



The Historian

Preserving Today for Tomorrow

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Potpourri 1974

This article is the thirteenth in a series adapted from the transcripts of the Historical Society's first archivist, Marjorie F. Jones. Additional information was taken from the Fall 1980 *Historical Society Journal, Fulfilling Retirement Dreams*, a book published by the Historical Society in 1989, and numerous issues of the 1974 *Leisure World News*.

LW Visitor Reflects on Community Dog Rules

The following was adapted from a column by Rick Seifert which appeared in the June 12, 1974 edition of the *San Francisco Progress*, a bi-weekly newspaper. It was reprinted in the *Leisure World News* a few weeks later.

Unforeseen circumstances have brought me, my wife Sue and our erstwhile spaniel to, of all places, Laguna Hills. Our map has Laguna Hills as a dot straddling the San Diego Freeway somewhere south of Los Angeles in the run amuck territory known as Orange County. By way of further orientation, Laguna Hills is just inland from the artsy and still charming town of Laguna Beach.

You still don't understand, however, because I have yet to tell you that the three of us are holed up in a huge, rambling and well fortified retirement community known as Leisure World. Now you are beginning to get the picture. In order to gain permission to buy into Leisure World, you have to be at least 52 and carry solidly-middle-class or better credentials and credit rating. The clientele runs heavily to well-to-do widows. The parking lots are liberally lined with Cadillacs and Buicks, the grass is kept cut to the centimeter and the grounds, sidewalks and gutters are spotless.

For example—and here, dear reader, is where the plot thickens—they have a rule down here that residents who desire to keep a dog, must when walking said dog, scoop up after it so as not to befoul the environment. It is therefore not an uncommon sight to see residents strolling the lanes of Leisure World armed with tablespoon and brown bag in anticipation of nature taking its course with their pets.

Anyway, our ill-mannered trio pull to the well-



Town-broken spaniel rejects brown bag, spoon; finds comfort outside Leisure World's gates.

guarded entrance gate—the breach in the eight-foot high concrete wall that surrounds the place—in our dented and belching Chevy.

The guard peers in. The humans in the front seat look to be in their late twenties or early thirties—well below the acceptable age limit—and somewhat the worse for wear. The dog in the back seat is either dead or very strange. He is flat out on his back with all four legs limp in the air. It looks suspicious.

To the guard's chagrin, we produce a special pass indicating that we, despite our appearances, are the guests of someone inside. The guard, who, in truth, has not been unfriendly, signals us to proceed. Clearly Leisure World has had problems like this before and survived—no shoot-outs here, no unseemly run-ins with the FBI.

See Spaniel Page 7

Rancho Yuguilli

From “This Is MISSION COUNTRY” by Warren Morgan published in the *Leisure World News* on August 29, 1974.

Would you believe that Leisure World is located on that part of the vast lands once under the jurisdiction of Mission San Juan Capistrano called Rancho Yuguilli?

Records show that in 1819 Mission cattle totaled 140,000, and that they together with 16,000 sheep roamed these hills under the watchful eyes of Indian vaqueros (cowboys). They needed grazing land—and they had it, stretching all the way from the rancheros under the jurisdiction of San Gabriel to the north to those answering to San Luis Rey to the south.

Indian rancherias, or villages, occupied all the choice spots for water, trees and easy living—so they became focal points for mission grazing grounds. Indian names were tongue twisters for the Spanish padres and soldiers. So they were changed.

Yuguilli, for instance, became Rancho Niguil, then Rancho Niguel, then Laguna Niguel. Juan Avila (later called El Rico) acquired it first in 1842. Then Domingo Yorba bought it in 1854. His home, or part of it, still stands next to the El Adobe Restaurant in San Juan Capistrano. C.B. Rawson acquired Niguel from Yorba—then sold it in the 1890s to Lewis F. Moulton and Jean Pierre Daguerra. Leisure World came much later.

The Name Leisure World

From “Memo from Your Administrator” by Robert L. Price, published in the *Leisure World News* on April 25, 1974.

“The official name of our community is ‘Rossmoor Leisure World at Laguna Hills.’ It is also known more simply as Leisure World, or Laguna Hills, or Leisure World Laguna Hills or even as Rossmoor. People have asked me why this could not be made uniform, clarified and simplified.

