

# Nursing Homes Take Top Spot in Newest Investment Trend



By HENRY J. BECHTOLD  
UPI Financial Editor  
New YORK—First it was hotels, then bowling alleys and motels. Now the newest trend in investments in nursing homes.

It wasn't too long ago, the turn of the Century to be exact, when age caused little concern because of closer family ties and low life expectancy rate, 48.

Now, however, our soaring population and medical science's part in lifting the life expectancy to past 70, has increased the number of people over 65 to 15.5 million, with the figure expected to reach 22 million by 1965.

Of the one million people over 65 living outside their own homes, the greatest proportion are in the homes for the aged and nursing homes.

Adequate shelter for this growing segment of our society has become big business.

**Poor Farm**  
Several decades back oldsters often wound up at the county poor farm or at a poor house, but today our senior citizens are finding new lives in swank nursing homes.

No longer can responsible groups get away with putting

up the so-called "Old Ladies Homes." People have more money through social security benefits and industrial pension funds, and now can afford better living accommodations and care. And medical science has produced a more active group of residents who require much more to keep them busy.

Demand for facilities in these swank nursing homes

is so great that a 70 per cent increase in facilities is needed at once, according to the president of a Chicago firm that specializes in furnishing institutions.

Nursing homes are growing at the rate of 2,000 beds per month, but the demand for space still completely outpaces the available beds, reports Robert Gree boss of Morton Textiles and Furni-

ture. Most of the better homes have long waiting lists he says.

Today's senior citizens insist that homes for the aged be a place to live rather than a place to die, and they want excellent furnishings, pleasant atmosphere, and facilities for social activities.

A survey by Morton Textiles found that the oldesters want most of all a place that

looks like their home. Color was listed as important in creating the proper mood and atmosphere.

Typical of the "New Look" in nursing homes in the Washington and Jane Smith Home in Chicago where each occupant has his or her own private room furnished with early American furniture. The original furniture was the heavy, mahogany type, which

Greenboss said would be a depressing setting for anyone. The home also features a 28-bed hospital, a beauty parlor and an arts and craft center. An auditorium is constantly filled with residents witnessing amateur groups, glee clubs and movies. A resident committee of five oldsters plans all social activities. A provision that represents perhaps the most radical departure from the precedures of earlier days is that of privacy for the older persons, so long as he is at all able to conduct himself in the residence without any major difficulty for himself or others.

## Indictment of Nutria Promoters Noted by Chamber

A report on the indictment of four nutria promoters by a Los Angeles federal grand jury was made today by Don McNeil, manager of the Medford Chamber of Commerce.

He reported that the National Better Business Bureau, Inc. has issued a bulletin noting that a nine-count indictment charges Robert B. Rice, Betty J. Rice, his wife, and Leo Crowder with using the mails in a scheme to defraud in connection with the sale of nutria breeding stock. A fourth person, Vern Schaap, was charged in three counts with aiding and abetting the scheme.

The NBBB said that the charges were based upon acts of the defendants to further the sale of "breeding stock" of the furbearing nutria in a scheme which postal officials reported grossed more than \$3 million.

Early this month Mrs. Rice, secretary of the Cabana Nutria Breeders association, sent a circular letter to all CNBA members advising them of the indictment and commenting on the action.

In reporting the indictment, McNeil said that enough people in this area have participated in Nutria promotions to warrant publicizing the grand jury action.

## Reserve Training Camp Under Way

The main body of the 104th division, (training) including about 75 Medford men, arrived via troop train at Ft. Ord., Calif., Aug. 14 for two weeks of active duty with the regular Army.

On the station list are Capt. Robert D. Stephenson, receiving company, 104th division; Lt. Col. Robert Elliott, Capt. James D. Straus, Capt. Donald E. Bray and Capt. Tom Teutsch, second battalion, 414 regiment, all of Medford.

It took only a few hours for the school teachers, plumbers, salesmen, students and executives to get back into the swing of military life, according to reports from the fort.

The greatest part of the reservists' time at Ft. Ord will be spent working with and observing regular army cadre troops. Before the two weeks training ends, they will have an opportunity to put recruits through the training paces and show how well they have learned their new jobs.

The 104th division is comprised of over 2,000 Oregon and Washington civilian-soldiers who once a week and for two weeks each summer, become military men.

## Emigrant Dam Engineers to Tour

The Rogue Valley section of the Professional Engineers of Oregon will tour Emigrant dam Friday, Aug. 19, according to D. E. Cobligh, publicity chairman.

Also on the itinerary is to lunch at Siskiyou lodge and tours through Copco 1, Copco 2 and Fall Creek power plants and the California Oregon Power company Iron Gate development now under construction. All are located on the Klamath river upstream from Hornbrook.

The engineers are to meet at Emigrant dam at 10:30 a.m. The road turns off the Dead Indian rd., approximately one-half mile from the Klamath Falls highway. The tour will arrive at the Iron Gate development at 1:30 p.m.



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