

Vol. 1 No. 1

October, 1973

# **The Pleasant Valley Villager**

LEISURE VILLAGE, CAMARILLO, CALIFORNIA



**RECREATION CENTER  
OPENS AT  
LEISURE VILLAGE,  
WHERE LIFE BEGINS  
AT 52!**

**SEE STORY AND PHOTOS INSIDE**





## Leisure Village Officials and Civic Leaders share in the excitement of open house!

It was a long looked-forward-to event, and when the Recreation Center at Leisure Village finally opened its doors late in September, there were gasps of delighted astonishment from those who beheld the transformation from bare bones beginnings to 26,000 square feet of unadulterated beauty. Here in multi-faceted rooms, filled to the brim with billiard tables, gem grinders, power saws, sewing machines and potter's clay, residents of Leisure Village have only to select a craft or a hobby and a wondrous world of adult fun becomes a new way of life for those who, having stopped working, can now really begin to live.

Jerry Lawrence, president of Leisure Technology of California, expressed his feelings to guests at the open house in this way: *"These are exciting times for all of us. Those who have purchased homes here are beginning to move in, and the Recreation Center is ready for every resident who wishes to make use of it. We've come a long way from the time we so diligently looked for the proper location for the first Leisure Village in California. More than a year went into the search. We are so pleased with the reception our Village is receiving. The people who have decided to live here are exceptionally pleasant and friendly. The many thousands who visit us tell us they sincerely like what they see here. And a gratifying number are quick to tell us that they plan to be here permanently as soon as they can arrange it. As we continue to build Leisure Village it will become more beautiful. This is only the beginning."*

Project Administrator, Stan Berman is equally enthused...equally inspired by the changes which have occurred during recent months in areas of his responsibility. *"My job,"* Berman said, *"is to see that the departments having to do with recreation, security and landscape maintenance, including the golf course, are functioning smoothly for the benefit of our residents."* Berman pointed out that in a project of the size of Leisure Village it takes time to work out inevitable "bugs", but that so far there have been few problems. The Leisure Village Association, Inc., which Berman heads, is located at present in the Recreation Center. Residents are invited to call upon him or any of his staff for assistance when needed.

Camarillo Mayor, Don Livingston, and city council members who attended the open house at the Leisure Village Recreation Center, were told by Sales Manager and Marketing Director, Bob Dull, that many sites were considered for the location of Leisure Village. *"We studied several, but the one we kept coming back to was the valley at the foot of the Santa Monica mountains, properly identified as Pleasant Valley."* Dull stated that sales have far exceeded expectations with the result that pre-selling is currently being done for occupancy in the spring of 1974, even though a few choice sites are available for earlier occupancy. Dull had this to say about the unique Leisure Village "Pioneer Club"... formed from the first 100 who purchase homes in the community: *"I would like to applaud our Pioneer Club members,"*

Dull said. *"These are the patient people who shared with us the dirt and dust of early construction without complaint. They are rather special in my book."* Dull made a special point of suggestion that those who read this

FRONT PAGE: A typical audience of "standing room only" greeted performers Rudy Vallee and Myron Floren when they appeared to entertain Leisure Village residents and guests during recent Open House celebration.

AT LEFT: Civic leaders from the City of Camarillo joined with Leisure Village officials during inspection of the Rec Center. They are, left to right, Stan Berman, Project Administrator, Don Livingston, Mayor of Camarillo, Jerry Lawrence, President of Leisure Technology of California, Bob Dull, Sales Manager and Marketing Director, and Stan Daily, Camarillo City Councilman.

newspaper and who are not Leisure Villagers, should come out and see what is being offered to those whose lives really begin at 52...and even much later...at Leisure Village.

## Rudy Vallee and Myron Floren bring back memories for Leisure Village residents

Shown below (top photo), left to right, are new Leisure Village residents: Nell Boyd, Oran Robinson, Margaret Robinson, entertainer Rudy Vallee (who said he'd like to be a resident!), Charlotte Romero and Joe Romero. In bottom photo are Maria Burlage, Arnold Burlage, Myron Floren, star of the Lawrence Welk Show for 24 years, Marie O'Connell, Charles Sweigart, and Rosemarie Sweigart. Both performers played to appreciative audiences.







