

# The Historian

## Preserving Today for Tomorrow

Volume 5 Number 1

January — February 2011

## **History of Leisure World - 1967**

This article is the eighth in a series adapted from the transcripts of the Historical Society's first archivist, Marjorie F. Jones. Additional information was taken from five Historical Society Journals published between 1980 and 1982, *Fulfilling Retirement Dreams*, published by the Historical Society in 1989 and numerous issues of the 1967 *Leisure World News, The Orange County Register* and *The Los Angeles Times*.

## Consolidation

With so many people moving in and so many mutuals being formed it was not surprising that the suggestion—aided and supported by administrative staff—to consider merging mutuals was made. Staff and the boards determined that consolidation would save an estimated \$372,000 in administrative costs annually by eliminating excessive duplication of ef-





The September 2010 issue of *The Historian* pictured "The Veil," rising majestically out of the water fountain marking the entrance to Clubhouse I. The 6' 6" statue has been sketched, painted and photographed but never dressed. After braving the elements for nearly three years, the statue finally caught the attention of a Sir Walter Raleigh on a threatening day in mid-January 1967. The sculptor, Pinot Conte, called his work, "Le Voile," but now it might better be described as "Le Manteau," or "The Coat."

fort in administrative, accounting and other areas of resident business. In October 1965 the Federal Housing Administration (FHA) and the California Real Estate Commissioner gave their approval. Laguna Hills Mutuals 1 through 8 and Mutual 10 were still considering consolidation into First Laguna Hills Mutual as 1966 ended.

Because members were unfamiliar with the intricacies of operating housing mutuals it was a slow process. Consolidation required an affirmative vote by two-thirds of the manors in each mutual.

In January 1967, information meetings were scheduled with the owners in these nine mutuals. In late January, Channel 6 started airing weekly special educational programs which continued through mid-February. Letters of Consent were mailed to owners in these mutuals.

By March 9<sup>th</sup>, eight of the nine mutuals had approved consolidation. However, Mutual 1 was still conducting information meetings. By December 1967 there were 16 mutual boards plus Golden Rain, with a total of 64 directors serving their respective corporations. Eventually, management would supervise the affairs of 19 corporations with 99 directors.

Finally, at the end of December, Mutuals 1 through 8 and Mutual 10 received the necessary owner approvals and on January 1, 1968 they became First Laguna Hills Mutual.

### Second Laguna Hills Mutual

The successful consolidation of Mutual 1 gave impetus to the merger of Mutuals 9 and 11 through 14—all 1966 move-ins—and Mutual 15 from 1967 into Second Laguna Hills Mutual. This merger was ac-

See Consolidation Page 11

## Golden Eagles Sighted

### **By Paul Colburn**

Leisure World News, January 5 and July 7, 1967

Last week I saw two western ravens carrying a pair of golden eagles over the Moulton Ranch near the old windmill on El Toro Rd, toward Laguna Beach. After the eagles tired of the games being played by the ravens, they simply took advantage of a rising thermal air current and soared to an altitude beyond the range of the ravens and played some games of their own. One would close its wings, point earthward and plummet straight down 200 feet before rising once more to its original position. This maneuver was repeated several times before the pair disappeared over the horizon.

Adult golden eagles have a uniform black plumage, whereas the immature eagle has white window patches on the under wing. The "gold" comes from the feathers around the neck which show a bronze iridescence in certain attitudes of flight or when the eagle is at rest and the light is right. The eagle has a wing span that ranges from 6 to 7½ feet, greater than any of the hawks or the turkey vulture, which are frequently mistaken for an eagle. The eagle moves with a majestic flat-winged flight, gliding and soaring with an occasional slow wing beat. This magnificent raptorial bird eats chiefly rabbits and ground squirrels. They nest locally and throughout the Santa Ana mountain range and are protected in California along with hawks and owls.



