

Leisure Wolders honoree believes in giving of himself

H. Dixon Trueblood had no intention of getting involved in Leisure World political activity when he and his wife Peggy moved here in 1974. It was purely accidental, he says, when some of their new neighbors shamed them into attending board meetings.

Today he laughs and says that while the neighbors who got him started have stopped going to meetings, he continues to work for the community.

To honor his efforts, Trueblood will be named Leisure Wolder of the Month at a ceremony at 10 a.m. Wednesday, Nov. 1 in Clubhouse 6. The public is invited to attend the event jointly sponsored by Home Federal Savings and the Leisure World Historical Society.

A midwesterner by breeding and inclination, Trueblood is a master at spouting aphorisms attributed to various authors, to fit various subjects. He's a collector of limericks but admits most of the good one are not suitable for polite company.

He maintains a feel for the land and has one of the most prolific gardens in Leisure World, growing some of the best tasting raspberries and figs around.

Born in Marion, Ind., he graduated cum laude from Indiana University in 1928 with a degree in political science. While there he was editor of "The Indiana Daily Student," the city and campus newspaper.

In early 1929 he married his college sweetheart Margaret Jeanette Bates, and moved to Cincinnati where he started a long association with the insurance industry.

A move in 1936 to the Los Angeles area started his 35 year career with Occidental Life Insurance Company of California (now known as Transamerica Life.) He was a vice president and member of the firm's

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managing committee for 17 years before retiring, and headed its public relations, advertising, sales promotion and publications operations.

Besides his professional associations, Trueblood also got involved with civic activities, as a Kiwanian, with the Los Angeles Chamber of Commerce and served on a committee to promote rapid transit system for the inner city.

He has also maintained what he calls a "layman's interest" in education serving on Occidental's College's Development committee. As a member of the Citizens' Survey of the Pasadena City School System, he researched and concluded unfavorably on a school organization plan.

And culturally, the couple has supported the Los Angeles Philharmonic Orchestra with season tickets for the past 52 years.

The Trueblood's moved to Leisure World in 1974. In 1978 Trueblood was elected to a one-year directorship on the Third Laguna Board, was re-elected for three years and served a three year term on Golden Rain starting in 1982.

Lately he has tapered off on his governance activities, although he continues on several committees as an adviser.

"I've never had any ambition to be a community mover and shaker and seek the spotlight," he contends. "But I've observed that people fall into two groups. Those who live *in* the community and give of themselves to its welfare, and people who live *on* the community and give nothing while they take



H. Dixon Trueblood

everything they can get. I have never felt comfortable with the idea of being in the latter group. So I work when there is something I seem able to contribute."

For those who wondered about the 'H' in Trueblood's name? It stands for Horace.