BY DOTTI EASTMAN, RECREATION DIRECTOR

The final nail has been pounded; the paint is all dry and the last picture has been hung...crooked...straightened...and rehung perfectly. We are through meeting the big, burly truck drivers, some snarling, some smiling, who delivered our beautiful furniture and equipment during the months of August and September. We have finally closed the files on our packing slips, bills of lading, purchase order requests, purchase orders, sales slips, invoices, and statements. We no longer make daily threatening phone calls to our local and eastern vendors to assure ourselves of the prompt arrival of our furniture and equipment. Most of them performed admirably and met their required deadlines. If you are conscious of a few void areas here and there as you walk through the beautiful annex to your home, please know that everything that is necessary for your comfort is on its way. For the most part, it has been done. And isn't it simply scrumptuous?

You've already had news of our get-acquainted luncheon October 30. We'll be having other luncheons for all of you from time to time in the near future, so stand by...you'll be hearing from us soon.

A Christmas and New Year's eve program and party are currently being planned and we will keep you posted.

Thank you for your interest and response to our questionnaires. This medium of communication will enable us to develop exactly the kind of a recreation program that YOU want.

Many of you have inquired about activities in arts and crafts. We have located two outstanding artisans who, with any encouragement at all, will come to Leisure Village to instruct. We know a very talented gal who says she teaches the art of using the imagination in her craft classes, and after seeing what she's up to, we became believers. Her name is Phyllis Porter and she is the former owner of The Possibility Shop in Camarillo. Her motto is: "I create with trash for very little cash". She is eager to get you started on Christmas decorations,

decorative wrappings and dozens of other creations using the simplest of props. For example, she can teach you how to make a beautiful floral piece using an ordinary coat hanger; wreathes out of newspapers; a tree out of egg cartons; and art objects from such humble items as empty orange juice containers and peanut butter jars!

Then there's Bill Higgenbotham who teaches whittling and wood carving. He did the Watergate characters recently featured in the Camarillo Daily News and the Ventura Star Free Press. You may have seen his display in the Recreation Center recently.

If you are interested in class sessions with either Phyllis Porter or Bill Higgenbotham...or both...please contact the Rec Center at your earliest opportunity so we can sign them up on our dotted line.

From seminars to regular good, CLEAN motion pictures in the comfort of your assembly hall, trips to near and far in your beautiful Leisure Village bus, swim and trim and twirl spa activities, ballroom dancing, bridge, hayrides, bike rides, and much more...your Recreation Department is dedicated to pleasing you.

And just a word to those of you who may be members of the many fine service organizations throughout the city: your multipurpose room is for your meetings or any other activities. There are kitchen facilities, and a black-out curtain makes it an ideal place for you to share your slides or movies of your journeys near and far with friends and neighbors.

♦♦♦♦♦

Following a campaign speech a young man rushed up to the late Senator Dirksen and said: "Senator, I wouldn't vote for you if you were St. Peter!" Dirksen eyed the young man for a moment, then replied: "Son, if I were St. Peter, you couldn't vote for me - because you wouldn't be in my district!"

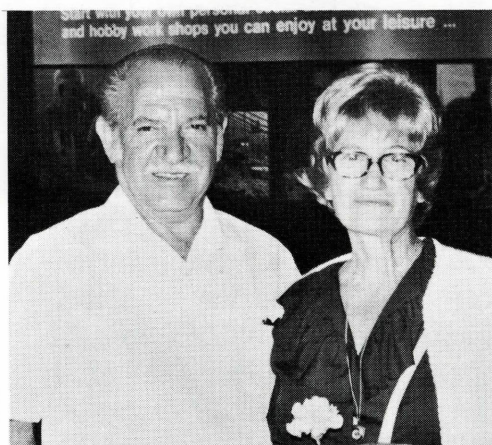
♦♦♦♦♦

You cannot sprinkle the perfume of happiness on someone else without spilling a little on yourself.

## RECREATION INSTRUCTORS READY TO DO THEIR THING!

Experts in the most popular crafts are applying the finishing touches on their workrooms in the Recreation Center, and are beginning to attract the attention of the first Leisure Village residents to move into new homes. Pictured below at a preliminary meeting are, left to right: Norman Hickman, *Lapidary*. Norm is married, has two children and lives in Camarillo. He is a design engineer and charter member of the Camarillo Gem and Mineral Society. Thelma McHenry, *Sewing*. Believe it or not, Thelma has 8 children (no wonder she learned to sew!), and once owned the "Sew and Sew" shop in Camarillo. She is considered to be a specialist on personal pattern fitting and instruction having to do with the sewing of knits; Dotti

Eastman, *Recreation Director*; Walter Lukas, *Woodworking*. Walter has 3 children, has lived in the area for 12 years and currently teaches woodworking at Los Altos Junior High. Guess what this woodworker's hobby is. Building things with hammer and saw? Nope, it's a honey. Beekeeping! On the far right is Shirley Malone, *Ceramics*. Shirley is married, with 3 children, and was formerly an assistant instructor in adult education at Santa Barbara City College. All our instructors are eager to help any Leisure Villager in learning or perfecting a hobby. They are wise, helpful, trustworthy, friendly, skilled, and clever with the tools of their trade. They also promise not to make you do homework...unless you want to!



One of Leisure Village's earliest purchasers, Frank Tavano, with wife, Marion, stop by the LV office to check on the progress of their new home, and to enjoy some Sunday entertainment in the Rec Center.

HER NAME IS MARJORIE ELEANOR LINDSEY ELLESMERE—JONES. JUST CALL HER "MAGGIE"!



One of the world's most successful door-to-door sales approaches: "Madam, let me show you a little item your neighbors said you couldn't afford"!

A small country church was having money problems. Yet at a meeting of the deacons it was proposed to give the pastor a long overdue increase in salary. The preacher, however, opposed the idea. "Brothers," he said, "I don't want you to raise my salary anymore. I'm having too much trouble raising what you are already paying me"!

Meet your lifeguard and swimming instructor. Her name is almost as long as the gorgeous Leisure Village pool, and so are her accomplishments. Early in her competitive career Maggie qualified for the Olympics in both free style and breast stroke. She is an expert in life saving and water safety, and has had years of experience in teaching swimming to all age groups. Maggie is married, has 4 children and lives in Thousand Oaks. If you ever need help in the water, remember, don't holler "please help me, Marjorie Eleanor Lindsey Ellesmere-Jones!" By this time you could be in trouble. Just call her "Maggie".



## A NEW LEISURE COUNTRY NEWSPAPER IS BORN!

A first grader had a good explanation for the fire at his school. "I knew it was going to happen," he told his parents, "because we've been practicing for it all year"! Well, we knew this paper was going to happen, too, because we've been practicing over the past few weeks to get the *Pleasant Valley Villager* in shape to present to you. We're not sure how well we've succeeded. You will be the best judge of that. Our goal is to convey as best we can in words and pictures the fun folks can have...and are now having at Leisure Village in Camarillo. As you will see in this first issue, corporate officials and department heads are nearly identically excited, enthusiastic and overjoyed at what miracles of potential pleasure have sprung as if by magic from a large but rather sparse and dismal acreage of plain, old dirt! This unanimity of exuberance is as it should be and we have printed the gushers of verbiage which flowed from many typewriters virtually without editorial interference. These are the sincere remarks of dedicated people who have your best interests always uppermost in mind, and who are genuinely pleased at what the Leisure Village way of life can offer you.

### PHOTO WORTH MANY WORDS

With the comforting thought of the old Chinese adage... "one picture worth 1000 words," (maybe 10,000 with current inflation!)...our first issue is liberally punctuated with photos taken during recent weeks at Leisure Village. We plan to continue this idea in subsequent issues (now planned for every other month beginning in January, 1974) so remember to keep smiling...you may be on "Candid Camera"!

### THE "VILLAGER" IS YOUR NEWSPAPER

We want to publish news for you and about you, and we invite you to contribute and to participate. If you've been somewhere...are going somewhere or know something we don't know, let us hear from you. News can be dropped off at the office in the Recreation Center. Have you written poems that nobody will publish? We will. Do you have any interesting hobbies you'd like others to know about? We'll come and take pictures and tell others all about it. In our eagerness for news we'll even consider giving you some bragging space for grandchildren! Now what other newspaper treats you like *that*!

Cont'd. next column

We have explained in this column a little of what we plan for your pleasure in future issues. We think producing the *Pleasant Valley Villager* will be fun, and we hope you will enjoy reading it as much as we will in putting it out. But if we fail, we plan to take the advice of a famous football coach who gave a player this very sound idea. "When you're about to be run out of town," he said, "get out in front and make it look like you're heading a parade!"

### LATEST PURCHASERS

The following people...at press time...had purchased dwellings at Leisure Village, Camarillo. Since you will all soon be neighbors, we thought you should know who you are and where you come from. This should make it much easier if you ever have to borrow a cup of sugar!

ANDRESEN, Martin & Vivian, Camarillo; AYANIAN, Haig & Helen, Santa Monica; BAUMWART, Grant & Cecelia, North Hollywood; BOYD, Nell, Camarillo; BURLAGE, Arnold & Maria, Los Angeles; BUSHELL, Martha, Seal Beach; CAPITANO, Nelson & Concetta, Orange; CARSON, Herb & Dorothy, Ventura; CAVINS, Dr. Carl & Par, Camarillo; CHRISTENSEN, Clare, Palm Springs; COLEMAN, Eddie & Elisabeth, Los Angeles; CRUDEN, Edith, Ventura; DANIEL, Dorsey & Dorothy, Thousand Oaks; EAST, Jack & Christie, Torrance; FOSSE, Capt. Ray & Mabel, Camarillo; FRANKLIN, Ed & Fern, Studio City; FULLER, Everett & Dorothea, Compton; GILL, Beth, Camarillo; GARDNER, Nora, Sanger; HARRISON, Dr. Dennis & Gladys, Thousand Oaks; HILL, Frank, Santa Barbara; HOLTFRERICH, George & Rae, Encino; HULL, Marian, Los Angeles; JACOBS, Royal & Hazel, Camarillo; JANSSENS, Marcel & Peggy, Seal Beach; JAY, Donalds & Ruth, Claremont; KOCH, John & Elsie, Morro Bay; LIVINGSTON, Bob & Mayre, Camarillo; LYON, Alex & Ada, Miami, Florida; MANZELLA, Anthony & Mary, New Jersey; MC CASHEN, Edgar & Dorothy, Covina; MC MAHON, Jim & Marge, Saugus; MILES, Howard & Ruth, Studio City; NAXH, Gordon & Helen, Palos Verdes; NICHOLS, Stanley & Helen, Santa Barbara; NIELSEN, Lloyd & Alta,

Cont'd. next column

### COMING EVENTS

December 18—*Christmas Party*. Pat Osbourne, for many years pianist for the Ventura Symphony Orchestra, will perform. Of course Santa Claus is invited, too!

December 31—*New Year's Eve Dinner Dance*.

Sunday activities throughout the balance of the year will include:

*Jazz and classical combo* from California Lutheran College.

*Weaving and spinning demon-*

*stration...other than any performances on New Years Eve. Camarillo Art Club exhibit. Hans Zorkel and his German Astoria Band. Oom pah, pah! Round Dancing...for those who do not want to be squares.*

*Kitchen Band. Ever hear an egg beater play? It's wild!*

As soon as 5 people sign up, the following schedule will be in effect: MONDAY: *Ceramics*; TUESDAY: *Sewing*; WEDNESDAY: *Lapidary*; and SATURDAY: *Woodworking*. All times are 9 to 12 noon.

Newbury Park; NYGREN, Vince & Betty, Westlake Village; OBERG, E.B. & Mildred, Northridge; O'CONNELL, Marie, Encino; OELKERS, Wilson & Theresa, Tarzana; ORENDORFF, Lloyd & Cora May, Bakersfield; PATTERSON, Walt & Arlene, Camarillo; PEACOCK, Bill & Charlotte, North Hollywood; PLANN, Abe & Sylvia, North Hollywood; PUGH, Elliott & Millie, Camarillo; RESNIK, Joe & Ruth, Los Angeles; REYMOND, Dalton S. & Lois, Port Hueneme; ROBINSON, Oran & Margaret, Oxnard; ROGERS, Grace, Santa Barbara; ROMERO, Joe & Charlotte, Oxnard; ROMINGER,

Glenn & Frances, Lindsay; RUINELLO, Al & Dorothy, Santa Monica; SIMONE, Nick & Piff, Burbank; SORCE, Sam, Chicago; SMITH, Dr. Wales & Clara, Malibu; SOPKO, Paul & Elaine, Blue Island, Illinois; SWEIGART, Charles & Rosemarie, Canoga Park; TAVANA, Frank & Marion, Pacific Palisades; TAYLOR, Ray & Mildred, San Gabriel; TROXEL, Grace, Kansas; VAN BURKLEO, F. L. & Maggie, Ojai; WARD, Charles & Dorothea, Santa Barbara; WARKE, Kenneth & Edna, Gardena; WHIPPLE, Elmer & Edna, Oxnard; WHITAKER, Walter & Nancy, Los Angeles.



A tight security system is now in operation at Leisure Village, and Security Guards responsible for the efficiency of the program are shown here beside the guard house at the entrance. Left to right: Ron Dockery, Jim Bowie,

Larry Nuckolls (Security Manager), John Moffitt, and Oscar Karna. This friendly staff of trained men are on duty 24 hours a day to provide maximum protection for residents of Leisure Village.



At a special preview party given for civic dignitaries and members of the press, the newly opened Recreation Center was the meeting place for Bob Dull, director of marketing for Leisure Village (left), and Jim Sampson, president of the Camarillo Chamber of Commerce.

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