Carlton Smith, left, and Paul Colburn hold the golden eagle responsible for starting a brush fire in mid-July 1967 about two miles west of Clubhouse II. The two-year old eagle was electrocuted on a 60-foot high voltage transmission line tower and fell flaming, to the ground igniting the fire. The fire burned about half an acre of brush.

Courtesy Leisure World News

## Ham That Isn't Edible

**By Warren Hyman,** *Leisure World News*, January 19, 1967

A funny thing happened on my way home for lunch, after a swim at the pool at



Clubhouse II just a few weeks ago. I chanced meeting a neighbor in front of Dining Room 3 and seeing folks entering, I asked him what was going on, to which he replied, "We are having a meeting of the STARS today and we're having HAM. Won't you join us?"

As it was almost noon and having had a very light breakfast, I thought this would be an excellent idea and an opportunity to perhaps get a free bite.

The president of the STARS was just introducing the chairman of social activities when I took my seat. He, in turn, said to the members, "Ladies and gentlemen, without further ado, I wish to introduce our guest speaker, Mr. Willis J. Hamrick who is fondly known throughout Leisure World as HAM."

When these words fell upon my ears, my horrified conclusion was that this, indeed, was the ham my neighbor had meant and this guy surely wasn't edible. My stomach immediately started sending hunger signals to my brain which in turn informed me that I had made a terrific mistake. I could see there was no escape. I was trapped and instead of my lunch I was doomed to listen to this guy Hamrick speak.

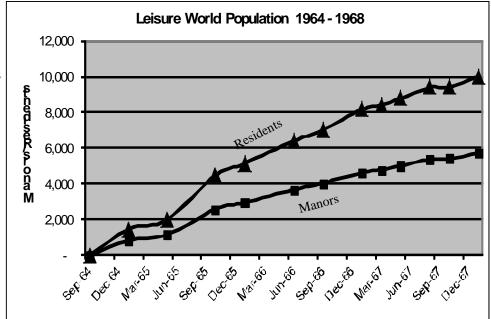
At first I was paying attention only to my hunger pains and I knew my stomach was just getting even for the error I had made. After a few moments of listening I heard the pearly words from this master silver-tongued orator. His delivery was beautiful, his subject timely and his art of injecting bits of humor and wit was superb. As the arts would say, he had his audience in his hands and I will say, this was one of the shortest 30-minutes of fine oratory I had ever heard.

After listening, I asked Willis Hamrick if he would impart some of his wisdom to our Rod and Gun Club, to which he kindly consented. Therefore, I hereby take this opportunity to inform all members of the club that our next meeting on January 24, 1967. . .we shall also have "HAM." His subject will be "Accept Listening as a Challenge," in other words, "How to be a Good Listener and Keep Your Big Mouth Shut."

## Population

January, 1967 was greeted by 8,159 residents who lived in 4,625 manors. Leisure World's population had increased by just over 3,000.

March population tallies revealed approximately 8,405 residents residing in 4,803 manors located in Mutuals 1 through 14, 18 and a portion of 15. The sunny skies and balmy temperatures beckoned more than 2,100 residents to the swimming pools adjacent to Clubhouse I and II.



### Phase Two Starts

By the end of July homes began to take shape in the new Mutual 19 area, the first part of Phase Two, which is located on El Toro Road, opposite Gate 1. The access to Phase Two would be through Gate 5 on El Toro Road and Gate 6 on Avenida De La Carlota.

In his year-end review in the *Leisure World News*, Ross Cortese wrote, "You are among 10,000 people residing in 6,000 Leisure World, Laguna Hills manors. These 6,000 manors represent more than \$120 million in value. The FHA mortgage loans total more than \$100 million, which means that you have an actual capital investment of approximately \$20 million. Furthermore, there is a total of \$9.2 million of community, recreational and medical facilities now in place, \$3.5 million of which have already been conveyed to you. We have been informed that the cash reserves of the Golden Rain Foundation and the Mutuals aggregate \$2,689,053. Besides the monetary value and the sound financial condition of your community, by your cooperative efforts, you have established Laguna Hills Leisure World as a community of beauty beyond compare, for which every one of you can be rightfully proud."



