

LEISURE WORLD

HISTORICAL SOCIETY

JANUARY

PRESERVING TODAY FOR TOMORROW

VOLUME 2

2001

NUMBER 1

**ANNUAL MEETING
SUNDAY, FEBRUARY 11, 2001
CLUBHOUSE 5**

For all the details, see the white insert in the middle of this issue. A delightful dance band, an outstanding cabaret singer, dinner by Yolanda, wine - - and a very short business meeting which will include presentation of the first annual Tracy E. Strevey Service Award. It is our gala affair of the year. Come and enjoy!

ORANGE COUNTY HISTORY

"FROM INDIAN VILLAGES TO MODERN SKYSCRAPERS"

Speaker from the Bowers Museum/slide presentation

**Thursday, February 22, 1:30 Historical Society Conference Room
FOR MEMBERS ONLY. Reservations must be made as space is very limited. Call 206-0150.**

ROUTE 66 --AMERICA'S ORIGINAL MAIN STREET!

2,448 meandering miles of concrete and asphalt connected Chicago and Los Angeles. Explore the last fifty miles of this famous highway in a deluxe air -conditioned bus with a route 66 historian to "bring it to life." Information about the tour is in the white insert.

ANNUAL REPORT

The report of activities for 2000 starts on page 2. It has been a very busy and productive year. We hope you will share the enthusiasm of your board, and will give us the benefit of your suggestions for the future.

REPORTING ON 2000 ...

Evelyn Shopp, President

This report will review the activities of the Society during 2000, and briefly review plans for the coming year.

We lost two board members this year: Mary Balcom, who moved to Florida in the spring, and more recently, Tom Gaylor, for health reasons. Our office manager, Marge Rice moved to Wisconsin, and was replaced by Sherry Hamilton who works daily from 9-12. Our long range plans include a full time employee.

ARCHIVES

Archivist Marge Williams was off duty until May following knee surgery. Fran Lindberg and other volunteers maintained the services in her absence. Records show 21 research requests and 143 documented accessions. All volunteers have been instructed re research forms and the counts should be accurate in 2001. The Archives now needs more shelving and this will be ordered and installed early in 2001.

EQUIPMENT NEEDED

We have been considering Internet and email--and will probably move on that early in 2001. This will mean installing a second telephone line. The front desk computer and printer needs to be replaced. Additionally, telephone service should be upgraded to connect the front desk with the Archivist and the work area.

SURVEY

Demographic Survey, developed by our Survey Committee(chaired by Ira Ross and Syd Aronson) and the University of California at Irvine (UCI) Institute for Brain Aging, drew an unprecedented 80+% response, and drew favorable reports from the media, and from the various boards who received it. This survey was designed to collect baseline information. We paid for the printing and distribution; UCI provided the expertise. The committee is now working with UCI to develop a follow up survey. We believe these surveys are a logical extension of our service to the community. However, they do cost money. It would be nice to have a funding source, so that our principal would be protected.

NEWSLETTER

Our newsletter is being issued on a regular bimonthly basis, one answer to the often asked "What do we do for the members?" It, too, costs money. Paper, labels, printing, stapling, folding and postage are not for free! However, with a FREE editor, volunteers who do the final fold, attach the labels, sort by zip code, and count--we are able to keep the cost at a reasonable level. We hope the long time dream of Dr. Tracy Strevey-- a regular publication with well researched articles on Leisure World and environs-- can some day be a reality.

The Leisure Worlder of the Month program continues to be our best known activity, and gives us wide

community exposure. We have been able to maintain this program without any cost increases, but even so, it is an expensive endeavor. Hopefully, we will someday have an endowment fund to cover this program rather than use ordinary dues income for this purpose. This would take \$100,000 and we have less than \$10,000--

DOCENTS

Justine Ratner, Coordinator for the Docent program, reported 29 tours with 395 attendees in 2000. 116 were residents. This averages 13+ per tour. 117 videotapes were distributed. There are now 13 Docents with 2 more in training. Of the 106 non-residents who went on tour March 1998 through March 1999, 31 are now residents of LW and 6 are lessees. This is an important program, with postage as the only expense to us.

PROGRAMS

Program Chairman, **John Bradley**, has provided programs and tours, and has an interesting schedule for 2001. We are gradually increasing the number per year, as the membership indicates their interest. **Ira Joss** worked with the UCI Medical School faculty to produce a Mini Medical Lecture series. The first two were well attended, and the audience was very receptive. Since UCI brought the cookies, our only expense was coffee and cups! These medical lectures are open to the public, but others will be restricted to members and held in our conference room. See page 1 for the February meeting.

SPEAKER'S BUREAU

Harry Schwartz actively promoted the Speaker's Bureau and there has been an increased interest in speakers from the Society. More speakers are needed. Interested members should contact Harry.

