

LEISURE WORLD

HISTORICAL SOCIETY

SEPTEMBER

PRESERVING TODAY FOR TOMORROW

VOLUME 1

2000

NUMBER 5

CALIFORNIA MISSION TOUR

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the 1970's

Learn about three of California's missions on a one day bus tour planned by your Program Committee. Enjoy a hassle-free drive on a crisp fall day! These missions are "historical" in every way. If you haven't been there in a long time, or if you are new to California, here is an excellent opportunity to view the past! The white flyer in this newsletter has additional information, a reservation form, cut-off reservation date.

MINI MEDICAL SERIES

(Presented by members of the UCI medical school faculty)

Wednesday, October 4, 7:30 pm CH 3 DR 1

Speaker: Dr Peter Mc Donnell (and two associates)

Chr. UCI Dept. of Ophthalmology

LATEST ADVANCES IN VISION AND EYE CARE

Refreshments

DATE TO REMEMBER

Annual meeting February 11, 2001

Dinner/dance/program

VOUNTEERS NEEDED for the reception area, and for the archives, as well as special projects. If you can give some time for an interesting assignment, call the office 206-0150.

From the President's Desk...

Our completed survey, a joint effort with UCI, has been distributed to members of the various Leisure World governing boards, the members of the Laguna Woods City Council, and to Leisure World News and Channel 6. By the time this Newsletter reaches you, the findings will undoubtedly have been covered by both. However, we do have copies available which will be restricted in use. Since this was an expensive undertaking for us, the charge to the general public will be \$5. As a member, you may have a copy for \$2 which must be picked up at the office to save mailing charges.

The Society can "point with pride" at this production. And we certainly owe Co-chairmen, Sid Aronson and Ira Joss, and the members of the Survey Committee a standing ovation. They have worked unceasingly over many months to bring this to fruition.

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It is great to have so many new members. Persons joining after September 1 will be credited with 2001 membership. And that is a bargain! Do consider yourself a member of the membership committee and tell your friends and neighbors about the Society. Your support will really make a difference.

Good bye, Marge Rice

Our office Manager, Marge Rice, has decided to return to Wisconsin where most of her family live. We have been fortunate to have her services for the past few months, and wish her the best (knowing that she is leaving the "best!")

Hello, Sherry Hamilton

For the first time ever, we will have an office manager on duty 9 to 12, Monday through Friday. Sherry Hamilton, new office manager, will need some time to get acquainted with our procedures. Fortunately, she will have the help of Archivist Marge Williams and the very knowledgeable volunteers at the desk and in the Archives, as well as our board members.

Sherry is a Leisure World resident -- one of the younger ones! Among other things, she was the owner of a Full Service Printing Company in Inglewood, president of the Inglewood Chamber of Commerce, and a Soroptimist. Welcome, Sherry!

A very special thank you to Fran Lindberg and the volunteers who manned our table at the Leisure World Festival. And a thank you to Tom Gaylor and Bob Morton for transporting the exhibits.

Evelyn Shopp, President

WELCOME!**NEW MEMBERS**

Ralph Bravata
Dorothy W. Caswell (C)
Sherry Hamilton
Jean Moran
Robin Noah
Bebe Shaddock (C)
Linda Wilson (C)
Harold J. Woods

ASSOCIATES

(renewals)

DAR
Duplicate Bridge Club

ADDRESS CHANGES

Mr/Mrs Foster Sampson
16922 Hierbo Drive
San Diego, CA 92128

Nita Wyse
5535 N Fresno St #7
Fresno, CA 93710

MEMBERSHIP
Ward Payne, Committee Chairman

A recent "armchair trip" into the Archives of the Society (back issues of the Newsletter) gave the September 1995 membership as 341. The Membership Committee established a goal of a minimum of 10% growth in members per year. With a membership of 630, we have met and surpassed that goal!

On the other hand, with the imminent arrival of Renewal month, it must be assumed that our goal of reaching "1000 in 2000", may have been a "tad" bit optimistic. So it is the time for re-dedication and re-focusing on a program of continuing growth so that your Society can retain its important role in the life of our Leisure World community, "Preserving today for Tomorrow."

So do your friends, neighbors and particularly new residents a favor and acquaint them with the programs and activities of the Society. If you need some of our flyers, call, and we will mail them the same day. If you know of a potential member but prefer we make the contact--just give us the name/names.

HISTORICALLY ADVANTAGED

WE are still trying to locate all of our members who are 90 or will be within the next 12 months. 90 and over makes you "historically advantaged" even in Leisure World! We are proud of our many members who fall in that group. Hopefully, we will have a more complete list by November and can carry information about birth dates and states of birth. Please help by calling the office and leaving information if you are not already on our list. 206-0150

IN MEMORIAM

Elsie Canuteson
Jeanette Higgins

SURVEY UPDATE

Ira Joss, Committee Co-chair

Our community is to be congratulated on their response to this most important project. 80% of the households that received the survey returned the completed questionnaires to the University, a very impressive response.

Questions about the Survey or the report should be directed to the Historical Society. A formal procedure for responding to such questions has been established.

Hopefully, this initial Survey will help create a "base -line" against which future data could be measured. We urge interested parties, who might have specific future information needs, to submit the questions to the Historical Society. Such questions might become a part of any further surveys.

STATUS OF THE SURVEY

Requests for the survey are coming into the office on a daily basis, along with an occasional disgruntled resident who either want to complain because he/she was not included in the survey; wants a free copy because he/she is "entitled," on a committee, has friends in high places, etc. ! Most callers are very understanding; most are pleased that the survey has been produced and expect to pay for the product. It has certainly accomplished one benefit--Leisure World Historical Society is receiving recognition for a job well done! Our appreciation to the

has been produced and expect to pay for the product. It has certainly accomplished one benefit--Leisure World Historical Society is receiving recognition for a job well done! Our appreciation to the Leisure World News and Channel 6 for their coverage and support, and again--kudos to the committee.

CONTINUED SURVEY BENEFITS

The staff at UCI is prepared to answer specifics about the gathered data for individuals or groups, once the request is approved by the Historical Society. All questionnaires have been shredded so there is no question of improper use of specific information.

Dr. McCleary, UCI, says he can probably answer a question as specific as this: How often do 70/80 year old men ride Leisure World buses compared with women in the same age group? Or who uses the most hearing aids, canes, golf carts? Some one asked if information was available on the number of left handed golfers, tennis players etc. Unfortunately, handedness was not in the questionnaire! Perhaps next time (tongue in cheek, naturally.)

All requests for additional uses of the material must be approved through the L. W. Historical Society.

Need a Speaker?

The *Speaker's Bureau*, chaired by Harry Schwartz, can provide a speaker for Leisure World Clubs and organizations on a variety of subjects, geared to the specific request of the group. If your club needs a speaker, the Bureau can provide a speaker. If you want the History of Leisure World, we can provide it. If you want a narrower topic, such as Health Services from the beginning, we can provide. We can talk about the religious organizations and their beginnings in this community.

All of our speakers are well versed in the History of the community and several have lived here for many years. If you have a special request for speaker and or topic, we will try to honor it. October speakers are appearing at the Women's Classified Service Club and the College Club.

Contact us by calling the office 206-0150, or call Harry at home, 586-6255.

2nd Generation

Our quest for second generation residents has been very successful! We thought there were many in Leisure World, but had no idea how many. To date, over 80 have turned in questionnaires, and there are a few still out. If you know anyone in this group, please ask them to contact the Society at 206-0150.

One of our volunteers is interested in compiling the material collected. A list will go in the files and can be updated periodically. But in the meantime, we'll at least provide some information on why people moved in. No, they did not all inherit their manors--in fact, only a small number did so.

In case you get questions, a second generation resident is, by our definition, someone who had a parent living in Leisure World. Aunts, uncles don't count. However a surprising number have one or more other relatives living here.

CALIFORNIA HAD A BIRTHDAY!

California celebrated a special birthday, 150, on the 4th and it passed with little fanfare or recognition. Our history is a exciting saga of gold rush, wild west, earthquakes, sordid politics -- of opportunity. California was named by the Spanish conquistadors, possibly Cortez. Baja (lower) California was first visited by the Spanish in 1533. Our present state was called Alta (upper) California. State flower: Golden poppy; State bird: California valley quail; State motto: Eureka (I have found it)

Early Residents

Interviews of early residents (through 1970) will be resumed very shortly. If you have already given us your name and are not contacted within the next two weeks, please call the office. We want to be sure that all of our first residents are interviewed.

If you know an older resident, not necessarily an early move-in, who should be interviewed for some unusual reason, please give us that name also. Call 206-0150.

ASSOCIATES

Associates: Leisure World clubs and organizations who support the Historical Society through annual dues, ranging from \$25 to \$300. (Club with less than 25 members may pay as little as \$10)

Now is the time to think about 2001 membership. If your club is not a member, perhaps you can suggest that for next year. With over 200 clubs, our base of support should be at least 100!

We do provide services to clubs, both in storing materials in a safe, protected environment, and in answering questions about the organization. We have materials from clubs that have disbanded, as well as those currently operating.

**FACT SHEET
1965**

Leisure World Laguna Hills is being constructed on 2600 acres of the former Moulton Ranch. At its completion, 18,000 manors will house 30,000 residents for a total valuation of \$375 million. summary of major accomplishments in 1965:

Population at 5,145

Four mutual boards

**Riding Stable opened
Clubhouse 2 opened**

Medical staff expanded to a staff of 16 physicians and a total staff of 46.

Closed circuit television (the largest in the world) began operations in October.

9 churches organized and began regular services

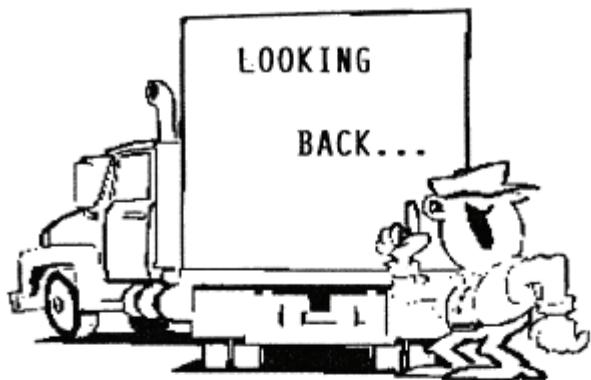
Catholic church broke ground construction started

64,870 golfers used the facilities

79,329 rides on the mini-bus

Leisure World News began 3/17. Published 912 pages with a total of 2887 advertisements.

1,180,671 vehicles passed through the entrance gates.



ADS AND ACTIONS
from **Leisure World News** 1970
(July/August issues)

4th of July parade, followed by a picnic and musical program, had over 80 participating clubs. Radio and TV personality Harry Von Zell served as Grand Marshall. The Canine Club captured sweepstakes honors.

Saddleback Community Hospital was in the planning phase. Samuel Tibbetts, president of the Lutheran hospital Society, told residents that the hospital would be managed by the LHS and that the planned 256 beds would grow to 600 beds.

Saddleback College graduated its first students.

The Hi-12 Club held meetings at the Mission Viejo Inn.

The Camera Club met in the Doctor's Library of the Medical Center for an educational program on "Picture Analyses through the View Finder."

World Savings Bank offered full color posters -- "a very useful addition to any kitchen" and free coffee to all their customers.

Coast Savings and Loan offered 5.92% interest on 12 month certificates.

The Retired Teachers Club installed new officers.

Belmont Savings and Loan at Valencia and El Toro celebrated its 5th anniversary.

Bobbi's Fashions in the Tai Mahal advertised Polyester Knit suits of Dacron for \$65.

"Letters to the Editor" detailed differences over children swimming in the Clubhouse 1 pool. Another writer suggested canvas sacks for aluminum cans and glass bottles in each trash area.

The Globetwirlers Square Dance Club received an invitation to visit Australia and dance "down under."

Alpha Beta advertised fresh cucumbers for 10 cents; Farmer John bacon for 75 cents a pound; cantaloupes 6 for \$1. Safeway advertised chuck steaks at 59 cents a pound.

Clubhouse 3 construction was on schedule.

A front page story suggested that Leisure World drivers STOP at stop signs, keep speed at no more than 25 miles per hour, and refrain from parking on the sidewalks.

The Saddle Club chartered a bus for the Dodgers/Giants game. Bus fare and reserved seat was \$5.

AAUW sponsored a trip to the Los Angeles County museum of Art and the LeBrea Tar Pits. \$3.75 per person.

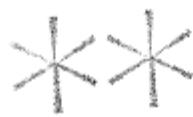
LW News published lost and found ads for free and regular ads were 12 words for \$1

Orient Overseas Line advertised a three week Pacific Northwest Cruise, starting at \$20 per day, first class.

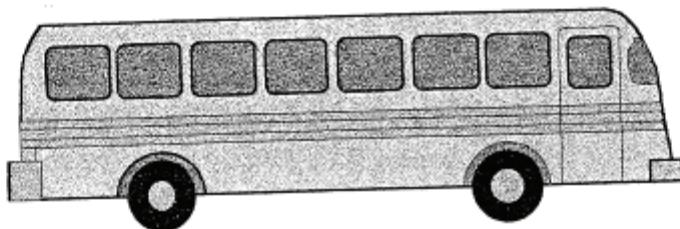
St. George Episcopal Church sent their vicar and family on a five week vacation to Europe.

Club 16 was an informal group started by Mutual 16 men. Their goals were to discuss matters of mutual interest to Mutual 16 members ... "and to offer assistance to management by way of constructive suggestions."

The Lions Club raised over \$750 by selling auto license tag frames with Laguna Hills at the top and Leisure World on the bottom of the frame.



INFORMATION ON THE TOUR ENCLOSED.



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