

*The First
50 Years
of Rossmoor
1957 - 2007*



The Land Before Rossmoor



to
Bob
Margrit Kendrick

Rossmoor

by Margrit Kendrick

In 1784 Manuel Perez Nieto, upon retiring from the army of the King of Spain, petitioned Governor Fages for land to graze his cattle. He received approximately 300,000 acres for his use. It was one of the largest grants given. It extended from the foothills to the ocean, from the San Gabriel River (now Los Angeles River) to the Santa Ana River. According to the Mission San Gabriel these boundaries infringed on their territory and were later adjusted. The land was not a gift it could only be used to raise stock, built a dwelling for his family, and farm. Once the Indian population had been Christianized and "civilized" the land was to revert to them again.

Rossmoor is situated on part of this land grant. After Nieto's death in 1804 his children administered the Nieto concession jointly until 1834 when, now under Mexican Law the land was divided into 5 Ranchos. The oldest son Juan Jose inherited Rancho Los Alamitos and Rancho Los Coyotes. He sold Rancho Los Alamitos to Governor Figueroa for \$500. