'Hey, if I can do at 75 or 80 what they're doing, I'm going to keep going,'" says Mrs. Bricknell, 64. "Instead of saying 'retire,' we say, 'reconstructing your life.' You're doing what you looked forward to all your life. If you don't use it, you lose it."

The Sun Cities' average resident is 62 years old, but people don't sit around discussing age and the ailments it often brings. They don't dwell on death. They drive by the funeral home in Sun City West and the cemetery in Sun City. Most have had

friends die.

"People don't worry about death so much out here," Mr. White says. "It happens. As you get older, you know you won't be here forever. There are so many here who have experienced death. In other places, once somebody dies, people stay away. Here, they gather round."

After Mrs. Schwartz's husband died last May, she decided to stay in Sun City West instead of moving back to Akron, Ohio.

"That chapel was filled," she says, "and we'd only been here four years."

'No kids around'

Sun City actually was the Phoenix area's second community for seniors. The first, Youngtown, is adjacent to the property Del Webb developed.

"Youngtown was a little retirement community in the middle of nowhere," says Ken Plonski, director of public and community relations for the Del Webb Corp. The late Mr. Webb, he says, realized Youngtown was missing a key element — "a lifestyle component. He wanted to give people something to do when they retired."

Living around people in a similar age bracket often loses its appeal after college. Some can't imagine a neighborhood without toddlers, teen-agers or twentysomethings. Others come here for the camaraderie that such an arrangement affords.

In 1989, the American Association of Retired Persons conducted a housing study of 1,514 adults past age 55. Three-fourths of respondents preferred a neighborhood with people of all ages. Of those who lived in retirement communities, 11 percent said they would prefer a better mix of ages. Fifty-five percent had no complaints.

"As the study showed, people really need the influence of other ages," says Lorraine Clark, workforce programs representative for AARP's Area 7, based in Dallas. "Almost everyone responds to babies and older children. As you get older and bones become more brittle, you may feel skittish around them, but we all love the continuance of hu-

manity we see with children."

Mrs. Bricknell and her husband never had children, so living only with people over 55 never bothered them, she says.

"People here are friendly," she says. "We made more friends in a year here than we did in 20 years in Idaho."

Edward Goralewski and his wife moved to Sun City West from Rochester, Mich. They wanted to get together with people in the same age bracket, he says.

"It's quiet," says Mr. Goralewski, 78. "No kids running around."

Negative feelings

At 6:30 a.m. on a September Saturday, Mr. Goralewski walks the medians of R.H. Johnson Boulevard. Using a large pair of stainless-steel tongs, he snatches up stray cigarette butts and tiny pieces of paper.

Up and down the boulevard, about 20 other residents wearing fluorescent orange vests trim cactus and repair the automatic system that sprinkles the saguaros. The 600-member volunteer group calls itself The Prides, and Saturday mornings year-round, they keep the Sun Cities clean.

At this hour, they're already sweating. George Nimmo, 66, wipes his forehead as he trims plants south of Whispering Oaks Drive. He's not much of a joiner, he says, but wanted to be part of The Prides.

Mr. Nimmo lived in Phoenix before coming to Sun City West four years ago. Some Phoenix residents, he says, don't have a very high opinion of the Sun Cities. Until he checked it out, he didn't, either. He used to hate riding his motorcycle through the community because people drive more slowly than they do in Phoenix, he says.

"Sun City had kind of a bad reputation," he says. "When it came to school taxes, they used to vote everything down. It was an undeserved reputation, I think. There's not so bad a reputation now, but as far as people in Phoenix go, they still figure these guys up here aren't quite with it. It's an old-fogey type attitude."

Jo Sonagere, 69, has sensed negative feelings, too.

"People who know us think we're great volunteers," says Mrs. Sonagere, who teaches reading and writing to Spanish-speaking adults in nearby El Mirage. Sun City residents volunteer through more than 200 service and civic clubs.

"But in Phoenix, our reputation has given us a bad name, like we're living behind walls, keep to ourselves, don't pay taxes. (Steve) Benson (the editorial cartoonist for the *Arizona Republic*) says we run over children on our bikes. He thinks he's being funny."

One of the most controversial subjects Mr. Benson has tackled relates to the reluctance of Sun City residents to pay school taxes. One cartoon he drew showed a golf cart driving up on a sidewalk where children were waiting for a bus.

"It was taking out several of them," Mr. Benson says. "There were skid marks on the sidewalk to the street and kids sprawled out with tread marks over their little bodies. The fellow driving the cart turns back with a scowl and says, 'Tax us, will ya?'"

Feelings against the cartoonist "run deep," he says.

"Sometimes I feel I should sit down with these folks and take them through a course in Humor 101. We all love these cartoons as long as they're kicking someone else's wheelchair down the stairs. But when it's ours, it's not so funny."

He sees his cartoons as reminders to Sun Citians that they're part of a larger community, he says, one to which they owe a sense of commitment and cooperation.

"It's not that I hate old people," says Mr. Benson, 38. "Great Scott. I appreciate the wisdom and experience and insight they have to offer. However, it doesn't immunize them from a little pointed jab now and then."

He rarely visits the Sun Cities anymore. He doesn't, he says, "want to be the first drive-by shooting by golf cart." And he definitely wouldn't want his parents to live there.

"When I go to Sun City," he says, "I see a sterile homogeneity that makes for great editorial cartoons, perhaps, but less than ideal living conditions."

is nonexistent, and though there are occasional burglaries, it's not the most common offense. Golf club theft is.

One reason for the low crime rate is the Posse. These 400 volunteer residents wear uniforms and cruise the Sun Cities' streets 24 hours a day in 20 patrol cars they raised money to buy.

Two hospitals, operated by the nonprofit Sun Health Corp., specialize in such age-related illnesses as heart disease and Alzheimer's. Day care centers on the properties help Sun Citians with spouses unable to take care of themselves.

Across the street from the Sun Cities, residents shop at strip shopping centers. In Sun City West, The Crossroads has a travel agency, supermarket, hardware store and golf-cart shop. Up and down the four-lane road are a half-dozen fast-food restaurants. Throughout the 7,000 acres are synagogues, churches and a variety of banks and savings institutions.

Sun City's 350 businesses include grocery stores, medical offices and a card shop called GT's Hallmark. GT is George T. Andel, whose 82-year-old mother, Anna, manages the business. The store's five other employees also live in Sun City.

"The atmosphere is different here," Anna Andel says, taking a break from her eight-hour day. "I'm not speaking of the air you breathe. I'm speaking of the people. . . . People are very caring here. Because we're older, we've learned to evaluate clearly what is important and what is not important."

The right age

Residents in Sun City and Sun City West admit that a rivalry exists between the two. Sun City has a reputation for having an older and more established population. Some in Sun City West interpret that as "fuddy-duddy."

"Sun City's where the old people

live," says Earl Mizell, 75.

"People say, 'Oh, you live in old Sun City?'" says Harriet Edwards, 75. "I say, 'No. I live in Sun City proper.'"

JoAnn and Herb Hill from Peoria, Ill., are renting a house in Sun City from Nov. 15 to March 15. The community is more "mature and run-down," says Mr. Hill, 68, but the prices are better.

Sun City's houses, the newest 13 years old, cost about \$50,000 to \$300,000. Sun City West's new homes cost from \$76,500 for the 1,130-square-foot Mesa model to \$203,500 for the 2,903-square-foot Scottsdale. Residents also pay annual homeowner fees of \$110.

Today, though the Hills don't plan to buy in Sun City West, they're touring its 14 model homes. If they decide to buy one, it will be built especially for them and will be ready within a couple of months.

The model homes are one-story and professionally decorated. Subtleties inside indicate that they're designed with the over-55 set in mind. Easy-to-push levers replace doorknobs. Higher electrical outlets keep residents from reaching down to plug something in. Every bathtub has a brass grab bar.

When the Hills first visited the Sun Cities eight years ago, they thought they were "way too young" to live there. They wanted to live around people of all ages, Mr. Hill says.

"We thought so," adds his wife, "until two young couples with dogs moved next door. Our neighbors have all left. We're one of the few who have retired and not moved."

E.J. and Dagmar Alexander stroll through the model home village. It's their third time to be here, and they're ready to buy.

"We have more in common with people our own age," says Mr. Alexander, 64. "My daughter said, 'Why do you want to move with all those old people?' I said, 'They're my age.'"

'Like a paradise'

Most Sun City residents are, in fact, white. Sam McGuire, 62, doesn't lament the lack of minorities. There are some, he says.

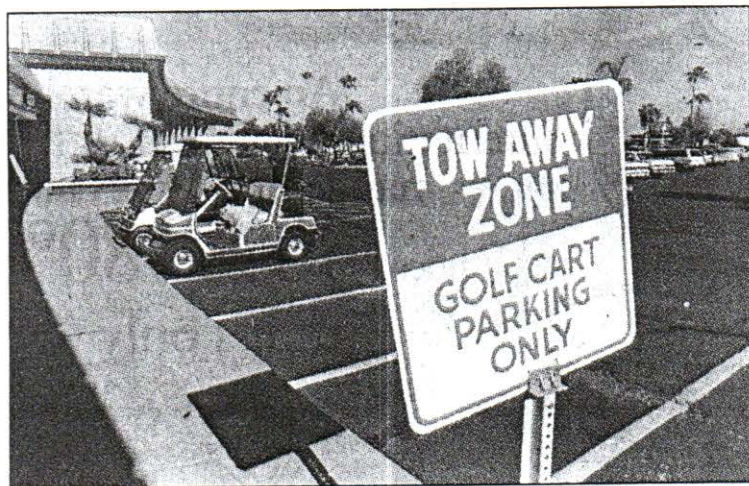
"Here, we have Polish people," says Mr. McGuire, who has just finished a daily walk with his wife. "Just pick up a phone book and see the types of people here. What you don't have here are Orientals, but I don't miss that kind of stuff."

The company has no statistics on the number of minorities, Mr. Plonski says, although the number is "very, very low." One reason, he says, is that when the Sun Cities were created, minorities had neither the financial strength nor the mobility they have today.

James W. Miles, one of a handful of African-Americans here, is spending this Saturday at the library in Sun City West. He says blacks do live in the Sun Cities, but most stay home and read. When they do mingle, it's at scheduled meetings with residents from their home states.

"In our lifetime," says Mr. Miles, 72, "there were problems integrating the neighborhoods we lived in. They wouldn't sell us housing because we were black. We had to get a local fair housing ordinance passed. Here, there's no discrimination in the purchase of housing. This place is like a paradise."

People are friendly, the sun shines seemingly forever, crime is low. Mr. Plonski says violent crime



Golf carts even have their own parking places in the Sun Cities.

SENIOR TIMES LEISURE LIVING

August, 1992

SUN AND SCENERY ARE NOT ENOUGH

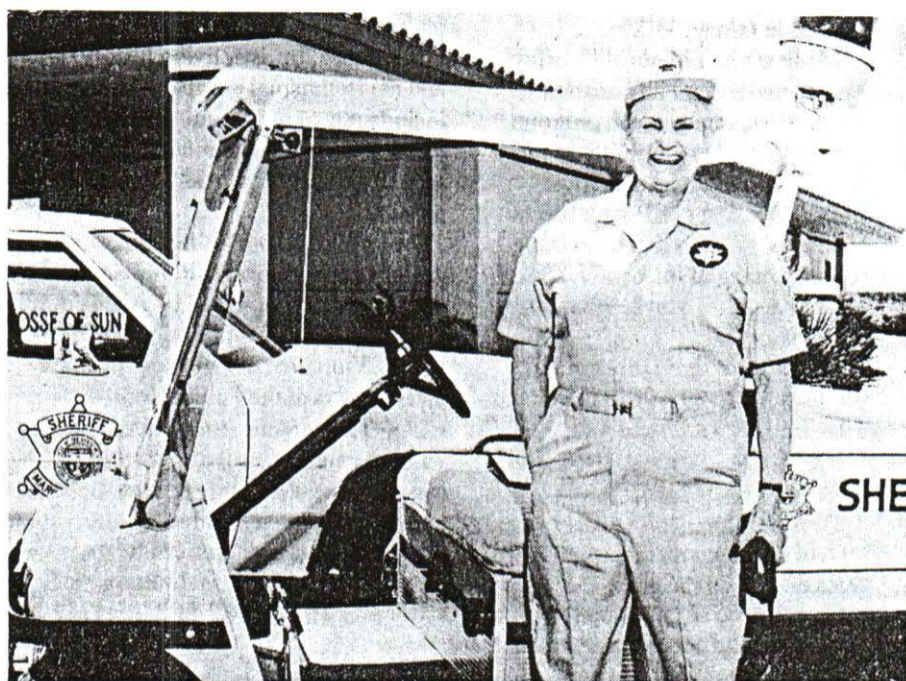
By Igor Lobanov
Mature Life Features

Psychologists and others emphasize that for older adults, especially, sociability is a key factor in not only staying fit but in living longer, happier lives. As one observer pointed out, "... for retired people who no longer have the support found in the workplace, social interaction becomes very important."

And, for many who develop and operate retirement communities today providing an active-lifestyle environment is a strong selling point for their marketing effort. The number and variety of activities available often is in direct proportion to the size of the operation — from a single apartment or condominium building to an entire community comprising varied housing arrangements, shopping centers, police and fire protection, a hospital and other necessities of everyday living geared especially to the older adult.

Among active-adult communities nationwide, Del Webb Corporation's Sun City West, on the sundown side of Phoenix, is setting an energetic pace — and providing an example for others in its broad scope of available recreational activities and volunteerism opportunities.

The month's activity calendar for the 21,000 residents may contain close to 250 listings and include virtually every conceivable type of pursuit. There are about 200 clubs, and their focus ranges from astronomy to woodworking, Jazzercise to silk flower making, choral groups, square and round dancing sessions, sychronized swimming and hatha yoga, French, Italian and Spanish speaking groups, and a host of sports



activities. If you're a model train buff, for example, there is the Railroad Club, housed in a 30-foot by 40-foot room where an impressive number of operating model trains roll along amid a beautifully-detailed town and countryside landscape layout, the whole complex lovingly maintained by the group's 62 members.

Anone can teach a class in a subject of interest. When a group of 25 people charter themselves as a club, the community's management will provide support.

Volunteerism is alive and well. Not everyone here is wrapped up solely in creating ceramics, singing acappella or swinging a golf club. Many direct their energies toward helping others for, as one resident put it, "this is the time (in life) to give back."

A 1991 nationwide study showed that

more than four out of ten people age 60 and older did some form of volunteer work. And, while most said they did it to help others, twenty five percent of them saw volunteering as a way of meeting and interacting with people. Churches and religious organizations topped the list for volunteering, followed by social service agencies. However, a survey of potential volunteers showed their second choice would be to help out in a retirement communities.

While thrift shops, a medical equipment lend-out operation and schools and churches in neighboring areas draw many volunteers, the most popular causes among Sun City West's residents are community security and preserving the environment of common areas.

Law enforcement and police protection

SEE PG. 14

OVER

SUN CONT'D FROM PG. 1

are handled by the local county sheriff's office, but these the officers are aided by a force of nearly 250 Sun City West residents who see themselves as perhaps akin to that popular symbol of volunteer citizen help in the Old West: The Posse. No more sweaty horses and dusty trail rides. The members of this posse patrol the streets in golf carts and slightly modified police cars, checking on homes whose owners are on vacation, and generally serving as the regular officers' "eyes and ears."

Often a husband and wife will serve as a team, so their 20 hours of "duty shifts" each month (in some cases, this means being on patrol in the middle of the night) becomes a commitment taken seriously. While most of the volunteers have received training in first aid, traffic-control and other police skills, they do not carry weapons and are instructed to avoid any direct confrontation with criminal behavior. Their mission is to observe and report any untoward activity to the regular authorities. Still, a few residents have requested and received advanced training as armed officers. Is the Posse effective? Residents cite one of the lowest crime rates in the country, with offenses usually limited to break-ins or theft from buildings under construction.

For Posse members, their sense of dedication is clear. As former merchant Norm Vadnoff, second in command of the Posse and with additional training as a weapon-carrying officer, put it "For 37 years I ran a retail store in the

Hells Kitchen area of New York City. I worked 60 hours a week and never had a chance to donate to the community. Now I can do it. It's a way to repay." Those who prefer to "give back" by helping preserve the appearance of their neighborhood join PRIDES (Proud Residents Independently Donating Essential Services). The 240 former doctors, lawyers, engineers and others are organized into committees, directed by a section monitor, that spend several hours each Saturday sweeping gutters, picking up litter, trimming bushes and fertilizing plants. Others spend time during the week watering the shrubs and trees. (As a water-conservation tactic, they periodically paint the trunks of orange trees white, to better reflect the Arizona sun.)

Sun City management claims the PRIDES save the county some \$400,000 a year in labor costs. Watching individuals at play and groups of volunteers at work, one is struck by the fact that, quite aside from the overall high level of physical health, the comraderie and banter is an important psychological element. No reclusive retirees here. These people are vitally-alive examples of the premise that the later years can be the best years.

As one woman remarked, "Our children can never get us on the telephone we're on the go so much." Those who still believe that retirement years mean one must lay back and let time roll by, need only read a note someone has tacked to the bulletin board in the Recreation Center that says, "We're not senior citizens, we're recycled teenagers."

Copyright 1992 Mature
Life Features

Woman's Editor Amy Landreth reports from Arizona where, in one purpose-built desert development, some 20,000 retired Americans are spending the happiest days of their lives.

SUN CITY



THE SHINING EXAMPLE

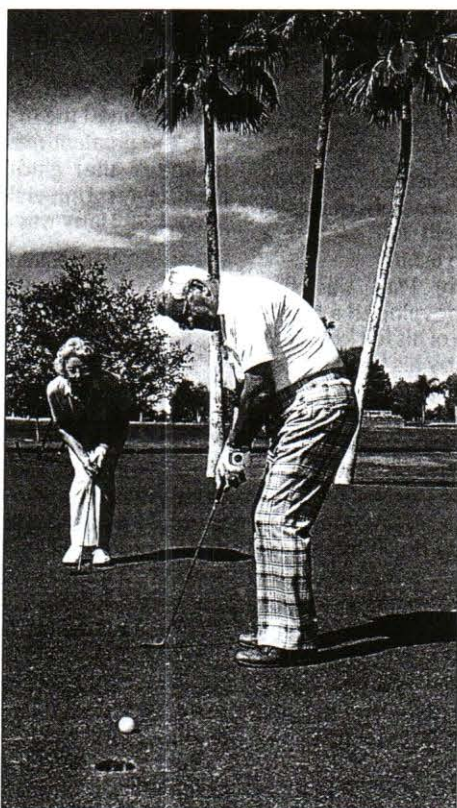
The sun has just risen over the desert skyline when Alastair Bews sets out for his daily game of tennis. After, he comes home to breakfast with his wife Marcia and wastes little time before he's out again for a round of golf on one of the 11 courses in Sun City, the Arizona retirement community where the Bews came when he retired.

"This is the good life," he says looking up at the blue sky and the palm trees surrounding the first tee . . . "People who have worked hard, brought up their families and are now enjoying these years of leisure in the sun. We love it here and the climate is marvellous. Hot, but dry, no humidity. People with respiratory and rheumatic problems are better here."

We drive gently back to their three-bedroom, single-storey home in the Harley-Davidson golf cart. Sun City has a special dispensation from the transport authorities to allow golf carts on the roads. Powered by six 12-volt batteries, they are a boon to elderly residents who do not want to drive and have largely replaced second cars among the retirees here.

It is on days like this that Alastair, 69, often recalls his youth in North Shields in the depression and contrasts it with his life now.

As a young man he emigrated to America with the price of a week's lodging in his pocket and no job. He became a packer,



Alastair Bews and wife Marcia: "This is the good life," he says.

then a salesman and rose to become a successful managerial executive in Phoenix, Arizona. He'd grown to like the State so much that when he retired he and Marcia decided to move 12 miles down the freeway to Sun City. It's a decision they never regret. A few years ago Alastair had the same cancer operation as President Reagan. He is now fit and has recently got back to the strenuous tennis and golf routine he'd enjoyed before his illness . . . largely due, he thinks, to the atmosphere of interest, activity and well-being this community generates: "The only time I want to leave is in high summer when the temperature is way over the 100s. Then we go off to our little mountain hide-out and I fish for trout. But there is everything we want here. Activity, peace, friendship and a community that works," he says.

What is this community, this Shangri-la for the over 50s? It is, in fact, a huge private housing development of 26,000 homes standing on 4900 acres of Arizona desert and old cotton fields 12 miles from Phoenix, the State capital. Its creator was Del Webb, a far-seeing property tycoon who realised that the beneficial post-war union agreements were going to mean that more Americans would retire on pensions which would give them a comfortable life.

Sun City is an almost autonomous community run by the senior citizens who own or rent homes there. There is no town council

and the only amenities run by the State are the roads, police and water and sewage. Everything is decided by vote by the Home Owners' Association. Anyone who is over 50 – or in the case of couples, one partner – can live there and join the Association. Children under college age are not allowed so it is a city with no schools.

The 400 million dollar shopping centres, the golf courses, concert bowl and luxurious recreation centres with swimming pools, bowling lawns, arts and crafts studios and therapy centres, were provided by the developers and residents pay around £50 a year for their use. Only golf green fees are extra.

Most Sun City residents are comfortably off thanks largely to good occupational or private pensions: the State old age pension for a married couple is a meagre £13.80 a week, awarded at 65. For the less fortunate there are a number of local charities.

Richard Howe is another of the British-born residents I met. He joined the RAF as a 16-year-old in 1924 then went to work for Lockheed in the States. Now severely disabled after an illness several years ago, with great pluck and determination he keeps up a rigorous exercise routine in an effort to regain his strength. Using his walking frame, he plays outdoor shuffleboard at a club three times a week and also enjoys pottery classes with his wife Florence. But his main hobby is ham radio and he spends many hours hoping to have a chat with a British ham. His call sign in Sun City



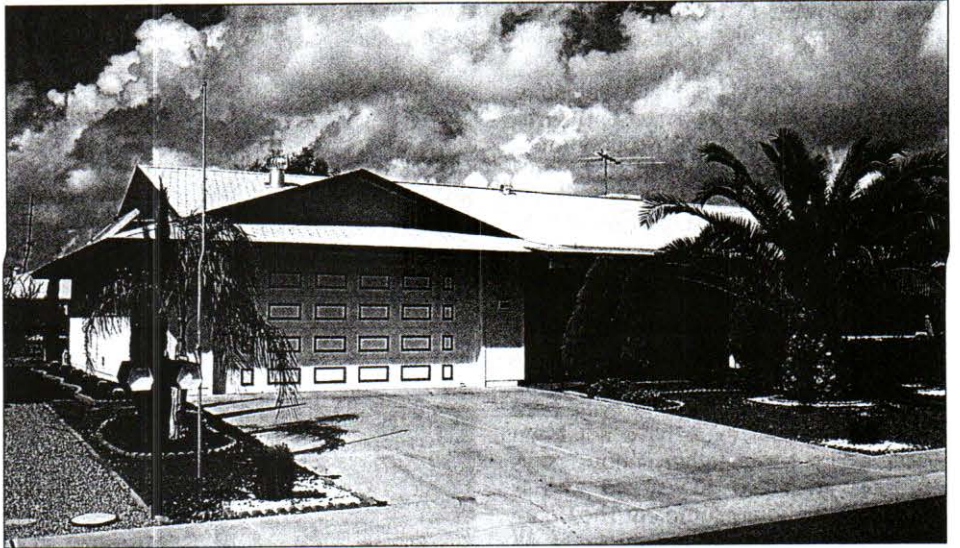
Marcia Bews – off to the shops on her golf cart.

Arizona is WB7UNK and a call from other hams would make his day.

Of his life in Sun City, where there's hardly a flight of stairs to be seen and every door takes a wheelchair, Richard says: "This is the perfect place. I like to go back to Britain in time for the cricket, but I don't want to live anywhere else."

There are five basic styles for the simple, three-bedroom, two-bathroom detached single-storey house which accounts for most of the Sun City housing. U.S. house and land prices are considerably lower than those in the U.K. and at current exchange rates new homes start at around £35,000 with more luxurious Spanish-style villas for around £130,000. Even the simplest homes have fully-equipped tiled kitchens, bathrooms and air-conditioning. Front gardens are already landscaped with palms and exotic shrubs like the purple and red bougainvillea: the large back gardens are left to the residents to plant.

I went with a new Sun City arrival, former regular Army sergeant, 70-year-old Sidney Hood, of the Royal Wiltshire Yeomanry, to see the home he had just bought. After 30



Retirement housing, Sun City style. (left), Betty Rose met her American husband during World War 2.



years in the Army, Sidney and his wife had retired to Florida for health reasons. His wife sadly died and Sidney decided to make a fresh start in a new community.

He had just bought the fully-furnished resale house for roughly £25,000 and all he wanted to do was to buy a new living-room carpet. But the two spare rooms and extra bathroom would be just right when his son came to visit him from Bradford.

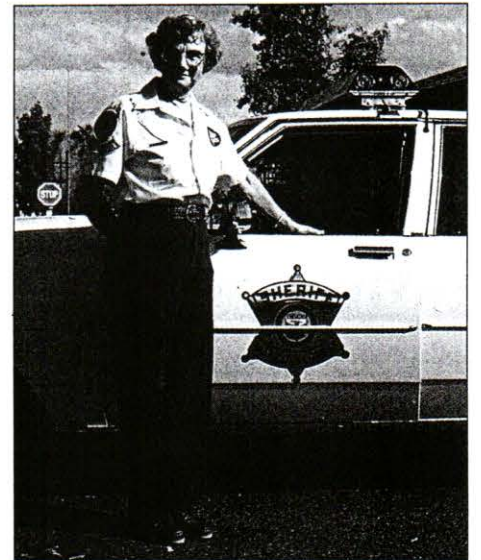
In one of the larger Spanish-style homes with wrought iron gates and a cool little courtyard, I met British resident Mrs. Peggy Bell, who hit the headlines in Fleet Street in 1931 as Peggy Salaman, "the flying debutante", when she made a record-breaking flight to Cape Town in a Gipsy Moth with aviator Gordon Store. Now in her 80s, she came to Sun City with her second husband and, like many other women here, she decided to stay on and make a life of her own when he died. "The kindness of my neighbours and friends here is wonderful" she told me. Of the over-65s in Sun City 75 per cent are women. Not all are on their own – increasing numbers join up with friends and one of the new plans being discussed is the need for specially designed shared homes.



Ex-regular soldier Sidney Hood paid £25,000 for his Sun City home.

Dr. Alexander Comfort, of the British Society of Research on Ageing, has found that people age faster physically than they should because they run out of "evolutionary programmes." In Sun City, the programming possibilities are endless. There are hundreds of organisations covering the fields of sport, education, religion, politics, fine arts and social work. Picking at random you will find the Ikabana Club, the Ski Club, the Symphony Guild, the Jewish War Veterans and 11 bridge clubs.

The amount of voluntary and community



Lorraine Barchinger has been with the Sheriff's Posse since retiring as a seamstress two years ago. work the residents do is enormous. This must be the most self-sufficient community in the West. A Thatcher Utopia in fact and plenty of Victorian values like cleanliness, thrift, and law and order much to the fore.

No scrap of newspaper is wasted: the Lion's club, for instance, made £250,000 through the sale of old papers. The wide streets, with orange trees down the middle and a 35-mile speed limit, are litter-free, swept at dawn by squads of volunteers who call themselves the Prides. The State police force is supplemented by a volunteer Sheriff's Posse, trained men and women who patrol the streets in Kojak-like cars and act as a super-efficient neighbourhood watch. Not surprisingly, the crime rate in Sun

City is the lowest in the country, though there have been one or two domestic killings.

One of the most impressive voluntary efforts is the library, as large and well-stocked as one in an English county town. Housed in a building provided by the developers, all the books have been donated and a team of 200 volunteers staff it. Music groups range from dance groups to a symphony orchestra and there are two colleges of adult education where even 80-year-olds are taking degree courses.

These are some of the benefits that Sun City residents have come to enjoy over the 25 years of its life. "But no one living here would pretend that there have not been growing pains, some rather serious" says Jean King, an active 60-year-old who is president of the library company. The Home Owners' Association has its quota of Alf Garnets, all with a vote and strong views ... on garbage collection, dogs, mail boxes, noise etc.

Nor is a community life in the sun a panacea for all personal loneliness. Some people will be lonely anywhere and some do not fit into the gregarious life. Those who come and do not like it tend to move out quickly, which is why one hears little criticism from most of the residents: others end up seeking the help of the local branch of Emotions Anonymous or the ubiquitous Alcoholics Anonymous.

But, backed up by the high standard of medical care (they do most cataract operations with local anaesthetics in day clinics



Sun City is equally rich in social facilities and social groups. These are the Daughters of the British Empire.

now) and the total "life-care" residential facilities available here, research studies are now showing that Sun City people live active lives longer than other old people. Says Doug Morris, former editor of the local newspaper: "The interest, the activity people find here is keeping them young. We have growing numbers of 85 and 90-year-olds still playing golf and leading full lives. We are now getting study groups from Scandinavia and Japan coming to see what we have learnt about old age here."

Similar retirement communities are now springing up all over the American sun-belt, and if you believe in the maxim that everything that happens in America happens in the rest of the world eventually, they could soon spread to the undeveloped sun spots of Europe.

But will others in other places be prepared to put into their community the work and effort that the Sun City pioneer pensioners did 25 years ago? I wish I could answer "yes". □

Aus dem Walter O. Boswell Memorial Hospital Inc., Sun City, Arizona

Health Care in a Retirement Community

Cleo Gundersen

The Walter O. Boswell Memorial Hospital (hereinafter called »Boswell Memorial Hospital«) is in a unique position. It is in the center of a retirement community, Sun City, Arizona, which is the largest in the United States and possibly in the world. In order to tell you about the health care provided by Boswell Memorial Hospital, I will have to tell you something about Sun City, as its make-up has such a dramatic impact on the type of health care provided.

Sun City, Arizona was developed twenty-six years ago by a man of great vision, Del E. Webb. Mr. Webb was more than a real estate developer — he was an active man, with an interest in sports and in living life to its fullest. He envisioned an active retirement community for people over fifty; one in which people could keep as busy as they liked, or just take it easy. When the first houses were put up for sale, more than 1000 people came to look them over and buy. When Sun City was completed in 1977, there were approximately 46000 people living there. Mr. Webb passed away in 1975, but the Del Webb Company continued his work; and after completing Sun City, it started building Sun City West in 1978, approximately three miles west of Sun

City. At present, there are about 13000 people living in Sun City West and more arriving daily. The combined area is referred to as the Sun City area.

In the Sun City area, there are sports facilities of all kinds, including lawn bowling centers, swimming pools, whirlpools, bowling alleys, tennis courts and seventeen golf courses. The mild temperature in Arizona year round makes outdoor living a great asset to these people over fifty. There is also a keen interest in culture, with a Sun City Art Museum and a Sun City Symphony Orchestra, both of which play an active role in the community. The Sundome is an auditorium which holds over 7000 people and brings musicians, lecturers and entertainers from all over the country. I

hope to be able to show you some slides to give you an idea of what this »heaven on earth« place looks like.

The people of Sun City are not just interested in »playing« their time away. There is a tremendous amount of talent and knowledge which has temporarily »retired« there and this is put to use in neighboring communities, as well as in their own in the form of volunteer work done to help others. For example, the people of the original Sun City financed the building of a community center in a neighboring town to help the local people. Instruction in cooking, crafts, etc. is given to young people at the center during the day, while adults are taught to read and write English in the evening. Many of the adults who



Cleo Gundersen

attend the evening sessions were raised in Mexico and need to learn English as a second language in order to improve their living and working conditions in the United States. There is no charge for any of these lessons and the teachers are all volunteers from the Sun City area.

This is just one example of the type of volunteer work being done by Sun Citians. They also participate in other educational programs in neighboring towns as well as making recordings for the blind, etc., etc.. The list is endless. It has been estimated that one hundred thousand hours a week of volunteer work is done by these »retirees«.

All of the above keeps people healthier, mentally as well as physically, than they would be if just left to sit and think about their own aches and pains. Pride in community is another great aspect of the Sun City picture. The Sun City Posse has become famous outside of Arizona (and has even been written up in some European magazines and newspapers) for its work in keeping Sun City one of the safest places on earth in which to live. This group is made up of volunteers, two hundred and ninety, including twenty-five women, who are trained in the use of firearms and who patrol Sun City day and night protecting people and property. They provide their own uniforms and equipment and use six patrol cars purchased for this activity by community contributions. (Sun City West has a similar organization.) They are in constant contact with the local Sheriff's Department which supplies the personnel to make arrests where needed. The presence of this Posse has been a great deterrent against crime in the area.

Another organization which has helped make Sun City a show place is the Sun City Prides. This is composed of volunteers who literally clean up and spruce up the public areas. They go out early in the morning twice weekly, prune trees, pick up oranges which may have fallen from the ornamental orange trees which line the streets, and generally keep the area spotless. After their hours of work, they meet for a friendly breakfast get-together. There are hundreds of people involved in this work and they, too, are supported by contributions from Sun Citians for their equipment needs.

This brings us to the health needs of this unusual community. Being active and extremely interested in all going on about them, Sun Citians are particularly interested in their health. They know more about myocardial infarctions and aneurysms than the average sprinkling of middle-aged people in the rest of the country. They attend lectures and demonstrations given by Boswell Memorial Hospital and participate in health fairs sponsored by



Fig. 1: Walter O. Boswell Memorial Hospital and staff — just about a third of the over 1940 volunteers.

the hospital. It is for this reason that the hospital has a continuing program of community health lectures to keep them informed. If confined to the hospital, there is a closed circuit television station with programs consisting of up-to-date medical information available to all patients. It has often been said that »a little knowledge is a dangerous thing.« It should also be said that the lack of knowledge is even more dangerous. For example, I believe people with hypertension today are much more apt to take their prescribed medication than they were in the days when our physicians kept the information about our blood pressures to themselves. Sun Citians are very aware of their health needs and want to do everything possible to make their remaining years as comfortable, physically, as possible. Instructions are given by hospital personnel in the home care of the elderly so that husbands and wives can help their mates with the least strain on their own possibly failing health. In this respect, there is another volunteer organization, The Interfaith Services, which meets in a number of churches and provides adult day care for those persons who not are bedridden but who require supervision and whose mates need a few hours off from this constant burden of care.

For those who are unable to cook and get nutritious meals necessary for good health, an organization called Meals on Wheels has been formed. Boswell Memorial Hospital has an active part in this organization. Each day, hundreds of meals are prepared by the Dietary Department of the hospital and are delivered by volunteers. There are no government

subsidies for this service and the approximately one hundred recipients pay \$3.00 a day to receive one hot meal for lunch (which is when the meals are delivered) and a cold meal for supper. This service is available only on a doctor's order.

In many homes in Sun City there is a sticker on the refrigerator door informing people there is a »Vial of Life« inside. This small bottle (which is attached to a shelf) contains up-to-date information on any medication which the occupants of the house use, in case they are found in a coma or other condition where they are unable to give this vital information. The location of the medicine in the house is also given. Along the same line, Boswell Memorial Hospital has instituted a Boswell Care Card program whereby all people in the community are asked to fill out forms giving all their health information, insurance coverage, etc.. These are kept on file at the hospital under their social security numbers and are available if and when they are ever brought to the hospital so that time is not wasted getting this information on admission, especially if they are brought in as emergencies.

While in the hospital, patients' charts are reviewed on a regular basis by nurses doing utilization review for the Utilization Review Committee. This is to make sure no one is kept in beyond his need for acute care. However, the Medical and Surgical Quality Assurance Committees of the hospital are the watchdogs for the best quality of medical care being given. It does not matter how long a patient is kept in if the hospital is the place he

needs to be. These long-stay patients represent a financial loss to the hospital, but the quality of care comes first and financial reimbursement consideration second.

Hospital care takes on a different aspect when it comes to the elderly, especially in a retirement community. In most all cases, there is either no one home to care for the patient on discharge or, at best, an elderly mate who also has physical handicaps. For this reason, discharge planning is commenced at the time of admission, with consideration given as to what type of environment will be needed at the time of discharge. With the United States Government paying most of the hospital bills for the elderly, it is most imperative that these hospital stays be shortened to just the time required for **acute skilled** care, and not for convalescence. In the United States, there are three distinct types of nursing homes available: one for skilled nursing care (as distinguished from acute nursing care required for inpatients), one for intermediate care, and one providing just extended care, sometimes on a long term basis. In addition to these types of care, Boswell Memorial Hospital has a home health program which is available at discharge, on physician request, as well as a homemaker program to aid in unskilled nur-

sing activities as well as some general home help such as shopping, chauffeuring, etc.. All of the above are available to the Social Service Department of the hospital as it makes its discharge plans for each individual patient.

There is a volunteer organization within the community called the Sunshine Services which provides all sorts of health care equipment... hospital beds, walkers, canes, exercise bikes (on request of physician), and just about anything you can imagine in this line (**free of charge**) to the residents of Sun City. When needed, arrangements for the availability of this equipment are made by the Social Service worker of the hospital prior to discharge. This organization is supported entirely by contributions from within the community, both from individuals and from houses of worship. Incidentally, the Sunshine Services also provide (**free of charge**) equipment needed for visiting grandchildren such as cribs, strollers, highchairs, playpens, etc., as an added service to the community!

Boswell Memorial Hospital has grown with Sun City, starting with a building made up of two round towers and one hundred and twenty beds in 1970. The architecture of this building provides circular patient units making it

possible for the nursing staff to be in the center of each unit and allowing clear visibility into every room from the nursing station. This arrangement is also very reassuring to the patients, as they can see the nurses. Each registered nurse usually has three or four patients under her primary care which allows very personal care to be given without the need for private duty nurses, except in unusual cases. There are also nursing aids at each station as well as volunteers (male and female) from the Hospital Auxiliary group. These volunteers assist in many ways — equipping rooms with the necessary set-ups such as wash basin, water pitcher, glass, etc. on admission; escorting patients in and out in wheel chairs; retrieving needed supplies or special food trays; and doing many other chores, thereby freeing nurses for their more important duties. Husband and wife teams often arrive at the hospital before 6 A.M. to serve coffee and pastry to those patients who are awake and not on a fasting schedule. This is really appreciated by the patients as breakfast does not arrive until around 9 A.M..

(wird fortgesetzt in PMD 3/1987)

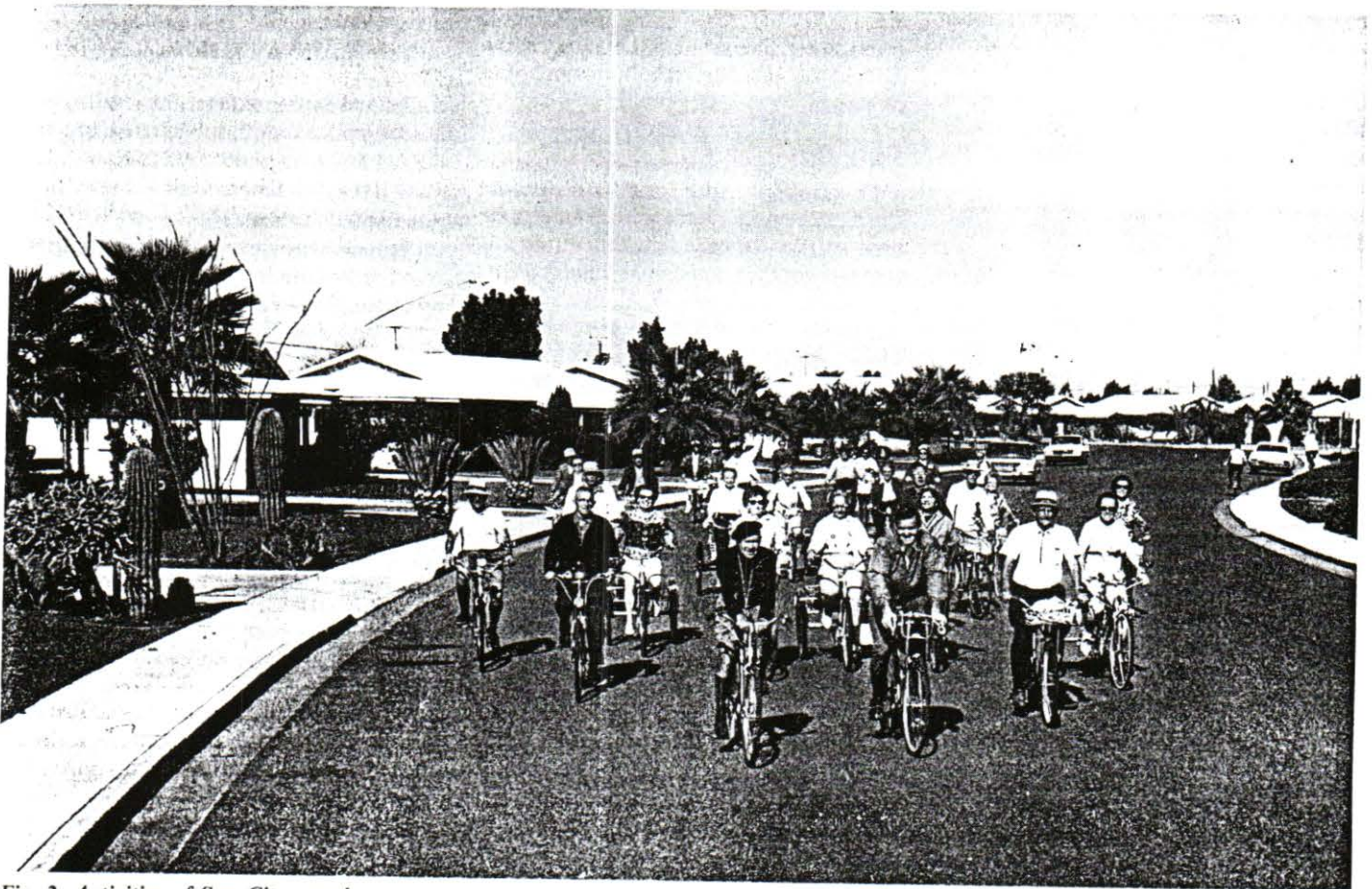


Fig. 2: Activities of Sun City people

PMD, Vol. 7, Nr. 2/1987

ORIGINALIA

Aus dem Walter O. Boswell Memorial Hospital, Inc., Sun City, Arizona

Health Care in a Retirement Community

Cleo Gundersen (Continuation)

The Walter O. Boswell Memorial Hospital (hereinafter called "Boswell Memorial Hospital") is in a unique position. It is in the center of a retirement community, Sun City, Arizona, which is the largest in the United States and possibly in the world. There are also nursing aids at each station as well as volunteers from the Hospital Auxiliary group.



Cleo Gundersen

These volunteers help in many departments throughout the hospital providing a very necessary service. In 1984, a total of 230,000 hours of service were given by the Hospital Auxiliary. In addition, a monetary contribution of \$147,000 was made allowing the hospital to purchase special equipment which would have been too costly to come out of the regular budget. It would be hard to operate a hospital without this special kind of help.

Since these volunteers come from the retirement community itself, they are able to relate to the patients very easily. At present, there are approximately 1940 volunteers doing this work at Boswell Memorial Hospital. It might be added that the volunteers involved often feel they benefit as much, if not more, than the patients!

As an offshoot of the volunteer program, a Telephone Reassurance Service has been established which keeps in touch with people

who are living alone or with an ailing spouse. Through this system, persons living under these conditions (and who express a desire to participate in this program) contact the volunteers at the hospital each morning to let them know they are all right. If the volunteers do not receive a call, they call the retiree to make sure he/she is fine; and if they receive no answer, they contact neighbors and, if necessary, the police, to alert them that there may be someone in need at that home. There is no charge for this service.

With the growth of the Sun City population, a third tower was added to the hospital in 1978 followed by a fourth in 1981 which has expanded the number of beds to 355.

In March of 1983, a Rehabilitation Unit was created at the hospital to handle the needs of those persons recovering from strokes as well as injuries and crippling diseases. Physical medicine and rehabilitation services are provided to approximately 150 pa-

tients a day, both inpatient and outpatient, in the form of physical therapy, occupational therapy, speech therapy and behavioral medicine through a team approach. On this unit, patients use a common dining room which prepares them for resuming normal adult activities on discharge from the hospital.

In addition to the above, a specially designed (all copper construction) free standing facility for Magnetic Resonance Scanning was built on the hospital grounds in January 1984 followed by the Sun City Cardiac Center to handle cardiac catheterizations in April of 1984. In November of 1984, the Eye Institute was added. This latter handles all outpatient eye surgery formerly done at the hospital by fourteen of the hospital's Ophthalmology Staff. Boswell has pioneered in the use of outpatient cataract surgery techniques for the elderly, with an average caseload at the Institute of one hundred procedures per week.

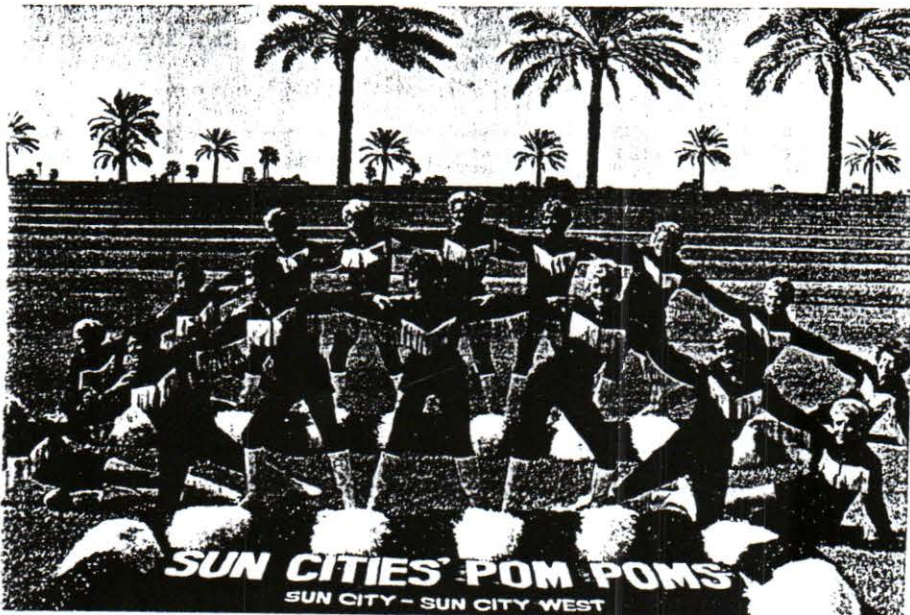


Fig. 3: The lovely ladies in the red and white outfits is of a group of dancers in Sun City known as the Pom Pom Girls. Their average age is high in the 60's, with many of them up in their 70's, including the choreographer who started the group who is in the very middle in the front row. She is 78! They are asked to give exhibitions in dancing all over the country and are a great advertisement for Sun City.

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There is an active cardiac rehabilitation program at the hospital, for both inpatients and outpatients, whereby they are monitored as they resume activities following heart attacks or heart surgery. The hospital provides blood pressure checks on outpatients free-of-charge, although most people in Sun City do need to check their blood pressures by their own equipment and do it themselves.

In 1985, an additional problem was solved, particularly with regard to discharge planning, with the building of a 128 bed skilled nursing facility on the hospital grounds. It

became increasingly difficult to place many of the discharged patients in the proper nursing setting, so the hospital provided one. Some of these additional centers are meeting the needs of an aging population. There is also a hospital pad on the hospital grounds to help in the transfer of patients via helicopters between the Boswell medical center and other medical facilities in the Phoenix area.

The Community Health branch of the hospital has organized many ongoing support groups for the spouses of patients with chronic diseases such as Alzheimer's, Parkinson's, Multiple Sclerosis, ostomies, Diabetes Mellitus, etc.. These are also a form of »preventive« medicine, as they help the spouses of

these patients maintain their sanity under very trying circumstances which could affect their own physical health. In addition, the Boswell Hospital Volunteer Services Department works with the American Cancer Society in a program offering support to cancer patients and their families; and the HOSPICE concept of care for the terminally ill in their homes, although not officially sponsored by the Boswell Memorial Hospital, has the support and experience of many hospital employees.

The extension of life by medical science can also present problems insofar as who is going to pay the bills for our living longer. However, if this extension of life can be accompanied by good mental and physical health, as is evidenced by the Sun City lifestyle of activity, then contributions to society can be made far into what are now regarded as the advanced years, and the knowledge and experience offered can benefit mankind tremendously. This is our goal for the future!

Cleo Gundersen, A.R.T., Boswell Memorial Hospital, Sun City, Az. 85351

DVMD-Fortbildungskurs Krankenhaus-Informationssysteme

Zeit: 14. bis 18. September 1987

Beginn: 14. Sept. 1987 um 10.00 Uhr

Ort: Institut für Medizinische Informatik, Heinrich-Buff-Ring 44, 6300 Gießen.

Teilnahmegebühr: 150 DM, Ermäßigung für Mitglieder nach Rücksprache möglich.

Mindestteilnehmerzahl: 12

Anmeldung bis 15. Aug. 1987

Themenkatalog:

Typisierung von Krankenhaus-Computersystemen, Patientenaufnahme, Leistungserfassung, Textverarbeitung, Rechnungswesen, Materialwirtschaft, Bestellwesen, Klinische Subsysteme

— Labor

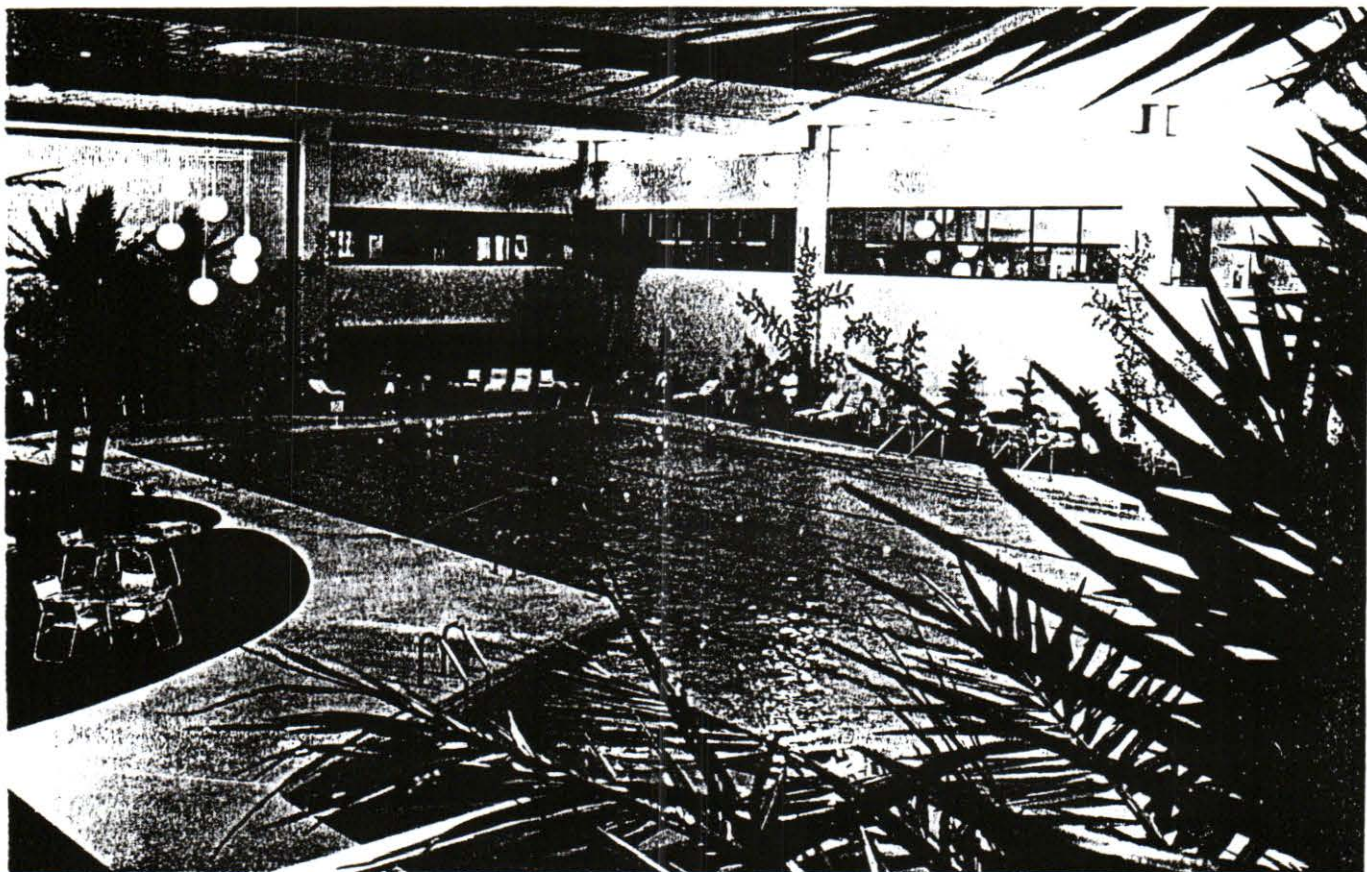
— Röntgenologie

— Blutbank

— Virologie

— Mikrobiologie,

Anwendung entscheidungsunterstützender Verfahren.



4: The indoor pool shown is the largest indoor pool in Arizona. There are six other outdoor pools in Sun City and three in Sun City West.

(Fourth in a Series.)

Editor's Note —

Bernard Guetta is the Washington correspondent for the Paris daily *Le Monde*, where this installment of his series on Phoenix first appeared.

BEYOND THE GOLDEN AGE

Life is a gaudy ghetto when the walls shut out life — and banning real youth, the residents act the part.

BY BERNARD GUETTA



THE
FRENCH
TWIST:
A Parisian
in Phoenix
Part IV



N.Y. Times May 20, 1986

Elegantly pierced by narrow openings of latticework, the wall surrounding Sun City cuts it off from Arizona, from the world and from life. Neither closed doors nor guards forbid you to enter, but neither will anything prevent you from wishing to flee, so hard it is — in a city where the median age is 61, and the 45,000 inhabitants are all retirees — not to smell death everywhere.

It floats on breath that is furiously perfumed to cut the stale smell of medication. Insolently, it spreads through the ruined body of this absent man who wanders in shorts and slippers in the aisles of a supermarket. Tasteless and vulgar, it decks out in garishly colored outfits elegant old women with tired flesh. Obsessively, it makes you look, at every street corner, at the end of every grassy expanse, for the cemetery that is not shown on the map, which decency forbids inquiring about, but which should be here somewhere — especially here, more surely than in any other place.

Death is here, but in fact nobody flees. On the contrary, it attracts — it is the amazing real estate agent for a genius of a developer who came here on the day of the American national holiday, July 4,

1974. Delbert Eugene Webb was his name, and he was born, seven months before the century opened, in California where his maternal grandfather, a German peasant, had constructed one of the first irrigation systems. His father, an entrepreneur, was the son of an English evangelist and a great baseball fan, and it is only logical that these ingredients, mixed together, would produce a legendary American whose personal fortune, in 1969, amounted to more than \$100 million.

xxx

A NEW LIFESTYLE

Naturally, he had no money in his pocket when he arrived in Phoenix — a classic beginning — where the hope that the hot ("but dry") air would be good for his poor health had brought him. Next came the boss who went bankrupt and the customer who helped him to get the business and thus to create the Del E. Webb Construction Company, which would do construction work for the Pentagon and whose first work outside Phoenix would be in the gambling capital on the Nevada border, Las Vegas.

Del Webb was tall; he dressed with style, financed a famous baseball team and hobnobbed with presidents, but his glory, the one that put him on the cover of *Time* in 1962 (and perhaps won him a

continued on page 40

OVER

place in the little history of the United States) was Sun City.

Thirty years ago some thirty miles northwest of Phoenix, there was nothing but the cotton fields bordering a hamlet of modest homes of retirees. Del Webb had had his eye on these fields ever since before the war when he had built nearby a military base important in the history of Phoenix.

In one stroke in 1959 Del Webb acquired some 1,800 acres, built a large golf course, a "relaxation center" complete with cafeteria, bowling, exercise rooms and craft studios and finally, a shopping center — and five, just five, model homes. He invented "active retirement" and a "new lifestyle," phrases on which all his advertising depended. Thus old age became a version of youth entertained by sports, the Arizona sun and intense social life among people of the same age and income. Two teaspoons of America ("to be happy, smile! To be young, act the part, etc."); two teaspoons of understanding the times and the advent of leisure — and, *voilà*, on the first day 100,000 visitors set foot on a

We taught our children to be noisy, disrespectful, independent. Now . . . the only thing we can do is move away from them."

place that needed only their money to become a jackpot.

Two hundred and sixty houses were sold in one weekend, 1,300 in a year and on there were 26,000. And in 1978 the Sun City West, which already has 500 inhabitants and will have 40,000 by the end of the century. What that means is that in fifteen years 80,000 "senior citizens" (the American euphemism for old people) will live here, thrown back on themselves in an almost continuous ban fabric — people who, thanks to the progress of medical science, will tend to capture a lifestyle that is one step beyond "The Golden Age."

In 1980, 10 percent of Americans were 65 or older and just 1 percent were over 75. But those percentages will be 11 and 2.5 percent respectively, in the year 2000 and 11.5 percent and 2.5 percent by 2040.

"Fortunately," wrote *Newsweek* recently, commenting on these statistics, aged parents are themselves taking better care of themselves than they pose, thanks to retirement communities." Fortunately? Once you have passed through the surrounding wall, you enter a banal American suburb. The streets have grassy strip berms and the houses have tiny gardens with barbecues. From porch to porch — above which often hangs the Star-Spangled Banner — the sidewalks curve gently to allow cars to slide more easily into garages. The monotony of the streets is so anesthetic that you never know for sure whether you have passed ten intersections or are still in the same spot.

The landscape is a familiar one, but when, on a parking lot, car doors with

tinted windows open to let out only grandparents, without grandchildren, the human legitimacy of "active retirement" should at least be a subject for discussion. Whether their purpose is the exclusion of certain kinds of people, to erect a barricade against the outside world, or for solidarity, the ghetto is a basic element of the American city. But nowhere — not in the ruins of a miserable black neighborhood, not in the unreality of a Chinatown, nor in the wordlessly excessive splendor of Beverly Hills, nor the limits of the white blocks of Washington, nor the homosexual section of San Francisco — nowhere are children, purely and simply, prohibited from residing.

In Sun City, whose name provokes laughter, the babies are fifty years old — the age below which you can't move in unless you have a spouse who's crossed that barrier — and when children come for vacation or for a Sunday visit, they only have access to two of the pools, for two 1-hour periods a day. In order to see them as little as possible and to discourage them as much as possible — and if a difficult divorce or the departure of both parents obliges the children to come and live in Sun City — they must obtain special authorization. Of the 45,000 people living in the town, 53 were

younger than 18 in 1980, or one out of a thousand.

Standing upright in the pool at high noon, they chat while walking in the water or doing limbering exercises. Others read and doze on deck chairs, and to disguise one affliction or another, few choose to wear swimming suits. A woman wouldn't show off her body anywhere, at 77, with a plunging neckline or her buttocks overflowing her suit. And those forgotten comforts count for a lot. But in any case: How can anyone choose to live in Sun City?

"THAT'S LIFE"

Everybody cried out that this was "paradise," everyone talking at the same time in a genuine rage to be convincing. And here is what was heard from the cacophony — it could have been a television spot not even the best agency on Madison Avenue could have dreamed up for Del Webb.

"Instead of being in a wheelchair, I am exhausted by all the activities that we have here."

"Here, the people are marvellous."

"Well, in the first place, what do you have against the Garden of Eden?"

"Every winter of my life, I lived in the Chicago snow, and now the only snow I see is on television."

"We even have a theater and I was never on-stage before coming here."

"Here we can just shut the door and leave for our vacation without being afraid of a burglary."

One minute! Time out! A question: "Nobody is bothered by the exclusion of children?" And everybody, without hesitation: "No, not at all. On the contrary!" And the racket starts again, even louder:

"Before I left San Francisco, my new neighbor's children broke my windows, just like that, for fun."

"The children, we raised them, we helped them and now we want to think of ourselves."

Colonel McKinnis, who leads the Sun City Lions Club and who donated a small public transportation system to the city for its poorer residents, remained quiet. "Like we used to say in Europe, That's life," he murmured before going to join his friend Sam for a cup of coffee. The colonel: "We taught our children to be noisy, disrespectful, independent. Now we don't like it, and the only thing we can do is to move away from them."

The golf courses are superb, the pools long and deep, the clubs innumerable, the hospitals and doctors conveniently at hand, a voluntary militia ensures security (complete with a sheriff's star on members' chests), and then there are the Pom Poms — a troupe of majorettes who jump, dance, kick up their legs and do cartwheels at Sun City's median age, dressed in boots and fishnet stockings.

Obviously, there is also alcoholism, suicide, savings that dwindle or pensions which don't keep up with inflation, those who shut themselves in and those whose bodies are discovered in locked-up houses; the loneliness of widows and battles over who will snare a widower. They speak of these things in hushed tones the way they speak of the families who don't even make the trip for the funeral but only send the order to sell the house.

Not a single Sun City resident will say anything bad about it and, apparently, not only because that would lower the value of the house. Mike, in his sixties: "You see, we can eat dinner together and chat, but more than one evening would be boring. . . . I would not rather be in Ohio, without the sun, waiting for my son to come home from work and wondering whether or not he will have time to play cards with me."

What can you say in response to that? That we must, unfortunately, leave because we have an appointment very early in the morning with a firefighter — but that, that's the next part of the story in which we will find that in Phoenix a young man has no cause for despair, not even from the state of the labor unions. □

Translated by Rémi Geahel and Nancy Kool.

SUN CITY AREA

Another community
now being served by

HOMES ILLUSTRATED!

Sun City opened in January, 1960. Over 100,000 visitors viewed the new community during the premiere and 262 homes were sold the first weekend. That initial year ended with sales of 1,301 homes and apartments and a population of 2500. By 1965 the population was 7,500. It doubled by 1970 to 15,000. Today the community has more than 48,000 residents, making it the seventh largest community in Arizona.

ORIGINAL FACILITIES

The success of Sun City was based on the facilities being available before the residents arrived. Prior to the grand opening, Sun City already had:

- A Recreation Center with swimming pool, lawn bowling greens, shuffleboard courts, meeting hall, club and meeting rooms and hobby studios.
- Nine holes of the first golf course, with the second nine holes under construction
- Shopping Center
- Motor hotel with restaurant
- Model homes

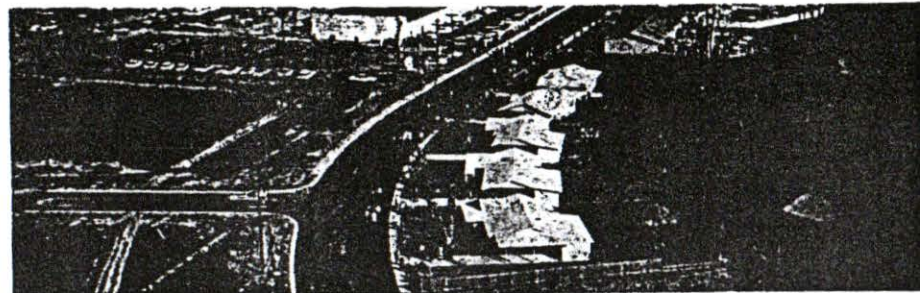
PRESENT FACILITIES

- Seven recreation complexes. They offer the following:
 - Seven swimming pools (one indoor)
 - 8 lawn bowling greens
 - 72 shuffleboard courts (18 air-conditioned, indoor)
 - Four miniature golf courses
 - Studios for almost every kind of hobby or craft
 - Card and meeting rooms
 - Exercise rooms
 - Therapy pools
 - Five auditoriums (one with 1,800 capacity)
 - 17 tennis courts
 - 40 bowling lanes
 - Bocci and horseshoe courts
 - Boating and fishing lake
 - Pool and billiards rooms
 - Roller skating rink
 - 40,000 volume library

Racquetball courts

Residents currently pay \$52 per year per person for use of these facilities. (Exception: A minimal line rate is charged for bowling and nominal "club fees" are charged for lawn bowling and the use of certain arts and crafts facilities). Residents own the recreation centers and have set up a non-profit corporation with paid staff to govern and maintain them. To provide an orderly pattern of use of these facilities, Sun Citizens have formed over 300 clubs and organizations in the categories of civic, church, charitable, recreation and service.

- Eleven golf courses, ten 18-hole layouts and one 9-hole. Three of these are private country clubs. Of the eight community courses, two are par-60 executive courses, one a nine hole course and the other five are full sized par-72 layouts.
- Sun City's Sun Bowl is a 7,500-capacity outdoor amphitheater, grass-terraced with a shell-type stage. Leased to the resident non-profit organization it is utilized for amateur and professional entertainment, picnics, physical fitness programs, carnivals and fairs and general meetings.
- Sun City Stadium is spring training headquarters for the 1982 American League champion Milwaukee Brewers, home field for the Sun City Saints, women's fast pitch amateur softball team and the Sun City-Sun City West Senior slow-pitch softball league.
- Lakeview and Bell Center Lanes are modern, completely automated, bowling facilities. They feature the new electronically computerized scoring machines.
- Seven major shopping centers. There are now approximately 400 businesses and professional offices in the community.
- 20 fine restaurants, plus nine golf course and bowling alley coffee shops and three dining rooms in private clubs.
- 35 religious organizations meet in their own house of worship or in community rooms, representing nearly every major faith.



SUN CITY, 1960 — It all began with these five Del Webb model homes, 25 years ago.

- 21 branch banks and 22 savings and loan offices, plus 5 brokerage houses.
- Walter O. Boswell Memorial Hospital, a modern medical facility with 271 beds. The circular patient wings with centrally located nursing stations provide visual monitoring and quick access to every room. When the hospital's fourth tower is completed bed capacity will be 355.
- Eight medical buildings. The largest provides over 100,000 square feet of usable office space for doctors, dentists, laboratories, pharmacies, x-ray offices and other medical technicians.
- Sun Valley Lodge, a nursing and health care facility operated by the United Church of Sun City.
- Beverly Manor Convalescent Center, a 195-bed care facility, features three 65-bed wings, two for skilled nursing and one for intermediate and skilled care.
- The Carillons, an 80-unit catered living facility for residents who wish to maintain individuality and independence, yet have necessary services available under the same roof.
- Sunshine Service provides medical and sick room equipment, wheel chairs, emergency beds and children's equipment and many other services on a free loan basis to residents.
- Lakes Club, a private dining facility on Viewpoint Lake. It has a large dining room with dance area, cocktail lounge and bar, and 500-capacity ballroom.
- Agricultural Gardens, where residents are assigned 20x40 plots where they can grow vegetables.
- Trailer compound provides residents with enclosed park for trailers, campers, boats, etc. at a minimal annual fee.
- Rancho Estates features homes on acre or larger lots, ranch-fenced corrals, option stalls and tack room, and bridle paths leading to the nearby Agua Fria river bed. Stables are also available west of Riverview Golf Course for horse owners living in other parts of Sun City.
- Bell Plaza: Twin office buildings, housing the administrative offices of Del E. Webb Development Co., office and class rooms for Arizona State University and Rio Salado College, and professional offices for accountants, attorneys, insurance agents and stock brokerage firms.

SUN CITY WEST

With Sun City's development completed, the Del E. Webb Development Co. has built a new resort-retirement community — Sun City West. Like its sister city, Sun City West is a complete environment tailored to the needs and desires of persons 50 years of age and older. Standing by its conviction that *active* retirement lends immeasurable quality to one's mature years, the Webb Company has created in Sun City West a community abundant in cultural, creative and recreational opportunities.

VACATION SPECIAL

Sun City West offers a unique vacation opportunity to those wishing to sample the community's active adult lifestyle. The Sun City West Vacation Special package includes accommodations in a lovely, furnished apartment, a get-acquainted continental breakfast, one round of golf and three lines of bowling per person, and a guest activity card for use of other community recreation facilities.

Husband or wife must be 50 years or older, with all guests being a minimum age of 19.

INTRODUCTORY RATES:

May 1 to Sept. 30 — \$150 per week
Oct. 1 to Dec. 31 — \$250 per week
Jan. 1 to April 30 — \$350 per week

SILVER EDITION HOME SHOW

Sun City West's "Silver Edition Home Show" is a stunning collection of 17 models offering four modes of living — single family, duplex, garden home and patio home. Basic prices range from \$58,000 to \$200,000.

For additional information contact:
Del E. Webb Development Co.
New Sales Department
P.O. Box 1705
Sun City West, Arizona 85372
(602) 975-2276

Has Sun City Come of Age?

At the ripe old age of 25, the Arizona retirement community has become a living laboratory of the American family.

By SUSAN DENTZER

The name itself seemed to sum up the promise: Sun City—a glittering Shangri-La where none of the inhabitants need ever really grow old. Since the famous Arizona retirement community opened its doors in 1960, the Fountain of Youth fantasy has proved an effective lure for thousands. It began as a smattering of modest homes, recreation centers and golf courses plunked down in the desert northwest of

elsewhere as the elderly population grows.

At the same time, Sun City represents an interesting study in a relatively new form of segregation, illustrating what can happen when the elderly place themselves apart from the rest. Sun City's age exclusiveness may have helped many of its residents lead more fulfilling lives, but it has also pitted residents' interests against those of the larger community. Sun City and its newer sister community, Sun City West (population: 12,000), have won special zoning restrictions to preserve them for senior citizens; they have also pulled out of local school districts, refusing to share the full tax burden of educating a younger generation. How the future needs of the elderly will be reconciled with others' needs is the question that haunts Sun City—just as it will increasingly haunt the nation as a whole.

Wonder: So extraordinary an archetype is Sun City, in fact, that it almost justifies its developer's description as the Seventh Wonder of Arizona (after sites like the Grand Canyon and Lake Powell). The project was conceived in the late



Aerobics: Problems lurk behind the promise of a fuller life

Phoenix—built around a brilliant marketing concept that its developer dubbed “active retirement.” Today it is a thriving community of 46,000 celebrating its 25th anniversary and beginning to display some silver threads among the gold.

Sun City has always been a microcosm of demographic trends, tracing its origins in part to the postwar sweep of millions to the Southwest. But the community has also become a kind of living laboratory that may foreshadow the future of the American family. In reality, it's a tale of two cities: there are thousands of affluent, active and healthy residents for whom Sun City is a self-contained environment where they can comfortably live out their years. Yet as Sun City residents age—and as new retirees bring their own elderly parents with them—there are also the poor, the lonely and the seriously ill. Their problems seem intractable, but many of Sun City's solutions could be emulated

1950s by construction magnate Del E. Webb, who took a look at a modest Arizona retirement community called Youngtown and decided its thriving success hinted at an untapped market. He bought 8,900 acres of nearby farmland; spent \$2 million building five model homes, a shopping center and other recreational facilities, and took out ads promoting “An Active Way of Life!” for those over 50. When it opened in January 1960, buyers quickly plunked down the minimum \$500 payment on 262 concrete-block homes, selling for a median price of \$11,000. Sun City was in business.

The first residents, known to this day as the Pioneers, represented a profound shift in American society. “Before World War II very few retired people even left the neighborhood,” says Fred P. Kuentz, chairman of Devco, the Del E. Webb Corp. unit that developed Sun City. But all that changed with developments that transformed the postwar era. Savings accumulated during



PHOTOS BY JEFFREY MUIR HAMILTON

A local bike club rolls through Sun City West: Del Webb's marketing concept—'active retirement'—may have helped many live more fulfilling lives

the boom years that followed the war boosted retirees' living standards. Coupled with social security, many had a more than livable income, freeing them from the need to rely on their children for support.

Millions began to leave their families behind, mainly for the warmer climates of Florida and the Southwest. Few who ended up in Sun City realized they were part of such a massive trend. "We just stepped into it with our mouths wide open. It was an experiment for all of us," recalls Pioneer and former Illinois resident Garnet Burnham, 80, who with her husband, Reuben, 82, bought a home in Sun City in February 1960. The experiment flowered. As Del Webb kept on building, the Burnhams and other Sun Citians fashioned the development into a community—adding country clubs, dozens of houses of worship, activities groups and a volunteer network so extensive it could practically turn back the Salvation Army.

Today, Sun City boasts residents from every state in the nation and from 54 foreign countries. Most come from the Midwest—"EXOHIO," proclaimed one license plate spotted recently—but an increasing

number of Sun City retirees have fled from the high cost of living and congestion of California and even Florida. Sun City greets them with a mild form of congestion all its own: the recreation centers are often crowded with residents engaging in athletic activities and crafts (one of the most popular of which, judging by Sun City sartorial standards, seems to be making Western-style men's string ties). The 18 golf courses in Sun City and Sun City West are routinely packed; more than 1 million rounds of golf were played on them in 1984.

For the most part, Sun City seems to have sprung straight from an old high-school civics textbook as a kind of model community. Involvement in community affairs runs deep, and a profound spirit of pride makes Sun City in many respects a very attractive place to live. When Devco completed Sun City and turned street maintenance over to Maricopa County in 1979, Sun Citian Joe McIntyre, a retired retailing executive, organized the Prides—375 volunteers who perform such tasks as keeping shrubs trimmed and cleaning the drain ditches. Sun City may well be the only place in the country where "former presidents of banks sweep the streets on Saturday morning," as Don Tuffs, Devco's senior vice president for marketing, puts it.

A 1982 survey by the Arizona Long Term Care Gerontology Center in Tucson also concluded that residents of the Sun City area "are, on the average, healthier, better educated and considerably more affluent than older Americans in general." The latter was especially evident; the almost entirely white, mainly middle-class population showed a median income of \$22,000 for households of



Support at Boswell Hospital: Volunteers could turn back the Salvation Army

THE FAMILY

two persons or more. Most residents buy their homes—now ranging in price from about \$50,000 to \$275,000—almost entirely with cash. More than \$2 billion is on deposit in area banks and savings institutions. Brad Smith, manager of the local Merrill Lynch branch office, says that the average customer has a stock account worth \$50,000—and that doesn't include all the stock and bond certificates Sun Citians tend to squirrel away at home.

But it's a myth that all Sun Citians are well off, insists Mabel Ross, a retired physician and treasurer of the Sun City Home Owners Association. "A lot of us are just wobbling along a thin line," she says. The

in the 100-degree Arizona summers, "she just lay on the floor, where it was cooler."

Inability to meet daily living expenses is only part of the problem. Ed Hemphill, a gerontologist and head of the Sun Cities Area Community Council, says many of the area's elderly have become the victims of abuse, including embezzlement by caretakers or cheating by some local businesses. Alcohol abuse and suicide aren't uncommon; neither is depression stemming from retirement, separation from home or grief at the death of spouses or friends.

A saving grace is Sun City's legendary network of volunteers, which augments the services provided by government and other organizations. The renowned 250-member Sun City Sheriff's Posse keeps the town

care for those who can no longer care for themselves. It's a special problem for some residents; since their children, if any, may be miles away, "when they need long-term care, there [may be] no extended family" to help give it, says Jo Ann Pedrick, executive director of the Arizona Governor's Council on Long-Term Care. And because Arizona has no Medicaid program picking up the cost of nursing-home or other long-term care, the financial burden of caring for those who have depleted their own resources falls largely on individual counties.

But taxing county residents to pay for that care puts local officials in a bind. Sun Citians have already balked at footing the bill for some services that don't benefit them directly. After it helped defeat 17 out of 20 school-bond issues, Sun City separated from the local school district in 1975, lowering residents' local tax bills substantially. Fortunately, the area's rapid growth has doubled the district's tax base since then, and many Sun City oldsters are now among the schools' most dedicated volunteers. But the separation issue still raises a troubling debate. "It's hard to say to a widow who can't pay her electric bill, 'Pay your school taxes,'" says County Supervisor Carole Carpenter, 35, who represents the Sun City area. "[But] to what extent are young people in society responsible to care for older people who simply can't deal with medical costs? It's a two-way street," Carpenter says.

Struggle: Nonetheless, simple demographics indicate that there will be more places like Sun City. Del Webb chairman Robert Swanson says the company is currently scouting land near Tucson to build the next one—dubbed, for the time being, Project X. Several other Arizona localities have voted to allow communities to apply for "age-specific zoning," leading some to fear that more and more age-restricted communities may attempt to shake off the burden of funding schools and other services. In that respect, Paul Bracken, an associate professor at the Yale School of Organization and Management who produced a study of Arizona in 1979 for the Hudson Institute, recalls thinking that Sun City "was a precursor to what we were going to see more and more. [Residents'] refusal to look at things with breadth as opposed to self-interest," he says, seemed to herald a protracted struggle between the elderly and the rest of society.

Such thoughts aren't clouding Sun City's 25th birthday. Earlier this year a 25-day extravaganza launched the celebration with dances at the rec centers, a jamboree ball and a parade featuring the rigorous routines of the famous Sun City Pom Poms. "Concrete, steel and lumber make the buildings, but people make the community," Del Webb said in 1960. "Together we can realize a way of life unprecedented in America." And unprecedented it is. The unanswered question is whether the forces that shaped Sun City not only benefit the elderly, but also accrue to the benefit of all.



Garnet and Reuben Burnham in their backyard: Pioneers of a profound shift in American society

oldest residents of the area—more than a third are over 75—are the hardest hit; inflation has shrunk or wiped out their savings, and since many of them retired before the days of private pensions, social security is their main or only source of income. Increasingly, many of the financially hard pressed are Sun City's women, 75 to 85 percent of whom outlive their husbands. Bob Stanley, president of the local Chamber of Commerce and office supervisor of Arizona Public Service Co., tells the story of an elderly woman who complained because she couldn't pay a \$22 electric bill, the highest she'd ever had. "I asked her how she'd managed to use so little electricity," he says. "She said she had no refrigerator, lived out of cans, only turned on lights when she had to"—and instead of using an air conditioner

almost free from serious crime, offering protection services that would cost Maricopa County a small fortune to provide. At local Walter O. Boswell Memorial Hospital, a 355-bed not-for-profit facility, a staggering corps of 1,300 volunteers performs various services for patients and families; another 600 are involved in fund raising. Sun City Area Interfaith Services, Inc., sponsors a crisis-counseling service for area residents and offers day care for victims of Alzheimer's disease. "There's no way we can tell how much money this has saved the family, the community, the government, but mammoth sums are being saved," says Robert Sleight, a Sun City resident who serves on Interfaith's board of directors.

Yet Sun Citians can't meet all their own needs—and a prime example is long-term

VR30

Sunday, March 17, 1985

The Arizona Republic

Del Webb's brainchild of 25 years ago ignited industry that heats up as mercury declines

By JIM WALSH/The Arizona Republic

When Del E. Webb founded Sun City 25 years ago, he also gave birth to Arizona's multimillion-dollar retirement housing industry.

It's a competitive industry that heats up as temperatures fall in the north-central and Midwestern states. Developers hoping to lure winter residents saturate newspapers, radio and television stations with advertisements for retirement communities.

"If you turn on any of the easy-listening stations, you can't help but pick up a Leisure World, Sun Lakes or Sun City West ad," said John Jacobs, vice president and general manager of Leisure World Homes, a community east of Mesa.

Westbrook Village, a Peoria subdivision that borders Sun City on the east, appeals directly to the winter-visitor market by using a talking duck in television commercials because "ducks fly south for the winter," said Frank Taylor, sales manager.

Florida still is king of the retirement marketplace with California second and Arizona third, but Arizona should overtake California shortly because of lower housing prices, said Paul Tatz, president of the Del E. Webb Development Co.

Retirement-community developers throughout the Valley agree the competition is intense as the communities vie for their share of Arizona's elderly immigrants, who almost exclusively are affluent and white.

"There's a handful of communities that basically offer the same thing. The choice comes down to location and product,"

For instance, the minimum age in Sun Lakes and Westbrook Village is 40 instead of 50 years old. Sun Lakes bills itself as "the youngest retirement community."

Taylor, of Westbrook Village, estimates about 50 percent of the retirement haven's 400 residents still work and said the average age is 55 to 60.

"If they're not retired yet, they're toward retirement in the not too distant future," he said.

A survey found the average age in Sun City, Sun City West and Youngtown is more than 71.

Because Leisure World's minimum monthly association fee is \$200 — Sun City West residents pay \$88 a year for recreational activities — the east Valley community emphasizes security in its advertising, Jacobs said.

A guardhouse makes the community private, allowing residents to travel without worrying about burglaries, he said.

However, growth of Leisure World, Sun Lakes and other retirement havens has lagged far behind Sun City and Sun City West.

Population figures from retirement communities can be misleading, because half the residents usually spend part of the year elsewhere. But since Sun City West was founded in 1978, it has grown to about 11,500.

In comparison, Sun Lakes has taken 11 years to lure 6,000 residents. Leisure World, founded in the middle 1970s, was hampered by ownership changes prior to acquisition by Western Savings and Loan and has 3,000 residents.

said Margaret Corcoran, director of advertising and public relations for Sun Lakes, an adult community south of Chandler.

There are an estimated 233,200 retirees in the Valley, according to a 1984 survey for *Inside Phoenix*, a publication of *The Arizona Republic/The Phoenix Gazette*. About 35 percent of them live in the northwest and about 22 percent in the southeast Valley. Eighty-one percent have been in Maricopa County more than five years.

Generally, they are healthy financially. Their median income was \$21,500, and 86 percent own their own homes, the survey showed. Only 26 percent have a home mortgage.

Nearly 85 percent have savings accounts, and almost half have invested in time savings or savings certificates. More than a third own securities with a median value of \$12,449.

"They're getting paid their retirement benefits in Wisconsin, or whatever, and spending them here," said Timothy Hogan, an economist with Arizona State University's Bureau of Business and Economic Research.

The Webb development subsidiary, created by Del E. Webb when he bought 20,000 acres of cotton fields in 1959 for Sun City from the J. G. Boswell Co., contends that Sun City West offers much more than any of its smaller competitors, especially in recreational opportunities.

The company says Sun City West's primary competition is resale of used homes Webb built in Sun City, rather than the other Valley retirement havens.

"We're competing against ourselves," said Don Tufts, senior vice president for marketing at Webb.

He estimated there are 1,600 to 2,000 resales yearly of houses in Sun City, but Webb sold 875 units in Sun City West in 1984 and delivered 951. A sale is recorded when a down payment is received, and a delivery is made when a buyer takes title and moves into the community.

Despite the competition with Sun City, Tufts concedes the original "active retirement community" — built around golf courses and recreation centers — makes the Webb name synonymous with retirement housing, a definite competitive advantage.

"Without question, Sun City is known worldwide as the No. 1 retirement community," leading 250,000 potential buyers to parade through its new \$3 million sales complex each year, he said.

The company's decision to replace the boxlike homes it has sold in the past with Spanish-style haciendas was based more on market research than the competition, Tufts said.

But Jacobs said "we're all checking each other out constantly" and modifying the selection of homes and their prices to remain competitive.

Tatz, in an address to residents celebrating Sun City's 25th anniversary, said "Developers throughout the Sun Belt are attempting to copy the precedent set by Del Webb."

Although the challengers concede they're selling the same "country club" way of life, built around golf courses and recreation centers, they deny being copycats.

The growth of Sun City, Sun City West and Youngtown has created a retirement kingdom in the northwest Valley where an obsession with staying young reigns and children are banished to another world.

Sun City, with 48,000 residents and prosperous businesses, dominates the area, but Sun City West, with an estimated 11,500 residents, is gaining rapidly.

Youngtown, with about 2,300, is the state's first and only incorporated retirement community.

Founded in 1954; six years before Sun City, Youngtown lacks the recreational facilities of its neighboring retirement communities, and its residents are considered the oldest and least affluent of retirees in the area.

Almost all the retirees in the three communities are white. Most are well-educated and middle to upper income, and many held managerial positions before their retirement.

But not everyone is alike.

"I have a truck driver living on one side of me and a Yale University professor on the other. It's like any other community, except that we're all old," said Eleanor Mitchell, a director of the Sun City Community Fund.

Together, the three communities are largely self-sufficient and apart from the rest of the Valley, with residents only occasionally venturing into Phoenix for its stores, restaurants and cultural events.

An insular society results, with retirees worshipping activity as the key to remaining youthful.

One segment of the population helps perpetuate the area's stereotype as a huge playpen for senior citizens by spending most of its time on golf or other sports.

Bill Lewis, a retired physical-fitness professor at the U.S. Military Academy at West Point, said at least 50 percent of Sun City residents are involved in sports, and three-quarters participate in some form of recreation.

He estimated that 1,500 to 2,000 residents participated in sports clinics designed to get the sedentary "off their seat and on their feet" as part of the month-long 25th anniversary celebration during January.

Sun City and Sun City West have eight recreation centers and 16 golf courses.

In addition to the sports, Sun City has at least 365 clubs with 155 chartered by the Recreation Centers of Sun City Inc. in avocations ranging from dancing to shuffleboard.

The others include 42 fraternal organizations, "state clubs" composed of former residents of 45 states, 15 alumni clubs for graduates of various colleges and universities, and 17 language clubs whose members speak tongues ranging from Gaelic to Norwegian.

Still others, like Betty van Fredenberg, a retired teacher, devote their energies to politics.

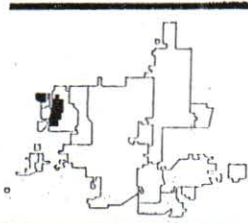
"Politics is my hobby," said van Fredenberg, a delegate to the 1984 Republican Convention.

She is a member of the Maricopa County Board of Adjustment, chairwoman of the Senior Republican Council and former director of the Sun City Homeowners Association.

Her Sun City precinct had a 96 percent turnout in the November election, compared with 91 percent for all precincts, van Fredenberg said.

"The people out here have been raised on the old values: the flag, apple pie, motherhood and all that," she said. "The Sun City zip codes have the highest rate of contributions to the Republican National Committee."

Bill Greener, director of com-



SUN CITY

Retirement communities are like any other, except 'we're all old'

By JIM WALSH/The Arizona Republic



A "two-car garage" in Sun City: Activity is worshipped as a means of remaining youthful.

munications for the GOP committee in Washington, D.C., said there's no way to verify van Fredenberg's assertion but, "it's a very strong area, among the strongest in the country, and we're very thankful for their help."

The Valley Report Card survey of 202 residents of Sun City and Sun City West showed that 63 percent voted in a municipal election within the past year. That is about average for a survey of 1,500 residents. But the number of residents who said they had attended a neighborhood meeting in the past year, 47 percent, was significantly above the average of 29 percent.

About 75 percent of the residents are Republicans. Former Maricopa County Supervisor Hawley Atkinson, a Sun City Republican, appointed van Fredenberg and several other Sun City and Sun City West party members to various county boards.

But Republicans don't have a monopoly on politics. Sun City's Union Club, whose membership includes many Democrats, teamed with the Sun City Taxpayers Association in 1982 in a drive that nearly recalled then Arizona Corporation Commissioners Bud Tims and Diane McCarthy, who were accused of rubber-stamping utility rate increases.

"I didn't know there were so many of them (Republicans) here," said I.W. Abel, a former president of the United Steelworkers Union and a Union Club member, when asked why he retired in the Republican stronghold.

However, sports, clubs and politics are not enough for many residents who volunteer their time for community service to

find meaning for their lives during retirement.

The 1982 study found about one-third of the residents volunteer with various community organizations or help their neighbors.

"The main reason is that we've been active all our lives, and it isn't sufficient to just play golf and tennis all the time," said Doris Melleney, a director of the Volunteer Bureau of the Sun City.

"No matter how old or sick you are, you can still be useful to others," she said.

The bureau placed 420 volunteers with 60 agencies last year, including 75 tutors of students in nearby school districts, even though Sun City voted in the late 1970's to secede from the districts.

Children are barred from Sun City and Sun City West by Maricopa County's senior-citizen zoning ordinance, which makes it illegal for anyone 18 years of age or less to live for more than 90 days in "senior zones," with exemptions available only under hardship conditions from the county Board of Adjustment.

The ordinance also requires that one person in each household be 50 years old or more. The penalties for violations is four months in jail or a \$750 fine, but no violators have been prosecuted in either retirement haven.

Although Youngtown was developed for retirees, its deed restrictions do not segregate the community by age.

Area school officials estimate there are no more than 100 children in the northwest retirement region, which has about 61,500 residents. But although there is a noticeable lack of youth, there is no apparent dearth of wealth.

Unquestionably, the vast majority of residents are comfortable financially. The U.S. Census in 1980 found the average yearly income in the area was \$19,360, and a 1982 survey of 551 residents by the Arizona Long Term Care Gerontology Center set the average at \$22,000.

Banks almost are as common in Sun City and Sun City West as convenience stores in Phoenix. The communities have at least 55 bank branches with deposits of about \$2 billion from residents, said Phil Brant, manager of commercial sales and leasing for the Del E. Webb Development Co., builder of both communities.

That is an average of \$33,890 in savings for each resident.

But the 1982 report also pointed to single-person households, primarily composed of widows, as a hidden poor. The one-person households averaged \$10,800 yearly, with 35.6 percent of single residents making below \$10,000 and 11.6 percent receiving \$6,000 or less.

Demographers say the fastest-growing age group in the nation is "the old old," those 85 years old or more. And social workers in Sun City say this trend is producing a growing segment of the community's population that is old and less affluent than other residents.

Once independent and affluent like their younger peers, their savings have been eaten away by inflation. Their incomes are lower because they retired before pensions were improved, and their health precludes the "active retirement" pioneered by the late Del E. Webb when he began Sun City in 1960, 25 years ago.

"The point is that not everyone out here is a millionaire," Mitchell said.

"Probably 80 percent are middle income," she said. "But there's a lot of people who are struggling."

The physical problems of some aging residents hinder their ability to live independently. Sun City Area Interfaith Service opened day-care centers for the frail elderly in 1982 and is expanding its Home Companion program, where volunteers do chores for less-healthy residents so they can avoid living in nursing homes.

Because all residents moved to the area from somewhere else, "they don't have the family support system, children and family members, who can help them out," Holly Bohling, Interfaith's program services director, said.

However, for some, the need is mental and not physical.

"We've got some folks who have become so frightened of the outside world and have withdrawn," Bohling said.

As another consequence of aging, residents have founded the Sun Cities Area Transit System, which serves many retirees no longer able to drive.

But with life expectancies projected to continue rising in coming years, doing more to help elderly residents deal with the changes wrought by aging is "the No. 1 challenge before us," said Chuck McKinnis, the transit system's president.

S4

Adult communities win experts' praise

By United Press International

Retired people often lead more active lives than when they were working, especially if they live in one of the growing number of adult communities.

These communities are praised by both residents and social scientists, but some people question their benefits, calling them age-segregated societies.

Among those scientists who have studied adult communities is Deborah Rhoads, Ph.D., an environmental psychologist and president of Humanspace Associates in Tempe. She points out that there is something retirement communities do for people that has an impact on their sense of well-being and health. Summarizing a paper presented at a meeting of the American Psychological Association, she said:

"The people in the Sun Cities reported greater satisfaction with their lives, a higher level of happiness, and their physical and emotional health were substantially higher than elderly living in other sections of the county."

Rhoads says social relationships are especially crucial for retirees:

"When you have retired people who no longer have support that one may get from the work place, it is very important that it becomes easy to form new social relationships to replace the ones they've lost. People in retirement communities are surrounded by others who share their values and their approach to life. The nearness and sharing that is typical of the adult community lifestyle supports the formation of healthy social networks."

Michael Baker, Ph.D., director of research at Arizona Long Term Care Gerontology Center, University of Arizona, also pointed to the difference in the health factor in adult communities in a recent study comparing Sun City and Sun City West residents to the population nationwide.

"Residents of the Sun City area reported remarkably low disability and impairment levels and overall good health," Baker reported. "More than 78 percent of the over-65 group indicated that present health was excellent or good. This is substantially above the 69 percent so categorized in national surveys. Data obtained regarding the prevalence of common diseases

of aging indicate that Sun Citizens experience similar patterns of disease, but lower incidence rates than do aged Americans in general."

Skeptics claim the difference cannot be attributed to self-selection, but Rhoads said researchers have considered that factor.

"It is a possibility that healthier people are choosing retirement communities because they offer so much for an active life style," she said. "But there is evidence that something about the retirement community is good for older people, regardless of their health when they move there. The retirement community offers protective benefits to the elderly that are seldom equaled on such a scale in age-integrated communities."

DEVCO recently formed a think tank called an Interdisciplinary Planning Team. "The group will consider issues critical to the continued strategic development and maintenance of a quality life environment for our residents," said DEVCO President Paul Tatz. Included are professionals in health and fitness, environmental psychology and sociology, personal finance and investment counseling, and architecture and interior design.

Rhoads said, "Such a holistic approach should be the challenge of our society as a whole. Many lessons can be learned from those specializing in housing, recreation and fitness for seniors."

"An active retirement community that is properly planned and managed can lengthen the time people can be independent and in control of their lives. That is important to mental health."

Rhoads summarized the assets and liabilities of age-segregated communities for seniors:

"The down side is that such a community is not right for everybody. It comes down to an issue of choice and the proper fit between a person and his or her environment."

Experts caution those considering a retirement lifestyle to carefully think about their individual needs and make an informed decision based on what's good for them and the reputation, services and atmosphere of the communities they are considering. Some adult communities offer vacation packages at attractive prices so prospective residents can sample the life style and services firsthand.

Looking back:

The SC Special roars at Brickyard

By BRET MCKEAND

In 1960, Del Webb relied on an extensive advertising campaign to alert prospective buyers to his new "adult retirement community."

There were many different types of advertising used — newspapers, radio and television. But probably the most unique — and certainly the fastest — of all advertising campaigns was the sponsorship of an Indianapolis race car.

The year was 1961. The place was the Indianapolis Motor Speedway. The race was the Indianapolis "500" — the "greatest spectacle in racing."

Webb, forever the sports enthusiast, decided to sponsor a car in the Memorial Day event. As with his ownership of the New York Yankees baseball team, Webb sought to recruit the best team available.

The owner was Ralph Wilkie of the Leader Cards Team, the mechanic was A.J. Watson and the driver was Roger Ward.

Together, Ward and Watson had won the Indy 500 just two years previous, in 1959, and finished second in 1960. Ward was the National Champion in 1959 and second in 1960 behind a young Texan named A.J. Foyt.

Racing fans throughout the world may have heard the name Sun City for the first time when, on May 2, 1961, Ward wheeled out his brightly colored Sun City Special for a few simple practice laps. Within minutes, car No. 2, Del Webb's Sun City Special, was turning laps around the 2.5 mile oval at record-setting speeds.

During qualifications the following weekend, Ward qualified his Sun City roadster fourth fastest and would start the Memorial Day event on the inside of the second row.

Eddie Sachs, the "Clown Prince of racing" captured the coveted pole position and would start the race from the number one spot.

The race is billed as the largest one-day sporting event in the world. Its radio broadcast reaches nearly every corner of the globe. On that day, it's a good bet that millions more heard the name Sun City for the first time ever.

As the green flag fell, Jim Hurtubise pulled out in front of crowd-favorite, Sachs. At the end of the first lap the Sun City Special was riding along in fourth place.

Ward remained with the front runners throughout the entire race, never falling out of the top 10.

As the race wore on, the original field of 33 continued to dwindle.

Finally, on lap 160, Ward slipped into the lead ahead of Sachs and Foyt, who had been running a record-setting pace throughout the day. In doing so, the No. 2 Sun City Special set a new 400-mile mark of 138.928 mph.

Ward maintained a 13-second lead over Sachs, but a question began to spread down pit lane: Will Ward be able to make it without pitting for more fuel?

A few laps later the question is answered. Ward heads into the pits to take on extra fuel. Foyt takes over first, Sachs second, Ward moves back into third.

With less than 25 laps left in the race, Foyt has built up a huge lead and appears to be coasting toward his first Indy victory. But then, as racing luck would have it, he is signaled to come in the pits for additional fuel.

The emergency stop enables Sachs to take over the lead. Steadily, he increases the distance between himself, second place Foyt and third place Ward.

Lap 197, just three laps remaining. It appears Sachs has the victory easily within his grasp.

Suddenly, Sachs veers toward the pits! With more than \$115,000 at stake, Sachs pits to have a tire changed. As his crew frantically repairs the worn tire, Sachs watches helplessly as Foyt charges by to take the victory in one of the greatest finishes the track has ever seen.

The popular Sachs had to settle for second while Ward brought the Sun City colors in at third with an average speed of 138.539 mph. Ward was awarded \$26,500 for his efforts.

The victory was the first for Foyt, who would later go on to win the event three more times and become the only driver to win Indy four times.

Ward would return the very next year, in the very same car, but without Webb's sponsorship to win the race for a second time. Sachs never did reach Victory Lane. He was tragically killed at the Brickyard in the 1964 race.

But Indianapolis wasn't the end of the season for the Sun City Special, in fact, it was just the beginning. Ward was able to carry the Sun City banner to the winner's circle three times that season: at Milwaukee, Syracuse and Sacramento.

The car in which Ward drove to third place that year, which introduced millions of people to Sun City, now rests at the Indianapolis Motor Speedway Museum in Indianapolis, Ind.

OVER

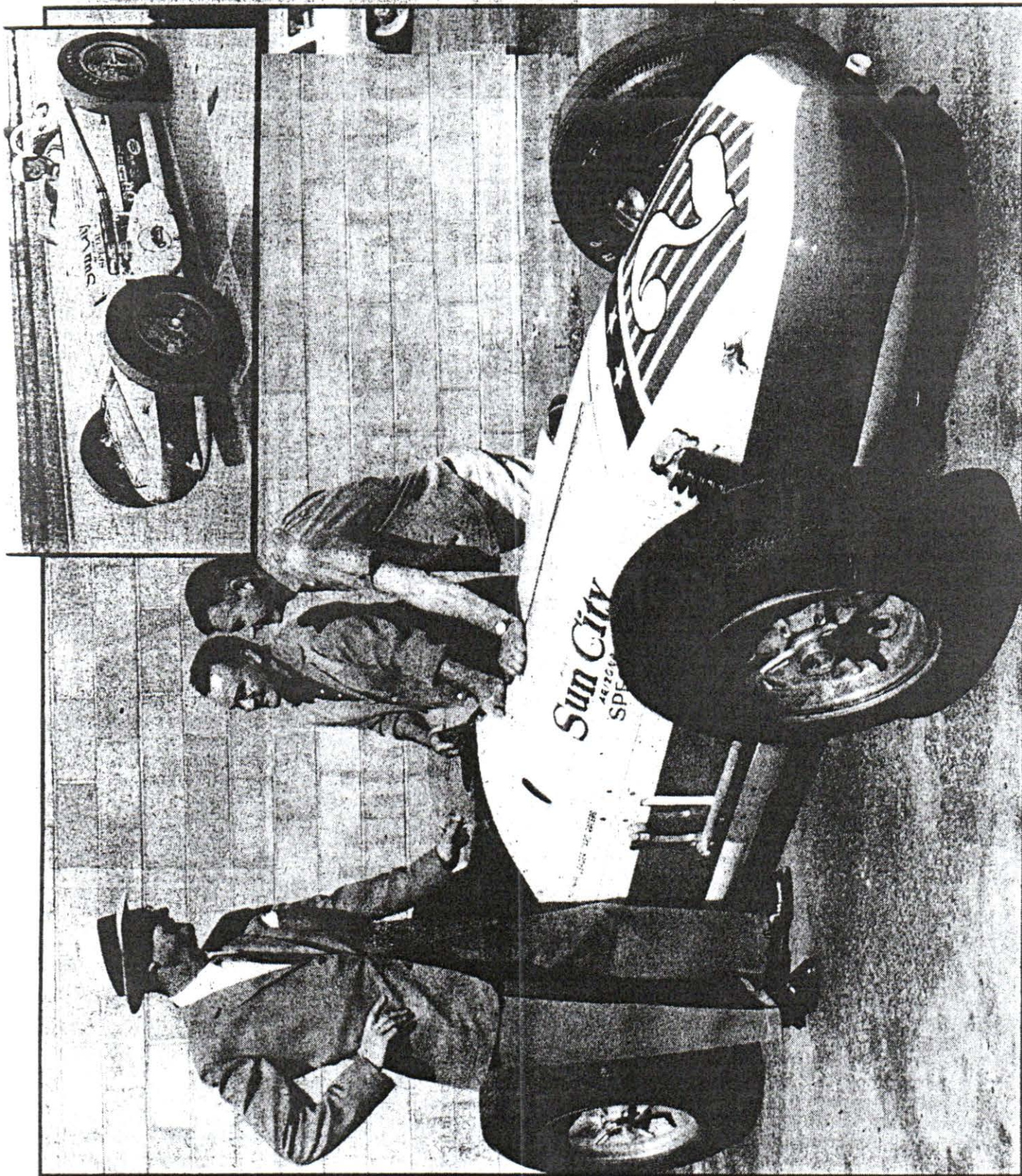


Photo courtesy of Del Webb Development Company

THE SUN CITY SPECIAL introduced millions of race fans to Sun City back in 1961. Del Webb sponsored the car owned by Robert

Wilke, center, and prepared by A.J. Watson, right. The car was driven by Roger Ward to third place in the '61 Indy 500.

At 25, Sun City Still Shines As Retirees' Desert Mecca

Los Angeles Times

THE CURIOUS, of course, came out in droves. But the serious ones were there, too. In all, 100,000 of them clogged the far northwestern reaches of Phoenix' Grand Avenue and the unpaved farm roads bisecting it.

That was 25 years ago, last January, and the cause of the interest was a new concept in housing that in a few short years was to become synonymous with the genre, Sun City — carpenter-turned-developer Del E. Webb's high-risk gamble that the nation's elderly had a homing and nesting instinct that even they didn't know they had.

Today, demographically, as the balance of economic and political power continues to pass further into the hands of the 50-plus generation, more and more developers are hungrily eyeing this market.

And while Webb never laid claim to inventing the adult retirement community — California developer Elmer John's little Youngtown settlement, just four miles away, predated Sun City by six years — he did conceive of it as an active retirement community with recreational and social amenities well in place before the first house was sold.

And a retrospective examination of sold-out Sun City's first quarter-century must inevitably lead today's would-be developers to consider a curious irony: Not only did Webb's concept become the standard for all retirement communities that followed, but the extent to which Sun City came to personify that concept has made it far more difficult for any like-minded developer in the 1980s to imitate it.

"Actually," said Paul H. Tatz, president of Del E. Webb Development Co., a wholly owned subsidiary of Del E. Webb Corp., in a recent interview, "the amenities Webb had to show those 100,000 people who came out to see the new Sun City in 1960 represented a sizable economic risk at the time, but they weren't all that overwhelming. We had a small recreation center, a nine-hole golf course, a small hotel, a restaurant and a small commercial core. But that was it. It turned out to be enough to sell 263 houses that first weekend — a two-bedroom, two-bath house with a pool on a 7,500-square-foot lot sold for under \$10,000."

But, with no criteria at the time for what an "active adult retirement community" was supposed to include in the way of amenities, Sun City's pioneer settlers were relatively unsophisticated.

Would a buyer today settle for such a package, or would he expect what a mature Sun City (population: 46,000) now offers: Seven recreational centers, 11 golf courses, 10 neighborhood shopping centers with more than 350 businesses, a center for the performing arts, the 355-bed Walter O. Boswell Memorial Hospital, numerous medical buildings, banks, savings and loan offices, churches, and life-care centers to serve its residents?

"It's pretty safe to say," Tatz added, "that there won't be any more projects of this magnitude. You simply can't do it with today's costs."

"In 1985 dollars, and disregarding the land cost,"

Tatz said, "the up-front costs of putting together a community of, say 3,000 or 4,000 people, are tremendous. A single, 18-hole golf course is going to cost about \$5 million, a recreation center for 4,000 to 5,000 people would run about \$3 to \$5 million, the infrastructure — the roads, streets, utilities, sewage treatment and so forth — will cost about \$8 million.

"And then you've got countless other expenses. You've got to have some sort of a minimal commercial development and medical facilities. At least a doctor's office. And these all have to be subsidized."

The cost obstacles don't merely apply to other developers coming, belatedly, into the active-retirement community field, but are already in place with Webb.

Although in 1972, 13,000 additional acres were acquired four miles farther west for Sun City West, a sister community, these plans were scaled back, and more than half the acreage was sold off.

But if Sun City's first 25 years of growth to 26,000 homes, the largest single residential development in the country, has provided a valuable "how-to" lesson in building such a community, it has also destroyed the two biggest clouds hanging over the concept in 1960:

- Older people, facing retirement, would never leave their families and familiar haunts and put down new roots in a strange environment, regardless of the amenities.

- A geriatric ghetto was being created that would strain the health-care facilities and welfare budgets of the host county as the residents aged and as their fixed retirement incomes failed to keep pace with soaring costs.

The myth of relocation reluctance began dying on the first weekend of sales when several of the homes being offered were bought on the spot by out-of-state vacationers who just happened to be in the neighborhood.

Also ignored, or grossly discounted, was the extent to which older citizens then and now possess "gerontophilia" (pride and desire to associate with their own, senior age group) and the tremendous appeal that those amenities that Webb offered would have — the recreational attractions, arts and craft opportunities, and other cultural and entertainment pluses thrown into their lifestyle.

(Even today, a modest homeowner's fee of \$82 a year gives residents unlimited use of all recreational opportunities except bowling and golf. And unlimited golf privileges still cost only \$455 a year — which, for many of Sun City's avid golfers, translates to an average green fee of about \$3 a round.)

The geriatric ghetto fear has also proved to be a paper tiger. "From the very first," Tatz recalled, "80 percent of our sales were for cash, and that's still the ratio. Financing has never been a problem. We just don't experience the normal impact that high interest rates customarily have on the housing market."

Far from a fear of an economic drain that retirees would create, Sun City's 25-year experience suggests that the shoe is actually on the other foot. ■

1985 L.A. TIMES. NO DATE

Sun Cities gain 'hometown' magazine

By P. ATWOOD WILLIAMS
Staff Writer

Something new has been added in the Sun Cities.

A slick-paper magazine, reflecting the Sun Cities lifestyle, was first distributed free last week to 35,000 homes. The

next issue will be mid-November.

Jerry A. Svendsen, co-publisher of *Sun Cities Life*, has been a part of the scene in Sun City for many years. He came to the Valley from Chicago as a youngster, attended Phoenix

College and earned his radio-TV production major at ASU.

HE WAS A sports writer at the Arizona Republic and was a time salesman at Channel 3.

From 1961-82 he worked for Del E. Webb as Director of Public Relations and activities; for 15 years he emceed events at the Sun Bowl.

In his publications office at 9192 W. Cactus in Peoria, a large mural of the Sun Bowl holds the place of honor behind his desk, and the coffee pot is always on.

His experience in the public speaking and seminar business, acting as mediator for Valley business retirement planning seminars, has kept him current in changing attitudes toward retirement.

"IT'S MORE FUN asking questions than giving the answers," he said during a recent interview.

His new organization, which includes Wesley R. Grant as co-publisher and photography/production and Carol Ciocca as editorial associate, also makes use of this group inquiry technique.

"We call them Focus Groups, and invite groups of seven to nine people at a time to tell us what they want and need in a publication," he ex-

plained, adding that, so far, they have indicated that *Sun Cities Life* is on the right track.

The publication intends to reflect the varied and active lifestyle and utilizes photo features, human interest stories, special events schedules and news and views articles on a bi-monthly basis, "until we can go monthly someday," Svendsen smiled.

THE FIRST ISSUE tactfully includes a photo of the waterfall at Lakeview Center in Sun City and the library bell tower at Johnson Rec Center in Sun City West.

The format was not accidental, according to Svendsen. Grant, a Webco photographer for 10 years, originally suggested a tabloid format. He brought in a tab publication: *MA Mountain Aire*—printed entirely in brown ink and containing news and photos of the White Mountain area and also some national news.

After talking to public relations professionals and printers, the magazine evolved into a city magazine with a four-color cover and color advertising. "This size is easier to hold," Svendsen demonstrated, using MA as a comparison.

Mrs. Ciocca, a Rio Salado instructor and counselor in the

Never-Too-Late program, is editorial assistant. In the first issue contributing writers are E. Marie Burns, Nancy Dammann and Diana Holm.

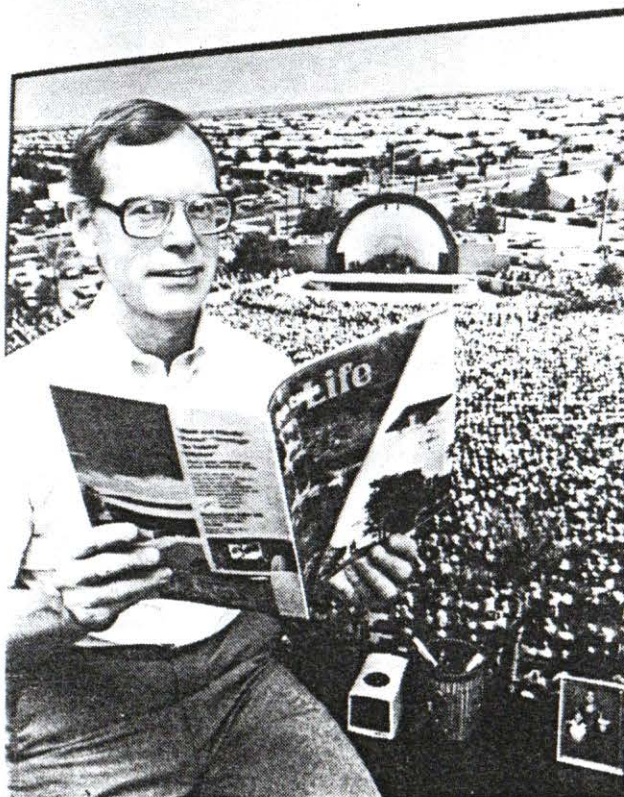
THE MAGAZINE is printed in Senatobia, Miss. by the W.E. Krueger Co., which also does *Louisiana Life*, *Bator Rouge Magazine* and many others.

When the truckload of copies arrived in Sun City, both Svendsen's son, Cameron, and Mrs. Ciocca's son, Steve, were on hand to assist Svendsen in distributing the boxes to the Sun Cities' Lions Clubs who deliver the magazines to homes in both cities.

The Sun Cities' own town magazine will also be given free to guests at hotels and motels on Grand Avenue, those in vacation apartments and retirement residences.

Svendsen is busy selling advertising for the November magazine and hopes to get input from his readers. He also hopes residents will contribute lots of photos of themselves and friends to his new publication.

OH, YES. He hopes also to sell subscriptions to those visiting the area who want to become more familiar with Sun Cities life when they return to their homes.



Sun Cities Life co-publisher, Jerry Svendsen

Choosing a Lifestyle— A Look at Five Ways

Visits with people on both big and small budgets show that there's more to retirement living than just picking the right kind of home.

For people who plan ahead, the choices of where and how to live in retirement are multiplying fast.

Retirement villages, with lavish recreation packages, offer many activities for people with ample incomes.

New "life care" arrangements eliminate worries over medical expenses and ease the burdens of household chores.

For those of more-modest means, government housing in many communities provides a better chance to retire in independence and comfort.

Expanding the options, too, is a new tax break that allows people 55 and over to keep—tax-free—profits of up to \$100,000 from the sale of their homes.

Even retirees who want to stay put will now be able to parlay the equity in their homes into needed cash with a new type of mortgage.

A need for caution. There are advantages and drawbacks to all of these choices, however, pointing up the need to examine carefully the kinds of

lifestyles available during retirement. To provide some direction, *U.S. News & World Report* editors took a firsthand look at several living arrangements and filed these reports:

SUN CITY, Ariz.

Lloyd and Marcy Young look like the kind of people the late Del Webb had in mind when he began this retirement community nearly 20 years ago.

What Webb envisioned was a place for older people who wanted to lead active lives. Over the years, his firm has created just that: a complex of gleaming homes, 11 golf courses and elaborate recreation centers humming with the activities of dozens of clubs.

The Youngs have found plenty to keep them busy since leaving Cleveland in August, 1976. Although accountant Young still does some tax returns, there is plenty of time for the couple to enjoy square dancing, golf, bowling, swimming, cycling and crafts—as well as the sunny climate. "Living here is

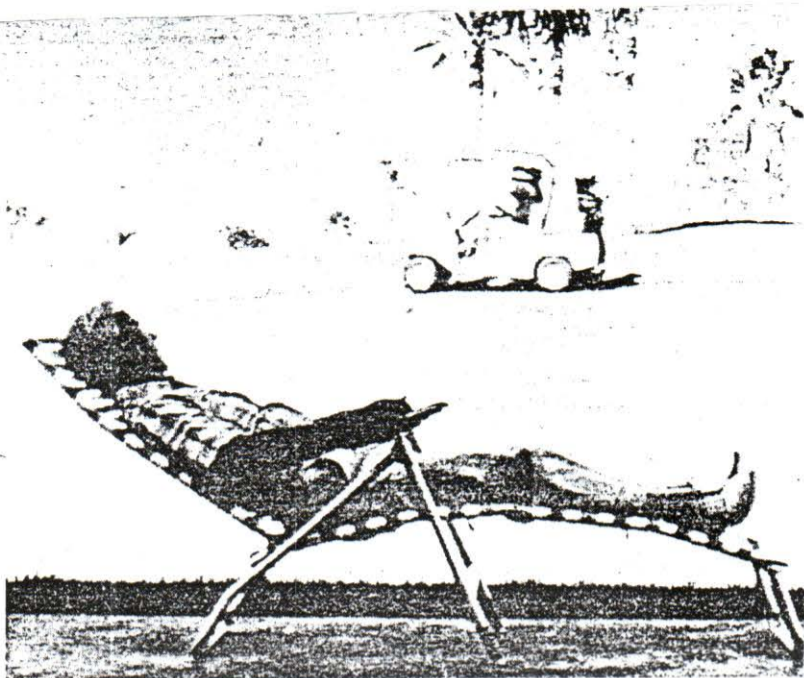
like being in a resort," says Lloyd. "Anyone who doesn't participate has only himself to blame."

The Youngs are part of a small but growing class of older Americans—those who have the money and the will to pick up stakes and head for retirement in the sun belt.

It's not for everyone. "This way of life is for adventurers," says Jerry Svendsen, a spokesman for the Del E. Webb Development Company. "Sun City might not be the place for a more sedentary person or for an introvert who has a hard time making new friends."

Week-long visits. Svendsen advises people pondering a move to a retirement community to get to know it first by visiting and subscribing to the local newspaper. His company lets prospective residents stay at Sun City apartments for a week for \$150. Many make four or five trips to the community before deciding to buy.

Others suggest that would-be resi-



How to use leisure time is a big concern of people facing retirement.

Latest official estimates of what it costs annually for a retired couple to maintain a moderately comfortable lifestyle:

Cities Where Retirement Costs Are High . . . and Low

Metropolitan Area	Food	Housing	Medical Care	Transportation	Other	TOTAL
Boston	\$2,218	\$3,547	\$609	\$720	\$1,483	\$8,577
New York	\$2,331	\$3,475	\$650	\$493	\$1,460	\$8,409
Honolulu	\$2,506	\$2,665	\$650	\$817	\$1,469	\$8,107
San Francisco	\$2,029	\$3,017	\$690	\$794	\$1,484	\$8,014
Hartford	\$2,204	\$2,897	\$604	\$769	\$1,500	\$7,974
Buffalo	\$2,109	\$2,920	\$593	\$770	\$1,511	\$7,903
Seattle	\$2,118	\$2,836	\$647	\$720	\$1,481	\$7,802

Metropolitan Area	Food	Housing	Medical Care	Transportation	Other	TOTAL
Baton Rouge	\$2,065	\$1,750	\$612	\$692	\$1,332	\$6,451
Atlanta	\$1,998	\$1,902	\$631	\$655	\$1,347	\$6,533
Orlando	\$1,828	\$2,206	\$626	\$699	\$1,306	\$6,665
Austin	\$1,793	\$2,249	\$638	\$700	\$1,323	\$6,703
Bakersfield	\$1,870	\$2,212	\$684	\$730	\$1,231	\$6,727
Dallas	\$1,852	\$2,175	\$664	\$734	\$1,306	\$6,731
Nashville	\$1,883	\$2,229	\$623	\$694	\$1,358	\$6,787

But living costs have risen 10 percent since this survey, and these figures do not include income taxes or home-mortgage payments, which many couples incur.

Source: U.S. Dept. of Labor

dents rent in the retirement village for as long as six months and try to live under a normal budget—rather than spend money as if they were on a vacation. It's also wise to experience the worst weather the location has to offer.

Housing consultants note that more people are buying homes in retirement villages before quitting work, planning to rent out the dwellings for a few years before retiring. But experts warn that only homes in prime resort areas or near large communities are likely to draw many renters or increase in value rapidly.

In Sun City, which is near Phoenix, home prices are rising about 12 percent a year, which is one reason why Lloyd Young, 59, decided to leave his home near Cleveland earlier than he had planned.

The move was not altogether easy for the Youngs, because they left behind a grown son and Marcy's mother. "I think this kind of change is harder on women," she explains, "because of family ties."

Most people adjust, though, says Doug Morris, a retired advertising executive who came to Sun City in 1973 and now volunteers as editor of a weekly newspaper. He estimates that only about 5 percent of the people who move to the community end up returning home.

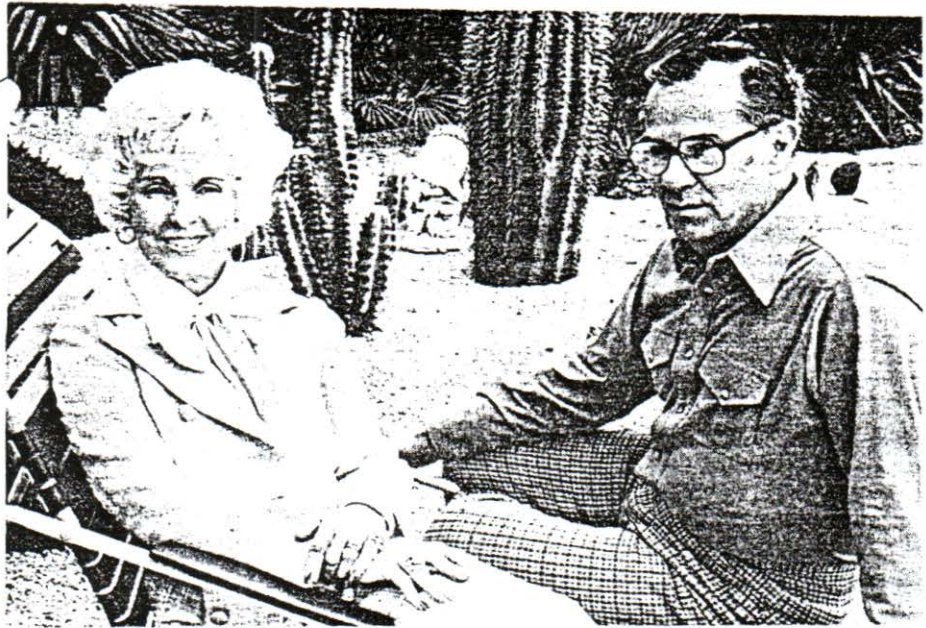
Some critics say that retirement communities are artificial because of the age segregation. "You need the pleasure that comes from a baseball flying through your window now and then," jokes James Saivar, marketing director for Avco Community Developers, Inc.

In that firm's new town near San Diego, certain neighborhoods are designed for older adults, but Saivar says there is plenty of opportunity to mix with young people.

In Sun City, where all home buyers must be at least 50 years old and have no children under the age of 18 living with them, the prevailing attitude is that family visits and volunteer work with local youngsters fill this need.

Greater prosperity. Not only do Sun City residents tend to be more independent than are most other retired people, they also are better off financially. John Meeker, president of Del E. Webb Development Company, estimates that most residents have annual incomes ranging from \$10,000 to \$20,000. About 70 percent of buyers pay cash for their homes, using money from sales of their previous dwellings.

The Youngs have sunk \$86,000 into their single-family home, which has a



Retirement villages in the sun belt are growing fast. Marcy and Lloyd Young left their suburban Cleveland home in 1976 for a new life in Sun City, Ariz.

swimming pool. The cheapest new home in the village sells for \$50,000, but there are still plenty of buyers. The original Sun City is virtually sold out, and sales began last fall on Sun City West, an adjacent development that is expected to attract 32,000 residents within seven years.

Why do retirement communities seem so appealing? Says Marcy Young: "They offer so many outlets. No one has to say, 'What am I going to do for the rest of my life?'"

DETROIT

Marie Reemmer used to dread the boredom she thought would come with retiring in a neighborhood forsaken by most of her longtime friends.

When her husband August left his job in an auto factory, the 68-year-old woman recalls, "I was so afraid we'd get on each other's nerves that I really wondered if we'd make it to the 50-year mark in our marriage."

Instead, the Reemmers have found that there are big advantages to staying in their old community.

The couple banished their worries about idleness by joining a senior citizens' center—one of more than 5,000 that offer a wide variety of services to older people. Five days a week, the Reemmers visit the center to play cards, exercise, study history and meet with friends.

In addition, the couple has found that an urban neighborhood offers plenty of ways to stretch the \$9,600 a year they receive from a pension and Social Security. Virtually all their local transportation is provided free on the city bus system, and the senior center serves hot lunches for an optional donation of 75 cents.

At the heart of their contentment is what so many retirees are looking for: a way to use their home as a moneymaker rather than a costly liability. With an eye on retirement, they bought a two-family house 14 years ago for a total investment of less than \$30,000. Now the \$175 monthly rent from the upper flat more than covers the taxes and the rising costs of maintenance.

For retired homeowners who don't have the extra income the Reemmers do, there are new developments that can provide some relief from burdensome property taxes and home-repair costs, which are rising at an annual rate of 11 percent.

Range of help. On January 1, federally chartered savings and loan institutions were authorized to offer "reverse annuity" mortgages that give homeowners monthly checks based on the debt-free value of their houses. This money amounts to a loan that often does not have to be repaid until the owner sells the home or dies.

In addition, senior citizens in many states now can receive breaks on local real-estate taxes, especially if the levies exceed a certain percentage of their income.

Still, there are worries for retirees who stay on in their homes, particularly if they live in older areas of cities. Crime is perhaps the biggest concern in the Reemmers' neighborhood. There, police cadets are often called upon to escort older people around the community.

However, the Reemmers say they are content to remain and become more active in a community they know and love, with two of their grown children nearby. "Everyone asks why we don't move out of Detroit," says Au-

Sun City: No. 1 Haven for Retirees

It Has Critics, But Residents Hail Its Facilities, Concept

By Edwin A. Roberts, Jr.
FROM SUN CITY, ARIZ.

In the 1950s there was nothing here but thousands of acres of cotton. Then, 15 years ago, the first house was built in what is now Sun City, the nation's biggest and best-known retirement community. The central question posed by the Sun City idea was this: Can older people live satisfying lives in a recreation-oriented city inhabited exclusively by older people?

The answer appears to be "yes"—with a muted "but" attached.

Some 35,000 retired people now live in Sun City, an unincorporated community near Phoenix. They're served by 300 stores, 30 financial institutions, 3 brokerage houses, 70 physicians, 9 dentists, a \$6 million hospital, 9 golf courses, 20 restaurants, 3 swanky dining clubs, 5 immense and extravagantly equipped recreation centers, a 7,500-seat amphitheater, a 4,000-seat baseball stadium, a symphony orchestra, 26 religious congregations, 5 Lions clubs, 3 Kiwanis clubs, 2 Rotary clubs—plus scores of recreational clubs ranging from the Cactus Bridge Club to the Cycle Mates.

A Sense of Motion

There are also six liquor stores and two branches of Alcoholics Anonymous.

Sun City's houses and their gray-haired occupants both seem well maintained. Sun-tanned residents bustle about in cars, in their 3,000 golf carts, on bicycles, on adult tricycles, and—often briskly—on foot. There's a sense of motion here, and of purposefulness.

Most residents are Sun City boosters. They praise the Del E. Webb Development Co., which built the community, and the life-style the Webb organization built into the community. So they're vexed when critics say Sun Citians have withdrawn their talents from society and should feel guilty about spending their retirement years at play.

Residents say such criticism doesn't take a retired person's options into account. They note that old age is a time of physical slowing down, of increased vulnerability to illness and accident, of forced withdrawal from a lifetime's career, of sadness as friends pass away one by one. Moreover, they add, a person's choices at retirement generally are these: Stay put; move in with a son or daughter; move to an age-integrated community; or move to a town designed expressly for older people.



Baseball and electric surreys with fringe on top.

"As far as I'm concerned," says Alicia Jackson as she shops the meat counter at Safeway, "the final years are a very special time of life. Nobody can understand how you feel at retirement except people who have been through it. Younger people don't like old people—that's plain enough. There's no sense staying in the old home town, especially if it's in a cold climate. Cold is hard on old bones. Live with my children? I'd rather die. Move someplace where it's warmer but you still feel out of everything because you're old? Who wants that? No, the best answer is a place like Sun City—if you have the money to afford it."

Salt, Pepper, and AT&T

Indeed, it does take money to live here. Most residents wound up their working years with high-middle and upper-bracket incomes. Whereas a dozen years ago you could buy a new two-bedroom, one-bath house here for less than \$10,000, today houses and apartments cost \$33,000 to \$75,000. A house with a swimming pool and other extras costs up to \$100,000.

On the bright side, dwellings can be purchased with low down payments and 30-year mortgages—no matter what the buyer's age. "The banks aren't insuring lives, after all," says Webb saleswoman Carol Hyland. "And they've got that property to back the loan."

What exactly is it like to live in Sun City, whose name to many people suggests only shuffleboard and sunny monotony for obsolete men and women?

Spencer Moore is a retired utility

company executive from New Jersey who looks younger than his 70 years. As he sits in the Lakes Club's handsomely appointed dining room, a meticulous waiter places a copy of an hourly stock-market report between the salt and pepper.

"That stock-market report is provided as an advertising device by a local broker," says Moore. "To begin with, Del Webb, who died a few years ago, did everything here to dignify the human spirit. We moved to Sun City in 1969. We had visited the Southwest many times before and we liked the desert. We could see that Florida—like the Fort Lauderdale-Miami area—had become engulfed with people; high-rise condominiums are all over the place. Also, Florida has high humidity and a lot of bugs. So we favored Arizona as a warm-weather place to retire."

What about all the friends you left behind in New Jersey?

No Lack of Friends

"We have more friends here than we ever had in New Jersey. Retired people don't want to be oppressed by loneliness, and here they don't have to be. When a couple moves to Sun City, that couple is anxious to make friends, to be outgoing and congenial. When you move here all you have to do is go to a cocktail party and you meet 20 people. And you're off."

Moore's days are busy with much more than play. He is a past president of Recreation Centers of Sun City, Inc. The nonprofit organization runs the \$7

million recreation centers that are jointly owned by all Sun Citians. The Webb organization included the centers' cost in the prices of homes, then turned the facilities over to the residents. For \$30 a year they can use the centers' indoor and outdoor swimming pools, hobby-craft rooms, bowling alleys, and billiards rooms.

Moore is currently vice president of the board of directors of the Walter O. Boswell Hospital. It's named for its prime benefactor, who owned the cotton fields upon which Sun City was built. (The hospital, soon to be expanded, has an intensive-care area for electronically monitoring heart patients.)

Considerate of Widows

"One important difference in relationships here," says Moore, "is that the old competitive anxieties don't exist. One of my closest friends is the former president of a Pennsylvania electric company. We can talk now without feeling any competitive pressure."

Moore adds that Sun Citians are particularly considerate of residents who have lost a spouse. "Widows and widowers are invited to parties and get-togethers, because people of our age are acutely aware of each other's feelings. I think people try harder here to be good neighbors. There are frequent second marriages, because a man and woman who have lost their first spouses seek out each other's companionship. They tend to marry not for sex but for companionship and economic reasons."

The stories one hears about the healthfulness of Sun City's desert climate are, well, dramatic. One wonders why the place needs 70 doctors. Or one doctor.

"There's a man here," declares Moore, "who, when he first came, was bent over 90 degrees with acute arthritis. Today he walks around perfectly straight. Another man arrived in Sun City with a heart that could barely sustain life. He drove from Florida 100 miles a day. It took him a month to get here. Today he says he feels like a new man and thanks God he came to Sun City. Of course there are other people whom the Arizona climate doesn't help."

But not everyone is content with life here, and a few people move away each year—usually back to where they came from. A man at the Grand Center coin laundry looks up from his sorting to say: "We're leaving for good in a week. Can't stand this place in the summer;

Please Turn to Page 14, Column 1



Putting instead of puttering.

Sun City: No. 1 Haven

Continued From Page 7

gets hot as hell—120 degrees. And the wife misses the grandchildren. I don't miss them, but she does, and I can't stand her moping around all the time and getting teary-eyed every night."

Others don't mind the hot summers because of the low (8 per cent) humidity and because every building is air conditioned. But there's no doubt the desert sun can be oppressive in July and August. About a third of the residents spend those months elsewhere. Many go to the high country of northern Arizona.

The difficulty some people find in moving far away from children and grandchildren seems to trouble them more than summer heat. This is especially true if the offspring still reside in the parents' home town. Air travel for back-home visiting is expensive, and, for those getting on in years, motor travel is tiring.

"But again," says one Sun Citian, "you must remember how mobile society is today. The children of retirees are likely to move from place to place anyway as the men change jobs or are transferred. My four children grew up on Long Island, but now they all live in widely separated cities. There's no way I could live near all of them."

Beyond that, many Sun Citians say, in effect, that they have paid their dues. They have worked hard for 40 or more years and made uncounted sacrifices for their children. Their remarks suggest that during the final years of life they want to live a little for themselves.

But this doesn't mean they live selfishly, they add. Thousands regularly engage in volunteer activities. Some 200 volunteers work at the hospital, going on duty as early as 6 a.m. Others deliver "meals on wheels." Others work through 14 men's service clubs to assist needy people in Sun City and throughout much of Arizona.

And there are needy people in Sun City. Most were among the first residents to move here in the early 1960s. They bought their little houses for under \$10,000 and settled back to enjoy their retirement years on pensions and Social Security. But inflation has turned many of these once-self-sufficient folk into welfare cases.

Churches are crowded on Sunday morning, because, as one resident says, "Maybe we've begun to worry." The United Church, a multid denominational congregation, has a large concrete patio inscribed with a huge map of the United States. After services, the people gather on the map, each standing on his or her home state. Trite? Well, it helps get people together—and that's its purpose. And Sun City's.

The Town Too Busy To Retire

by **Thelma Heatwole**

"No person can say what happiness is for another," says Mrs. Ray Nygren. "But no one, I'm convinced, can be happy who lives only for himself.

"The joy of living comes only from immersion in something that we know to be bigger, better, more enduring and worthier than we are," she adds.

Mrs. Nygren is founder and president of the Sun City Puppet Club whose members sew and sell items with proceeds earmarked for welfare and needy children.

The Puppet Club will be twelve years old in October. Already they have taken in \$90,000, all going to such projects as day care centers, schools, cancer research and for blind children, with the exception of cost of material and equipment.

Each month they choose a different recipient for their funds.

In another avenue, there is the Sunshine Service, Inc., probably the only organization of such magnitude and purpose in the world. It brings "sunshine" into the lives of the ill and bereaved.

Sunshine Service loans from a stockpile of sickroom equipment valued near \$100,000 and saves residents thousands of dollars each year in rental fees.

This unique service is financed solely by contributions and memorial gifts. It is beamed from a building worth \$100,000, also acquired through contributions.

Chief dispenser of Sunshine is the Rev. Duane Thistlethwaite, 81, who makes more than 100 calls a week to homes and hospitals.

An army of 400 volunteers helps with the Sunshine work.

There are those who went to Sun City to enjoy hobbies, golfing, bowling, cycling, arts and crafts and a homebase for travel. But legions also relish helping others — donating time and talents to service projects.

Some find civic roles their dish. And with the expertise drawn from a lifetime of career work, they have much to offer.

Sun Citians manage their own community affairs. An unincorporated town, residents organized the Sun City Home Owners Association, the Taxpayers Association and Recreation Centers of Sun City, Inc. And when the day comes for home rule, there will be qualified men and women to take over the municipal helm.

Sun City has great human quality. That humanness is evidenced by the friendliness of the great majority who hail from every state in the United States and several foreign countries.

Both men and women donate to Dysart Center, a haven of help for the poor and one of Sun City's greatest outreaches.

Willing hands sew for the center's needy or teach sewing and cooking classes. Many women, trained in the Laubach Literacy program, teach adult basic education in reading, writing and English to Mexican-Americans and other nationalities at the center. Others, in a needed service, teach citizenship classes.

Gertrude Flyte, who launched the evening instruction program at Dysart, said that Dysart Center is what today's young people would call a "Love Project." It is supported entirely by

the goodwill and generosity of Sun City and the surrounding area.

The Sun City Players is a "little theater group" with the triple-header purpose — entertaining Sun Citians, donating to charities and improving themselves professionally.

"Meals on Wheels" is a valuable program put in action by warm-hearted Sun Citians. For a fee slightly below cost, meals are delivered to those unable to cook for themselves, either permanently or temporarily.

The Community Fund, formed in 1966 to help Sun Citians with need, has also contributed to 26 organizations. Recently, in an outreach beyond the community, a generous gift from the fund went to the Westside Food and Clothing Warehouse that meets emergency needs of persons on the westside of the Salt River Valley.

The community has built or is in the process of building 17 churches of many denominations, each traditionally supporting missionaries and social needs.

Eight hundred members of the Friends of the Library donated 25,591 hours in four years time to the Sun City Library.

Clubs organized around the hobby and craft facilities in Sun City's recreation centers are among the most productive in bolstering charitable causes.

Woodworking shops, for instance, in good neighbor efforts made 269 chairs for the Arizona Crippled Children's Colony, wooden toys and blocks for the Glenhaven Retarded Pre-school Children, and bed-boards for the Sunshine Service.

Ceramic, mosaic and clay clubs contribute to charities and scholarships and local organizations of national clubs contribute to a myriad of causes. Sewing clubs, too, use their talents to boost giving, and singing and handbell ringing groups give of their hearts and talents for worthy projects.

The Walter O. Boswell Memorial Hospital Auxiliary story is one of work and dedication, with thousands of hours logged in volunteer service. Through the auxiliary's efforts several pieces of valuable equipment have been added to the hospital.

Leading money producer for the hospital is the Resident's Gallery, conducted by the auxiliary. There, Sun Citians sell their craft work on consignment with one-third the price going to the Gallery. Sales have increased from \$22,600 in 1969 to \$88,200 in 1973. The Webb Co. thoughtfully furnishes the space, rent free for the Gallery.

In the last five years more than 1300 consignors brought merchandise to the Gallery in the Sun Bowl Plaza Shopping Center. During each month 135 auxiliary members volunteer 1800 hours service.

The Gallery, of course, is of twofold benefit. It makes money for the hospital and serves as a needed outlet for products created by Sun Citians.

The untold hours of work by individuals is a story in itself. And, Mrs. Elizabeth Sullivan, 83, is a case in point.

Her self-appointed goal is to sew an average of a dress a day for the poor. Already she has cut out, fashioned and sewed 1,000 dresses. Most are channeled through the Catholic Church, some to children in El Mirage. Others go to charitable organizations.

"Get busy," she advises seniors. "The day is twice as long if you are idle."

"I have a wonderful time," she adds.

Work of Sun Citians in another sphere is indicated in the Sun City Sheriff's Posse, a helping arm to the Maricopa County Sheriff's Office.

Fifty men and four women were sworn into office initially by Sheriff Paul Blubaum. Others have since been processed for the ranks.

The list of clubs and groups serving this active community could go on and on. But, a cross section does indicate the mood and the spirit of Sun City.

It's quite true — Sun Citians are just too busy to retire. □

Sun City . . . A Very Special Place

We are not here to sell Sun City. We are here to praise Sun City, Arizona, and to pay tribute with editorial testimony to the developers, workers and residents of one of Arizona's important and vital communities.

The words, Golden Age, come to mind when we think of Sun City. Why Golden Age? When is it? And where?

Sun City, Arizona is a most radiant example of an alchemic transmutation where common human qualities and basic earthy substance have produced the Golden Age standard of the world in planned community developments.

Sun City, founded only fourteen years ago, is a young city. At year's end of 1960 its population was approximately 2,500. Today it is more than 33,000 and growing daily, attesting to the fact that Sun City's rate of growth is five times that of the State of Arizona and that of Maricopa County.

Whatever the negative aspects of inflation — sure results of the process — rising prices of real property and increased rentals and leases are inevitable. Sun City is a profitable and enduring investment. Fourteen years ago, the first homes sold for \$8,500 to \$11,300. Those same properties if offered for resale today will bring three times the original price. For the citizen in the Golden Age of his life, Sun City assures more for his money than anywhere else. The quality of Sun City homes today, and their prices are commensurate with contemporary life styles and increased building costs, with prices starting at \$25,000 minimum. The Sun City Model Home Pavilion is a miniature World's Fair exhibit setting a world standard for design, interior decorating and landscaping. All models are shown with golf course, lakeside and enclosed patio situations. Our favorite conversation piece is the star of the show, with swimming pool in the foyer, mirrored ceiling and fire engine red enamelled bathtub — for Golden Agers with a Beverly Hills complex.

Sun City is a haven for those who believe in a community being self-reliant. This utopian concept can work only where the individual's financial stability and independence assures a bulwark against corruption in civic and political endeavors.

Most Sun Citians were somebodies, from somewhere else. They left their dejections and ineptitudes behind and brought with them a limitless pool of experience which has resulted in a community spirit transcending "home-town" differences.

It is the inborn desire of American life to seek a good measure of life, liberty and the pursuit of Happiness. Sun City is a beautiful chapter in the history of civilized man's record of searching for room, for room means freedom, dignity, composure and perspective.

Sun City is no longer an experiment in the American stake. The wealth of knowledge gained through the evolution and development of Sun City has benefited and upgraded all planned communities irrespective of life style.

We see in Sun City, Arizona a festival of diverse interests of civic, commercial, social, patriotic and aesthetic endeavors and accomplishments unmatched in promise and performance anywhere in the world.

Sun City, Arizona is one of the most wonderful things that has happened in the United States of America.

And in a world of beautiful places and wonderful things — that's something very special.

JOSEPH STACEY

Any questions? Write: Del E. Webb Development Co., P.O. Box 555, Sun City, Arizona 85351.

Of the 7,300 acres presently developed in Sun City, 1,200 are devoted to golf, prompting writers to frequently describe it as a "golfer's paradise." But whether one is a golfer or not the nine courses make Sun City a beautiful open green place to live.

During 1973 nearly one-half million rounds were played on Sun City's courses.

With such a wide selection of courses it logically follows that Sun City is the scene of many golf tournaments. The first major tournament held there was in 1963 when the U.S. National Seniors Open was played on Sun City North.

In 1973 the \$10,000 Sun City Second Tour P.G.A. Tournament was born on Riverview Golf Course. In 1974, this satellite tourney featuring the touring pros who miss qualifying for the Phoenix Open was played on the Sun City South Course.



Sun City, Arizona, U.S.A.

BY PATRICIA BARNES

Sun City spreads like a vast mosaic across former cotton fields.

Between, through and among 17,000 homes wind nine golf courses, wide streets in varied patterns, and the irregular shorelines of two large man-made, fish-stocked lakes. Five recreation centers, successively more sumptuous and imaginative, offer a wide variety of activities—swimming, shuffleboard, lawn bowling, arts and crafts, tennis, miniature golf, lectures, meetings of all kinds — for which residents pay an annual fee of \$24 per person.

Sun City Stadium is the spring training home of the American League's Milwaukee Brewers. Through the summer it hosts some of the nation's finest men's and women's softball activities.

The Sun Bowl, an outdoor amphitheater, just this year featured such artists as Lawrence Welk, Freddy Martin, Roberta Peters and the King Family. The auditorium at Sundial Recreation Center overflowed this season for such lecturers as Neil Armstrong and Sam Levenson.

Sun Citians are served by six major shopping centers, 14 bank branches, ten savings and loan association offices, two stock brokerage offices, 17 churches, a movie theater, a 16-lane bowling alley, two private country clubs, the 200-bed Walter O. Boswell Memorial Hospital, a 60,000 square foot medical arts complex and a variety of modern motels and restaurants.

This enumeration is already obsolete, for Sun City is constantly building. But to see Sun City only as an inspiring display of buildings is to contemplate an empty glass. The glass is filled by the people occupying and using these buildings.

Sun City is people.

Its more than 30,000 residents came from almost everywhere, have done almost everything, and represent wide ranges of economic, social, political, religious and ethnic backgrounds. Doctors, electricians, professors, farmers, lawyers, ministers, foremen, postal workers, company presidents, civil servants, merchants, insurance salesmen, diplomats, motion picture veterans, utility company employees, artists, stockbrokers, writers, teachers all live and mingle with people from dozens of other professions and occupations.

Sun Citians generally have at least three common denominators. They are not poor. They are not young in years. They are youthful in spirit.

Residents are drawn from middle income, upper middle and even upper income ranks. Their financial means have helped stimulate and make possible the mobility that brought them there. They are more curious, more active, more positive than many of the fellow retirees they left behind in their hometowns. They are in Sun City by choice, after a cautious selection process, drawn by its challenges as well as by its attractions.

At least one member of each household is over 50, and at the time of the initial sale of each house no prospective resident is under 18.

The youthful spirit of Sun Citians runs far deeper than the "Rah! Rah!" type. Age is a unifying, not a competitive factor, and each person is judged for himself rather than by the number of winters he has seen. Sun City represents a new start, and in this mutual undertaking each newcomer is figuratively a "young upstart." To really partake of Sun City, a resident will try new things, make new friends, think new thoughts, discover new interests and talents.

The quiet follower, freed of frustrations and insecurities that have long bound him, may speak out assertively, even assume leadership. The domineering ex-boss may be compelled by his new peers to listen and learn. The lapidaries, silvercraft shops and ceramics studios breed not just dabblers but skilled craftsmen, many of them veterans of 40 years behind a desk. The introvert is invited to the world of the extroverts, or permitted an understood privacy he could find few other places. All of this occurs within an environment that gears its pace, services and conveniences to the needs of the retired.

Most Sun City residents have responded well to its opportunities. Golf courses, pools, craft facilities, recreation centers, and entertainment and cultural activities are used constantly and appreciated. Residents have organized more than 150 clubs and organizations spanning hobby, service, civic, charitable and recreation groups all the way to a 65-member symphony orchestra.

Sun City is a unique real estate development.

The Del E. Webb Development Company, a subsidiary of Del E. Webb Corporation, set out to fuse the proper elements into a living, self-animating community. Sun City is a product of private enterprise, developed almost totally without Federal or other public involvement. It may well be the most commercially successful community development project ever built.

The development company did create the idea of Sun City, plan it, build it, promote it, sell it, direct it, stimulate it and — perhaps most important — did not forget it. Unlike so many real estate developments, Sun City opened in 1960 with a golf course, recreation center, shopping center and motel, a two million dollar investment to serve non-existent residents. The community grew to 15,000 residents in its first ten years and has doubled its population in the past four.

Sun City has a multitude of salesmen, most of them unofficial and unpaid, for almost half of all new home buyers report they were first attracted to the community through the recommendation of a Sun Citian. They do just as effective a job selling themselves. The turnover rate on Sun City homes in 1973 was a low 7.7 percent, about half the national rate for FHA housing. Of those residents selling their Sun City homes last year, more than 40 percent bought new homes in Sun City. More than half of Sun City's homebuyers pay in full with cash.

Sun City is a planned community.

This may be an important point in these times when public officials, ecologists, academicians, real estate promoters and reformers-at-large attribute Merlin-like qualities to city, land and social planners. True enough, Sun City also has had all of the usual brightly-colored land use maps, feasibility studies and planning trade gobbledegook. But, to say that today's Sun City was master-planned at its beginning in 1959 is about as accurate as saying Columbus had a tight, pre-planned itinerary on his first voyage to the New World. The developer's initial planning effort apparently was sound, for Sun City almost instantly sparked to life and has evolved into a commercial, aesthetic and sociological success. However, the real planning job has been the dynamic role of monitoring Sun City's growth, continually assessing its changing needs, and responding creatively.

Sun City is a sociological phenomenon.

It is innovative and significant in a variety of ways. It is one of the largest and most successful of new communities. It is also perhaps the most nearly self-contained. It is evidence that retirees can form successfully an urbanized society of their own — tailored to their needs, serving their interests, providing

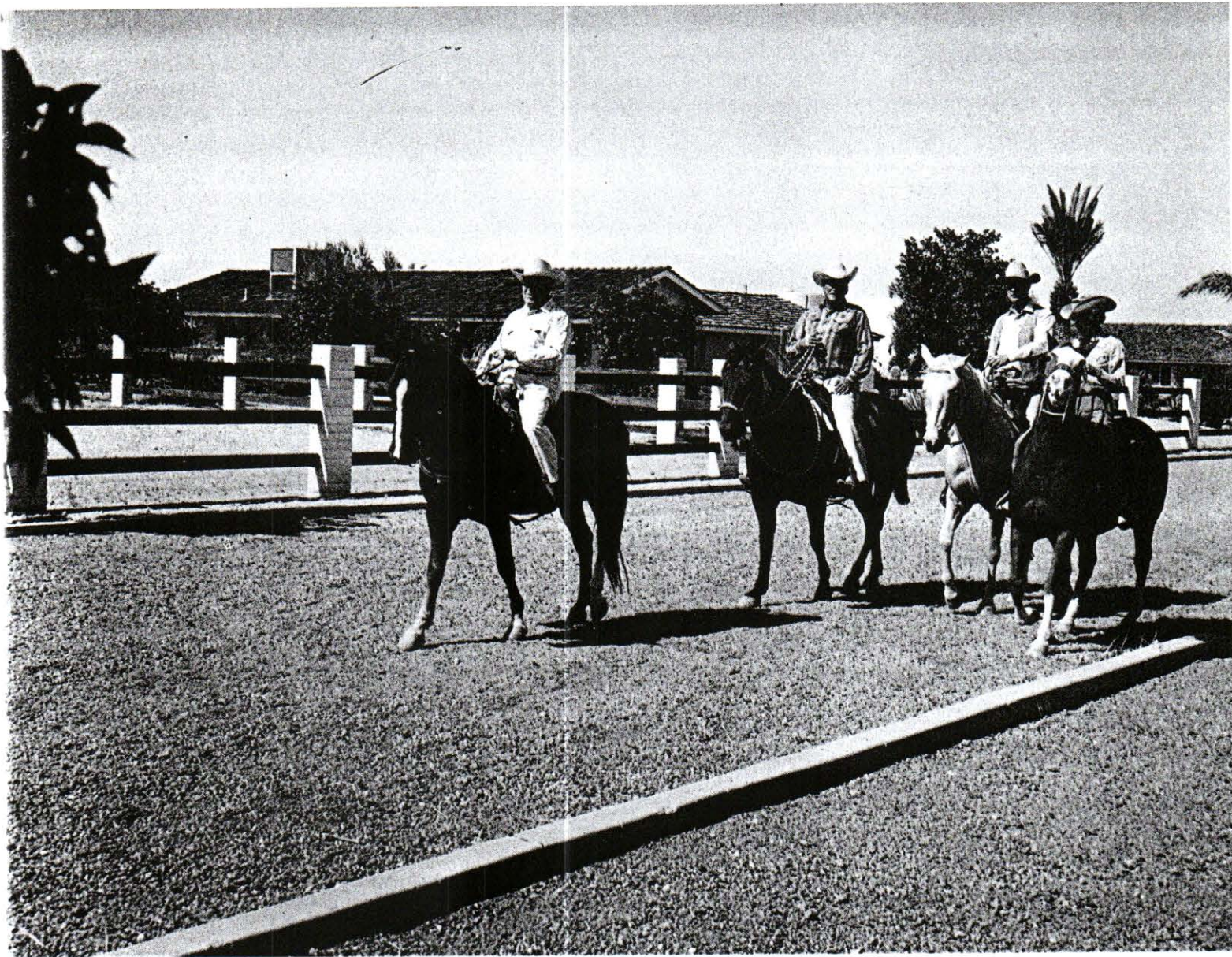
activities and challenges within a pleasant environment. It is the most politically potent city of 30,000 population anywhere. It is also one of the country's largest and most complex unincorporated communities.

As a retirement community it sidesteps some of the worst pitfalls that stymied other new communities: 1. the need for job opportunities, 2. adequate transportation facilities for commuting to jobs, and 3. educational facilities equivalent to those available in longer-developed areas.

Lest anyone be deluded into thinking Sun City is Shangri-La, it is not. It is the home of 30,000 keen, active minds with time and motivation to question, analyze, criticize. Few issues in the community are settled before they are exhausted.

The issue of incorporation as a city is always being debated. In the absence of municipal government, Sun City has developed a fascinating complex of quasi-governmental and pressure groups that have collectively given the community much of the effect of local government without the citizens' ceding any real authority. Recreation Centers of Sun City, Inc., owns and operates (through a popularly elected, nine-member board that serves without compensation and a salaried direc-

Text continued page 34



Rancho Estates — acre lots with horse privileges, is located on Sun City's "western-most frontier" and represent the developments most western life style. — WES GRANT

*FOLLOWING PANEL Pages 32-33
One does not have to cruise to exotic lands to be part of unforgettable sunsets — Sun City at Dusk. — WES GRANT*

SUN CITY, ARIZONA *from page 31*

tor) the recreation centers, ownership of which is transferred to homeowners collectively. The Home Owners Association, a massive voluntary organization claiming some 19,000 members, serves as a forceful voice for the common interests of its members and Sun City generally. The Sun City Taxpayers Association, with 4,000 members is more aggressively oriented toward incorporation, and takes a special interest in property tax matters. The Fire District Board, also elected, supervises the business of the fire protection district.

Sun City is a contributor.

A study of the economic impact of Sun City shows that as of December, 1973, Sun City was directly responsible for providing jobs for 4,700 persons. This employment covers a wide range of occupations, from the developer's employees, construction workers, laborers and recreational employees to financial, health, hotel, restaurant, retail, service station and other service employment, drawn for the most part from outside Sun City. It is estimated that Sun City was responsible, directly and indirectly at the end of 1973, for 8,000 jobs throughout Arizona.

Sun Citians bring substantial capital into Arizona with them and many continue to receive income from out-of-state sources (about 77 percent of all Sun City home buyers are from outside Arizona). This helps account for the presence of 14 bank branches and ten savings and loan offices in a community with a population of 30,000. Sun City has generated

substantially greater tax revenues for the state, county and school district than the costs of the services it receives from them. Sun Citians in 1973 paid approximately \$9.6 million in state and local taxes, with property taxes constituting \$4.25 million of this total. Despite the minute demand of a retirement community for elementary and high school facilities, Sun City provided about 80 percent of its school district's property tax revenues, thereby providing some 41 percent of the district's budget. Sun City, an unincorporated community, even contributed \$594,000 to tax revenues for Arizona's incorporated cities.

The celebrated beauty, the stimulating vitality, the amazing panorama of Sun City have made it a genuine tourist attraction. More than 250,000 visitors annually give it a major status in Arizona's important tourist industry, with attendant economic and social benefits for the state.

The most important ingredient in the success of Sun City is its own success. That success, at the start, was essential because it gave the developer the confidence to take the gambles that perpetuated that success. Performances measured up to and exceeded promises, assuring thousands of buyers that the risk they seemed to be taking wasn't a risk after all. Gertrude Stein might have said success has bred success that has bred success.

Buildings, people, development, planning, sociological phenomenon, controversy, contribution, success — these make up the Sun City way of life. And the Sun City way of life is what has made Sun City. □ □ □



Arizona's largest indoor swimming pool, Sun Dial Center. — WES GRANT

WALL STREET JOURNAL VIEW REJECTED

Sun Citians Not 'Out To Pasture'

(Editor's Note: The following is an open letter to staff writer Hal Lancaster of The Wall Street Journal.)

Dear Mr. Lancaster:

I refer to your article in the Nov. 16 edition of The Wall Street Journal on page 1, entitled "Out To Pasture", "The Old but Affluent Withdraw to Sun City to Fill Empty Days".

Yes, Mr. Lancaster, all the churches in Sun City, Ariz., are filled to capacity every Sunday, and I venture to say that nine out of every 10 men say to themselves, or feel in their hearts: "Dear Heavenly Father, we thank thee for making it possible for the two of us to live in Sun City; thank thee, dear God, for the love my wife hath given me and for the health we both enjoy. We thank you for the wonderful new life we are experiencing here; the freedom of mind and body from the topsy-turvy world we knew back home; for the joy of seeing the morning sun peak over the distant mountains and of knowing that we have everything or nothing to do and all day to do it in."

Your article was exceptionally well written. However, it left me with a horribly bad taste in my mouth. I felt terribly negative and cold all over. It was very similar to a spread which appeared several years ago in Life magazine which depicted all Sun Citians as a bunch of drunks. Whereas, your article gives the impression that all of us expect to see the "scrawny bones of death" at every nook and turn of the road.

I, OF COURSE, have no idea from whom you obtained your vast amount of "death" information, or whom you interviewed to obtain such a ridiculous viewpoint.

It would be as if I were to write an article for The Journal, depicting the beauty of the cities of Milwaukee, Omaha, Chicago, Denver and Kansas City, and describing them at great length and in massive detail as I saw them from the lounge car of a train. Naturally, I would not get off the train but would develop my impressions from persons I would meet and could interview train-side.

Sure! I know A. B. Gilliland ("Gillie," as we call him). We are charter members in the "new" Sun City-Lakeview

Rotary Club (there are two in Sun City). But what you didn't know is that he was as nervous and jumpy as a drop of water on a hot griddle. But he'll be back in Sun City when that Oklahoma wind begins to blow and the ground is covered with up to four feet of snow. I'll bet odds that he'll be back in the summer of 1973.

And I also know Landan Atkins, and a finer gentleman you will never meet. But did you take time to visit Palmbrook Country Club of which he is president? Did you drive out to Palmbrook, or any of the other six golf courses on Wednesday, men's golf day, or Tuesday, which is ladies' golf day, and see the number of golfers? The same is true of any morning.

DID YOU stay over for a Saturday night to see the jam-packed dining room swinging with beautifully gowned "old" ladies in their "poor-old" I. Magnin or Saks Fifth Avenue long dresses? And did you see the tottering old men with, as you say, "one foot in the grave", dressed, as you correctly say, in "The white shoes", but also red trousers, blue shirt, white tie . . . and white sport coat? Or green trousers with a mottled red on grey sport coat, all dancing to music written in the 1930s?

Did you take time to visit the Lakes Club and see the number of poor old Sun Citians filling its main dining room for lunches and dinners, dancing, as at Palmbrook, not only on Saturday nights, but also on Friday evenings?

I cannot say that the food is as diversified as at "21" because these two places

do not have "white-bait, or oyster-crab, or scrod", but other than that . . .!

I am sure that you did take count of the seven 18-hole golf courses and the four recreational centers with the fifth now under construction, but did you stand on the terrace of the Lakes Club overlooking Viewpoint Lake and take note of the number of power boats, sail boats, and the poor old fishermen pulling in 3- to 5-pound large-mouth bass, as well as six-pound catfish, and pike and trout to boot?

SURE SOME of us die, especially so when 25,000 "old" people over 50 are concentrated in a 15-odd square mile area. But, by the "Old Mill Stream", we are living it up before we do. In this Sun City of ours, there is everything imaginable for us to do if and when we want to do it. We can do as much as we want or as little as we want. We can linger around the shopping centers, or we can make our lives most exciting, enjoyable and eventful, without the criticism of our children or our grandchildren.

So, Mr. Lancaster, come to Sun City once more and take another look around — this time under the guidance of one who, with his sweet wife, is enjoying every minute of the hour . . . every hour of the day . . . every day of the week . . . every week of the year . . . until "death do us part"!!!

Oh, yes! I forgot to mention that I am the chairman of the Sun City Lakeview Rotary Club's Salvation Army Kettle Day drive, which covers all of Sun City.

Harrison Peddie
Sun City

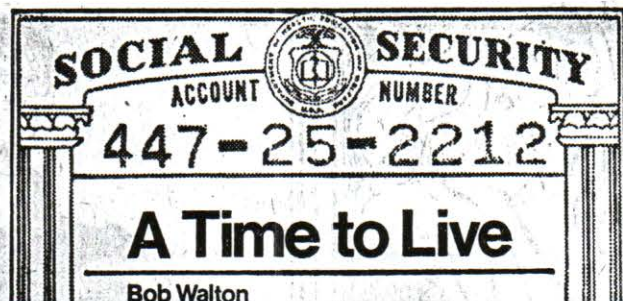
the small society

By Brickman

REMEMBER
NOW - DON'T
ANSWER ANY
OF THE
QUESTIONS THE
COMMITTEE
WILL ASK -

IT'S A TRICK TO GET
THE TRUTH OUT OF YOU -





Sun City, Ariz., has to be seen to be appreciated.

It will be remembered as that retirement area Del E. Webb gambled on 11 years ago on the desert, 13 miles northwest of Phoenix.

Just 10 years ago it had a population of 2,500, which grew to 4,500 in 1963; 6,500 in 1965; and today counts more than 17,000 residents — and the end isn't in sight.

They're looking for a population of 35,000 by 1975 and 40,000 by 1980. There is also a Sun City, Calif., and a Sun City, Fla., all built by Webb. But Sun City, Ariz., is the daddy of the three.

Some idea of how the 50-and-over crowd is heading toward Arizona is indicated by the sale of 733 houses the first two months of this year. If this sales pace is maintained, 1971 will surpass last year when 2,072 houses and apartments valued at more than \$54 million were sold.

They've even thought of pre-planned retirement at Sun City. You can order a home for delivery up to 15 months in the future and pay for it at current prices. It's a safeguard against further inflation and it costs only a down payment of \$500.

Desert living and summer heat are the first two questions raised about Sun City. It's true it is built on the desert, but its tree- and shrub-lined streets belie the fact. It still gets hot — 100 degrees plus — but everything is air-conditioned and nobody lives far from one or another of the five swimming pools.

Living in Sun City is a matter of the type of house or apartment you want — and can afford. Right now, 19 new models featuring single family units, duplexes, garden and patio apartments are on display. A bed in one even has a water mattress!

Prices range from \$19,990 to \$49,990 with a down payment of 25 percent and the balance handled as a 7½ percent mortgage. They have built a new lake with an attractive waterfall. Houses on it and those facing golf courses carry higher price tags.

Instead of asking a resident of Sun City what he

does all day to keep busy it is wiser to inquire how he is surviving. What you do is up to you, but it can be a strenuous schedule.

To begin with, there are five 18-holes golf courses with a sixth on the drawing board. Then there's tennis, bowling on the green, shuffleboard, the five pools, miniature golf and no less than 130 clubs. There's even fishing in the lake.

Sun City is self-sufficient with three shopping centers, an extremely modern new hospital, medical services, eight churches — with six new ones to be built — and its own private country club. A movie theater is to be included in a fourth shopping center.

The community also has an outdoor amphitheater in which such stars of the entertainment world as Gordon McRae, Lawrence Welk, Guy Lombardo and others are presented. Top ticket price is \$1.50.

A lot more could be written about Sun City. Some residents even hold jobs in Phoenix, while others are engaged in personal enterprises. What you do is up to you.

If it appeals to you the thing to do is to see it first. As an incentive to visitors, the King's Inn Motor Hotel offers a furnished kitchenette-apartment for \$50 a week (\$75 in the winter) with some entertainment thrown in.

While all 50 states are represented in Sun City as well as several foreign countries, the big five in population are former residents of California, Illinois, Michigan and New York — with Arizona residents heading the list.

Q. An over-65-year-old school teacher I know with a 12-month salary of \$990 a month had her contract changed so she is not paid in the summer vacation months and can collect Social Security. Is that legal?

A. Social Security tells me it is. Anyone over 65 and eligible for Social Security may collect full benefits for any month in which he does not earn \$140.

Sheltered World Of Sun City, Ariz.

Where Oldsters' Main Topics
Are Golf and Their Aches and Pains

By Gordon Gammack
(Tribune Staff Writer)

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SUN CITY, ARIZ. — Driving out to Sun City for a party, Mary Helen McGinn, formerly of Des Moines and now a successful Phoenix Realtor, remarked: "One reason I feel funny about coming out here is that people don't talk about much except their doctors and their golf scores."

The criticism was pertinent — and the emphasis on aches and pains is a somewhat depressing factor in all places where retired people live in groups.

Significantly, one of Sun City's most prominent landmarks is a new hospital.

Some claim the 18,000 residents of Sun City have cut themselves off from the real world and all its hardships and ugliness.

It is true that there is no trace of poverty in lush surroundings where apartments

those who got in on the ground floor of the fast-growing promotion that opened in January of 1960. At the end of the first year, it consisted of 1,301 homes and apartments with 2,500 residents.

Now Sun City grows at the rate of more than 2,000 homes a year and a population of nearly 50,000 is anticipated.

Some residents worry that the community will become too big, but others argue that size doesn't make much difference because Sun City is a conglomerate of individual communities, with a golf course, a shopping center and a recreation center built around a swimming pool, for each.

When another 5,000 population is added, for instance, the growth includes, for it, one more golf course, shopping center and recreation center.

The nub of the problem for many who want to settle in Sun City is: Can I sell my home in Iowa, or some other state, for enough to buy a lot and home in Sun City?

Left Oskaloosa Home in 1960.

Take the case of Mark Ollinger, formerly of Oskaloosa, a one-term Mahaska County

Gammack—

Please turn to Page Three
OVER

Retirement: The Good Life?

and homes range from \$20,000 to \$50,000.

Sun City, 20 miles northwest of downtown Phoenix, is physically the dream of a model city come true. The homes—though there is a certain monotony to them—are neatly aligned on immaculate streets. Lush green golf fairways course through the growing complex that also includes artificial lakes and even a waterfall.

The residents include some 40 to 50 millionaires. The average income of all Sun Citians reportedly is about \$8,000 a year, but the population includes some middle-income residents, especially

At Funeral, 'Everyone Looked So Old'

Gammack--

Continued from Page One

auditor who proved to be a jolly conversationalist once he had demanded my credentials and was satisfied with them.

In 1960, the former Rose Hill farmer sold his Oskaloosa home for \$19,000 and bought his present home here for \$15,750. Today, he says, a conservative estimate of his home's worth is between \$25,000 and \$30,000.

In 1960, he paid \$1,000 for a membership in the Sun City Country Club — it has the one private golf course. The other four courses are open, for fees, to all Sun Citians and some outsiders.

He was offered (\$5,300) for the membership the other day.

There's a snob factor to the country club (a second will be opened soon) and a homeowner's membership puts a premium value on the home because the membership can become part of the sale arrangement. Club dues cost Olinger \$30 a month and he pays \$50 a year for the right to use his own electric golf cart.

In 1960, his doctors told him to stay out of the courthouse — "I had had a little stroke and got my vision shattered."

He added:

"Just the other day a fellow told me, 'If you could have seen yourself when you came here, you'd realize what this climate has done for you.'"

Olinger plays golf almost every day.

"What do you shoot?" I asked him.

"You sure know how to hurt a guy," he replied. Then he confided that his handicap is 20, which means he often shoots under 100 — not bad for a man in his 80s. He's even had a hole-in-one here.

"I'm really happy in Sun City, and so's my wife. She plays cards a lot," he continued. "I'll tell you, though, there's one thing about retirement, you get more critical of people, I believe. I can pick out the bad fellows pretty easy. By the same token, I can pick out the good fellows, too."

Runs Mobile Home Court

Frequently, a person comes to Sun City thinking he can afford a home, then finds the over-all expenses are more



HUBERT JAMES



EDNA JAMES



JOHN PRATHER



MARK OLINGER

than he thought. One man who then benefits is Ray Silverman, a former Cedar Rapids and Deep River resident who operates a mobile home court on property adjoining Sun City.

"I sell to a lot of people who find they can't afford Sun City," he says. "I sell them a mobile home for \$8,000 to \$12,000 and \$70 a month for the space. You see, a place in Sun City costs

**Retirement:
The Good Life?**

at least \$20,000 and by the time a man buys furniture and carpeting and draperies and a refrigerator, he has another \$5,000 or \$10,000 invested."

But once the capital investment is made in Sun City, other expenses are low. All the recreational facilities except golf — swimming, lawn bowling, shuffleboard, ceramics, leather work, lapidary, art, sewing and many others — are available for \$20 a year per person. Groceries are about the same as back home.

Taxes are sharply lower than in most communities, partly because the community has no schools. (Children of school age are not allowed.)

Ames Man Likes Area

John Prather, former city clerk, auditor and finance officer at Ames, bought his Sun City home eight years ago for a little less than \$20,000. It now is valued at more than \$30,000. Last year his taxes were \$184 and he thinks they may go up to \$190 this year. In Ames, he estimates, the taxes on the same house would be \$400 to \$500.

He has found gracious living here under tragic circumstances; his wife died of cancer a year ago.

"This last year has been very hard, but people have

been so kind and I wouldn't live anywhere else," he said.

Now Walks Without Cane

When Hubert James, retired officer of the Des Moines Savings and Loan Association, came here five years ago, he couldn't walk without a cane because of arthritis. He walks easily without a cane now, and often strolls two miles in the evening with his wife, Edna.

They have one of the finer homes in Sun City. Des Moines was their home all their lives until they came here.

"I thought we should hesitate about moving from Des Moines," Mrs. James recalls. "Hubert, especially, knew just about everyone when he walked along the streets. I thought he'd miss it, but we weren't here along before the same thing was true here; you know just about everyone."

Is it depressing to be associated almost entirely with older people?

"We went to a funeral the other day, a New Jersey man, a very fine man," said Mrs. James. "And that was the first time I noted that everyone looked so old. Usually, it doesn't seem that way."

Are there any flaws at all in Sun City?

"Well, says Mrs. James, "When it gets to be 110, it's pretty hot and we do what we want to do outside in the morning, then stay inside the rest of the day."

The Arizona heat is so dry — humidity is less than 10 per cent, usually, when the temperature is about 100 — that it is mostly tolerable.

"I was bellyaching about the heat one summer when I first came here," says Mark Olinger, "and a fellow said, 'Hell, the summer's the best part of it,' and the longer I live here, the more I think he had something."

(A few Iowans here spend

the summer at Iowa's Lake Okoboji and the winter here.)

Many Don't Like Dampness

A reporter coming to Arizona from places like Laguna Hills, Calif., wonders why anyone would prefer the desert, with the intense summer heat, to places near the ocean in California.

The first thing he's told is that many people can't tolerate the California dampness because of arthritis or other health reasons and that many others simply don't like damp weather.

There are many similarities between California's Leisure Worlds (communes for the elderly) and Sun City, but there are differences, too.

The Leisure Worlds aren't trying to get bigger, and new residents simply take the place of those who die or move for other reasons. Sun City remains a high-powered promotion with advertising and publicity departments and a sales force of more than 50.

There also is less regimentation in Sun City. Visitors and tourists can come and go without restriction, while at Leisure Worlds, there are walls and fences and security

guards at all the entrances. Visitors must get clearance from those they want to visit, and even residents must show identification each time they enter a gate.

Many retired folk appreciate this protection and wouldn't want it otherwise.

There are reports that under Sun City's easy access policy, there were 900 robberies in the community last year.

Arizona partisans talk about the hippies and "kooks" in California, the horrendous traffic, the smog (the Phoenix area is not without it), and the constant fear of earthquakes.

And then, invariably, they point out that the state most heavily represented in Sun City is California.

I talked to one ex-Californian, while he was working in a lapidary shop, about why he preferred Arizona to California.

He replied mostly in expletives but, reduced to polite terms, he said of California:

"Too many people; too many nuts; too many cars; too high taxes."

MONDAY — Life in a mobile home court in Mesa, Ariz

Citians In General Resent Portrayal In Life Mag

News - Sun May 20, 1970

She felt it overemphasized many points, like bike riding and consumption of alcohol at Jerry's Restaurant.

It's all right to have a good time and go out, she said, but "it doesn't make good reading." She didn't finish reading the article because she "got disgusted."

SUN CITIAN Harry Kuehn "didn't like anything about it."

Kuehn, 9214 107th Ave., said the entire article was "quite derogatory" and thought the writer showed contempt for the Sun City community. He said his neighbors "were up in arms about it" and he knew of several who were canceling their subscriptions.

Kuehn added that the photographs were "not

appropriate." He said everybody here isn't as old as the subjects in the selected pictures. The woman holding the golf club "had obviously never played golf," he said. "You can tell that by the way she's holding the club."

THE STORY gives the impression that "our population is rooted emotionally in the '30s" and that we're old people who can't stand children and we're "glad when they've gone."

"That's just not true," Kuehn said.

Mrs. Catherin Keil, an eight-year resident at 10417 Peoria, believed it was "better than some" she had read.

The only part that irked

her was the reference made to the 15 mph speed limit.

"It makes us look like we're a little bit dottering," she said, "but I suppose we seem that way to others."

MRS. KEIL liked the photographs and thought the article was generally "very good."

Mrs. Mary Wallace, 10870 Thunderbird Blvd., felt strongly enough about the published story to send the following letter to Life magazine:

"Trash and garbage collectors are fast and efficient, but not so with your trash collectors, Paul O'Neal and Ralph Crane...they spent so much time securing half truths.

"Not one word was written about all the charity

work being done here, but I realize that would not be sensational enough for you.

"I suspect now that all articles in Life are distorted, and I certainly understand what Vice President Spiro Agnew means when he talks about the press."

MRS. RALPH Foote, 10525 Oakmont, had glanced only at the photographs, but said "it was the most ridiculous thing I ever saw."

The mood was exaggerated, she said, and Life selected the worst, most uncomplimentary pictures they could find.

Of the photos, Mrs. Earl Wilkinson agreed that they "gave the wrong impression" of Sun City.

Mrs. Wilkinson, 10634

Crosby Dr., was quick to say she was "horrified" at the story. She emphasized poor reporting and said "it was no more accurate than anything in this world."

SHE SAID there were many things she could prove inaccurate with her own information and suspected the article was incorrect in many other areas.

Oliver Heckman, 10611 Caron, "kind of liked it." He said "some things were a bit overdone," but the writer had a "good literary style" and it was a good advertisement for Sun City.

Contrary to his opinion of the written portion, Heckman thought the photographs used were "terrible." They weren't typical of life here and the

expressions captured weren't the usual expressions residents wear, he said.

MRS. LEONARD Cole, 10226 106th Dr., "didn't like it very well" because she believes the story "wasn't a true picture of Sun City people."

She considered the pictures not representative of "the real Sun City."

The story in Life was discussed at a dinner for 12 last week, Mrs. Cole said, and no one seemed to like it.

Mrs. Wayne Bartholomew, 10653 Alabama Ave., hadn't read the story herself at the end of last week, but many reports from her friends, she said, indicated that "people are most unhappy."

VOL. LXXXVII NO. 97

Out to Pasture

The Old but Affluent Withdraw to Sun City To Fill Empty Days

They Keep Frantically Busy,
Admit They Feel Useless,
But Say Outside Is Worse

Golf Carts & Oxygen Masks

By HAL LANCASTER

Staff Reporter of THE WALL STREET JOURNAL

SUN CITY, Ariz.—The gray-haired man interrupts the task that keeps him busy now, the construction of a grandfather clock from a pre-fabricated kit. "You know," he says thoughtfully, "when I first came here I wasn't sure I wanted to be classified as an old person. But you get used to the idea."

In this place, you have to.

Sun City, developed by Del E. Webb Corp. as one of the nation's first retirement communities, remains the leading example of a continuing social experiment: physical segregation of the aging. No one under 50 can buy a Sun City house. Most residents are retirees far older than that. People with school-age children are not permitted to live here.

When Sun City opened in 1960, the jokes began. Sun City was "where all the varicose

This is the second of three articles on old people in America.

veins in America intersect," or where the residents "bob for oxygen" on Halloween. Many social scientists viewed it as a geriatric ghetto and predicted that senior citizens would shun such a place in favor of towns where the laughter of children could still be heard.

The sociologists were wrong. Sun City's prevalent attitude toward children, for example, is neatly summarized by one resident, who says of periodic visits from his grandchildren: "I love to see 'em, and I love to see 'em go." Sun City, population 21,500, a place of tidy, neatly tended small homes, recreation facilities and shops 12 miles from Phoenix, keeps on growing. So do dozens of other places like it around the country, many of them inspired by Sun City's financial success.

On the surface, all seems idyllic here. Citizens rave about the climate, about the diversions they can enjoy here. Unlike the elderly who drift to the cheap apartments of the run-down areas of central cities, and whose lives are often consumed in pinching pennies, Sun Citians are relatively well off; houses here cost \$20,000 to \$55,000, prices that quite effectively screen out the poor.

But if people here are not a group of old fogys waiting dispiritedly for the end, neither are they living proof that the social experiment they are part of has been a real success. A single thread runs through talks with scores of Sun Citians: they came here as much to withdraw from a society that places little value on them as they did for the climate and the fun. Directly or indirectly, they see Sun City for what it is—a landscaped, well-upholstered, air-conditioned place on the shelf. That knowledge is not easy to live with.

Landon Atkins, 73, was forced into retirement when his company, a metal-products concern in the Midwest, began a wholesale upgrading of younger executives. "I felt pretty useless," he says. "One day I dropped in on a friend of mine who was still working for the company. It was around noon and he was pretty busy, and I could see a look in his eyes that said, 'Here comes old Atkins to mooch lunch off me.' I decided then and there I was getting out. I wasn't going to be a burden on my friends."

The men of Sun City are a varied lot, former executives, retired military officers, ex-postmen—anyone with the price of a house and enough income to keep on living in it. Some go gaily plumaged in burgundy slacks, white shoes, dazzling knit shirts. Other slop around in khaki shorts and T-shirts. Almost all, however, are bound together by one implacable fact: they no longer do work that society finds useful.

There are a lucky few like Landon Atkins, who now is president of a country club here, a job he says has made him feel more mentally alert. For most, there is no such release, and part of their adjustment lies in banding together with others in the same situation.

Often that isn't enough. "The work ethic is part of our culture," says Lura Henze, a sociologist at Arizona State University at Tempe. "We get status from productivity. Unless we change the ethic, we can't really fill that need for status among people who aren't working any longer." A Phoenix-area psychiatrist who has seen many Sun Citians as patients agrees, saying their worst problem is "depression, stemming from a feeling of lack of worth."

There is little he can do for most of them, he confesses ("What's the point in attempting a major personality reconstruction at age 65?"), and his experiences have made him skeptical about retirement communities in general. "It really is a kind of segregation," he says. "Oh, it seems voluntary, but in part it is a coerced voluntarism. There are covert feelings of uselessness driving people here."

Some people cannot face those feelings; they can't abide the air-conditioned shelf. Like the Cleveland broker who moved into Sun City and tried to fill his life with golf. He lasted three months before he couldn't take it any longer and went back East. Or A. B. Gilliland, a former used-car dealer who was pushed into retirement by two heart attacks. Too restless now to stay here any longer, he is selling his home and moving back to Oklahoma to watch a couple of investments. "They're really in good hands," he says, "but this gives me something to do."

But relatively few who come here leave; Webb people put the rate at about 5%. One reason is that unsatisfactory as retirement may be for some in Sun City, the isolation they can and do experience "outside" is even worse. And they know it.

Charlotte Bowling, an active, strong-willed woman of 66, says she and her husband moved here "because we didn't want to be known as Mr. and Mrs. Bowling, the old folks down the block." Showing a visitor a collection of an-

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O U E R

Out to Pasture: The Old, Affluent Withdraw to Sun City to Fill Days

Continued From First Page

tiques collected over her lifetime, she complains that sometimes she feels just like them. "People treat you like an old fogey, like you don't have anything left," she says.

John Lanni, who is 80, also came here to avoid isolation. "I found myself the only retired person in a community of 6,000 people," he says, "and that's a damn lonely life." Mr. Lanni is a proud and fiercely independent man who has managed to carve out for himself a satisfying task—giving unshirted hell to the forces of Del Webb and to his own fellow citizens, who he feels are too apathetic and self-centered.

Though residents own their own homes in Sun City, the town is unincorporated and controlled by Del E. Webb Corp. Mr. Lanni, who calls it "a feudal community," wants incorporation and government by residents. He concedes he has gotten absolutely nowhere. Why then does he keep on fighting? In answer, he marches into his "office," a desk and filing cabinet next to his washing machine, and points to six file drawers full of clips and other information on nearly everything that might affect Sun City. "It keeps me alive," he says simply.

Others come to Sun City to avoid the turmoil of social change, to find a safe harbor. Like John S. Shafer, 74, a quiet, frail widower who moved here from Detroit. He fled an invasion "by blacks and poor whites," he says. "The attitude there changed, there was no civic spirit. All the people I wanted to associate with went to the suburbs." (There are no blacks in Sun City. A Webb public relations man says a few blacks have shopped for homes, but none have bought. "I guess they realize they wouldn't be too happy here," he says with a shrug.)

Sun Citians like to describe their new home as a town where "you can walk the streets at night," and that it is. Some retirement communities go to extra lengths to achieve the same thing. Sun City is an "open community"; other havens for the affluent elderly are close to being fortresses. Rossmoor Corp.'s Leisure World at Laguna Hills, Calif., for example has surrounded its residential sections with high brick walls and uniformed security guards. Admittance is by pass only. The outside world remains just that—outside.

There is, of course, one enemy that enters regularly. That is death.

The golf cart, a favored mode of transit throughout Sun City, pulls away from the curb, the driver checking behind for traffic. There are no clubs in the rear compartment; it is filled with a wheelchair, folded up, and an oxygen tank. A green tube extends from the tank to a mask worn by the driver. He speeds away, rounding a corner and disappearing.

Each morning the switchboard at Sun City's Boswell Hospital lights up as callers dial the number for the hospital's "Reassurance Service." Subscribers know that, should they not call in, the hospital will send someone by to find out what has happened to them. Other Sun Citians keep in their homes signs with a big letter "X" on them; should they become suddenly, seriously ill, they place them in their windows to alert passersby.

Says Robert Bucknam, a 62-year old retired investor: "It seems to me that people here are absolutely petrified of dying. It makes them suckers for the medical profession. They haunt doctors' offices. Every Sunday the churches are jammed. It reminds me of the war: The closer we got to the guns, the larger the chaplain's congregation was."

There were 301 deaths in Sun City last year, or about 1.5% of the total population. Considering the age of the residents and the fact that many come here with chronic illnesses to begin with, the number seems low but it is large enough to make death a constant presence in Sun City. This gives some residents, particularly new ones, an eerie sense of temporariness in their relations with others.

"It's a hell of a thing," says a retired Air Force colonel, "living in a place where you never know who's going next. A neighbor of mine, he was 84, flew to San Diego a little while ago and signed a lease on a new place. The next day he was dead."

Lillian Devereaux is past 70. "When I first came here," she says, "I'd no sooner get to know someone than they'd die. I'd just get so torn up. But that's the way of life here."

Not everyone agrees with Mr. Bucknam that Sun Citians are terrified at the thought of their own deaths. But it is agreed that the death of a spouse in Sun City is one of the worst things that can happen to the survivor. Sun City is a place geared largely to couples. To settle in here and then lose a husband or wife is to lose a measure of social acceptance, a sense of place, all over again.

Also, the bonds between husband and wife

in Sun City are many and extremely strong; they have been forged perhaps over 50 years, for one thing, and often are strengthened still more by retirement and moving, twin traumas that force a couple to rely even more heavily on each other. "I've known couples who go everywhere, do everything, together," says one Sun Citian. "They even go to the Laundromat together. When one dies, it is a terrible tragedy. In most of these situations, remarriage soon follows, and about half of these are bad." A Sun City clergyman agrees, adding: "It's inevitable. They are just looking for friendship when the house is empty."

Many of those left alone enter singles organizations, like the Dutch Treat Club, or try in other ways to seek companionship. "It's pathetic," says one woman, "to see these widows come down to the recreation center at night and try to get into card games. Some of them don't even know how to play."

Most just endure and survive. Says Amelia Lewis, 69 and widowed: "I had a son who played football at Columbia, and we would all go to all the Ivy League schools for games every week. I'd make banners, and we'd all wave and cheer. It's so hard to go from four men in the house to none. But boys can't always be small, they have to become men, and they can't stay at home, and things have to change. You have to adjust."

But how to adjust? How to evade loneliness and fear? At Sun City, you do it by staying in motion most of the time. You play.

"I'd been used to being the head of my own business," the woman says. "I came out here and found I was nothing. I got used to it. Then I looked in the mirror, looked at the calendar and I said, 'Honey, you've had it. Do you want to live and enjoy the rest of it, or do you want to just sit here and die of a stroke?'"

Walking through the model homes at Sun City, a public-relations man makes the inevitable claim: "We don't just sell a house here, we sell a way of life." This time, though, it is true. The guiding credo of Sun City is "active retirement," and it is taken seriously. There is a cult of activity, a wholesale effort to keep the blood flowing, the joints rotating, the hands busy. "You don't rust out here, you wear out," one resident says.

This has been beneficial to many Sun Citians, who are trim, deeply tanned, and who look far younger than their actual ages. Participants feel freer to enjoy themselves at activities that, on the outside, might draw ridicule—like the sight of helmeted, booted grandmothers ripping down the desert roads on their Hondas. "These activities are good for people," says Father Palmer Plourde of St. Joachim's Church in Sun City. "There are many who come out here and start riding bicycles and swimming for the first time. They couldn't do that elsewhere. They tell me, 'Father, there's no one to laugh at us here. We're all in the same boat.'"

Aboard that vessel there is diversion without end. There are the craft shops, pools, playing fields and card rooms of Webb, and there are more than 100 clubs for everything from handbell ringing to model railroading. There are entertainments at the Sun City Bowl (Lawrence Welk, Liberace, the Eighth Army Band) and softball games featuring the Sun City Saints, a semipro women's team. It is possible in Sun City to go full tilt, from morning to night, for days on end, without repeating the same activity twice.

But to some residents, there is a touch of frenzy to it all. Sun City has no less than six golf courses built to serve up to 2,500 golfers at once; and still they are crowded; it is estimated that over 10,000 Sun Citians golf. Residents have been known to camp out at night near the tees to insure an early start.

A visitor to the new Lakeview Recreation Center finds the Lapidary shop brimming with about 30 retirees, all mechanically drawing from canvas bags rocks that look just like the rocks they have polished already. One man says he now has two interests in life—lapidary and golf. Another, Bill McMillan, peers over a pair of bifocals, gives his cherub's grin, and says: "I'd go crazy if I didn't come here. I can't work; bum ticker. I don't play golf. So what else is there?"

The activities available at Sun City are overwhelmingly geared to some kind of physical action or skill; there is almost nothing to keep the mind in tune or to engage it with problems of the day. That may be because few Sun Citians seem very interested in the problems of the day anymore, now that their active role in dealing with them is over. Thus it is that the Forum Club, a discussion group centered on current affairs, petered out after about a year, and the Great Books Club limps along with 18 members.

This distresses a minority who believe that the constant whirl of physical activity is with-

out real importance. "How many thousands of ashtrays do you have to make before you feel worthwhile?" one man asks. "How many games of bridge do you have to play? I know men who play six nights a week every week. That would drive me clean out of my skull." Others call Sun City "an intellectual desert" and complain that they have to drive to Arizona State University to find any stimulation.

This much seems indisputable, however: What diversions Sun City does offer are better than doing nothing at all. And so, the people keep on coming.

Nearly blind behind thick glasses, his cane tapping, the old man shuffles his way to a table at Del Webb's King's Inn. He stops to chat with a visitor, and asks about Los Angeles. It is smoggy, he is told. "That place is just too big," he says. Looking out the window, he adds: "This place is getting too big, too."

Del E. Webb Corp. expects Sun City's population to more than double, to about 55,000, by 1980. Already residents wax nostalgic about The Good Old Days, when everyone knew everyone else; now, with its shopping centers, suburban sprawl and the tendrils of smog visible over Phoenix, Sun City is starting to become a little too much like the places they left.

"Sun City used to stop at the corner," says a retired military man, "and I think the old-timers preferred that. But now it looks like it's just going to be another part of Phoenix. It isn't a quaint little town anymore."

Neither are other retirement communities, growing in number and size. Webb has built three Sun Cities—the two besides this one having been sold to other interests. Rossmoor Corp. has five operating now, all being ex-

panded, and is currently developing three more. Leisure Technology Corp. has five "Leisure Villages" open, with three more to be opened through 1973. There are numerous other developers of individual projects busy, too.

So far only a few hundred thousand Americans live in places like these, and in a few projects sales have been disappointing. But the idea planted here is still fairly new, and overall the industry expects great growth. Robert E. Rosenwald, executive vice president of Rossmoor, notes that the over-50 population is expected to rise to about 50 million in eight years. "Even if only 1% of that number wanted to live in retirement communities," he says, "we couldn't meet the demand."

But will that many want to make that choice? Given the alternatives, it seems likely. Says one man: "The other day my neighbor came to me and said, 'I told myself when I came here that this was going to be a wonderful place. I would believe that, even if it weren't true.'"

For the retired, a world all their own

Life Magazine
May 15, 1970



Two ladies huddle against the chill at a sunrise service at Sun City, Ariz.

Are old people really happier when surrounded by large families and the patter of little feet? Many are, of course. But 15 years ago someone decided that a lot of them would much rather have people of their own age to lean on for companionship—and created the first “retirement community” in Youngstown, Ariz., a settlement designed exclusively for the elderly. Since then dozens of similar communities have sprung up, particularly in the Southwest. The good life in one of them—Sun City, Ariz.—is described on the following pages. Retirement communities are not for everyone. They require a willingness to sever ties to old surroundings. They require some capital as well (page 53). But for those who are psychologically and financially equipped, a retirement community is a good bet for security, congenial company and what elderly people really want most—independence.

'You make so many friends here'

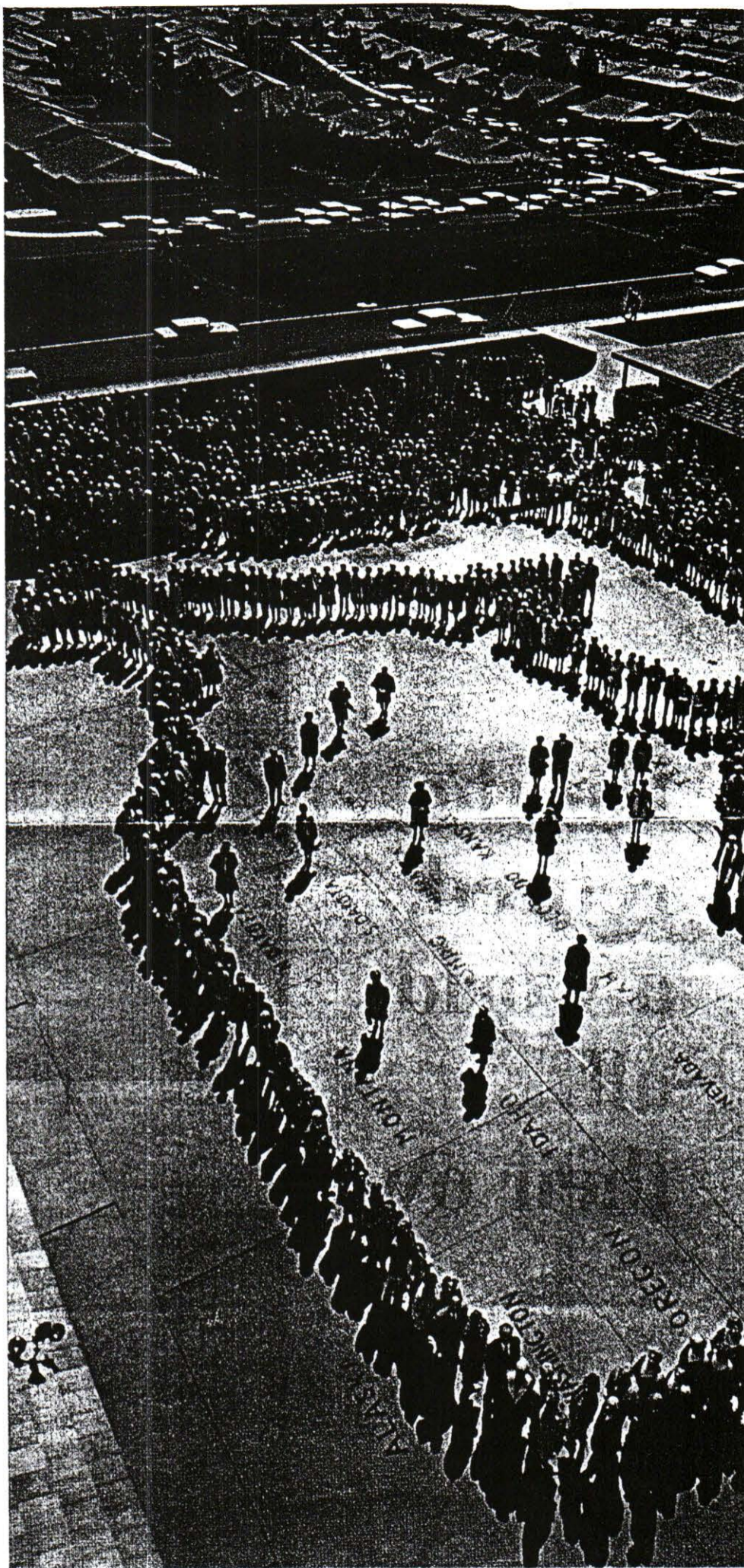
by PAUL O'NEIL

The old have always felt superior to the rest of the population; they have already been young, after all—they have, in fact, already been middle-aged—and are fully cognizant of the inadequacies attendant upon immaturity. Despite this sense of uniqueness, though, they have also been ignored. The rare septuagenarian who has been rich enough, mean enough and shrewd enough to dominate his loutish if well-meaning relatives and neighbors has done so on a heroic, individual basis, not unlike an animal trainer maintaining a precarious ascendancy over a cageful of man-eating tigers. The advent of "retirement towns," however, has induced a compensatory social phenomenon—pure populations of the aged which are almost totally uncontaminated by anyone under 50. None is more revelatory than a venerable company, now numbering upward of 14,000 souls, that has encamped for the remainder of its collective days at booming Sun City, Ariz.

Aging, middle-class Americans have been hiving at Sun City almost since bigtime Contractor Del Webb, once a part owner of the New York Yankees, began building the first of its low, white-roofed, pastel-tinted houses across the mountain-rimmed desert near Phoenix ten years ago. The town—which includes four golf courses, three big shopping malls, a hotel, four swimming pools and four lawn bowling rinks as well as community centers with stone-polishing rooms, woodworking shops, therapeutic pools and illuminated outdoor shuffleboard courts—has now usurped eight square miles of a vast plain once devoted to lettuce and cotton fields. It is pushing rapidly into new miles of flat, dusty red land. Webb's construction crews toil ceaselessly at laying new asphalt streets and raising new rows of towering, California-bred palm trees. They complete seven new houses a day, some of them bordering a 33-acre artificial lake that boasts not only a nylon bottom (to keep its contents from draining off into the dry earth) but a 28-foot artificial waterfall.

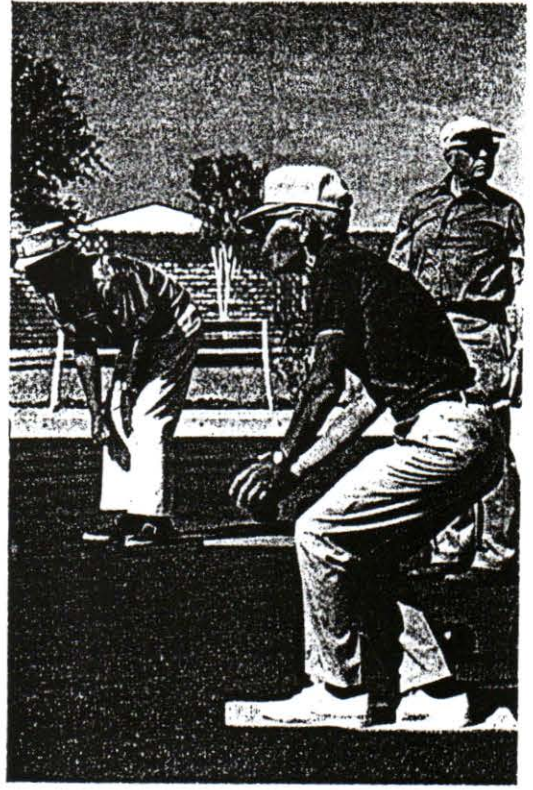
Sun City houses a surprisingly varied population. People from relatively humble walks of life have more difficulty financing retirement there in 1970 than they did ten years ago (when a two-bedroom house cost \$8,900, as opposed to \$17,990 today) but a good many still calculate they can live on \$100 a week once they have paid for a house. Retired physicians, engineers, lawyers and Army officers have meanwhile begun settling in in-

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Photographed by RALPH CRANE

Every Sunday, Sun City residents form up around a huge map of the U.S. to greet newcomers, who post themselves on their home states.



Emphasis at Sun City is on the not-too-strenuous outdoor life (above and below). For the energetic, there is tennis, horseback riding.



The biggest social activity is dancing. Classes, including separate ones for women (above), give residents who are out of practice a chance to brush up their technique for the big weekly dance (left). Their taste in dancing styles is suitably staid—round, square and ballroom. No frugging, jitterbugging or even Charlestoning.



For kiddy-harborers, the silent treatment

CONTINUED

creasing numbers—often in more expensive houses like the deluxe "lakeside" model at \$33,750. Rich or poor, however, Sun City's population is rooted emotionally in the 1930s, is overwhelmingly Republican and would stay up way past bedtime any night to hear Lawrence Welk.

Sun City males tend to be automobile polishers who affect golf caps and cardigan sweaters and are devoted to opposing philosophical attitudes about lawns: one school tends and waters grass even though it must be replanted annually after being killed by the summer heat, while its opponents put down tar paper, cover it with green-dyed gravel and labor to keep so much as a single blade from poking through. Their wives may very possibly have sworn off the tyranny of fashion sometime back in Ike's first administration; if they suspect that blue hair, red nail polish and rhinestone-trimmed harlequin spectacles are no longer the height of chic, brigades of them remain undismayed by that intelligence. Hundreds of couples—some say one in five—have installed and

practice assiduously on living room organs. Automobiles seldom move faster than 15 miles an hour on Sun City's wide streets, which is just as well since hordes of the more sporting types drive fringe-topped electric golf carts that go slower yet and old ladies pump three-wheeled bicycles (or Adultrikes) with a deliberation that must be seen to be believed.

These aspects of group retirement are all relatively predictable. But Sun City also demonstrates that older people—when they, rather than the young, comprise the local power bloc—will engage in an unsentimental rejection of all sorts of attitudes and postures which are generally expected of them when they are in the minority. Not one in a hundred, apparently, felt the slightest wrench in abandoning the old homestead and heading off to bask in Arizona. After banding together, too, they quickly seem to lose any impulse to soft-pedal views their children or ex-neighbors might consider antediluvian if not actually antisocial. The hot, dry desert weather is a primary source of the enthusiasm with which new arrivals embrace Sun City. But they also speak of it with candor and satisfaction as an oasis in a world that grows nuttier with every passing day. The town has no hippies, no smog, no race problem (since, in fact, it has no Negroes), no riots, no bombings, no LSD and no relief rolls. It is the rare inhabitant who is not ("by God") against them all.

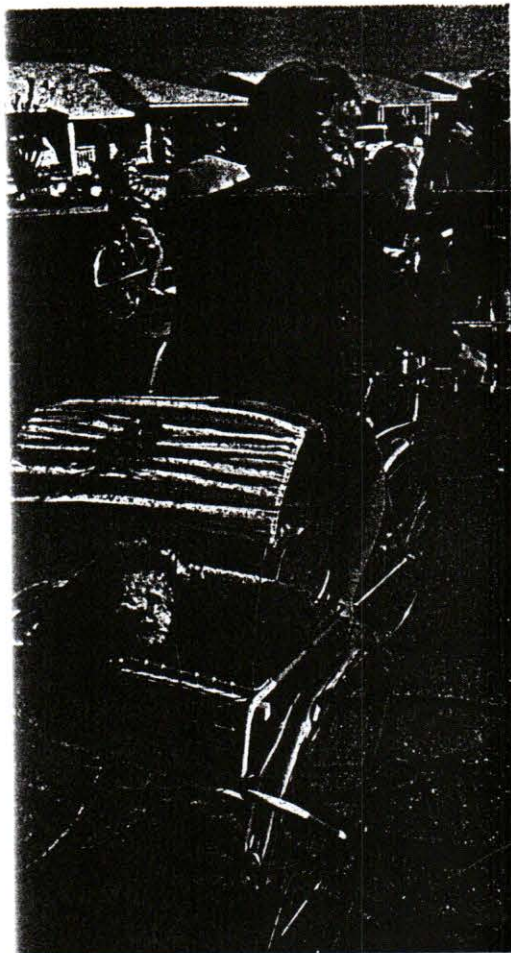
This rejection of the outer world works two ways; Sun City's citizens, as if by some wordless common agreement, shuck off aspects of their own earlier lives as well—particularly the grim maneuvering for social advantage in which so many Americans engage during their productive years. Two avenues of ostentation, for one thing, are almost closed: everybody's house looks like everyone else's "model," and opportunities to flash any but functional clothing are rare. The town's astonishing round of "activities" forces people to

know their neighbors and, apparently, to appreciate them. The list of clubs (Lapidary, Bell Ringing, China Painting, Euchre, Stitch & Knit, Ceramics and Silvercraft, to name only a few) is dizzying, and there are instructional courses in everything from dancing to gymnastics. "You make so many friends here," say innumerable breathless if dogged practitioners of "staying busy." "We have so much in common." Then, pronouncing what seems to be a universal figure, "We must know a *hundred* people. It doesn't matter what you used to be; all that counts is what you do here."

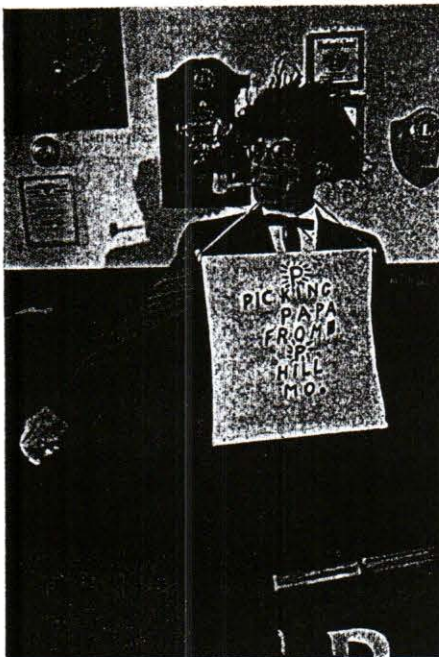
Few in Sun City uphold this democratic view more vehemently than one of its millionaires, Dean Babbitt, a bald, husky and forceful fellow of 81 who made his considerable pile as president of the Sonotone Corporation between 1936 and 1946. Babbitt has lived grandly in his time—Amelia Earhart's husband, Palmer Putnam, sold him the couple's 22-room house with its acres of lawn at Rye, N.Y. after the aviatrix was lost. He has known his share of big men. "Tom Watson. Charlie Schwab. I knew Ike pretty well." But Babbitt is a critic of Sun City's country club (350 golfing members, 120 social members and a long waiting list). "They never should have started the thing and I want no part of it. We felt like pioneers when I came here. Every man was as good as the next. I hate to see any of this snobbishness."

Old Settler Babbitt is also quick to defend Sun City against the gibes of certain irreverent outsiders who—since death is quite obviously a fact of life among the elderly—have found a macabre and raucous humor in the way the citizenry lives it up in the interim. Sun City's cemetery—Sunland—invites such emphasis on incongruity by certain effects apparently calculated to keep any civic moroseness at bay: vases containing plastic flowers at each grave, a large elevated granite book inscribed with the Lord's Prayer, and a surprising though indubitably patriotic public notice on a flagpole at the entrance . . . "Flag flying in memory of Katherine Johnson." In actuality Sun City people treat the subject of death, when they speak of it at all, with blunt and rather gallant realism. Six of the Square Club's functionaries, for instance, telephone ten lieutenants who in turn telephone ten members when one of their number dies. "That way we always have a good turnout at the funeral." Says Babbitt, pulling forth a neat leather ledger: "My father—he was an Episcopal minister—left a hell of a mess when he died. I won't." Babbitt is a tough bird—his pelvis, his left arm and several ribs were broken in an automobile smashup two years ago, but he walks without a limp. Still . . . "See here," he says. "Instructions to be followed after my demise. Close friends to be notified. Burial instructions. What to do if caused by accident. Stock trading account. All my wife has to do is open this and her problems will be solved."

All sorts of commonplace institutions seem to have taken on new significance and altered overtones during ten years of cultivation in retirement



The mascot of the Pedal Pushers Club travels in style behind its mistress's saddle. At right, a bewigged resident does a takeoff on a country yokel.



For all of Sun City's hectic social life, it is still possible for a man to get away once in a while and just be by himself.

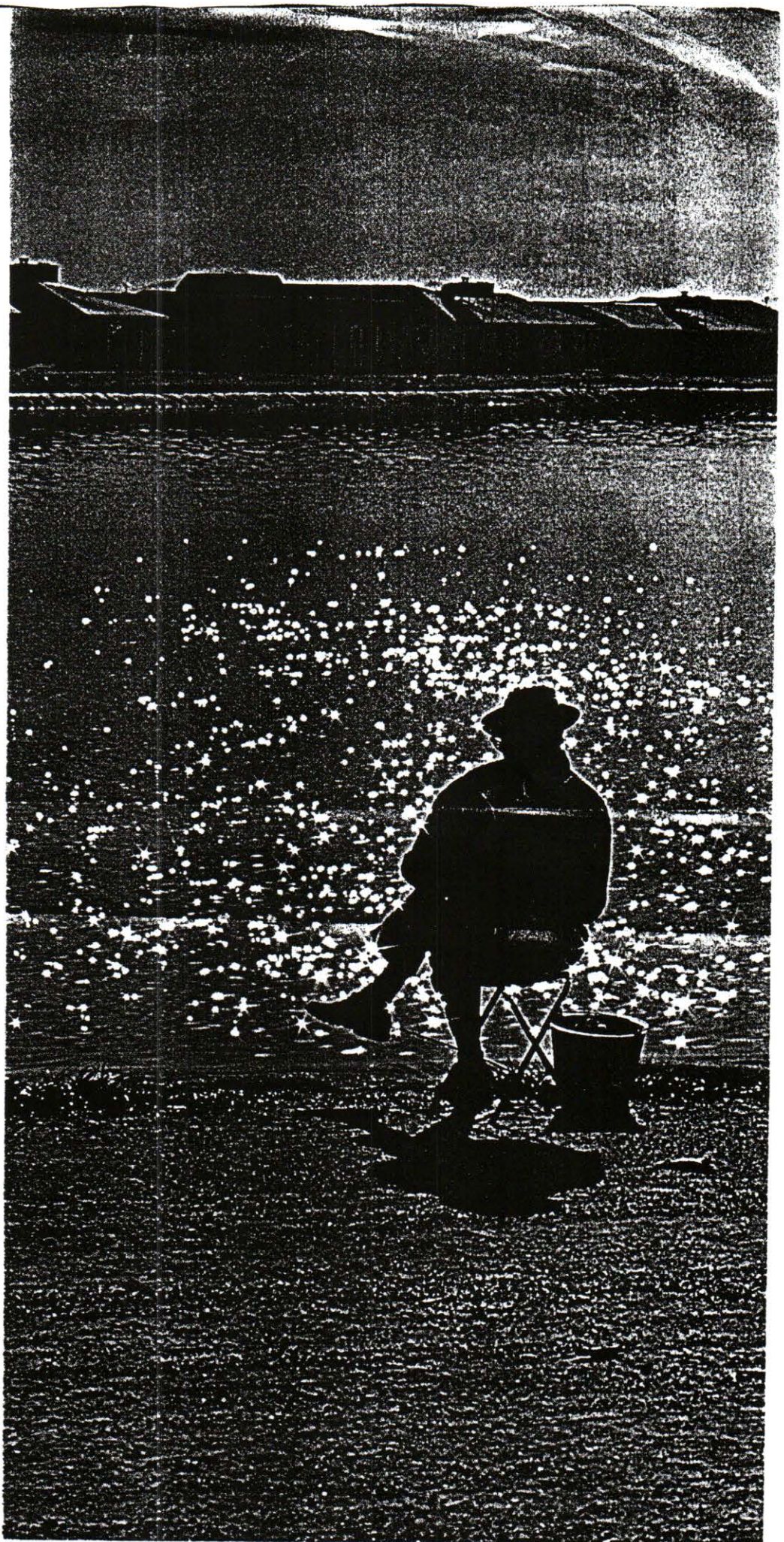
town. Take brunch. A society which likes to go to bed early apparently finds these midday gatherings—which may be laid on at an expensive outside restaurant for as many as 150 people—its equivalent of the grand ball or a big wedding reception. It seems closer in spirit, however, to the potlatch that rite by which the coastal Indian of the Northwest 1) gave away all his worldly goods and 2) became both a leading citizen and a terribly good chap. "These brunches can be murder," says C. M. Sagmoen, an ex-Army officer who is remembered for having captured German Industrialist Alfred Krupp at the point of a .45 during World War II. "I went to one last Sunday that must have cost \$150, and if you go you have to give one yourself."

Sun City is not devoid, it should be made plain, of a kickier minority that likes to stay up late, call for more booze, jostle to a ragtime tune or even, in a sense, engage in vaguely scandalous pursuit. Inter-marital wife-chasing is an activity, one is solemnly assured, which Sun City males have abandoned forever, but Sun City widows, who tend to go about in packs of three or four, compete with fervor for the attention of its widowers—even offering, at times, to buy cocktails and dinner for two in return for male company and visible victory over their competitors. Not all the widowers refuse.

Jerry's Restaurant, a spacious, paneled steak house just opposite Sun City's western border, is headquarters for a good deal of its night life. Widows tend to hold forth in the bar ("I don't want anything strong, Mabel—I think I'll just take a martini"). But Jerry's also boasts a dance floor and a handsome young musician who plays requests on a combination piano and organ. Couples in their 60s and 70s stay until closing time, calling for tunes like *The Sunny Side of the Street* and *Tiger Rag* and responding with variations of the fox-trot which were all the thing at fraternity dances when Herbert Hoover was in the headlines. "If they liked to drink and party when they were 10," says Betty Littell, the owner's pretty wife, "they still do. I swear we get one old couple who drink a quart of whisky a day apiece. They have a couple of eye-openers when they get up. He plays nine holes of golf later on and she takes a nap. They come in here at 3 or 4 and have 10 or 12 drinks before dinner. He's 77 and she's 75 and it doesn't seem to hurt them a bit."

If Sun City's people have created their own society and have equipped it with its own time zone, however, they are not completely dis-engaged from the noisy and difficult world outside. They recoil, almost to a couple, at the unspeakable hopping of small children, (though visits from grandchildren, just so they do not stay too long, are considered perfectly permissible). But more than 20 small fry—mostly off-spring of divorced daughters who have come back to stay with mum and dad—live in Sun City all the time. Neighbors sometimes give saddy-harborers the silent treatment. Paradise, alas, has other flaws, too. Shrieking coveys of F-105 jet fighters rise from nearby Luke Air Force Base and hurtle overhead all day long. Then there

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Letters to bring tears to glass eyes

CONTINUED

is the Spur Feeding Company. Nobody in Sun City's early days was even aware that it was engaged in fattening several hundred cattle on land directly opposite the town's southern border. But 30,000 beasts are now being force-fed for slaughter, and the slightest air currents, residents claim, blanket a mile or two of settlement with a greasy, sickening and inescapable odor.

Noise or not, the inhabitants feel a sense of patriotic kinship with the young pilots of the howling aircraft. But they are doing their best to demolish the cattle feeders. They are also standing fast; owners of homes facing the country club's fairways, where "the smell" is at its worst, have enclosed and air-conditioned their patios rather than giving any thought at all to moving away. Thus fortified up, they are engaged in six separate damage suits against the perpetrators of olfactory outrage—charging, among other things, that cows foul the air near Phoenix with an intolerable amount of pollutant gases and volatile liquids—and can hardly wait to burst through the courtroom doors and lay about them.

But while these alarms and excursions seem to enliven the minds and the metabolism of inhabitants who are involved, they are only artificial and temporary stimuli when compared to John A. Lanni, a Garibaldi risen unmasked among a citizenry with no slightest thirst for glory. Most of the people at Sun City regard the Del Webb Development Company with gratitude and think of its head man as a sort of Big Daddy—even to speaking his name *Delwebb* as though it were one word with the accent on the first syllable. John Lanni is convinced that they have all been "brainwashed," that such servility is unmanly and unrealistic and that they should rise, get the town "incorporated" and run it themselves. A big proportion of the inhabitants shudder at this, and outraged letter writers complain incessantly in the local press that he is attempting to expose them to "dirty politics" and "rotten graft."



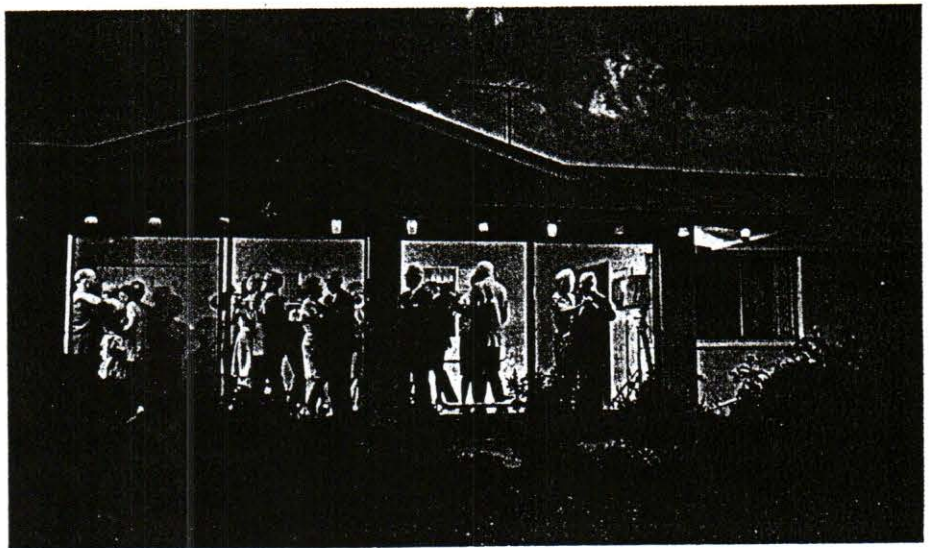
DEAN BABBITT: "I hate to see any of this snobbishness."

JOHN A. LANNI: "With 50 men we could lick them."



Lanni, now 78, is an absolutely splendid fellow—dogged, simple, electrified by the most minute and confusing detail of any subject he tackles, and an idealist prepared to be hung up by the thumbs before submitting to an oppressor—any oppressor. He knew poverty when he was a boy, played football while putting himself through Colgate with the class of 1910, served in France during World War I, knocked 'em dead as a salesman of men's belts (Hickok) in the Middle West thereafter, and has lived in Sun City and fulminated against its Establishment for 10 dedicated years. He has humor. "Here are letters," he says, waving a sheaf of his detractors' prose, "that would bring tears to a pair of glass eyes." He is, he says, "a man of high principle"—and only a cynic would disbelieve him—who holds that "the only reward for a good deed is having done it." He has hope. His brown Italian eyes flash in his eroded face as he grins and says, "If I could find 50 men like myself we could *lick* the sons of bitches." He will not. But though neither Lanni nor his critics seem to realize it (and least of all Webb's evangelistic publicity men, who react to his lese majesty as though they honestly believed he had taken leave of his senses), he must be regarded as the ultimate symbol of Sun City's scheme of things. There is no "activity"—ah lovely irony—like vendetta, and it seems impossible that the Del Webb Development Company will not keep him alive until he is 100 years old. ■

As darkness steals over Sun City, residents dance away the evening hours



Different kinds of retirement communities

Not everyone wants to spend his evening years surrounded by jolly types like the people at Sun City—most retired folk couldn't afford to in any case. But retirement communities come in all sorts of forms and combinations—urban and rural, age-segregated and age-mixed, rental and purchase, public and private—and retired couples wishing to live among their own kind can almost certainly find a community somewhere which is tailored to their taste and budget. The basic types are described below.

• **Classic retirement communities.** Sun City is a typical example. Such communities consist of one-family houses which members buy outright and maintain at their expense. They tend to be isolated, self-sufficient colonies with their own shopping centers and recreational facilities. Social life is intense, and they are likely to be located where the weather is warm (most classic retirement communities are in Florida, California and the Southwest). They appeal most to younger, more gregarious retirees who want to enjoy active, healthy lives removed from the cares of the outside world.

• **Apartment complexes.** These are either high-

rise buildings or clusters of connected bungalows sprawling across landscaped acres. Physically they resemble ordinary apartments except that they are available only to the elderly. Some are specially designed with old people in mind—grab bars in bathrooms, electric outlets high on the wall to save stooping, and other safety conveniences. Others deliberately avoid such features on the grounds that they tend to depress the tenants. Apartment complexes, as might be expected, are usually found in and about cities and therefore appeal most to urbanites who value privacy yet want to keep in touch with the life they know. Like ordinary apartments, they are available as condominiums or cooperatives. Cooperatives, unlike condominiums, do not sell their apartments outright. The initial "occupancy fee" in a cooperative is lower than a condominium purchase price, but the monthly fees for rent and maintenance are higher. Cooperatives therefore best suit people who have higher and stabler annual incomes but less cash in hand.

• **Life-care communities.** These may resemble either apartment complexes or places like Sun City. The difference is that life-care communities, most of which are church-sponsored, guarantee

their members complete security for the rest of their lives with no extra charge for medical or special care. They appeal, therefore, to people concerned about who will look after them when they are senile or in terminal illness. Many have built-in hospitals, communal dining halls where people can eat when they don't feel like cooking in their own quarters, and many other services and conveniences. But the cost of all this comes high. New members pay an initial entrance fee of as much as \$35,000, yet they are only tenants in their homes, relinquishing them to newcomers when they die. Monthly maintenance charges are also steep, and may increase with costs. The rate for a medium-sized unit at one New Jersey community, for instance, has doubled in the past five years, and many members who could barely afford to live there in the first place have had to suffer their losses and move out.

• **Public housing.** Some towns and cities maintain government-subsidized living units in ordinary apartment buildings as homes for retired people with modest incomes. Rents average about \$35 a month. This is only one of several different kinds of living arrangements that are sponsored by federal, state and local agencies. At present, there

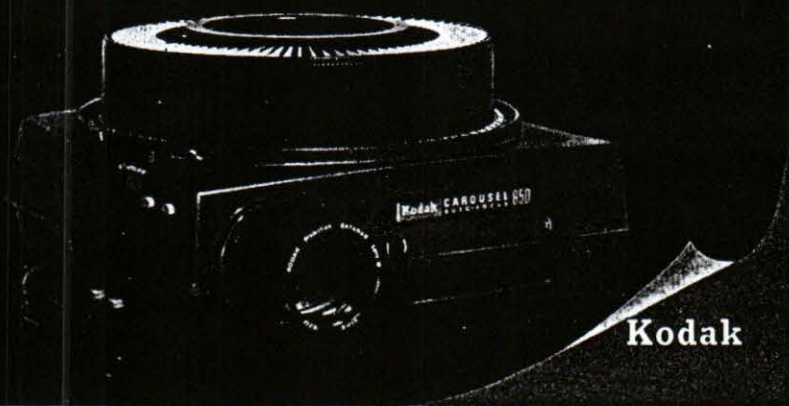
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Above all, a look at the fine print

CONTINUED

are more than 235,000 public housing units available for the elderly in over 5,000 projects across the U.S., either in regular dwellings or in specially designed buildings. The more recent public housing projects are less grim and institutional than the older ones, and offer the best bargain in retirement living anywhere. Another opportunity worth looking into is low-cost retirement housing sponsored by unions and fraternal organizations, with the help of FHA loans.

Within these basic categories, there are all kinds of variations and experiments. Port Charlotte, Fla., for instance, has a colony much like Sun City with an added mix of younger families and children. Syracuse, N.Y. has a public housing project which (more riskily, one would think) brings retired folk and college students together. There will probably be further efforts to make retirement living more varied and flexible after next year's White House Conference on Aging.

To find out about places to live and about retirement opportunities in general, people should write to the Administration on Aging, HEW, Washington, D.C. 20201 or get in touch with *Harvest Years*, a useful publication for the elderly, which is at 104 East 40th Street, N.Y.C. 10016. Before deciding where to settle down they should certainly visit the place and talk to the people who live there. Above all they should have their lawyer scan the fine print of all deeds and contracts to make sure that no disagreeable surprises will mar what ought to be enjoyable future years.

In Sun City's weaving workshop, residents ply looms



date ?

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The secrets of successful RETIREMENT

By GEREON ZIMMERMANN

LOOK STAFF WRITER

EACH DAY IN THE UNITED STATES, 11,500 babies begin life, and, each day, 3,000 people celebrate their 65th birthday. While a baby's first squalls bring joy, the beginning of the "golden years" often brings anxiety and even fear.

More and more Americans today face the problems that come with retirement. In 1960, there were 15.7 million people 65 years or older in the nation, and they comprised about 8.7 per cent of the population. By 1975, they will number 20 million.

That so many people are able to live so long is a historic medical and social triumph. It is also a situation explosive with challenges for the individual and for society. Dr. Leon Lewis of Berkeley, Calif., says, "The realities of aging are as complex as life itself and much more intense, all the way from economics to psychiatry."

In a way, we are becoming used to "getting older." The gold watch given for years of faithful company service, the sun-drenched benches in California and the floodlighted shuffleboard courts in Florida have become fixtures (and reminders) in our culture. They have even become easy marks for humorists.

As recently as 15 years ago, the words "geriatrics" (meaning the study of diseases of the aged) and "gerontology" (the study of the process of aging)

stood for interesting but obscure scientific pursuits. Today, the research output in these fields is tremendous and is increasing rapidly. And debates about the financing of welfare plans for the aged are among the hottest and most important.

For the older individual, the experience of aging is as intimate as a family quarrel—or a love affair. Yet in scores of interviews with older persons and experts in the fields of gerontology and geriatrics, patterns do emerge to define "successful retirement." These insights are summarized on the following page. They are coupled with the realization that 1) some people do not want to retire at all and 2) the United States, after 25 years of Federal Social Security programs, is just beginning to become aware of the needs and the desires of the older person in modern society (see *Old Age: The New Frontier*).

The secrets in the art of living—a process intensified by age—have been given by retired people who face their later years with realism and with hope. They demand the utmost of the individual. As Leo Simmons of Columbia University writes: "The efforts and the strategy of life had better go on, refined and intensified. . . . Aging can be good or bad. When it is good, it generally is more of an achievement than a gift. . . . Aging must be gamy to the end to be very good."

continued

Arthur and Esther Winston stroll along the white sands of the Florida Gulf Coast near their home at Port Charlotte. They moved there for their retirement years from Tennessee. The Winstons planned for their old age. With a modest income, they have happily adjusted their lives to full-time leisure. He says, "Now that our two sons are grown, we are experiencing some of the best times of our life. We entered into retirement without any resentment."

Photographed by DOUGLAS KIRKLAND



Esther and Arthur Winston get two crops of vegetables a year from their back-yard garden plot in Port Charlotte. They budget carefully, say, "We never lack for anything."



Retirement demands planning

Retirement has been described as "the fourth stage of life." A man who is 55 years old now can reasonably expect to live until 74; a woman of 55 has a life expectancy of 78 years. Harold R. Hall, a retirement consultant, believes "definite planning for retirement should start ten years before the actual date, and the date is something no one can choose for you." Such analysis must be candid—even "soul-searching." You should decide whether full-time leisure, a part-time job or another full-time job is best for you.

In analyzing satisfactory retirement, Wayne Thompson of Cornell University found: "The two most important factors are an accurate preconception of retirement" and a favorable attitude toward it. The planning itself, Thompson noted, seems to help develop the outlook leading to happy retirement.

Keep sharp and stay active

Some people like full-time "fun" or "just sitting around" when they retire. Most people don't. Here are two typical views:

A pensioner told a Cornell University researcher, "Once you retire, you simply must find some kind of rewarding activity, or you're sunk. I can speak for no one but myself, but I wish to God I were back on the job."

Charles Winter, 70, of Wilmington, Del., told LOOK, "I retired from du Pont five years ago. I think the greatest need is to feel useful. I became a substitute teacher in the school system here. I'll do anything for kicks, and the pin money is useful—it means a new set of tires for my car, that sort of thing. I teach about 75 days a year, and every day is different. When the telephone rings in the morning with an assignment, I'm just like a fireman answering an alarm. I want to be answering that fire alarm as long as I am able to."

Explore before you move

Arizona, California, Florida and other warm regions have become meccas for older people who want a gentle climate and "the adventure of a change." The trend reflects, among other things, this society's mobility and its affluence.

According to one estimate, about 10 per cent of retired people do move to such areas. Arthur and Esther Winston, who are shown on these pages, moved from Tennessee to Port Charlotte, a General Development Corporation—Mackle Company, Inc., community. They rate their move to this new town on the Florida Gulf Coast a successful one. Over the years, they scouted Southern and Western areas during their vacations.

Winston says, "I really began to look around right after my 60th birthday. In 1958, we spent two weeks in Florida, and we did what we call 'full-time research.' We knew we had to stick to a budget, and we did. When we bought our house in Port Charlotte, we felt we knew what we were getting into. So far, all the surprises have been pleasant ones. Let me tell you, my hands fit around a garden spade, but they don't fit a snow shovel."

Marriage gets a new dimension

"When a man retires from his job," says Aaron Lipman of Miami University, "it is a major family crisis that demands adjustments. Retirement is harder for men to accept. Women who keep house can say, 'My work is never finished,' and be largely correct. When a man stops working, he loses his 'instrumental role' as the wage earner, the pursuit that gives him status in the American family culture. His pride suffers.

"Age also blurs sex differences. Just as in primitive societies, older men and women tend to become 'neuters' and slip away from their roles as sex partners. What becomes more vital to older married couples is companionship, compassion—even the ability to be a 'good listener.' In a recent study, we found that the unhappy retired husband was the man who tried to retain his former dominant role as a wage earner, instead of accepting his new role as an equal partner. Put another way, the retired man who winds up helping his wife with the dishes is the happier man."

A switch in traditional roles can be satisfying. In Florida, a man whose wife was away on an extended visit to their grandchildren chirped about the way he had kept the house in order. "Come in and see for yourself," he insisted. "I bet you won't find a speck of dust." He did not find his new stewardship demeaning.

A new budget is necessary

That there are "no raises in retirement" is an axiom. Most incomes drop sharply when occupational retirement begins. For example, the national per capita income for 1958 was \$2,057; in that same year, only 40 per cent of the aged had per capita incomes of more than \$1,000. The average monthly Social Security benefit paid to persons retiring in March, 1959, was \$82; in 1958, about six out of ten aged people received benefits under Social Security insurance plans. In that same year, the total income for all aged was about \$25 billion, and about 40 per cent of that came from all the Government income-maintenance programs.

Wages, private pensions, annuities and investment earnings make up the greater share of the total income of all aged. Obviously, financial planning and "old-fashioned" thrift are requisite to satisfactory retirement. Here is one useful yardstick: The "standard budget" for married couples for a "modest but adequate level of living" in an urban area is \$1,832 annually.

Don't worry about your health

Aging is *not* synonymous with sickness. "We marvel at the old person who is *nevertheless* in good health," write Drs. Leon Lewis and Rose Laub Coser, "and shake our heads over the youth who is ill." Actually, for the person in good health at the time of retirement, the ensuing years usually mean greater well-being.

The Cornell study of occupational retirement found: "Persons in poor health are more likely to retire. If any general effect can be discerned regarding retirement and health, it is that retirement leads to an improvement in health." In their later years, most people are actively concerned with their health, and this attitude is constructive, if it does not become obsessive. The regular examination is something the 40-year-old ignores, but the older person generally doesn't.

Dr. Lewis advises that "there is as much atrophy of the mind as there is of the muscle. It is hard to document, but each of my patients with a drive toward activity is healthier. The difference between those older people who have a life to *live* and those who don't is astonishing."



The Winstons share household chores and even go to the laundry together. He says, "And why not? We've been helping each other ever since we were married 42 years ago."

"We still like to do things together," says Mrs. Winston, right. Here, she gets a hook only for her husband as they begin a morning of fishing in the Gulf waters of Florida.



FLORIDA RETIREMENT

"We're more active now."

Arthur Winston, 67, hitched up his Bermuda shorts and laughed. "I never owned a pair of these until we moved to Florida," he said. This detail in dress sums up a basic change in the lives of Arthur and Esther Winston, who moved to Port Charlotte in 1958. A former hospital administrator in Tennessee, he had a job that was a pressure chamber symbolized by a jangling telephone (he doesn't own one today). "I didn't want to keep on working," he says. "I wanted to enjoy retirement." The Winstons planned carefully, bought a \$7,700 home and live comfortably on a \$226.60 monthly budget. Almost all of their income comes from Federal Social Security benefits. They delight in their new lives and say, "We are busier than ever—but now we do only those things we want to."



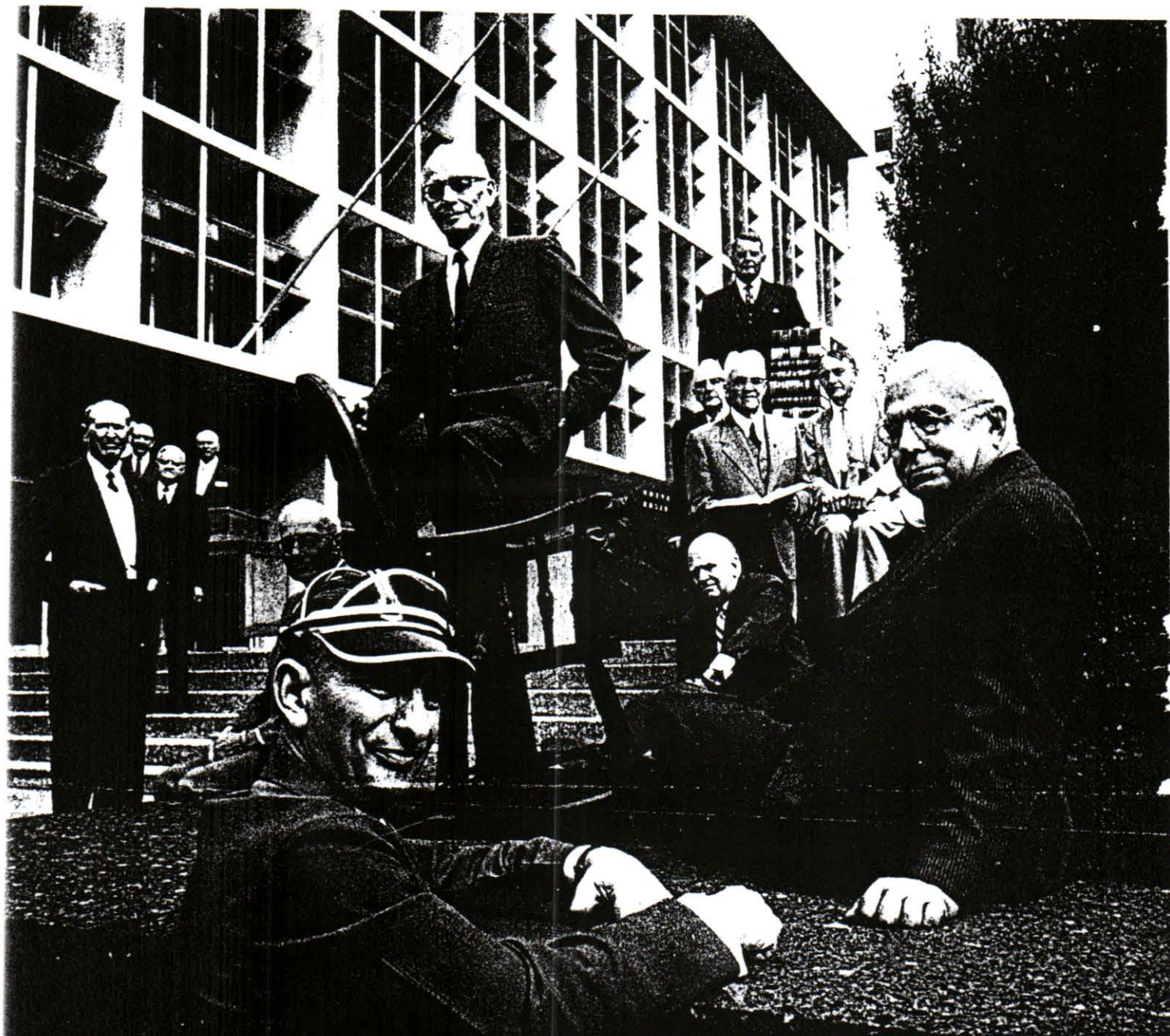
Winston displays a soft-shelled crab he trapped. Fish is a staple in their diet, "because it's only a minute away and it helps the budget."



He chats with George Stetson, who says, "Florida is the last virgin country left in the U. S. It takes only 20 minutes to find jungles."



The Winstons greet Carl Hammer. They are active in the Presbyterian church, and Winston is the secretary of the civic association.



ACTIVE RETIREMENT

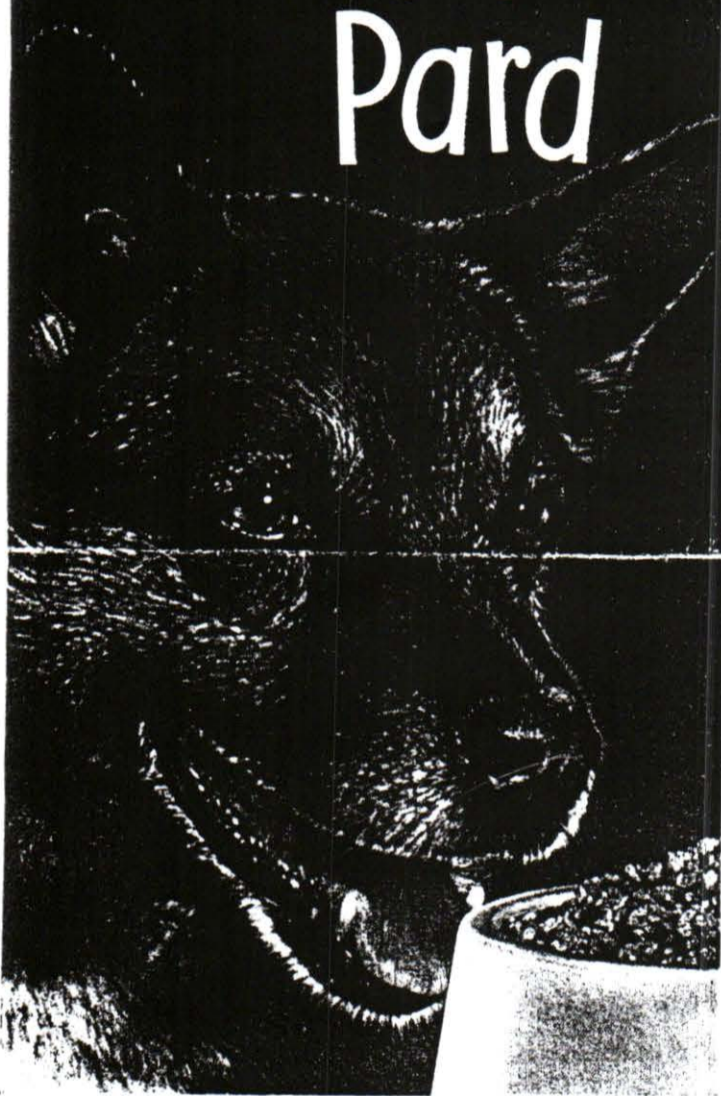
“I have to
make a
contribution.”

The alert and authoritative gentlemen above form one of the world's most unusual (and talented) faculties. They teach at the University of California's Hastings College of the Law in San Francisco. Each is more than 65 years old, and each has been retired—only to resume teaching at the school that won't hire anyone *under* 65 years of age. Everett Fraser (by rocking chair) is 81 years old and was dean of the University of Minnesota Law School from 1920 to 1948. He still teaches five days a week.

Hastings dean David Snodgrass (with visor) is 66. Quick-moving and quick-spoken, he says, “Compulsory retirement is idiotic. It assumes all men are equal at 65.” The Hastings idea of renewal in retirement is exciting because it enables society to use proved talent. It fits men like Fraser, who says, “I have to make a contribution to society. I do not want to work at golf.” Shown in the photograph above, besides Snodgrass and Fraser, are from left (seated) George W. Goble, William E. Britton and Judson A. Crane; (standing at left) John S. Bradway, Brooks Cox, Harold G. Pickering and Rollin M. Perkins; (grouped at right) Lewis M. Simes, George E. Osborne, James A. MacLachlan and Lawrence Vold. Merton L. Ferson was away on another teaching assignment when the photograph was made.

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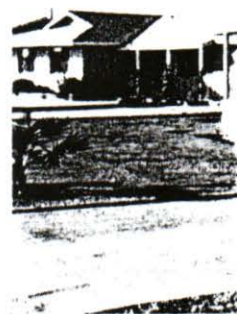
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ARIZONA RETIREMENT

Three years before he planned to retire, Harvey Leisy was out of a job; he found he was able to retire anyway



Luella and Harvey Leisy barbecue hamburgers for a back-yard picnic in Sun City, Ariz., a town designed especially for the needs of older people.



The Leisys enjoy a swim in the community pool. They take part in many activities, and Mrs. Leisy writes a column for the local weekly, News-Sun.

FOR MANY PEOPLE, retirement is a shore dimly seen and eagerly sought. It was so for Harvey Leisy, 68, who had planned to retire in 1957 on a pension earned after 33 years of service with the same company, as a tool and die worker and planning supervisor. Then his boat capsized.

The company abandoned its plant in Portland, Ore., in 1954, and Leisy, then 61, was out of a job; his annuity was reduced. Almost in reflex, he delayed his retirement plans and found another job within a week. His wife Luella sensed that he was halfhearted about it. She asked him, "Do you really want to go on working?" He said, "No."

"Then why don't we retire now?" she prompted.

The shock turned into a challenge. He turned down the new job before he started. The Leisys took inventory of their assets, which included a mortgage-free house, small investments, his annuity and the Social Security benefits that would begin in 1957, when he reached 65. They decided they could retire on \$250 a month. They rented their house

Photographed by BOB VOSE



Old age: the new frontier



I took long-planned motor trips across the country. They also searched a place to live "where no one would grumble about arthritis of com- in. 'Nobody loves me any more.'" Today, they live in a new home in Sun City, Ariz., an unusual small town near Phoenix, developed by the E. Webb Construction Company, where only older people can reside.

Upon analysis, the Leisys reacted to a crisis with the maturity old should bring. They did not panic, and they took a calculated risk. They never lost their appetite for life. They still savor each day in civic and church activities, in each other's company and on the golf course. They visit their six grandchildren in Oregon at least once a year, but they are firm when they say, "Our lives are here in Sun City. This is our home."

Like most people content in retirement, the Leisys credit thrift throughout a lifetime as a main reason for their success. Mrs. Leisy says, "Why, I always bought my minks at Woolworth's."

Whether older people have been thrifty in their earlier years or
continued

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The '60's promise to be the decade in which the old won't be denied

not, they must be after retirement. Because the incomes of most are fixed, they must guard against inflation and make adjustments. "It can be done," says Arthur Winston of Port Charlotte, Fla. "You don't keep up with the Joneses. But you can live well." At LOOK's request, he disclosed how he and his wife budget their expenses:

House payment	\$46.00	Food	\$70.00
Heat	3.00	Clothing	8.00
Electricity	9.00	Recreation	10.00
Sanitation service	2.00	Automobile, gas	30.00
Water, sewer	7.65	Automobile insurance	9.25
Health, hospitalization insurance	10.50	Miscellaneous	11.20
		Church, charity	10.00
<i>Total: \$226.60 per month</i>			

Winston explains, "The item 'miscellaneous' includes fertilizer, seeds and plants for the vegetable garden. And don't forget sea food—is free for the taking here. The cost of tackle is also included in 'miscellaneous.'"

The main reason for the well-being of the Winstons, the Leisys and millions of other retired people is Social Security. Without its benefits, they would be in tight straits. The increasing financial health of older persons, in fact, is helping to change the view that being old is being "disabled, dependent and isolated."

Perhaps the distorted image of the aged has persisted this long because our national experience with a Federal insurance plan dates back only to 1935. Historically, the United States has lagged in such planning for the elderly. For example, Germany began an old-age-assistance program in 1889, and 21 European countries were operating such schemes when we began ours. Once the program became law, its impact was slight for a long time, because few workers were eligible for the then small benefits and because of the numbing economic effects of the depression. Thus, as recently as 1943, while almost one fourth of the nation's aged were on doles, only 3.4 per cent received old-age-retirement payments under Social Security.

According to Eugene A. Friedmann of the University of Wisconsin: "Two events were to lay a new foundation for financial security in old age. The first was the Supreme Court's decision in the Inland Steel case of 1949, which established pensions as a bargainable issue under the Taft-Hartley Act. This led to pension settlements in auto, steel and some other industries in which the company was to pay a [minimum] of \$100 a month, less the amount paid by Social Security to the retired worker. Second, as these settlements were being reached, the 1950 Congress made sweeping changes in the Social Security Act, sharply raising the level of benefits paid under it and extending its coverage."

SOCIAL SECURITY COVERS NINE TENTHS OF WORKERS

Increasingly extended coverage of Social Security (most recently in 1960), more inclusive private pension plans and increased payments under these schemes are making old age more rewarding in a culture that cherishes money. Now, Social Security covers nine tenths of the total U. S. work force; private pension plans cover one third of this same group. Thus many people (like Harvey Leisy) receive retirement income from two sources.

What this can mean to millions in coming years is evident from a 1959 *Fortune* magazine report: "A welder who began at Grumman Aircraft in 1935, and now earns \$130 a week, might be eligible to retire in 1970 with \$300 a month—\$425 counting his Social Security." Add to this a 1960 story that can only be described as "romantic." A Minneapolis minister, after a lifetime spent in the service of the poor, faced retirement with only a church pension of \$65 a month for his wife and himself. The 1958 amendments to the Social Security Act made him and his wife eligible for full old-age benefits. Today, their total joint monthly income (\$240 from the Federal Government) is \$305. Their son, who is a minister also, says, "They get more money now than they ever got."

Another factor that works to strengthen the economic position of

the average American is home ownership, which has boomed since World War II. Dr. Friedmann says of this trend, "Tomorrow's retiree will have a period of 18 years of relatively full employment in which to acquire additional reserves for retirement." Most homeowners regard mortgage payments as a kind of "forced saving." They also rate their house as a commodity that is as salable as any other durable economic goods. As was true in Harvey Leisy's case, they count on "turning it over" for cash reserves—or another house purchase if necessary. In short, the American concept of keeping the old homestead is becoming extinct.

It is an irony and a social triumph that the society becomes more aware of the aged as they become more solvent, a dimension they have acquired largely through a Federal insurance program. The awareness is especially manifest today in the area of health. At the recent White House Conference for the Aging, septuagenarians argued with the spunk of teen-agers about Federal health-insurance plans for older people. Significantly, the entire nation listened.

There will be more debate in the 87th Congress about these issues. The bill passed in the last Congress appears unworkable, for it requires, among other things, a means test; only four states have joined with the Federal Government in activating the scheme. At the White House Conference, six of the seven work groups favored medical care for the aged under the Social Security system. The battle is pitched again on old lines. The American Medical Association argues that such a method as proposed is "socialistic," while Wilbur J. Cohen of the University of Michigan submits that it is "the American way." The plan suggested to President-elect Kennedy during the conference would cover 14.5 million Americans; its yearly \$1 billion costs would be financed by a rise in Social Security payroll taxes. Supporters of the plan point out that 54 other countries today have national medical-care programs.

The coming decade promises to be a time in which the old will not be denied. The momentum of 25 years of successful experience with Social Security will increase. New research into the psychic, medical, housing and financial needs of the aged will give society a realistic portrait of the older person. The effect will be to change the status of the aged in a society obsessed with youth and change it for the better.

But the new frontier of age will always remain a starkly personal one. No matter what largess befalls the older person, he himself must keep his passion for life and find, in leisure or activity, the satisfactions that bring real value to the "golden years." END



LOOK 3-14-61

LEONARD DOVE

"I am doing all the things I wanted to when I retired."

Single in Sun City

by Athia L. Hardt

The Sun City West bachelor answered a knock on his door to find two angry women seeking his support for their efforts to oppose a proposed \$9 raise in the community's \$60 recreation fee.

"Ladies," the bachelor responded solemnly, "I don't like to disappoint you, but I am a multimillionaire, and the opportunity to pay \$9 more a year is something I cannot afford to pass up."

The disappointed women left.

A short time later, the bachelor answered another knock on his door, this time finding only one of the women at his doorstep.

The woman leaned forward conspiratorily, a gleam in her eye, and whispered, "My friend is a widow!"

In retirement communities all over the United States men like the Sun City West bachelor—whether millionaires or not—are finding themselves sought after—as companions, financial advisors and handymen.

Whether as dinner and dancing partners, fourths for bridge, help for a leaky faucet or sprinkler system or just as a source of that illusive something known as "the male point of view," single men who survive into old age are in high demand.

For what is happening in retirement throughout the nation is that far more women than men are living for longer and longer periods of time.

"It used to be that the women died in childbirth; now it's the men who die first," said one Sun City woman, who added that although she gets along fine without men as a regular part of her life, she does occasionally miss "having a partner to dance with" at the weekly dances that are so popular in Sun City recreation halls and golf course clubs.

Marjorie Billingham, who moved into the retirement community in 1976, four years after her husband of 43 years had died, explained, "There's no way to get introduced to single men here."

Around her spotless home was the evidence of an active life—sewing equipment, travel brochures, a small bridge table.

"I don't feel marriage is something I have to have," she said. "I don't need it to live by, but it's not something I'd shun in the right situation."

Like Mrs. Billingham, many other Sun City residents stressed that though they were not essentially looking for someone of the opposite sex, they miss such companionship.

"The women I counsel are not necessarily looking to go to bed or to go to the altar," said the Rev. Ed Hemphill, a former Navy chaplain who now resides in Sun City West, where he continues a longtime interest in the study of aging, gerontology.

"Once in a while," he said, "they'd just like to have a man put his arm around them."

Athia Hardt is a local free-lance writer



Bachelors are in demand in Sun City.

Photos by Rod Mayer

The fact that "women live and men die" not only leaves many women who were used to the matrimonial state lonely as they adjust to the new social skills required of a single person, it also leaves many unprepared for the financial and other skills required "to negotiate life," said Dr. Georgia Hall, an Arizona State University gerontologist.

The retirement community can accentuate the situation, she said, because most couples move into a retirement community are not "loners" or they would not have chosen the lifestyle of such a community in the first place.

The problems seem mammoth when the couple has been planning for retirement, the move is made, the husband suddenly dies and "there are simply more Mrs. John Browns around than there are Johns," Dr. Hall added.

Although many of the Sun City retirement community residents argued that the pressures on a single person are actually less than in society as a whole because of the presence of one's contemporaries, others disagreed.

"Only in our society could we have created such an unnatural community," said one sociolo-

please turn to page 42



Marjorie Billingham enjoys cards with friends.

"Sexual Desires of the above 60-year-olds have been greatly different."

gist who asked not to be identified. "If the 1960's had never existed, we wouldn't have retirement communities today. But we did—the cities were burning, there was Vietnam and all that, and the retirement communities said, 'Look, you can come here and never have to worry.' When you're age-segregated, you're painted in a corner."

One thing both supporters and critics of retirement communities agreed upon is that nobody anticipated the age trends of the 1980's when the communities were developed. In fact, that these developers did not entirely anticipate the needs of

those who would be left behind when their spouses died is not all that surprising, sociologists and other observers said.

According to the U.S. Census Bureau, the number of men and women 65 and older in the United States was roughly equal in 1930. But by 1980, the ratio was three women for every two men over 65, and after the age of 85, the gap widened to two women for every man.

In Arizona's Sun City, one of the country's largest and oldest retirement communities, the ratio is much larger, those interviewed said.

"In Sun City, 29 percent of the households are headed by a single person now," said the Rev. Hemphill, who estimates the ratio of single women to men at about 12 to 1. This fact alone, he added, means that most new widows and widowers must realize that they're going to lead a different life from now on if they are going to adjust to their new situation.

A friendly man with a graying beard who frequently leans forward as if to touch his listener ("Listening is a form of touching," he says), Rev. Hemphill says churches and other institutions in the retirement community generally fail to help individuals make the necessary adjustments. Singles who succeed in adjusting to their new life "have to accept that they've come to the end of a chapter," he said.

He continued, "Obviously, there's something missing, and they know that. It's a very different lifestyle, but on the whole, it's pretty satisfying."

Some women and men interviewed said it is common in the community for a bachelor to be in such demand that he is besieged with offers of meals soon after his wife's death, along with offers of house-cleaning and requests for help with household repairs. Most downplayed suggestions that sexual offers may go along with the casseroles.

"The sexual desires of the above 60-year-

olds have been greatly different," the Rev. Hemphill said. "Forty percent of these women nurse their husbands for a year prior to his death. You don't have somebody over there reverberating to have relief."

Helen Luitjens, an artist who was widowed one and a half years ago, echoed the thoughts of most women interviewed as she sat in her Sun City home, surrounded by many of her own paintings.

There's so many more women than men that are free," she said. "I never see any single men."

In one church singles group, for example, the participants consisted of one male and 70 females, she said. Another Sun City resident, a man who asked for anonymity, said he once was persuaded after much urging by the head of a church to attend a singles meeting early in his widowerhood, when even leaving his home was almost more than he could cope with.

"I stuck my head in the door to see 90 women and him (the head of the group). I knew if I entered that room, there'd be a stampede," he said. "I turned around and left without entering."

Mrs. Luitjens said nothing in her prior life, either when she and her husband made their home in Los Angeles, or after they moved to Sun City, prepared her for being a widow.

"You hear about these things, you hear about the adjustment of losing your husband, but you don't realize how hard it is until it happens to you," she explained, noting that she went from "an active social life" as one of a couple to a more lonely existence not only because her

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Sun-City

husband was gone, but also because these activities in the community commonly more easily involve two than one.

Walter Lipsky is that rarest of commodities—a bachelor over 60 years of age.

A widower for seven years, whose 35-year marriage ended when his wife suffered a coronary, Lipsky has since started a new career as a professional model. One of his more visible roles has been as "Mr. Sandman" in a KPHO-TV ad announcing the 1981 fall programming line-up. The tall, lanky actor also has starred in a number of local stage plays.

Death of a spouse is not easy for either the man or the woman, he said, disagreeing that life in a retirement community compounds the problem. In fact, he and

"I don't run out every night, I suppose I could if I wanted to."

the Rev. Hemphill agreed, it helps in many ways because one can be with his or her contemporaries, surrounded by opportunities for activity in the neighborhood recreation centers.

"There are kinds of things to do if you're motivated to do something," Lipsky said.

He added, "Single people never fit into any order. A single person becomes the odd number. If you have a bridge party, a dinner party, there's always a problem with odd numbers."

He said that as a Sun City bachelor, "I don't run out every night," but acknowledged, a little sheepishly, "I suppose I could if I wanted to."

Though he has "never been invited to get on the casserole circuit. You do hear these stories."

Lipsky said, in words that might sound familiar to the weary bachelor of any age, "It's no fun living alone. You go out on a date and you have a wonderful time, come home, put the car in the garage, brush your teeth and say goodnight to no one. There's no one to give a kiss to."

Still, he said, life in the retirement community has "given me a new lease on life that I wonder if I would have had elsewhere. In the retirement community, you are with your contemporaries. In the city, if you turn 60, you are over the hill. "I still enjoy all the good things of life. Why shouldn't you enjoy all the good things of life? We are not dead!"

Why, not remarry?



Mr. and Mrs. Herb Behrel—ex-singles who got together.

"I've had friends who remarried very quickly," he said. "It's not that I am adverse to marriage. For a while, whenever I was thinking about it, unfortunately I would start comparing her to my wife... that's so bad."

Herb Behrel, twice-widowed and the former mayor of Des Plaines, Illinois, is an example of the other side of the story. He and his wife, Peg, are what many of those who talked about the loneliness of being single consider "the lucky ones," people who found new mates late in life, marrying after a brief courtship.

Peg who met Herb on a blind date, said, "I have quite a few widow friends, and I love them dearly, but everytime we get together, they say, 'Doesn't Herb have a twin?' I tell them if they want to meet men, they ought to take up woodcraft, metal craft, go work on a lathe somewhere!"

She said she and Herb "weren't looking for marriage" when they met in mid-June, but by October they had tied the knot. Those who do remarry often do so quickly, Rev. Hemphill and others said.

"When you are our age," Peg Behrel said, "you don't wait around."

The attractions of love and marriage, romance and courtship, are not limited to the young, but part of life at any age, she added.

"I don't think it's any different with people in our age bracket than with teenagers or young marrieds," she said. "Older people need love and affection, too. Everything young people need, older people need just as much." □

Sun City residents begin efforts to ban smoking throughout county

By BRET McKEAND

A group of Sun City residents who were successful in their attempt to have smoking banned in area recreation centers are now seeking a similar ban county-wide.

The Smokers Association of Sun City, led by Sidney J. Goldman, have begun gathering signatures in an effort to convince county supervisors that a law should be adopted which would prohibit smoking in all public places throughout Maricopa County.

"We (Sun City) are unincorporated and so we are unprotected," says Goldman.

"If we want smoking banned throughout the county, it will be up to our supervisors to take action."

It was Goldman who led the fight to have smoking banned in all Sun City recreation centers back in 1983. The group first organized in March of that year and soon began circulating petitions in an effort to have the issue voted upon by the entire Rec Centers membership.

Goldman and his supporters gathered 7,052 signatures by September, 1983, and in December, the smoking ban issue was approved by a majority of the voting members.

The matter didn't end there. In fact, it was just beginning.

Another group of residents felt the ban was a violation of their civil rights and contested its validity in Superior Court.

Their challenge was eventually dismissed.

In an unprecedented move, the Rec Centers Board of Directors held a second election on the issue in 1984. Again, the membership approved the ban, 17,392 to 14,987.

At the time, one of the criticisms leveled against the adoption of a smoking ban would be that it would have an adverse effect on the sale of homes in Sun City.

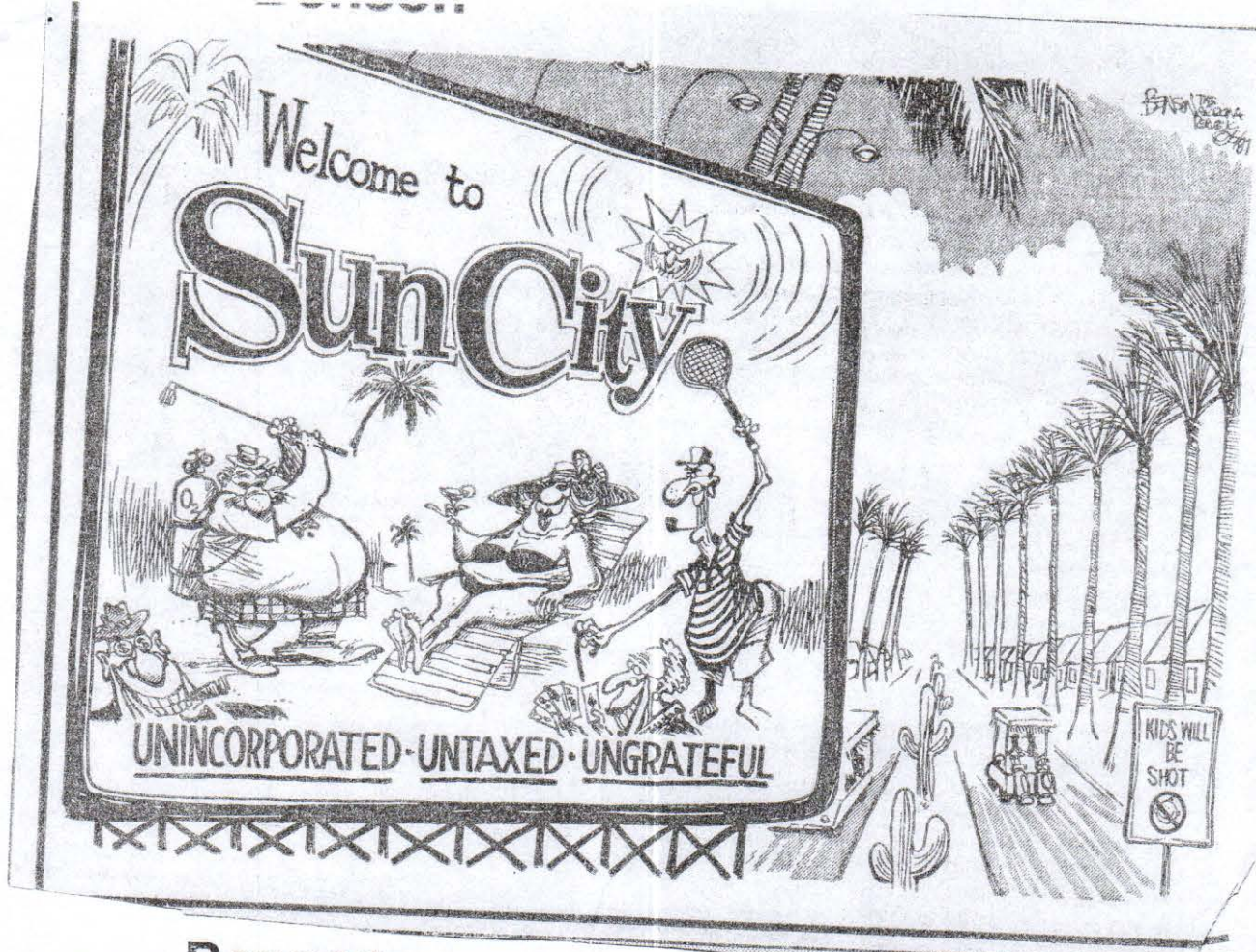
Goldman says the smoking ban has not hurt the sales of homes in Sun City over the past three years. Citing figures he collected from the Recreation Centers of Sun City, Inc., he says 1,975 homes were sold in 1984 (the year the ban went into effect), 1,641 in 1985 and 1,846 last year.

In the first five months of 1987, says Goldman, 740 homes were sold. "If it continues throughout the year at this rate, the total for 1987 should be about 1,776."

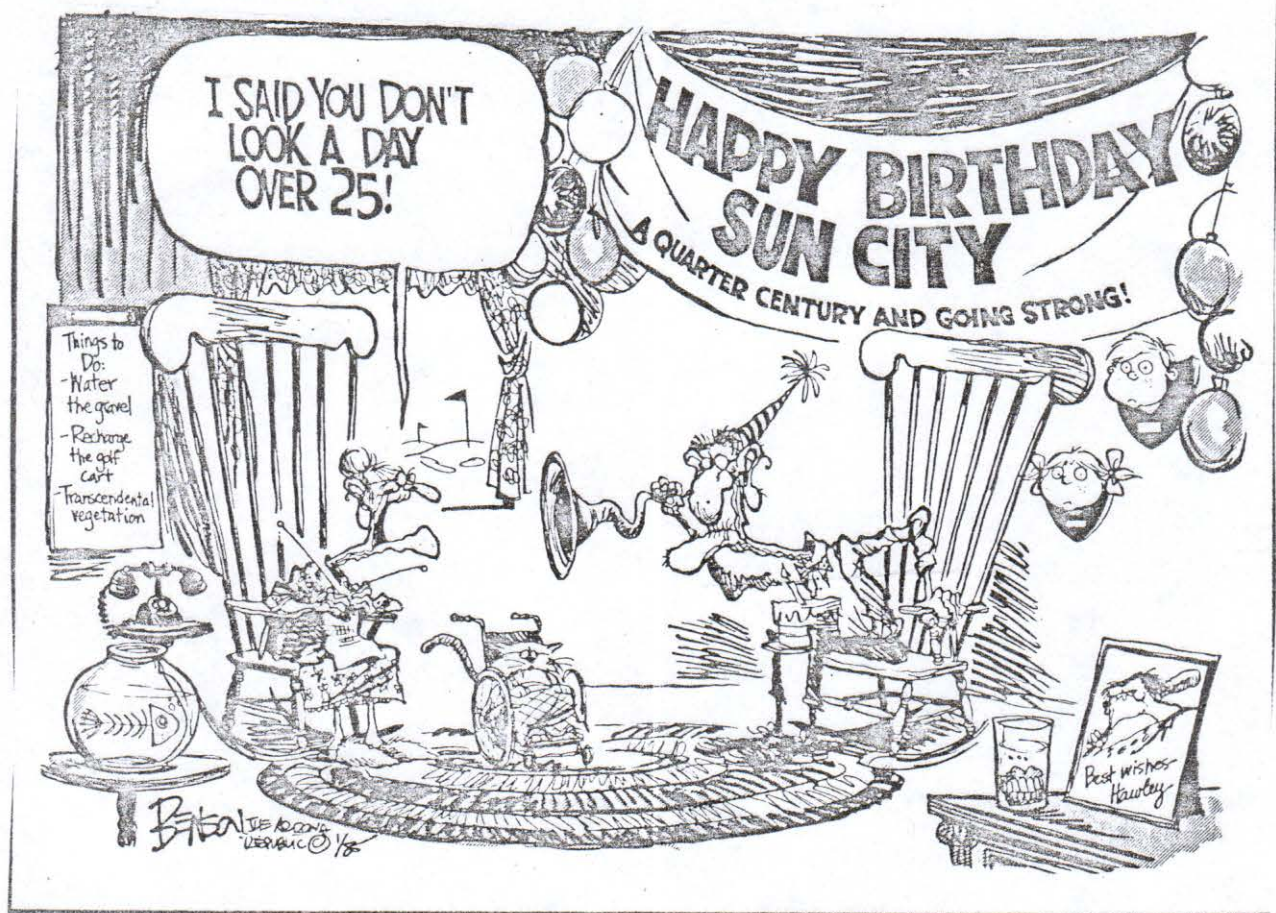
Goldman says the next logical step is to ban tobacco smoking in public places throughout the county. He says his group is working with a number of other non-smoking groups in the county to have a county-wide smoking ban adopted.

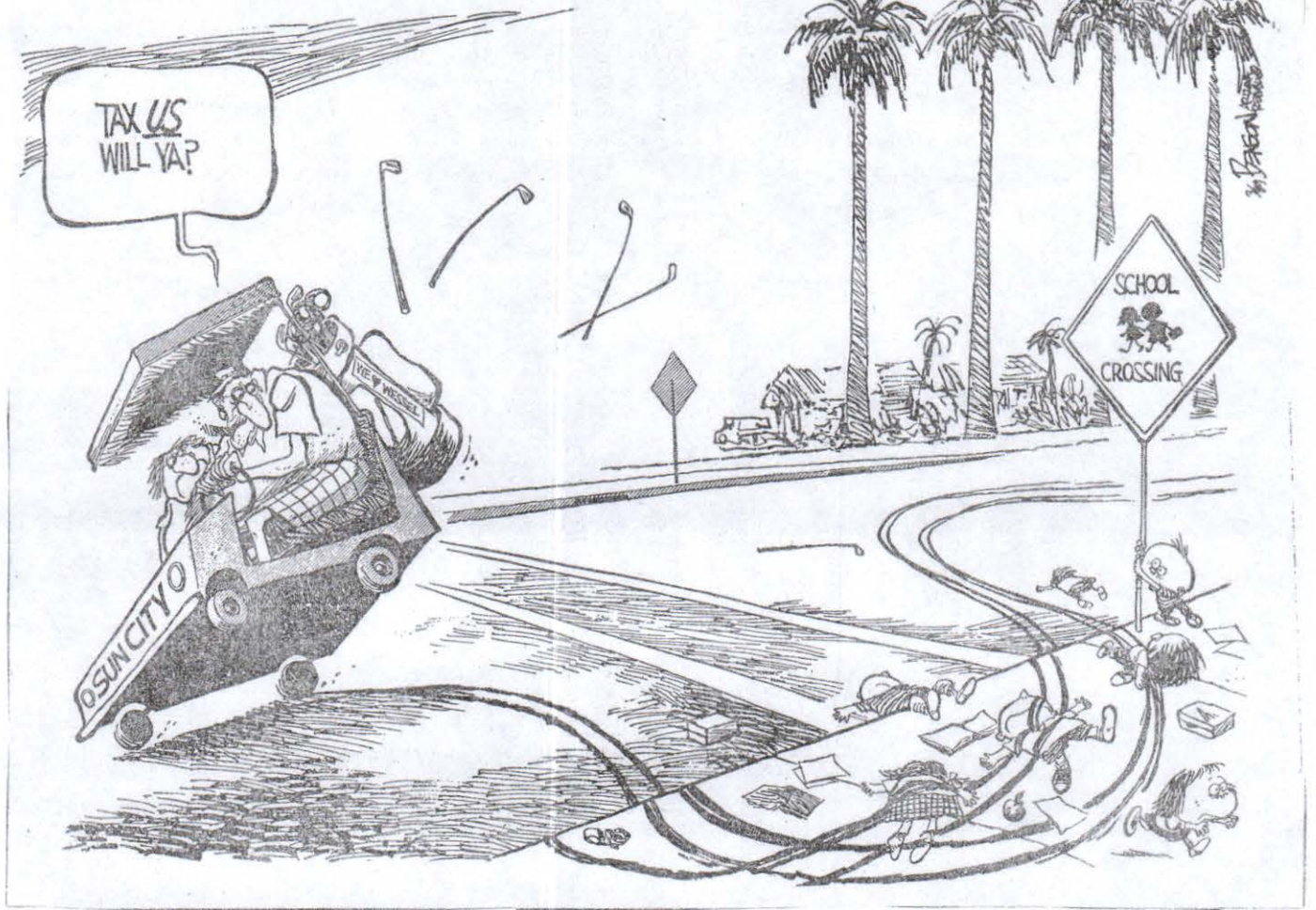
"We are urging people to write or call Carole Carpenter (District 4 County Supervisor)," says Goldman.

"We hope to present our petitions to the Board of Supervisors Sept. 10 and request that smoking be banned in all public places throughout the county."

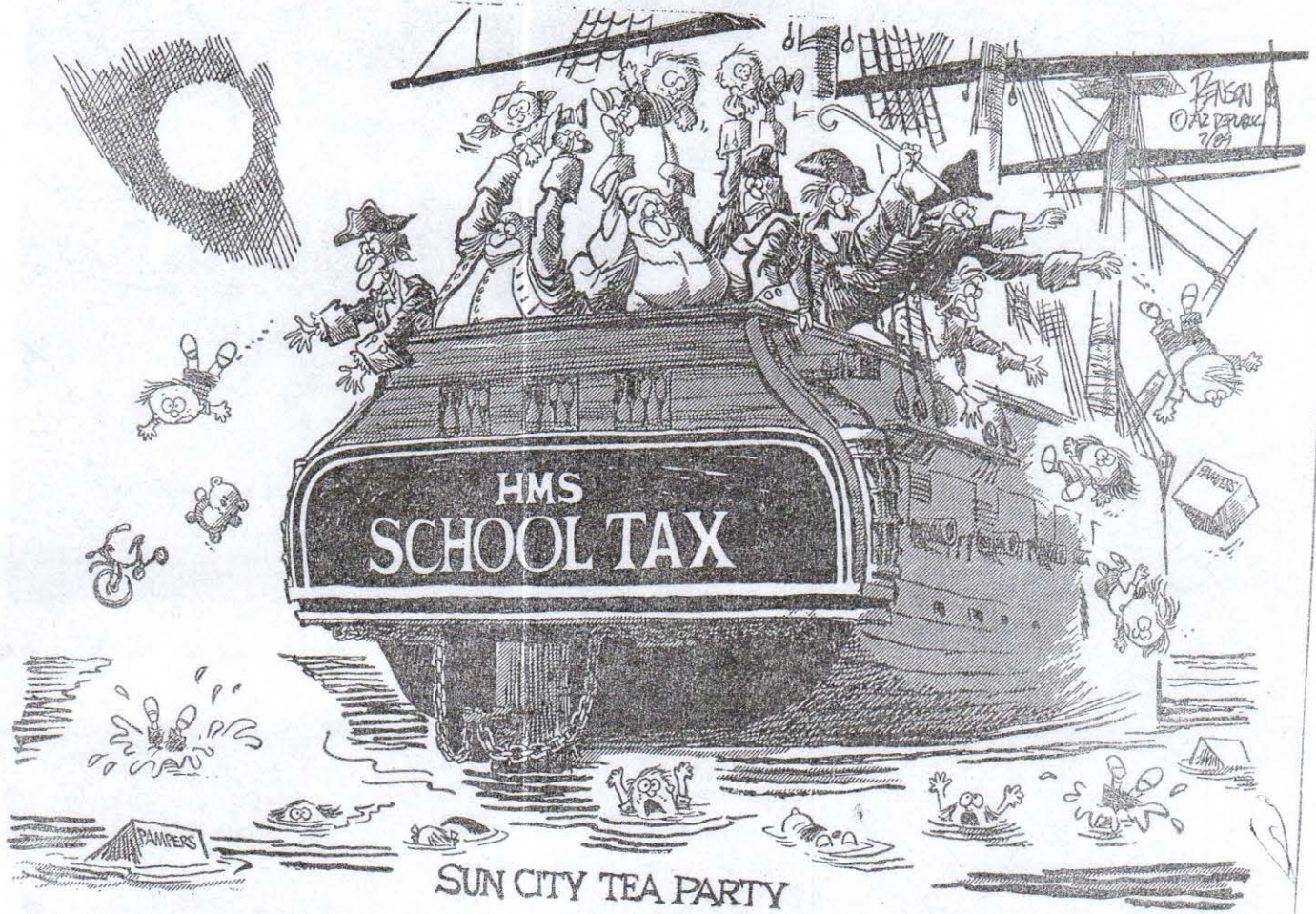


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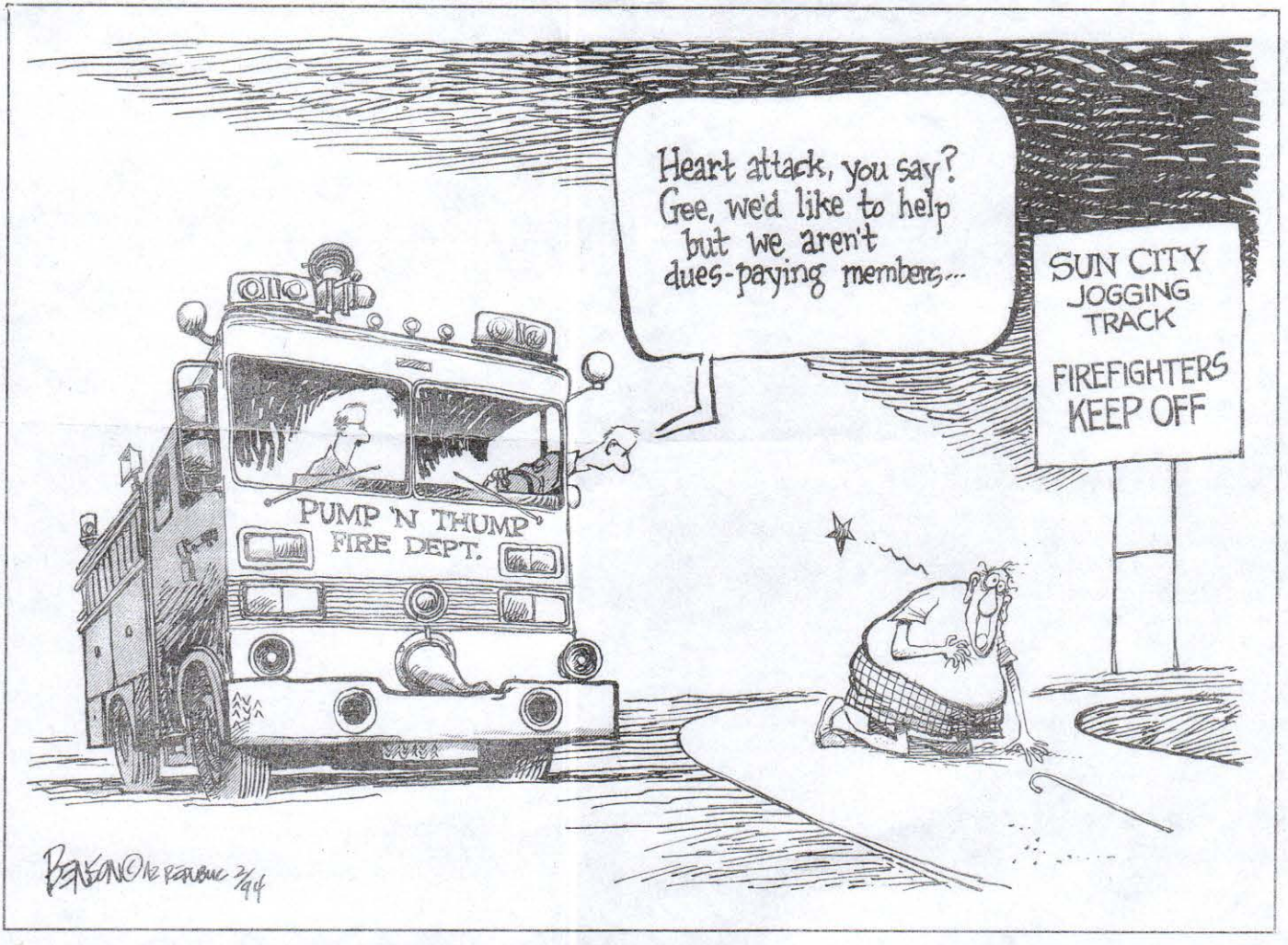




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BENSON'S VIEW



BENSON 12/24/44

June 6, 1979

G E O - Magazin from Germany June 6th 1979T H E L A S T A D D R E S S !

In the desert of Arizona are 47 000 people living, in a city, for their Golden Years.

Sunshine, Activities and Companionship was, what the Developer Del E. Webb wanted to offer to his Senior Americans near Phoenix Arizona. He started to build Sun City. The Seniors, who are now living there, are grateful to the Developer. In Sun City are indeed a lot of arrangements for Seniors, of which in Germany nobody even can dream of. The warm pools even can be used by Handicaps. But even so, many of the Seniors of Sun City only seem to be happy.

Report and pictures by Rainer Joedecke, a cinema Show:

We are Americans and I think we are long enough living in this country to love it. Let us together applaud our Flag, which will appear at the beginning of our cinema show.

The Hostess, a lady in her seventies, waving to the film operator: "Go ahead, John." In Color: The Flag, march music, the stars and stripes appear picturefilling, waving in the wind. A short sequence of views of the city are to be seen. The march music continues, the speaker is to be seen in the picture, strolling thru the streets. The Music stops: "Helloh, I am Jack Wake. I have the pleasure to walk with you thru the most remarkable community of this kind in th USA, maybe of the whole world. This are strong words, but I think you will see rightaway what I mean. First let us ask ourself: Why are so many People attracted by this community? I think we are today much more interested in the quality of life than ever before in the history. Where is this interest coming from? Maybe very simple from the development of the last 50 years, which makes a way of life possible, which nobody could dream about while the last 100 years. Consider for example the wonders of Television, the Telephone, Radio, Movies, the Aeroplane, the Printingpress, the Aircondition, the Medicine. All these wonders are possible today for everybody. At least for people who earned their place in this world. But even the wealthy cannot always enjoy the benefits of our generation.

because it also creates circumstances, which are not always beneficial for a good life..

Next picture, no more in color but black and white maybe more gray in gray: A freeway in Chicago crowded with cars, skyscrapers Slums, places for garbage, crowds and clouds of smoke. The speaker says: "Our cities were not planned for today's population. They grew and grew, chaotic and uncontrolled. We all know the result: Avalanches of autos, dirt, slums and so on. Next: Street scenes with snowflurries, mud, rain. The speaker says: "And then the hard winters in the north and northeast of our country. - Next pictures in beautiful colors: Blooming frontyards, neighbors talk over the hedge, golf-courses under palm trees." As contrast: We make now our trip thru Sun City. I think you will see, why this here is a Dream-World. It is planned so, that people can live here in comfort, in peace under friends surrounded with everything they need and what they want to do. The pictures in the film are no lies. Under a blue sky, an immaculate city, with immaculate people, happy and friendly, smiling uninterrupted. "Great morning, isn't it!" "Yes it is. How do you like Sun-City? It's wonderful. It is no noise here, no smell, no dirt, no crowds, no factories, no skyscrapers, no advertisements, no bad weather, no poverty. No circumstances, which are not beneficial for the life. Wonderful, like it was said in the advertising movie. Mr. Del Webb has a vision and Mr. Boswell has the cottonfields.

Mr. Del E. Webb, as developer and owner of a large Development Company in Phoenix, Arizona had the vision at the end of the 1950th. At that time it was custom, that well situated retired people, moved for their Golden Years out of the big cities to the sun belt, the Sun-States in the south and the west of the USA. So, some retirement communities were growing in Florida, California and Arizona. But the Exodus to the south came soon to a stop. Nothing but peace, sun and time for the Seniors was not enough. So, the Del Webb Development Company with Jerry Svendson, Vicepresident of Devco, found out how to make money. They had to offer to the Seniors something else, namely: Sunshine, Activity and Companionship. Mr. Del Webb started: He bought the cottonfields from Mr. Boswell, an area of 36 Square-Kilometer, 25 Kilometer NW of Phoenix, situated at the Santa-Fe Railroad., to come true with his vision. Jerry said: It was clear to us, that we had to sell to the people something more, as only houses. The house was for the people only secondary. What they wanted and what we sold to them, was a way of

life, everything they needed for a happy and content life

To all appearance it shows: Happiness, contentment and enthusiasm wherever you look. This is the most beautiful place on earth. What Del Webb did here for us is simply perfect. Dozen times the day I hear this and see it. The Building of the Watercompany even looks like the villa of a Millionaire, the Entrance to the cemetery like the entrance to the Elysium. The houses, the streets, the automobiles, everything is perfect, decent, like the American is saying. In this city of 47 000 people living is no dirtiness.

I have difficulties taking pictures. Wherever I direct my camera: A high gloss picturecard appears in the viewfinder: "Visit Del Webb's Sun City!" There are six Recreation-Centers in Sun City with Swimmingpools, Bowlinglanes, Tennis, Minigolf, Squash, Shuffle-Board, Billiards, Table-Tennis, also workshops for silversmith, lapidary, cabinetmakers, ceramic and dress--makers with stores, where all these things made here, can be sold. There are also Auditoriums for Concerts, Eveningdances, Lectures, Gymnastik and clubrooms. Beside these Recreation--Centers are ten 18 hole Golf-Courses, one Baseball-Stadium, one Amphitheatre for 8000 visitors, one Picnic-Aerea with Shootingrange, two lakes for Fishing and boating, 27 religious communities, one college, 5 shoppingcenters and about 300 clubs and societies and more...

Devco took care that nobody has to sit in the sunshine doing nothing. And all these Recreations are used very much. "I am here more busy than ever before at home" says Frances Uglum. She is 67 years old and her husband John is 68. They live here one year. Frances says: "I get up every morning at 6 o'clock, work a little bit in the house and garden and make then breakfast. John gets up at 7 o'clock and we have our breakfast together. At 8 o'clock every day, except sunday, I am in the lapidary at Bell-Center, from eleven to one o'clock I am home for lunch, later, until 4 o'clock I work at the silverworkshop. Then after, I am going shopping. Evenings I go often to a meeting of the Church-Community for choir practice or I sew Clothes for the community, which the church distributes to poor Indian Children. Besides all of this, we have a Bridge-Club, play Tennis and go now and then Bowling.-Frances was a housewife and a parttime teacher. John had a praxis as Ophthalmic Surgeon in Brookings, a town of 12 000 People in South-Dacota. They like it here so much, that they want to stay here for good. They already bought two places at the cemetery.

The only thing we are missing here are some old friends. But otherwise we have improved here with everything. We are away from hard winters and it is here much cleaner and more beautiful and then the hobbies, sport and social life. Everything is much better.

With 60 years the Seniors do not want to be Zombie. It is still another reason, why the Uglums left their Hometown. Hesitantly John talked about: "Well, to be honest, for the weather and the dirt in the streets only, I would not have left. Brookings is not Detroit. We were living good, had a beautiful home and not to fear to walk nights in the street. The real reason was: I did not want to become a Zombie! A living dead-one, who is creeping thru the streets with hungry eyes, always looking for somebody to talk to. As Doctor I was a reputable man in our community, I had something to say. After I sold my praxis, suddenly there was nothing. Both of our daughters were out of the house already long time and did move to other states in the USA. I feel useless and left over. - John had a problem of the old-ones. With the rapid growing of the living in the highly developed industrial nations there also was the number of the seniors growing and they also became ever younger. Today 60 is no more old-age. But with 60 years you are more or less gently forced to make room for the next generation, the army of the retired-ones is growing from year to year. John did not want to fall in line. "When I was 5 years old, I was shining shoes in Chicago. I know what it means working. When the "Flowerchildren" left the society in the 60ties, also the exodus of the Seniors started. It happened not as spectacular as with the youngones, it was mostly not noticed. The children were still wanted in the society. The Seniors were put off. They wanted no better society, they simply wanted company and sunshine. So they found Sun City-our Shangri La. As it was called by some residents of the city.

John: "I feel myself here like borne again, like starting a new life. I am not the former Physician, here I am simple John, a face in the crowd, like everybody else. We all have the same standard of life, are in the same age and are all in the same happy or unhappy situation.

Del Webb takes care of that we stay together with the same kind of people. Citizen of Sun City can become only who is at least 50 years of age. Jerry: We know, we are with this restriction standing outside of legality, it is a kind of discrimination. But up to now has nobody complained about. This is just no place for young people. Here are no schools, no kindergarten, no playgrounds. The Recreation-Centers are privat operations, who can decide who is permitted.

I said; "I do not see any colored people. Are they not permitted?"

Jerry: "For God's sake, no! I do not understand why there are no colored people.

The price for houses is for the time being \$ 45 000.- ~~and~~ ^{to} 100 000.- The lower limit of the cost of life for a couple is about \$ 700.- per month. This keeps the poorer people away. There are also restrictions, when somebody buys a house. You are not permitted to have pigs, cows or doves etc. You cannot have sheds in the garden, clothlines, no business or any kind of profession in the house. It means buying a house in Sun City, is moving into a society without conflict. Everybody can live his own way. He can go for play or for any kind of sport. He can work in the workshops or can go into community work in any of the Organizations. Sun City is unincorporated, a city without government. This is an American speciality. A result of American free enterprise. Advantage of such a city is: No government, no police department. Just a little bit more freedom. The disadvantage is: The service of the county is very little. The City is no corporate body and cannot do any business, but there is also no bureaucracy.

Ellis Danner is the president of HOA, Homeowners Association of Sun City, a private association or a kind of government, which takes care of the business for the people with the county and Devco. That's all we need, no extra tax. We have high qualified people, who like to do this kind of job without salary. These private organizations of public benefit, with ample of donations, have an army of volunteers. There are more volunteers than needy ones. In the 250 bed luxurious Hospital, which is financed completely from donations, are working 700 volunteers. 1200 people are taking care of the financial business.. According to careful estimates, about every 3rd citizen of Sun City works for any kind of community work. We do not only play golf or think about entertainment, we also help each other generously. Helen Randall works for the community Fund, a society, which administers the donations for charity and for needy citizens. The difficulties are not money, but to get rid of it. There is nobody who asks for help. The people are too proud to do that. A hint for help comes only from neighbors or friends and then it is still difficult to convince people to accept. Mostly they are the high doctor fees, which consume the savings of not normally poor people. Helen Randall estimates, there are only half a dozen needy people..

Mr. Del Webb's vision came completely true. Happiness and Contentment is all the way around, Del Webb meanwhile passed away but he still is admired as benefactor. Even the whole thing was only a good commercial program, the Seniors are satisfied. In 1977 Devco had with Sun City a profit of \$ 7.8 Millions, the trick of this business - with the age - was Del Webb's vision - is the possibility to leave everything which costs only and does not bring any money, like Hospital, Administration, social service to the people, which were happy to take over these responsibilities by finding jobs, which give a new life and duty.

Devco's material contribution is the maintenance of the beautiful centerlanes on the wide boulevards and a busline, but the company will leave these two things to the Citizens of Sun City to take care of as soon the last house is sold and Devco can put his mind of building and selling houses in new Sun City-West. But the Company will not disappear completely, it owns the Shopping Centers with 128 Shops. Devco will also further earn money on every Steak, on every Pill with which the Sun Citizens are prolonging their lives. When the last Steak is eaten and the last Pill is swallowed, Devco is cashing in again, - the Cemetery also belongs to the Company.

But this does not bother the Seniors, the rude money making was never infamous in USA. The Sun Citizen does not feel ripped off. A Physician said to me: "we receive good merchandise for our good money

Also to look at the Slum-City of El Mirage is no trouble for the Sun Citizen. The American fairytale from the Newspaperboy to the Millionaire is still living. These people in El Mirage simply have not enough initiative, says the doctor. Even when this social theory is general valid, the good life of the Seniors in this wicked neighborhood causes offense in USA, Sun City has a bad Press, a US-Magazin wrote: With hobbies, Skills, Craft, Play and Fun, with Dance and Cocktail parties, the Seniors have a life of Crusaders, away from reality and responsibility. This theme is not quite true, the other way around is more correct. In an investigation of Cities for the Seniors it is said, some people say, that the retirement communities are only an escape from the bigger society, where the Seniors mostly are excluded. Maybe this is true. When it is like this, then do not condemn the vehicle, which makes this escape possible, but do not condemn more the social system, which causes the escape of the Seniors.

But these 47 000 Sun Citizens are not so completely happy and content

as it looks like, even when you look once, twice or three times. If you look more close, much of the happiness becomes like a mask, the cheerfulness is a show of despair. A smile is 90 % teeth-a dentist proclaims in the Daily Newspaper. The big smile of Sun City is "many Teeth."-So it is no surprise, when the use of alcohol per head of the population of Sun City means world record. But I never saw anybody drunk. The face is preserved.

Sun City, even with a wall around, is an open city. Everybody can enter. But in behalf of loitering around, there is a troop of auxiliary police. A voluntary posse of 260 people, including 30 women. These posses are everywhere in the USA. Normally they are called on only in case of emergency by the sheriff. Sun City sheriffs posse is a permanent arrangement and the largest posse in the world. Even, because Arizona is a high crime State, second on the crime-list in USA, it never was felt in Sun City. There is only very little of crime. Except small fry, approximately 12 cases per year only. Handbag-Prowling, Burglary and Raids of one of the 12 Banks or Savings Institutions are coming always from the outside.

James White, commander of the posse, has for the small amount of crimes a plausible explanation: First there is the clearance of the City, nobody can hide anywhere, also the uniform kind of people living here. Who is coming from outside of the City can be identified rightaway, in the clothing, by age, color of the skin and also by cut of the hair. Naturally we simply cannot throw these people out. But we follow them, stay on their heels until they leave the city. We so-called balk them out of the town.

There are always four cars on patrol in the city, occupied by two men or two women, like on the evening, when I was with sergeant Madelyn Stroud and sergeant Jo Escudier on the way. No special events. They checked houses of people who are out of town. That's all. No suspects on route.

Jo Escudier, 58, is armed with a 38. She qualified for this on a shooting range. Madelyn Strout, 66, has not yet a colt on her belt.. "Next month I have my test. Hopefully I can then carry my gun. I have a very pretty little, nickelplated 38. I love this thing.

"I think, it will make very nice holes?"

"You can bet on it. Nobody talks back to a 38." She smiles. "The first time, I was holding the gun in my hand, I thought, you never make it to shoot with it. The gun was simply too heavy for my little hand. Then

I exercised and exercised with dumb-bells until my hands became strong enough.- Jo is coming from Illinois.She had there a little Phone-Order Business."Why did you go to the posse?" "I went to the posse - long stop- because I wanted to help the community.I am a member of the Sportmen-Club of Sun City and learned how to shoot.Because of this I wanted to go in the posse.Here I can go with my gun out on the street to protect my community.- Up to now,I did pull my gun only once.One evening I noticed two young guys,who walked at Del Webb Boulevard.I stopped,got out of the car and asked them both,wether they lost their way.They said no.But they both looked suspicious to me,kind of dirty and so I pulled my gun.After that they disappeared.""Would you have used the gun,if they would not have taken off?" " If they would have caused any kind of trouble,I would have used my gun.I would never give up." She knocks with her finger on the outside of the gun." I would fight it out."

Back in the motel I made my TV-Dinner and turned on the TV.There was a big Show and the message of the Show was "Everything goes if we only try hard enough." But Jack Gierish does not believe this anymore Jack is no real American.His real name is Hans Gierisch.He is from Munich,came 1923 to New York.His Bavarian German is still perfect,but his American is with an accent.In Germany it was at that time pretty bad and a cousin wrote: A dressmaker is a good profession in USA.So came Hans with 22 years to the USA.An aunt did lend the money.

The name Hans became John and Gierisch became Gierish and John later became Jack.In the beginning the dressmaking was a good job.Then at the end of the 30ties,he was out of job.The dressmaking business was tied in the Hands of the jews.Naturally they were against the germans.Even he had nothing to do with this,because he was now an American Citizen.So, he worked finally as mechanic in a factory.At the end of the war he was again without work.In 1947 he finally opened his own business as dressmaker.Nothing special just repair,cleaing and alterati^os.I thought,now I am on my own,I can make something out of myself.-Jacks wife Kate came when she was 16 with her mother from Germany to the USA.She always wanted to become a Kindergarden-Teacher. Because she had to make money,she became only a maid.-

The big success failed.The business did not bring enough money.I worked days and nights,had big ideas to become rich,but had never enough money to do it.So, after 20 years on my own,I had a small piece of realestate in Long Island which we bought once for 650.-Dollars.

In 1967 we sold our business and the piece of realestate for \$ 9000.-. We added \$ 4000.-of our savings and bought a house in Sun City.We wanted to

The houses at that time were cheap. Today Jack would have to pay four times as much. Jack and KATE live from their Social Security today. But it is not enough to live here in Sun City. So, Jack had to continue to work. He now makes ~~make~~ alterations for sun citizens, he makes about \$ 200.- per month. Without it, they could not make it. Jack now is 78 and pretty much content. He has only one problem: "I cannot die before my wife. She would then receive only \$ 286.- per month. She cannot live on it. She would have to leave our beautiful house. Where is the end of it.?"

I am invited very often by the Gierish, also by the Uglums. John Uglum is filled with enthusiasm of Sun City and talks for hours about it. He wants to know my honest opinion about everything, I express myself very carefully and polite. John feels this and is upset about it.-

One evening I went with the Uglums to a church-dinner. After the dinner went outside to smoke a cigaret. John went with me and it was dark outside. I smoked and John was silent. Tonight he did not have his cheerfulness. We were both silent together. Then he said something in the dark: "You know, it is sad, we are like little children, which are playing in the sandbox.. A isn-eyland for Seniors.-Next morning he smiled again. "Dear John."