“In retrospect, the history of these several name segments might be of interest. Let me try to elucidate. The name “Rossmoor” stems from the name of the development corporation itself, i.e. Rossmoor Corporation. If used alone, it would be confused with the well-known community in the vicinity of Los Alamitos, also built by Rossmoor Corporation, and commonly known as ‘The Walled City of Rossmoor.’

“The names ‘Rossmoor’ and ‘Leisure World’ are trade marks of the Rossmoor Corporation and were given to five communities which began between 1962 and 1966.” [The communities that still use the Leisure World® name are located in Seal Beach,



View of the adobe home of Don Domingo Yorba in 1940. In front of the long, one-and-a-half story ranch house is a line of bushes that appear to be rose bushes. A short length of picket fence, visible at the right end of the house, apparently connects the house to a second rancher whose roof is partially visible at the far right. The adobe home was built before 1841, given by Don Domingo to his son Miguel in 1860.

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CA, Mesa, Arizona and Lansdowne, Virginia.]

“The name ‘Laguna Hills’ was first coined as the official name of Laguna Hills Mutual 1. By 1974, the name had expanded to not only encompass Leisure World but also to include the large area on the west side of the freeway served by El Toro Road and La Paz Road off ramps. Its only boundaries are those of the post office, which naturally picked up the name of Laguna Hills, but is merely a branch of the main Laguna Beach office.

“To further confuse matters, when we fill in our return address we all fill in “Laguna Hills” even though there is no such city. Even more descriptive than Leisure World, I am told that people commonly refer to this community as Leisure World, Laguna Hills.”

1974 in Review

Saddleback Community Hospital — On January 27, 1974 the first patient was admitted to the 150-bed hospital. The Saddleback Hospital volunteers, recruited from the “pink ladies” corps that had served the Leisure World Medical Center, continued to provide assistance throughout the hospital.

Cityhood — In March, Leisure World’s Presidents’ Committee, composed of the presidents of all of Leisure World’s corporations, recommended that the Leisure World community continue as an unincorporated area of Orange County.

Golf Fees — In an attempt to control utilization of the golf course, GRF voted at its March meeting to increase elements of the fee schedule without changing the \$2.50 cost for 18-hole play. The increase was endorsed by the Men's and Women's Golf Clubs. However, after numerous complaints GRF rescinded the fee increase at its April meeting.

Leisure World News — The March 28, 1974, 80-page issue of the *Leisure World News* marked its 10th year of publication. The first issue of the *News* on March 17, 1965 was a 20-page edition.

AD&D Insurance — In April, GRF agreed to sponsor an Accidental Death and Dismemberment Insurance Program with coverage for residents to age 90. Benefits would be paid only in the event of accidental death or the loss of a hand, foot or eye. The premium was \$36 per year, with death benefits ranging from \$10,000 to \$25,000. Residents could not purchase this insurance until December when the plan finally received the necessary regulatory approvals.

Towers Topping Out Ceremony — On April 20, the community's attention was focused on The Towers when a huge crane lifted the St. John's Bread (carob) tree to the roof of Tower I in the traditional rite of completion ceremony.

The first residents moved into Rossmoor Towers on November 15, 1974.

Laguna Hills Mall Transportation Terminal — On May 13, Orange County Transit District introduced four new bus routes using the Laguna Hills Mall as the hub. The service to south county and the Civic Center in Santa Ana utilized new 35-foot, 36-passenger, air-conditioned buses with bucket seats and wider than normal isles.

Thrift Shop — On May 13 hundreds of residents bought bargains at the grand opening of the Saddleback Community Hospital Thrift Shop located next to the Alpha Beta Market in Laguna Hills Mall.

Trees — In May, the supervisor for the Grounds Maintenance Department, reported that Leisure World had 30,000 trees in the landscape around the first 2,400 numbered buildings and an additional 20,000 trees on the remaining grounds.

Golf Course — In June, GRF approved the expenditure of \$114,565 for construction of a golf course maintenance building to be located adjacent to the 13th Tee.

The ribbon cutting ceremony and the first annual 18-hole putting contest for men and women was held on



The Valencia Shrine Club direct their miniature autos toward Clubhouse III during the 10th Anniversary Parade watched by nearly 5,000. Courtesy Leisure World News

June 18 to inaugurate the new 14,000 square foot putting green.

In October, Rossmoor suggested the possibility of building a par-3 nine-hole golf course. The golfing facility would be located on a site previously earmarked for a lake, directly southeast of the 14-story Rossmoor Towers. The plan included a starter house, putting green, six tennis courts and ample parking facilities.

This suggestion was favorably received by GRF because the golfing facility would be used by many more people than a lake and the maintenance costs would be much lower than that of a lake. GRF was not enamored with the possibility that the tennis courts would be placed near the par-3 course.

If GRF approved, then an amendment to the Community Facilities Agreement, which detailed future construction in the community, would be required as well as reallocation of the \$1 million reserved for construction of the lake.

10th Anniversary — Plans made during the summer were rapidly maturing as September 10 approached. The anniversary theme, "A Life of Dreams Fulfilled," was used in the parade whose 63 entries set everything in motion. Two talent shows were sell-



In 1974, Alicia Slutz sketched the ritual of the morning march to the trash bin by three of her neighbors.

Courtesy Leisure World News

outs as were two anniversary balls at the clubhouses. The Lawrence Welk Show, held in Clubhouse III on September 9 was sold out. Fireworks on September 8 were spectacular and could be seen for miles.

The most appropriate celebration of all was the one held on the lawn in front of buildings 18 and 19 on Avenida Sevilla. Forty-five of the very first residents picnicked and reminisced and were among the 70 of the first 214 residents who still lived in their original manors.

Rezoning — In June, Rossmoor filed for rezoning of the property along Moulton Parkway after winning the dispute with the Marines over the greenbelt. This rezoning request would permit warehousing and light manufacturing adjacent to housing units which was vigorously protested by GRF and the mutuals.

During the summer of 1974, Rossmoor won a \$4.2 million law suit against the Marine Corps. The greenbelt had been the issue in Rossmoor's suit which charged that the Marines had coerced the developer into non-use of the greenbelt strip without compensation. The case had been fought in the courts since 1967.

On November 17, the Orange County's Planning Commission approved Rossmoor's 11th Revised Planned Community Development Plan for Leisure World. Approval cleared the way for construction of the community's outdoor recreational facility which was scheduled to be developed in 1976 or 1977 and made it possible for the community to proceed with construction of the second recreational vehicle storage area south of the stables.

The plan contained two major modifications which had been suggested by Leisure World's Presidents'

Committee. The first prohibited Rossmoor from constructing lumber yards in a portion of the greenbelt strip north of El Toro Road, and the other prohibited the construction of permanent contractor's storage and fabrication yards.

The result of this action permitted uses in the greenbelt area north of El Toro Road, bounded on the east by Clubhouse II and the driving range and on the west by manors in Phase 3, included outdoor recreational facilities, nurseries and parking lots. Permitted uses in the greenbelt area south of El Toro Road included all of the above, plus maintenance structures, storage and distribution warehouses, and temporary storage and fabrication yards.

Barbed Wire — In November, recommendations for additional peripheral community security measures including the installation of barbed wire and more night lighting were rejected by a majority of the mutual corporations, but were approved in Phase I area (Gates 1 through 4).

Clubhouse VI — At the end of November, negotiations between Rossmoor and GRF to lease Clubhouse VI from Rossmoor for resident use. This facility was used as a hospitality center in conjunction with Rossmoor's vacation program. At that time this clubhouse consisted of a meeting room with small kitchen attached, two sitting areas, a billiard room and small swimming pool.

Transfer Fee — GRF approved a Transfer Fee increase of \$500 from the sale of each resale in Leisure World, effective January, 1975. This added transfer fee would be assessed each resale purchaser. The money received was earmarked to help finance planned community facilities, including the future Clubhouse V.

Capital funds received from sale of new manors were used to pay off the golf course, purchased from Rossmoor, with a balance of \$1.8 million at the end of October.

Total new sale contributions of \$4.8 million plus resale fees were estimated to total \$7.2 million—the calculated amount necessary to complete the planned capital projects during the ensuing six years.