Publicity for most of the year was handled by **Tom Gaylor**. Leisure World News and Channel 6 gave us excellent coverage and we appreciate their help.

MEMBERSHIP

Ward Payne and a very active membership committee have done a fine job in recruitment and renewal. New people and new ideas would be welcome. Call Ward if you are interested. We regretfully note the loss of 24 members by death. This includes 7 life members who had not been previously reported.

We've had excellent response to our "second generation" study. Replies are still coming in. If you are a 2nd generation resident and have not let us know, please do.

Members who are "historically advantaged" (90 and older) are recognized on their birthdays. A number of members known to be at least 90 still haven't given us information. All we need is date of birth and state where born. Do let the office know if you fall in this category. The next issue of the Newsletter will carry a story on this group.

ORAL HISTORY

Dr. Mathew Ross has been interviewing early residents of the community. He still has several to be interviewed, but if you moved in before the end of 1970, please call the office and leave your year of move-in and telephone number. He will contact you. This study will be a valuable addition to our Archival material. Dr. Ross has some interesting ideas about the next step in the study.

NEW AWARD ESTABLISHED

The Board voted to establish a new award, the Dr. Tracy E. Strevey Community Service Award which will be presented at the annual meeting. A committee is developing criteria for the award

VOLUNTEERS

are an essential part of our organization. See page 5 for more information on them.

FINANCES

The treasurer's report which follows indicates that we are in a sound financial position at the moment. However, our normal income from dues and interest will not cover all of the projects outlined in this report, and it will be necessary to use capital. The Memorial Fund and Commemorative Fund (established as the beginning of an endowment fund for the Leisure Worlder of the Month program) are restricted

When I was ^Ayoungster, someone was always asking "What now, brown cow?" That, I think, is the question for the next board!

LEISURE WORLD HISTORICAL SOCIETY Preliminary FINANCIAL CONDITION - DECEMBER 31, 2000 Assets

Cash and Savings Accounts	\$228,770.18
Other Assets	<u>\$129,183.93</u>
Total Assets	<u>\$357,954.11</u>

Liabilities & Members' Equity

Taxes Payable	\$ 309.55
2001 Dues Prepaid in 2000	9,278.00
Accounts Payable	37.28
Commemorative Fund	8,195.38
Memorial Fund	3,543.75
Building Fund	137,972.06
Retained Earnings 1/1/2000	51,018.81
2000 Operating Income	8,199.47
Members' Equity	<u>139,399.81</u>
TOTAL LIABILITIES & Members' Equity	<u>\$357,954.11</u>

BURTON TAUBMAN
Treasurer

Note: Financial statement prepared on 12/31/2000,
final financial statements for the year ending
12/31/2000 will not be ready until 2/10/2001

WELCOME, NEW MEMBERS

Don Beethe	Harry Esbit
Dot Beethe	Carol P. Joss
Riki Belew	Helen C. Lutz
Gayle W. Bradley	Elizabeth Morton
Robert Bryson	Karen Mower
Gene L. Cadden	Richard Petersen
Helen Chamberlain	Roslyn B. Rhodes
Phil Copeland	Robert Slater
Joanne Copeland	Ruth Slater
Catherine Davies	Ella May Yates
Clara DeLeve-Haagman	

-----IN MEMORIAM-----

Robert Bonney

Frank Dolezal

Leisure Worlder of the Month 12/94

Donald A. Thompson

LEISURE WORLD HISTORICAL SOCIETY
ANNUAL MEETING
DINNER DANCE/PROGRAM
SUNDAY, FEB. 11 CH5

BLACK TIE OPTIONAL

NO HOST BAR AND DANCING 5:30-9:15
MUSIC BY THE FOOTNOTES

DINNER BY JOLANDA. WINE.
CHOICE OF PRIME RIB OR SALMON

PROGRAM: SINGER LISA GARY

TICKETS \$22 PER PERSON
TABLES OF 8 OR 10 MAY BE RESERVED
CUT OFF FOR RESERVATION: FEB. 6

.....clip and mail.....

PLEASE PRINT NAMES. INCLUDE \$22 PER PERSON. SHOW
CHOICE OF ENTRÉE—"P" FOR PRIME RIB, "S" FOR SALMON

- | | |
|-----------------|------------------|
| 1) _____ () | 6) _____ () |
| 2) _____ () | 7) _____ () |
| 3) _____ () | 8) _____ () |
| 4) _____ () | 9) _____ () |
| 5) _____ () | 10) _____ () |

Check for \$----- Enclosed
MAIL TO L.W. HISTORICAL SOCIETY
P.O. BOX 2220, LAGUNA WOODS, CA. 92654
ATTN: JAN MCLAUGHLIN

SPECIAL INSERT

**ANNUAL MEETING
DINNER DANCE/PROGRAM
FEBRUARY 11, 2001**

**TOUR
ROUTE 66
"AMERICA'S ORIGINAL MAIN STREET"
THURSDAY, MARCH 8, 2001**

**LEISURE WORLD HISTORICAL SOCIETY
P.O. BOX 2200
LAGUNA WOODS, CA 92654
949 206-0150**

**DVES NOT IN?
YOU CAN STILL BE INCLUDED IN THE DIRECTORY ADDENDUM!**

YES! I/we want to be a member in 2001.