What looked like a three-alarm fire was only a giant "farewell to Christmas" bonfire created when more than 200 old Christmas trees picked up from homes of residents were set afire just off El Toro Road on January 6, 1967. They burned without incident as firemen from the Orange County Division of Forestry, Laguna Hills, were on hand to see that the fire was kept under control.



## 27 Hole Golf Course

In his first *Leisure World News* article "It's a Great World," published on September 7, 1967, Ross W. Cortese, President, Rossmoor Corporation, described the golf course maintenance:

"Try to visualize for a moment what a pile of 195 tons of white sand would look like. Then imagine, if you will, what it would take to spread this amount over 5,701 yards of cart paths on our golf course. This was done recently as just one of the many operations of our golf course maintenance program. Of course, it was added to the original 200 tons of white silica sand used during initial installation. This alone would be sufficient to create a private beach that would be the pride of any community!

"To keep the grass growing, to insure greener fairways and to keep them in a healthy, disease-free condition, some 1,500 pounds of Bermuda seeds were scattered over the course during the last few weeks. We will also be able to mow closer as well as permit the grass to spread faster. There's still a lot more to it when you consider the continuous tree replacements needed, conducting soil lab tests three times a year, fertilizing, keeping a close eye on crab grass control, mowing 5,865 yards of fairways twice each week and 125,650 square feet of greens three times a week.

"Cups must be set and reset each day as well as frequently checking 2,000 sprinkler heads to be sure each is operating properly. Keeping all of these functions in continual operation is balanced by the largest

task of all—watering the course to the tune of some 169,908,540 gallons of water annually. During the summer season, it isn't uncommon to use more than a million gallons a night. This astronomical figure is computed on the basis of allowing one inch of water on the surface per week.

"We call on a crew of 11 men who care for the course, giving it seven-day attention. This alone is a full-time job, but the men have a feathery problem on the 13<sup>th</sup> fairway. It isn't as bad now as when the course first opened and a squadron of mud hens considered all of our nice fresh seed and fertilizer a bird's version of smorgasbord!

"In literal hundreds, up the banks from the small lake adjoining the golf course they marched. About the size of a small duck and brownish-black in color, these birds proceeded to enjoy pecking away at the grass and leaving a litter trail behind them wherever they roamed. At first we tried an electronic cannon to frighten them off, but they soon returned, probably assuming it was dinner music we were also providing for them. Now don't get me wrong, I love birds and so do our golfers, but the situation has reached an almost ridiculous point. Players were interrupted along this portion of the course, and in general the mud hens increased in numbers and trouble making.

"Finally in desperation, the problem was greatly alleviated through the cooperation of the Rod and Gun Club and so far this season, the mud hens have peacefully kept on their side of the fence and our golfers can once again continue on with their game."



Leisure World golf course, circa 1965, viewed from Moulton Parkway. Pad for Clubhouse II on right.



The mud hen, a familiar bird of California's coastal habitats is an accomplished swimmer and diver, foraging underwater almost exclusively on vegetation. They often will run along the surface of the water before finally taking off!

Courtesy Wikipedia.org

Much like learning to be a carpenter, you follow the seemingly simple "ABC" and expect perfection. Well it's taken almost 20 years to progress to the building proficiency we now enjoy and to learn the hard way about making mistakes, correcting them and using the knowledge for the next time.

"Little by little our golfers are beginning to realize the problems connected with initial construction, the peculiarities found at this location because of soil, climate and heavy use and understand our efforts to continually improve the course for their enjoyment."

## Garden Center

On March 23<sup>rd</sup>, grading operations and preparations for the 3.5-acre garden center on Moulton Parkway at Santa Maria Ave were started by the Rossmoor Corporation. This center was another of the many facilities under the jurisdiction of the Golden Rain Foundation, trustee for all community facilities. The center was divided into 245 assorted plots separated by gravel walks. The plans included a 1,600 sq. ft. lath house where seedlings and plant specimens can be grown protected from the elements, rest room facilities, tool storage areas and parking for 54 cars.