Population — New sales during 1974 were 812 manors. Mutuals 47, 48, 49, 58, 59, 60, 61 and 80 voted to transfer their assets to Third Laguna Hills Mutual which would bring the total membership to 3,729, making Third the most populated mutual in Leisure World. At the end of 1974, Third Laguna had 2,801 manors, First Laguna, 3,247 and Second Laguna 3,076.

On September 10, 1974, 10 years after the first residents moved in, Leisure World was home to more than 17,000 people living in 9,000 manors located in more than 2,500 buildings.

Who is PCM? What Do They Do?

The June 27, 1974 “Administrator’s Memo” in the *News* was written by Edward L. Olsen, president of Professional Community Management. He addressed the question, “What is PCM and what do they do?”

PCM is Professional Community Management, Inc., your managing agent for all corporations [Ed. Note: 1974 started with 10 mutuals and ended with 18] here at Leisure World, Laguna Hills. PCM is a separate corporation with headquarters at Newport Beach. Its business is that of managing several private housing communities, of which Leisure World Laguna Hills is the oldest and largest. PCM has no connection with Rossmoor Corporation, the builder. PCM enters the picture only after escrows close and people move in, at which time it takes over the management of each mutual for its members. Three of its staff serve as the interim board of directors until the election of a resident board four to six months later.

PCM has the responsibility of directing the affairs of each corporation to the satisfaction of its board of directors. All policies, such as the annual budget and work program, are approved by the boards acting individually but in unison. Pursuant to these policies, PCM provides all prescribed services, maintains all corporate or common properties and manages the financial affairs of each and all corporations.

The governing bodies in Leisure World are the Golden Rain Foundation of Laguna Hills and the several individual mutual corporations. Each signs a contract with PCM assigning to PCM all management, operational and financial responsibilities for handling the affairs of the corporations and the residents. The resident boards of directors retain policy making authority and review all operations and financial reports at least monthly. In addition to the monthly review of financial affairs by the resident directors, Arthur Young & Co., internationally known independent auditors, conduct an annual audit of all records of all corporations.

PCM has in its employ over 781 employees working in one of many departments. Bob Price, who is vice president of PCM, serves as administrator of the community with responsibility to each and all of the various corporations and to the boards of directors. He also coordinates all of the operational and fiscal

affairs of the Leisure World corporations and plans and attends all their meetings.

PCM’s Director of Operations is responsible for all service operations, directing the activities of the Department of Education & Recreation, the Security Department and the Physical Properties (maintenance) Department. This position also supervises and coordinates several other areas including all health services, liaison with the hospital, all insurance matters, the personnel office and all engineering and planning services.

PCM’s Controller supervises all accounting, budgeting, cost control, purchasing and the business office which provides basic administrative services and maintains all membership records.

The administrator, the director of operations, the controller and the internal auditor report to me as president of PCM and to the secretary-treasurer of PCM at its headquarters. The salaries of all PCM headquarters personnel, plus the administrator and the controller, are paid from the management fee. All other employees at Leisure World are paid from community funds managed by PCM as agent for the several corporations comprising the Leisure World community...

On behalf of all of our employees, I pledge continued efforts to provide your community with maximum service at maximum economy.

GRF Names Russ Disbro as Vice President

On October 24, 1974, the *News* confirmed that PCM President Edward Olsen had appointed Russell L. Disbro as the Budget Director for PCM at Leisure World. One week later, the GRF Board named Budget Director Disbro a vice president of GRF.

Disbro joined PCM in March, 1972. He had served previously as a cost analyst with Blue Cross and a sales and cost accountant with the Monsanto Company. During his two years of military duty, Disbro was a payroll specialist at Fort Lewis, Washington.

In 1968, Disbro graduated from the University of Oklahoma with a bachelors degree in business administration. Disbro, a left-handed pitcher, won letters in baseball during 1966, 1967 and 1968, is one of the Sooners All-Time Letter Winners.



Budget Director Russ Disbro became the General Manager of Leisure World in 1979.

55 Years as Pastry Chef

From "LWer Recalls 55 Years as Pastry Chef" by Susan Vanderpol in the *Leisure World News* on October 17, 1974.

Bailey Baked Cakes, Pastries for Celebrities

Colonel Charles Lindbergh and his bride, Anne Morrow, may have given the world the slip when they unexpectedly were married and went honeymooning in 1929, but their wedding cake was baked just the same and went via airplane to the Morrow estate in Englewood, N.J.