Name_____

_____ \$300	Patron
_____ \$100	Sponsor
_____ \$50	Sustainer
_____ \$25	Contributor
_____ \$10	Regular

(All memberships are for one person.)

Address_____

Telephone_____

Additional Contribution

\$ _____ **Memorial Fund**

\$ _____ **for support of Leisure Worlder of the Month Program**

\$ _____ **General Fund**

Check enclosed \$_____

LEISURE WORLD HISTORICAL SOCIETY

****TOUR ROUTE 66 "AMERICA'S ORIGINAL MAIN STREET"**

*****VISIT PETERSEN AUTOMOTIVE MUSEUM**
(featured in the L.A. Times 11/29/00)

Begin tour from Santa Monica Pier, exploring the last 50 miles of Route 66 that connected Chicago to Los Angeles. A historian narrator will join us for the day on our deluxe motor coach.

Visit the Petersen Automotive Museum. Displays on three floors; 100 plus vehicles. 1948 Tucker Torpedo, 1958 Edsel. Replicas of 1929 Richfield service station; a '30s strip mall and a '50s diner.

Lunch at Ed Debevic's old style diner.

THURSDAY, MARCH 8, 2001

Leave Gate 3 (bus area) at 9 am and return at 5 pm.
\$45 Historical Society Members; \$50 for non-members

RESERVATIONS MUST BE RECEIVED AND PAID BY NOON, WED. FEB. 28
No refunds after Friday, February 23.

-----Clip and Mail-----

YES.....I/WE would like to participate in the March 8
ROUTE 66 Tour.

Members \$45 Non-members \$50

Entree Choice: (1) hamburger/fries (2) chicken breast salad

NAME	Member?	Phone	Entree: 1 or 2
1) _____	_____	_____	_____
2) _____	_____	_____	_____
3) _____	_____	_____	_____

MAIL CHECK TO

Leisure World Historical Society
P. O. Box 2220
Laguna Woods, CA 92654
or bring to the office 9-4 M-F

CHECK \$ _____

EL TORO WATER DISTRICT

was formed in 1960. It included 4750 acres and had a population of 125 people! In 1963 when residential development began in the area, primarily Leisure World, Rossmoor Water Co. and Rossmoor Sanitation, Inc. assumed responsibility for retail water delivery and sales, and sewage collection and treatment.

Throughout its 40 years of service, the District has worked cooperatively with other districts and their residents. Their mission is short but clear: To provide its customers a safe, adequate and reliable source of water and waste water service, in an economically as well as environmentally responsible way.

President Ted Martin and Directors, Tom Blaylock and John Dudley are members of the Historical Society.

GREAT THINGS ABOUT GETTING OLDER

- 1) You know how to write a lovely condolence note.
- 2) Bad hair days have no romantic consequences
- 3) You can save your money. The life time membership plan is no longer worth it.

VOLUNTEERS

"signed in" for 2900 hours of service in 2000. In addition, many hours worked by board members, committee members and others doing projects were uncounted. We depend on our volunteers, and appreciate their time, and their loyalty to the Society.

50/100 hrs.

101/175 hrs.

Irma Franklin
Nell Fullerton
Phil Studebaker
Mary Williamson

Joan Africa
Bobbi Bateman
Dorothy Bernoff
Gloria Levine
Joan Long
Denise Welch
Marge Williams

175/up

Tobey Greenspan
Helen Hanson
Fran Lindberg
Alberta Montvydas

Ruth Osterhautt
Fritzie Schwartz
Evelyn Shopp

FREMONT "MONEY"

for 2000 will be approximately \$900, up slightly from 1999. This represents interest from 36 accounts. As you know, this is a true money maker for the Society- no cost to us or to the depositor. If you invest at Fremont, or plan to invest money there in the future, do have your account coded for the Historical Society. And do tell the friendly people at Fremont (the Willow Tree Shopping Center) that we appreciate them!



...VIEWS FROM THE PAST...

AIR CRASHES THAT SHOOK L. W.

Researched by Milton J. Adamson

On Jan.22, 1967. less than three years after our opening, two pilots attached to Bennett Field in Long Island, were flying into El Toro Marine Corps Air Station, 3 miles north of us. Reports said that the radio in one plane went dead and the other plane tried to lead him to the airstrip without radio communication.