Although the initial soil preparation was completed by Rossmoor, the special soil conditions needed by various plants remain the responsibility of the individual gardener. Hoses and water spigots are provided so the resident gardeners are able to water their plants. As expected, the garden was ready for planting in early May and gardeners were harvesting crops by the beginning of August.

## The Churches

In his year end report for 1967, Ross Cortese wrote, "Residents are enjoying the facilities of many churches here at Leisure World which occupy sites Rossmoor Corporation was very happy to donate. The Catholic, Lutheran and Methodist churches and a synagogue have been constructed and are available for your use to worship as you desire. The Presbyterian church is now under construction. Grading operations will commence in the next 30 days on sites donated to the Christian Science and First Baptist churches. It is anticipated that construction will begin on the Episcopalian church during 1968." [For more information about Leisure World's churches, please see the May 2009 edition of *The Historian*.]

## Santa Ana Freeway

Preliminary construction surveying got underway on May 11<sup>th</sup> as the California Division of Highways crews took the first steps toward widening a 16.4 mile stretch of Interstate 5 to eight lanes, and improving access and exit ramps. The project was budgeted at \$12.6 million. Actual earth moving began in early June. The project was scheduled to be completed by May, 1968.

Sixteen miles of the San Diego Freeway, then known as the Santa Ana Freeway, stretch from the freeway junction with Pacific Coast Highway (State 1) at Capistrano Beach, north to the proposed San Diego-Santa Ana Freeway Interchange, 1.5 miles south of Route 133, Laguna Canyon Road. The project includes widening the interstate to six lanes between the San Diego-Santa Ana interchange and Route 133.



In less than three months, the garden center blossomed into a lush green area and a haven for more than 500 gardeners. Pictured are Frank Hill and John Fogarty tending to their vegetables. Courtesy Leisure World News



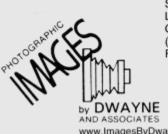
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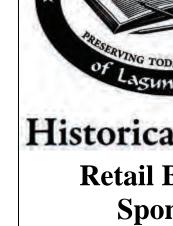
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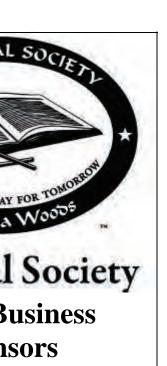


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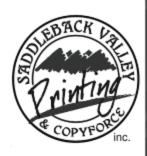




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On February 10<sup>th</sup>, John Hale Hackley stepped forward to assume the duties of commander of the newly chartered American Legion Laguna Hills Post No. 257.

Courtesy Leisure World News



One way to beat the street traffic in 1967 was to ride trikes. The trio (from left) of Mable Hamilton, Alberta McFarland and Lyn Pierce used their three-wheelers almost everyday for shopping, errands and fun. According to the odometer on Lyn's trike, they clocked nine miles on this day.

Courtesy Leisure World News

## Residents Finance Motel

In December plans were announced for construction of a resident financed 72-unit motel, now known as the Laguna Hills Lodge, to serve Leisure World and nearby areas. More than 70 Leisure World residents signed preincorporation pledges for stock in excess of \$250,000.

Harry Brunson, president of the Laguna Motel Corporation and STARS, said that \$500,000 in the form of first trust deed bonds would be offered residents. The land for the motel was bought from the Rossmoor Corporation for an undisclosed sum. The other corporate offi-

cers were Col. Robert A. Ellsworth, vice president, and Allan Oakley Hunter, secretary-treasurer, who was also the attorney for the Leisure World Foundation.

The architecture was modern Mediterranean and was to be approved by the Rossmoor Corporation to insure that it conformed with the architecture of Leisure World Laguna Hills. The design included a manager's quarters, swimming pool and a play area. Land was included in the original purchase to provide expansion for another 36 units.