It carried the good wishes of Los Angeles, Young's Market Company, whose gift it was, and Ernest R. Bailey, the baker who later moved to Leisure World in 1972.

The cake was known as the Simnel fruit cake. Bailey said that he followed the historical and romantic recipe that was used in preparing the wedding cake presented by the English ladies of Bury to King Edward and Queen Alexandria.

According to English folklore and legend, the recipe dates back to the days of Lambert Simnel, famous "pretender," during the reign of King Henry VII. Simnel's father was a baker and is said to have been the originator of the cake.

Know-how Gained

Bailey's career began in 1904 when he started serving his apprenticeship in Southport, England. He worked for five years, with no pay, learning to bake and gaining expertise in pastry making. Following that, he spent two and one-half years picking up know-how as an improver, earning 35 cents a week.

Bailey came to America in 1912, at the age of 24, and became manager of a department store and later a pastry chef at a hotel in Portland, Oregon.

Beverly Hills

He opened his own pastry shop in Beverly Hills in 1926. However, he maintained that business for only two years before being hired by Young's Market in 1928. He worked for them until 1932. It was during that period that he made the Lindbergh wedding cake.



LINDBERGH WEDDING - One of Leisure World resident Ernest Bailey's initial claims to fame was the wedding cake he baked for Anne and Charles Lindbergh in 1929. The largest package to ever be shipped by air at that time, the cake included 200 eggs, 20 pounds of butter and 50 pounds of sugar. Known as the Simnel fruit cake, it weighed 150 pounds, it took 20 hours to bake. Packed by experts, marked "This side up" and consigned to the Englewood residence, the shipment weighed 229 pounds, carried a value of \$500 and cost \$598.26 for the air transportation.

Courtesy Leisure World News

He reopened his business in Beverly Hills in 1934.

Specializing in Danish sweet rolls and dessert cookies, Bailey shipped all over the United States. "We didn't do any wholesale business," he said. "Strictly retail. We catered to gourmet educated palates."

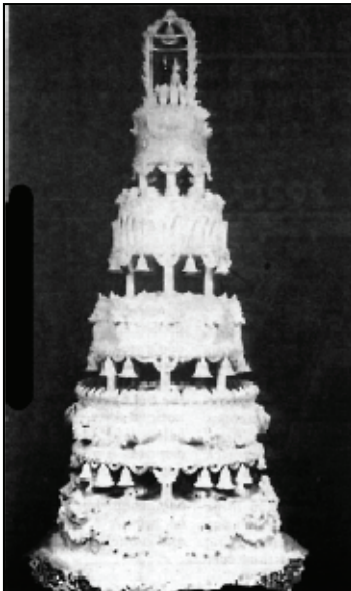
It didn't take his bakery long to get going. In no time at all, they had business from such celebrities as Alfred Hitchcock, Jack Benny, Douglas Fairbanks and John Barrymore.

Benny, Hitchcock and Barrymore

Charles Lindbergh's wedding cake wasn't Bailey's only claim to fame.

In 1954, Bailey baked the wedding cake for the wedding of Joan Benny, Jack Benny's and Mary Livingstone's daughter. The five-tiered cake was five feet, ten inches tall. Four of the tiers were solid white pound cake with the top tier fruit cake. He also provided the cake for Alfred Hitchcock's daughter's birthday party celebration.

"Hitchcock also liked puff pastry with his beef steak



Bailey baked the wedding cake for Jack Benny's daughter. The cake was five feet, ten inches tall with four tiers of solid white pound cake. The top tier was fruit cake.

and kidney pie. So I went to their home and taught Mrs. Hitchcock how to make them," Bailey said. "When I went to Mrs. Hitchcock's home, I took butter, flour and other ingredients already made up and ready for the folding procedure. I just showed her how to fill and wrap it.

Other cakes created by Bailey included the John Barrymore-Delores Costello wedding cake.

"John sketched a bride and groom that he wanted on top," said Bailey. "He drew a beautiful bride leaning against a lamp post with a groom dressed like a tramp. So

that's what I put on top of the cake."

Bailey concluded with, "I still do baking at home. What was my vocation is now my hobby."



