

LEISURE WORLDER OF THE MONTH

H. DIXON TRUEBLOOD

NOVEMBER, 1989

LAGUNA HILLS—H. Dixon Trueblood had no intention of getting involved in Leisure World political activities 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 that while the neighbors who got him started have stopped going to meetings, he continues to work for his community.

To honor all his efforts, Trueblood will be named, "Leisure Worlder of the Month." His special ceremony will be held on Wednesday, November 1, at 10:00 a.m. in Clubhouse Six. The public is invited to attend the event, which is jointly sponsored by Home Federal Savings and the Leisure World Historical Society.

Horace Dixon Trueblood was born in 1906 in Marion, Indiana. He graduated cum laude from Indiana University in 1928 with an AB degree in political science. He was editor of The Indiana Daily Student, (the city and campus newspaper) and was a member of the Phi Beta Kappa, Sigma Delta Chi professional Journalism fraternity and president of Phi Kappa Psi social fraternity.

In early 1929, Trueblood married Margaret Jeanette Bates, his college sweetheart. The Truebloods began their married life in Cincinnati, Ohio where he started in life insurance marketing at the home office level. Today, the Truebloods have three sons, two of them southern California businessmen and the third a registered lobbyist for a large midwest manufacturer. There are eight grandchildren and one great granddaughter.

In 1936, the Truebloods moved to the Los Angeles area where he began a 35-year career with Occidental Life Insurance Company of California, now known as Transamerica Life. Trueblood was a vice president and member of the company's managing committee for his last 17 years with Occidental and headed its public relations, advertising, sales promotion and publications operations.

Trueblood's community activities in Los Angeles included membership in the Downtown Kiwanis Club, Transportation Committee of the Los Angeles Chamber of Commerce, team captian for fund solicitation for the Community Chest, and committee member for promoting a rapid transit system and studying a redevelopment plan for the inner city.

Professionally, Trueblood was a member of the Public Relations Society of America, president of its Greater Los Angeles chapter and its Man of the Year for 1968.

On the industry side, Trueblood was a member of the Life Insurance Advertising Association for more than 25 years and served on the Advisory Council of the Institute of Life Insurance.

Trueblood has maintained what he calls a "layman's interest" in education throughout his adult life. He has been a member of Town Hall of Los Angeles since 1937. He served on Occidental College's Development Committee, as chairman of its public relations section, under the presidency of the late Arthur Coons. As a member of the Citizens' Survey of the Pasadena city school system, he researched and concluded unfavorably on the 6-4-4 plan of school organization.

The Truebloods support the funding programs of Indiana University, St. Mary's Hall in Fairbault, Minn., and the Chicago Waldorf School.

He also has some hands-on experience from the early days of World War II. Trueblood taught marksmanship and weapons handling to youngsters about to enter military service who had never held a firearm in their hands.

The Truebloods have been season ticket holders of the Los Angeles Philharmonic Orchestra continuously for 52 years in Los Angeles, Pasadena and Orange county.

The Truebloods moved to Leisure World in 1974 after living in Pasadena, Altadena and Covina. Trueblood was elected to a one-year directorship in Third Laguna in 1978, re-elected to a three-year term the following year and was elected to the Golden Rain Foundation board in 1982 where he was a vice president his final year. He was a member of four nominating committees of Third and G&F and chaired two of them.

The November honoree says he is tapering off in Leisure World governance activity after 10 very active years, but continues on several committees as an adviser.

"I've never had any ambition to be a community mover and shaker and seek the spotlight," Trueblood says. "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 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 pure leisure, the Truebloods belong to the Orange County Philharmonic Society and the Saddle Club. Trueblood is an ardent, if not proficient gardener with a plot in Garden Center II that is heavy in raspberries.

The November honoree is an avid reader, with special interest in Medieval English, Western U.S. and current U.S. history. In fact, the Truebloods monitored every episode of the Watergate hearings, watching the first ones in Washington. They also saw the complete Irangate hearings.

Trueblood delights in colorful language and borrows particularly apt bits of picturesque speech for personal use. He's a collector of limericks, but says most of the good ones are not suitable for reciting in polite company.

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