Pictured are riders who participated in the western equestrian class, one of several events at the Leisure World Fun Show, January 29<sup>th</sup> at El Rancho Cortese Stables. Members of the Equestrian Drill Team Association of Southern California competed in the various classes, which were judged by Bud Richards (left) Leisure World Stablemaster. Scores of residents and guests viewed the riders and horses perform equestrian feats throughout the day.

Courtesy Leisure World News

## Channel 6



Channel 6 expands. Taking on an extra workload are Thom Keith, station manager, and Elizabeth Livingston, program coordinator.

Courtesy Leisure World News

On March 20<sup>th</sup> Channel 6 started broadcasting from 4:30 to 6:00 p.m. on Monday, Wednesday and Friday. This replaced the previous 10:00 a.m. three-day broadcast schedule. The time change was made in response to resident requests for broadcast hours that wouldn't conflict with their daytime activities. Scheduled at 4:30 p.m. was a Monday health series, a Wednesday international affairs program and a Friday religious series. The 5 p.m. time slot featured the Berman-Lovell Staff Report , which focused on Leisure World news and recreation announcements. Many of the television personalities who had appeared on morning shows were featured between 5:30 and 6:00 p.m.

At the same time, Rossmoor applied for a building permit for a 75-foot television antenna designed to pick up signals from Los Angeles and San Diego television stations. Initially the Orange County Board of Supervisors imposed a condition that granted the county the right to maintain continuous review over the site even after construction had been completed. This condition meant the county could, without cause, demand that the tower be moved or redesigned after the tower was built and operating. Supervisors lifted the condition after Jack Fowler, representing Rossmoor, told the supervisors that the condition was unreasonable. The supervisors agreed and substituted a requirement that landscaping plans be submitted with the building permit application.

### Leisure World STARS

Established in June, 1966, the purpose of the nonprofit Leisure World STARS (Senior Talent Active Reserve Services), Inc. was to use a cross section of talents, interests, activities and capabilities of Leisure World residents to market Leisure World and Orange County to industrial, cultural and governmental organizations. One year later, President Harry A. Brunson viewed the first issue of *People in Action* with a critical eye before giving the okay to print 30,000 copies. The 320-page book, a copy of which resides in the Society's Archives, offered stories, pictures and advertisements of Leisure World, Orange County and Southern California. A copy was delivered to each manor and additional copies were sent to prospective residents and to industries and Chambers of Commerce across the country.

### **Employment Opportunities**

In October, personnel officials from Orange County asked STARS to invite Leisure World residents to seek employment with the county. Available were full-time and part-time openings in more than 40 departments for those under 70. The hourly wages ranged from \$2.00 per hour for female food service workers to \$4.12 for public building construction inspectors. Included were jobs as draftsman, bookmobile drivers, clerks, computer operators, nurses, correctional officers, cooks, custodians, farm foremen, library assistants, mechanics, park lot attendants, recreation staff, school crossing guards, sports officials, vocational counselors and watchman. No information is available about how many people from Leisure World were hired.

On November 15<sup>th</sup>, Channel 6 started to broadcast six hours a day, five days a week, offering a new format that included commercials. Equipment was purchased that allowed broadcasts from remote facilities such as golf tournaments, special clubhouse events and live breaking news.

To support the expansion, a sales staff was formed to sell advertising time on Channel 6 to generate revenue that could allow the station to become self-supporting. The caveat was that additional viewers were needed in order to make the venture successful. New programming included the *Weekly Shopper's Guide*—Leisure World cameras would visit a variety of local shops; *Leisure World Sports*—a half-hour daily sports show; *Leisure World Sports*—a video class in beginning French; and *Come Fly With Me*—viewers would be taken on flights from Orange County Airport to various West Coast cities. Also included was *Club News*, *You and Your Health* and the *Stock Market Digest*.