Spaniel from Page 1

This dog of which I speak came to us an orphan last Christmas. We were told that he was about two years old—he acts it—had his shots and answered to the name "Cocoa." The name we despised, the dog we liked. We took the dog and left the name for emergencies only, like when we wanted him to come, as in "Here, Cocoa."

The intermediaries between his former owners and us would not come right out and say he was a springer spaniel, but he has several of the breed's traits. For one thing, he springs, taking giant thorny hedges at a single bound. He also points at birds, of course, but also at the postman, visiting friends (which is very impolite) and strange noises in the night.

"The Spaniel" as he's come to be called, has a full repertoire of endearing habits. Like the things he does with his chin when he rests or wants to go somewhere. When I am writing, as I am now, he curls up under the desk, rests his chin on my foot

and sleeps. When we travel and it's time to stop, he plops his chin on my shoulder and meets my eye with a bloodhound look which he could only have learned from a bloodhound sometime in his first two years.

So here we are going for "the walk" at Leisure World, the spaniel sniffing around and pointing at things, me jogging along close behind with my tablespoon and brown bag.

He must sense something is different about this place that I should behave so strangely. At any rate he refuses to get on with it. We try again later. Still no luck. Despite his discomfort, he seems to feel strongly about this. How would you feel if someone were tailing you with a tablespoon and brown bag?

Finally in desperation, I piled him into the car, zip out the front gate past the guard and find a vacant field near the Catholic Church on the edge of town, where God's laws say nothing about scooping up after your dog.

As the Spaniel did his thing, I imagined his fellow canines marveling at the import of what was happening—for here, nosing and loping about this field, tracking long departed jack rabbits, relieved at last, was the world's first town-broken dog.

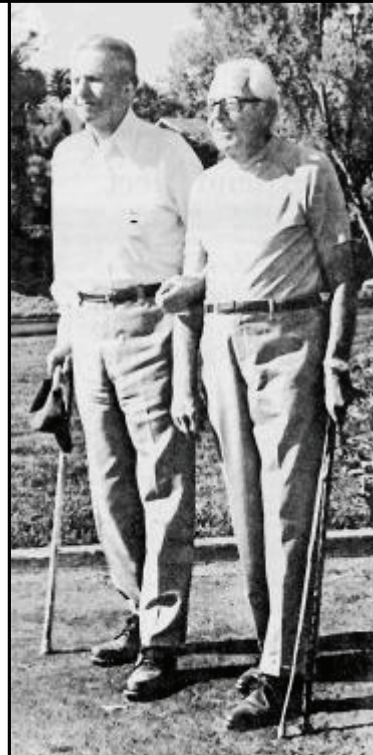
He Saw Leisure World His Own Way

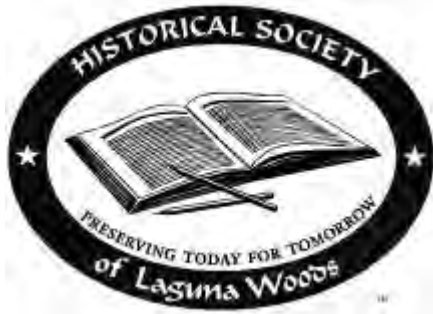
Harry Jacobs, left, is helped on one of his walks by friend Stu Roemer. Since he moved here in 1967 Jacobs, 75, walked and walked. In October 1974, Jacobs completed 22,000 miles of walking inside Leisure World. He walked, but he did not see. Harry Jacobs was blind.

During his first 28 months of residence, he walked as much as 20 miles a day averaging three miles an hour. By the end of 1973, Harry was totally sightless and restricted his exercise to walking by himself around a quarter mile square 52 times each day. This added another 13 miles daily.

Harry said he wanted to set an example by refusing to pamper himself because of his disability.

Courtesy Leisure World News





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Traffic Jam - This was the scene on the morning of February 8, 1974 at the corner of Paseo de Valencia and El Toro Road as the gasoline crisis continued. Many stations were only open until their daily allotment of fuel was depleted. A month later local residents were asked not to buy gas until after 8:00 am. Station operators reported that many residents were breaking the law by buying less than \$3.00 of gas to top off their tank.

Courtesy Leisure World News

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Editor — Bob Ring

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