The planes were flying wing-tip to wing-tip when they apparently collided, spewing fire and metal into Gate 1 and landing on Buildings 272 and 281 on Sevilla. 4 residents and 1 pilot died in the crash. The 2nd pilot parachuted, but wind caught the chute; he died later.

Of the two 2 story 8 unit manors, only one wall was left standing. Rossmoor quickly rebuilt the units, and there is no evidence of the engine buried in the ground near 272.

10 years later, another air disaster in the Canary Islands claimed the lives of more than 600 of the 637 aboard, 27 of whom were residents from here on a 12 day Mediterranean cruise. The Pan Am Boeing 747 taxiing down the runway was struck by a Dutch KLM, all of whose occupants died. 10 of the Leisure Worlders came home, and several are still living, though not in Leisure World.

VIP TOURS

JAPANESE VISITORS

Justine Ratner, Docent Coordinator

In November a group of Japanese businessmen and contractors from Osaka, Japan were taken on a tour through Leisure World. They were interested in seeing a Senior community because they were considering building one in their country. Flashbulbs flashed almost continuously as they made records of their visit. The size of L.W., not the population, but the acreage was very impressive to them, since land is at such a premium in Japan. They were appreciative of the opportunity to see our facilities.

A group of Japanese nurses from Gifu Prefecture in central Japan visited Leisure World in December. They, too, were taken on a tour. Because of their profession, their interest was in Senior Activities. The Fitness Center in CH 1, Arts and Crafts Studios in CH 4, and the Computer center were of special interest.

In appreciation, they presented the Tour Docent with a set of Chopsticks, which are on display in our building.

DID YOU MISS THE WHITE INSERT?

Return to Center.

Clip.

Write check.

Mail.

Sorry, the new rate is 34 cents!

Archivist's Corner

Marge Williams, Archivist

Born in East Palestine, Ohio, Ross Cortese came to California with his parents, two brothers and three sisters at an early age. They made Glendale their home. In his sophomore year at Hoover High School there, at the age of 17, young Cortese became a dropout. The reasons were neither ineptitude nor shiftlessness. "Ross quit school to help put food on the family table," says Gene Wolfe, who was a prominent official in the Glendale school system at the time. "I used to see him driving his produce truck through the streets, peddling fruit and vegetables door to door," recalls Wolfe who later became one of the early residents of Rossmoor Leisure World in Laguna Hills.

But by the age of 21 the young man was on the road to success. One of his customers owned a run-down piece of property, and Cortese agreed to see what he could do to make it marketable. Ross repaired and painted the house and landscaped the grounds. The owner turned a nice profit and in appreciation helped Cortese in financing the purchase of a piece of income property in Culver City.

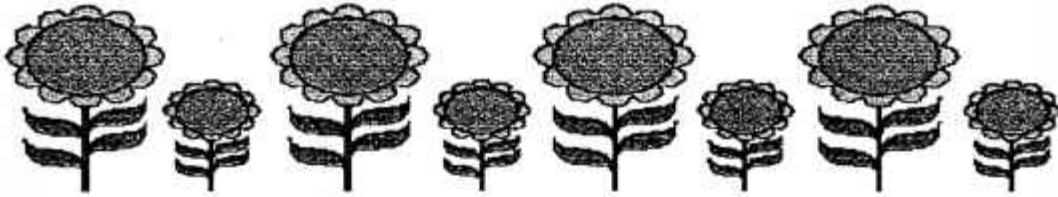
Within four years after he quit high school, Cortese was off and running as tract developer and

builder. From the outset he learned to surround himself with experts in all fields; land evaluators, architects, builders. He gained the reputation of being a hard taskmaster with a low boiling point but he paid top dollar.

Within three years Cortese was to build and sell a total of 3,672 dwellings. The Cortese formula for the ideal adult community location was met in every respect by 640 acres in Seal Beach. "I want to supply the basic needs of life for people aged 52 or older, create a serene atmosphere of beauty, provide security, recreation and religious facilities. . . then leave the living to the individual," Cortese was quoted as saying.

Although there was no precedent and skepticism was rampant among other builders, the 6,470 manors in Seal Beach, the first fully-contained community, were sold out within 2 1/2 years.

And Cortese moved on to 3,000 acres of rolling range land that was part of the Moulton Ranch in southern Orange County. Paul Zimmerman, from whom I have freely stolen all of the material in this column, says that there can be little doubt that of all his far-flung projects, Cortese's affection ran deepest for Laguna Hills Leisure World.



LEISURE WORLD HISTORICAL SOCIETY
P.O. BOX 2220
LAGUNA WOODS, CA 92654
949 206-0150

President	Evelyn Shopp
1st V. P.	John Bradley
2nd V.P.	Ward Payne
Secretary	Helen Hanson
Treasurer	Burt Taubman

Archivist	Marjorie Williams
Office Mgr.	Sherry Hamilton

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