

BRIGHTON

NEW COMFORT FOR OLD FOLKS

Avenue Lodge and Howleigh open their doors and there's a new world for the old people of Brighton. Here, in a place that feels like home, they can end their days in comfort, no longer alone. There's no suggestion of the old institution; they pay their way as far as they can but keep at least five shillings for pocket-money. Each has a pleasant airy room that is her own.

The problem of the single ration-book is solved for them. Modern kitchens were installed when the houses were bought. Besides their keep the old folks are given tobacco, sweets, papers and books and there are frequent outings.

The men live at Howleigh. With companionship, life is fuller. Evenings are no longer dull, lonely hours to kill before early bed.

The tragedy of old age is loneliness and dependence. Brighton solves the difficult problem and makes her old folks at home.