## Leisure World Library

In 1965 the Panhellenic Club was convinced that Leisure World needed a library. G.R.F. offered a room in Clubhouse II to house the then small collection of books. Since the opening in May 9, 1966, many resident professional librarians, with able assistance from other residents, donated their time and talent to creating a library from the myriad boxes of books donated by residents.

By November 1967 the collection had grown from 1,000 to more than 5,500 books. A few special books were purchased using funds generated by library fines. The paperback library grew as the librarians gently suggested that patrons donate their paperbacks.

During 1967, Clifford Armstrong, former associate director of libraries at Washington State College, classified the books only as fiction and non-fiction in broad classes and brought basic order to the ever increasing number of books. By year-end the library staff started to catalog the non-fiction books by author and title.

## **Medical Insurance**

The introduction of Medicare caused G.R.F. to approve two new medical plans, designed specifically for Leisure World residents, to become effective January 1, 1968. These plans, offered by California Blue Shield, replaced the Leisure World Medical Plans. One was a Medicare supplement for those over 65 and the other was a primary plan for persons under 65. The Medicare supplement premium was \$8.50 per month.

The comprehensive type plan for those residents under 65 included both outpatient and hospitalization. Essentially the same as the Leisure World Medical Plan, the new plan expanded coverage to 50% of the cost of prescription drugs and coverage for extended care facilities. The monthly premium for this plan was \$25.85 for husband and wife, and \$16.80 for single persons.

The Leisure World Medical Department continued as a business owned and operated by G.R.F. The new medical plans relieved the community of the financial liability of being a medical insurance provider.



On March 4<sup>th</sup> the Leisure World Kitchen SymPhony Band, shown at a rehearsal, made its Leisure World debut. The director was Art Schifferman, at right, and Ann Wayland was the piano accompanist.

Courtesy Leisure World News

### Consolidation from Page 1

complished in spite of bitter opposition from Herman Lynch, the president of Mutual 15, which was organized in December 1967.

### Mutual 15

Mutual 15 members got proxy approvals from 89% of their owners to elect two members to the Second Laguna Hills Mutual Board. When the proxies were presented at the annual meeting in 1968, Lynch tore them up and refused any consideration. Immediately, several members sought legal advice and three members filed suit against the Mutual 15 Board. Friends and residents collected funds to pay the lawyers and the case went to court. The residents won and consolidation continued.

### Condominiums a Consideration

In his year-end review in the Leisure World News, Ross Cortese wrote, "You may have heard that condominium ownership is being considered for the purpose of providing another method of financing.

"Here's why: The 51/4% maximum interest rate that FHA will allow on our type of project makes financing extremely scarce and exceptionally expensive. In this period of time when most institutional investors are seeking yields in excess of 7%, it is readily apparent that a 51/4% interest rate is not attractive. This situation has required the investigation of the feasibility of conventional financing, either on a condominium or cooperative basis.

"Please let me assure you that neither the condominium ownership nor use of conventional financing will in any way affect or alter the existing Leisure World concept. We feel that this new method of financing will tend to increase sales of new manors and thereby benefit everyone. We will continue to maintain our same high standard of construction.

"Arrangements for financing which will allow us to start construction ahead of sales and allow occupancy of new manors within 60 to 90 days after purchase are being considered. We feel that providing earlier occupancy will have a most beneficial effect on the rate of new sales and in turn will accelerate construction of additional community facilities. Construction prior to sales will not change the existing Leisure World concept."

> Opinions expressed by authors in The Historian do not necessarily reflect those of the Historical Society of Laguna Woods.

> > **Bob Ring, Editor**



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of Laguna Woods P.O. Box 2220 Laguna Woods, CA 92654 949-206-0150

The Historical Society of Laguna Woods is a nonprofit organization dedicated to preserving and sharing the history of Laguna Woods. We are the official Historian for Laguna Woods.

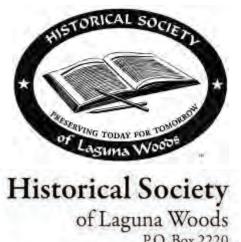
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