

Journal editor named June Leisure Worlder

Following on the heels of the success of the Leisure World Historical Society's initial journal, it is only fitting that the man who played a major role in making it possible should be chosen as Leisure Worlder of the Month for June.

Leisure World History, as the Spring edition is known, had seem to be stuck on dead center when Frank LaClave volunteered his services. This boundless bundle of energy swung into action. He first helped to consummate the printing contracts, then he badgered the writers assigned to the first issue until they produced their articles.

After that LaClave really showed his prowess. As newly-appointed managing editor, he set up the journal's format, page by page, edited and proof-read every line of type.

In a display of appreciation, Frank's co-workers, fellow club members and other friends are invited to gather in the New Sales Salon of Rossmoor Corporation at 10 a.m. Monday, June 2 for an informal ceremony during which his color portrait, embossed on canvas, will be hung in a place of honor. It will remain there until a similar ceremony on Tuesday, July 1, when it will be presented to him.

Because their son Grant and their grandsons resided in Orange County, Frank and his wife Marie deserted Fort Lauderdale, Florida in 1975, carefully checked around and decided on Leisure World. "We felt this was the perfect retirement Community," he said, "and now that we've been here for five years, we're more convinced than ever."

The LaClaves can't find days long enough for their needs. Frank is a member of the Leisure Wheelers, Shuffleboard Club, treasurer of the CTL Bridge Club, vice president of the Writers and Publishers Club as well as a director of the Historical Society. He plays golf three times a week, gardens, walks and plays pool each day and swims several times a week.

Marie takes classes in art and music and belongs to the Orange County Philharmonic Society. She is also a member of the Woman's Club, Aliso club and the Ebell of Laguna Hills where she is chairman of the Belles and Beaux Bridge group. Together they belong to The Forum, Community Concerts and Opera 100.

Born in New York October 11, 1912, LaClave grew up in the suburbs.

After editing his high school paper, Frank's dream of a newspaper career came true. At graduation he was offered a job on a weekly in Baldwin, Long Island, then was hired away and named editor of an opposition weekly. A year later he established his own weekly, "The Baldwin Home News," and was editor and publisher at age 19.

Despite the depression, Frank's paper was successful but the urge to work on a big paper took him to Brooklyn in 1933 as a reporter on The Daily Eagle. There he met another reporter, Marie Burr and the courtship began. They married in 1938.

The magazine field beckoned next. Frank joined Macfadden Publications and promptly was assigned to publicize famous publisher and health faddist, Bernarr Macfadden.

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LaClave honored by Rossmoor Corp.

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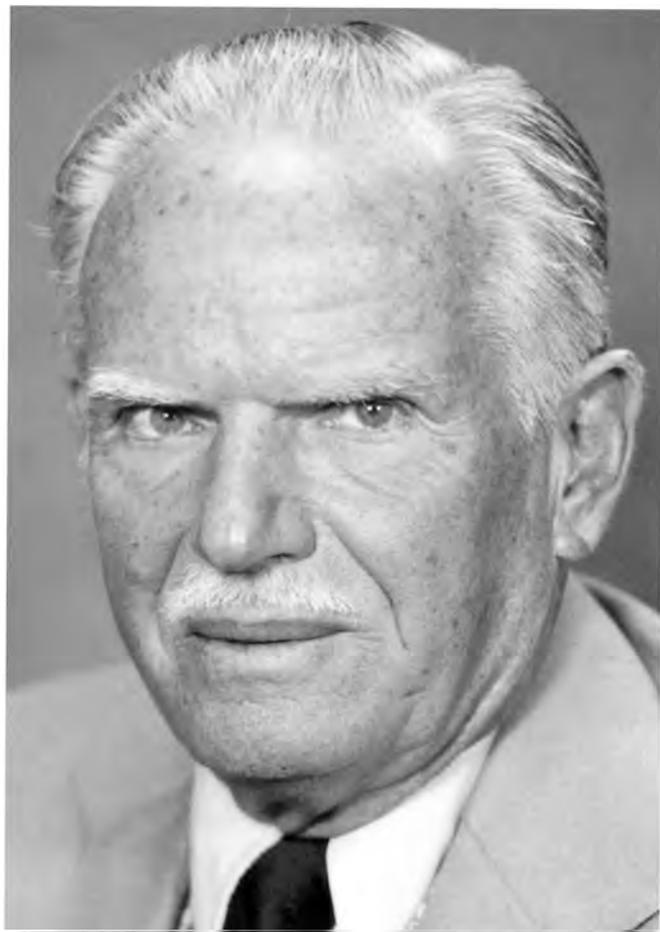
LaClave then jointed Printer's Ink, a weekly trade publication with as many as 240 pages. In no time at all he was managing editor, writing major articles and supervising a staff of 22. His series of 12 articles on sales management was expanded into a book published by McGraw-Hill and was the most successful publication of its kind at that time.

Shortly thereafter, Frank became associated with McCann-Erickson, one of the world's largest advertising agencies. As public relations director, he was in charge of accounts such as Esso (now Exxon), Nabisco and Allied Chemical.

In 1963 the LaClaves moved to Fort Lauderdale and set up their own public relations firm and served many leading real estate developers and other major clients in Southern Florida.

After eight years they sold out and heeded the advice of another successful New York newspaper man named Horace Greely and came west. Escrow was hardly closed on their manor in Leisure World when Elm Weingarden, Senior Vice President/Marketing for Rossmoor Corporation discovered the writing team of Marie and Frank and put them to work. One of the first things they did was put into being the Leisure Worlder of the Month program in 1976.

It is fitting that Frank LaClave will be number 54 on the honor roll.



Frank LaClave