

LEISURE WORLD

HISTORICAL SOCIETY



NEWSLETTER

May 2004

Volume 5 Number 3

Preserving Today for Tomorrow

.....AS IT WAS IN THE BEGINNING.....

THE 40TH ANNIVERSARY OF THE FOUNDING OF LEISURE WORLD
WILL BE CELEBRATED THIS SEPTEMBER.

IN KEEPING WITH THE SPIRIT OF THE FORTHCOMING FESTIVAL,
PROGRAM CHAIR WARD PAYNE WANTED A PROGRAM THAT WOULD
TRULY EXEMPLIFY THE SOCIETY'S MOTTO "PRESERVING TODAY FOR
TOMORROW". COME AND HEAR ABOUT OUR BEGINNING FROM
ONE WHO WAS HERE.

WEDNESDAY, JUNE 23, 1:30 PM
COUNCIL CHAMBERS, CITY OF LAGUNA WOODS

MR. JACK FOWLER
"AS IT WAS IN THE BEGINNING..."

JACK WORKED FOR THE ROSSMOOR CORPORATION AS RESIDENT
ENGINEER WITH THE FIRM OF LOWRY AND ASSOCIATES, LAYING
OUT BUILDING LOCATIONS AND GRADING DESIGNS FOR LEISURE
WORLD AT SEAL BEACH. WHEN ROSS CORTESE ACQUIRED THE
MOULTON RANCH PROPERTY, JACK WAS HIRED AS VICE-PRESIDENT
WITH THE SUPERVISION OF ENGINEERING, PLANNING, AND
GOVERNMENTAL RELATIONS WITH THE COUNTY OF ORANGE. YOU
WILL HEAR ABOUT SOME OF THE PROBLEMS OF CREATING OUR
LEISURE WORLD, AND HOW THEY WERE SOLVED. MR. FOWLER'S
PRESENTATION WILL BE SUPPLEMENTED WITH VISUAL AIDS.

PRESIDENTIAL MUSINGS JOHN FULLER**Board of Directors**

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President

Ward Payne
1st Vice Pres.

Charles McLaughlin
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Harry Schwartz
Evelyn Shopp

Marjorie Williams
Archivist

Sherry Hamilton
Office Manager

Have you visited our Historical Society lately, or if you have recently joined, have you stopped in to see us? Our building is connected to the Library, near CH 1. We have volunteers manning our office from 9AM to 4PM five days a week and they would be pleased to see and meet you.

We have several things you might be interested in seeing, such as our 4x5 foot glass covered diorama which you see as you enter. This is a replica of Leisure World with all of its streets, cul de sacs and buildings. You can probably find your own manor. This is a favorite stop for the three times a month bus tour of Leisure World, funded by GRF and conducted for new and potential residents by our Historical Society docents.

While you are visiting you can see a full scale replica of the Peace Globe, given by President Reagan to Premier Gorbachev. Our copy was given by the President to Leisure World developer, Ross Cortese. Next to that you can see a large scrapbook containing the signature of every resident in 1965, that was also presented to Cortese. Move into the conference room where you can see the fifteen pictures and awards given to Mr. Cortese and recently donated to the Historical Society by his daughter Heidi.

If you are a veteran, you can pick up a registration form to add your military information to our file of over 700 WW II veterans in Leisure World. If you know someone who has made major contributions to Leisure World, you can pick up a form to recommend that individual for our Leisure Worlder of the Month Award, given each month and funded by the Renaissance at the Regency and the Wellington.

You can also get information on when and where our next medical lecture by a UCI faculty member will be held, as well as when and where our next one day bus trip is scheduled. We also have a large climate controlled archive section where we are storing today's data for tomorrow's history.

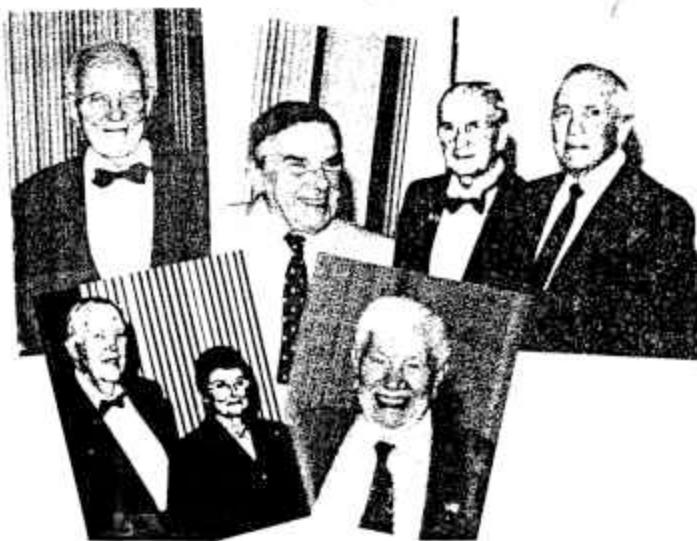
So, when you get a chance, stop in and see us. Have one of our friendly volunteers show you around. We think you will be pleased and we would like to meet you.

YOU might even consider being a volunteer!



Being an editor is supposed to be a fun job. And it really is. The hard part is being a reporter, a typist and a proof reader. The worst part is 8 pages and no news, no inspiration, and no staff! So I asked the Board Members for help.

Suggestion: It needs some pictures. But no one provided pictures. There is only one answer to such a dilemma. Use old pictures. So the pictures reproduced below--which may not be recognizable -- are a few of the Society Board members.



Fuller, Schwartz, Bradley, Aronson
McLaughlin, Ratner, Prophet

January 1975

Leisure World News

from a column "It's a Great World"
by Ross W. Cortese

As of January 9, 1975, population stood at 17,392 in 10,722 manors.

"Speaking in superlatives, I might add that the closed circuit TV station with 225 miles of cable and more than 400 amplifiers is the largest in the world. Leisure World's electrically controlled sprinkler system is rated the largest in the world: 10,350 electric valves, 140,000 sprinkler heads, and 430 miles of P.V.C. pipes. The 500 acres of landscaping with 55,000 trees, 675,000 shrubs and four million ground cover plants would make a forest of fair size..

"Leisure World Laguna Hills development has required our construction of 10 miles of public streets; 16 miles of private streets, 128 miles of 4 foot wide sidewalks and 22 acres of parking space....

"This Leisure World now has a developed area of 1200 acres with 7.5 miles of 6 foot block walls. To develop Leisure World to that extent has cost more than \$175 million..."

In a February 1975 column, Cortese quoted some figures about the voting habits of Leisure Worlders. 'Voting trends in Leisure World are revealed to be conservative.' In May 1974, there were 16,074 registered voters in Leisure World and 12,165 were Republicans. That year only 45% of the eligible voters nation wide voted. In Leisure World over 80% voted.

And that's how it was in 1975!

A \$\$ Reminder

Your Society participates in the Deposit Incentive Program at Fremont Investment and Loan. In 6 years, the program netted \$5,094.73 for the Society.

If you have an account of any kind at Fremont, you may designate the Historical Society as the recipient of their donation. There is absolutely no cost to the depositor. The same thing is true if you open a new account. Do ask about the program when you "visit" your money!

Welcome, New Volunteer!

Mary Jo Woodward, a five year resident of Leisure World, is our new Wednesday morning office volunteer. Born in northwest Ohio, she graduated from the Toledo Hospital School of Nursing. Looking for excitement, she drove directly to Hollywood and Vine and has never left Southern California. She earned her BSN at CSULB at age 43. She retired from the LA/OR County chapter of the American Red Cross Blood Services. Her two children are both professional jet pilots. "Leisure World," she

**FOR
VOLUNTEER
OPPORTUNITIES,
SEE
PAGE
5.**

Medical Lecture Series

Ira Joss, Chair

Dr. Timothy F. Kelley, Associate Professor Otolaryngology, UCI Medical College, was the April 21 speaker in the 2003-2004 series of Medical lectures. Dr. Kelley's subject, "Cosmetic and Reconstructive Surgery of the Head and Neck" was excellent and engendered many questions from the audience although the attendance was smaller than that which we have usually enjoyed in past lectures.

This popular series, now in its fourth year is jointly sponsored by the Leisure World Historical Society and the UCI College of Medicine. A new series will begin in October. Information regarding the lecture will be in the September Newsletter as well as the Leisure World News and Channel 6.

We exchange Newsletters with all the Historical Societies in our area. To our knowledge, we had never been quoted by any of them. So it was fun to see this "story" in a recent issue of

**Saddleback Area Historical Society**

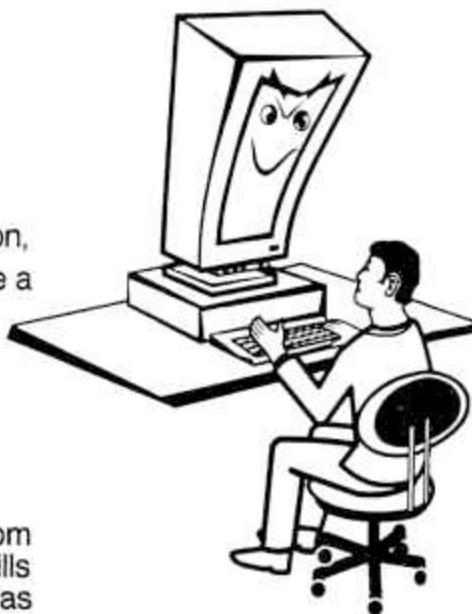
Early reports indicated that Leisure World had a major global catastrophe in February when Africa detached itself from the world. The reports were inaccurate and greatly overstated. It was just a small island, name unknown, and it will soon return to its place on the globe.

Except from the Leisure World Historical Society newsletter. You'll be pleased to know they were referring to THE GLOBE sculpture that represents Leisure World! Ed.

NEEDED -----

Volunteers familiar with Mac Computers.

Need Archival materials "computerized". After orientation, hours can be arranged to fit your schedule. If interested leave a message for Marge Williams, 206-0150.

**NEEDED -----**

Friendly people for the front desk. Answer questions from visitors. Give information to phone callers. Computer skills helpful but not required. Help with special projects as assigned. If interested, talk with Sherry Hamilton, 206-0150.

NEEDED -----

Docents for scheduled bus tours of Leisure World. Held for prospective and new residents. Must be enthusiastic about Leisure World! If interested, leave a message at 206-0150.

**NEEDED -----**

"As needed" help for special projects such as folding and labeling Newsletters, stuffing envelopes for special surveys. Call list of 20 people needed. If you can help, call 206-0150.

NEEDED -----

Names of all members who are ninety or will be ninety within the next twelve months. You qualify for special status as "Historically Advantaged". Leave a message for Joan Long, 206-9150.

NEEDED -----

Veterans, all wars. If not yet in the Historical Society data base, call 206-0150 for more information.

NEEDED -----

IDEAS for recruiting members, Newsletter content, fund raising. All ideas welcome. Write a note, make a call, come in and share. All help appreciated.



Laguna Woods Demographic Survey

The 2004 version of the Laguna Woods Demographic Survey was mailed to a random sample of approximately 1000 households on April 12. Several new and important questions were added as a result of requests from the City, Leisure World Board members, and other interested parties. These included questions on transportation options, volunteering and part time or full time employment of residents.

Once the completed documents are received at UCI the results will be tabulated and a summary report issued. This most important Community Service is completely funded by our Society in partnership with the UCI Institute of Aging Research.

The Survey Committee would like to thank Sherry Hamilton and the dedicated group of Historical Society volunteers for all of their work in assembling the three mailings required to complete the survey program. Without their help, this tremendous task would never have been accomplished.

(Ira Joss and Syd Aronson have chaired the Survey Committee since its formation.)

Actual Signs Outside Churches

- o How will you spend eternity -- Smoking or Non-Smoking?
- o Forbidden fruit creates many jams.
- o It is unlikely there will be a reduction in the wages of sin.
- o Looking at the way some people live, they ought to obtain eternal fire insurance soon.

(from the Editor's collection of useless trivia.)

In Memoriam

Seymour Coblenz
Leisure Worlder of the Month
June 1993

Lt. Col. Yvonne (Pat) Pateman

Arlene Roster

Carol Ryden

Earl Sylvia Sr.

Dr. Tracy E. Strevey Community Service Award

This annual award, named for the Society founder and first President, is given to an individual, club or organization selected for outstanding service to the community and/or the Historical Society. No more than two awards may be given in one year. Nominations may be made by members only, and can be sent to the President at any time. Forms are available in the office.

Previous award winners: Brenda Ross, Russ Disbro, Terry Robinson, Leisure World News, Channel 6, Earthquake and Disaster Task Force, and Leisure World Foundation.

ARCHIVAL "RETRIEVALS"

Marjorie Williams, Archivist

WORLD WAR 1 VETERANS

World War 1 Barracks 1116 and Ladies Auxiliary met for a special dinner on Friday, **January 27, 1984** in Clubhouse 1 main lounge. They came together to bid farewell to their combined units which were phasing out after almost 20 years.

The World War 1 group was the seventh club to form in Leisure World and the first nationwide patriotic group. They featured the first pancake breakfasts and Las Vegas nights, with proceeds purchasing five color TVs for area veteran's hospitals. Members of the group installed flag brackets and flags, trying to give Leisure World the reputation of having an "Avenue of Stars and Stripes," according to a member at that time. (The American Legion later took over this task.) A committee built, stored and reassembled carnival booths for the early parades.

Many veterans and widows were helped with their pension, hospital and other service problems. The Auxiliary cataloged all the community and services of the Auxiliary. Members knitted slippers, socks and lap robes; collected playing cards, books and stamps; provided cookies, coffee and gifts for the veteran's hospitals in Long Beach and La Jolla, as well as helping youth and education projects in the local area.

The club was formed on February 19, 1965 when 23 members applied for a National Charter. Building up to a membership of 300, the club phased out at 50. One of the last members remarked that the members knew from the outset that 20 years might be the quota for a group of veterans who served in 1917-18.

There are a couple of folders in the Archives, mostly clippings from the Leisure World News. There are no records of their service, no oral interviews, no videos.

VETERANS

The Historical Society is now accepting registration forms from all Leisure World Veterans. Heretofore, only WWII veterans have been registered. Veterans from all wars are now being accepted. Forms are available in the Historical Society Office and in the Library. For additional information, contact the Society office 206-0150. At the present time, taped interviews are not being done. The Board is reviewing the program and the resources needed to continue it. This review will include both personnel needed and financial commitment necessary. All veterans are urged to "register". To date, there are over 750 forms on file.

NEWSLETTER
LEISURE WORLD HISTORICAL SOCIETY
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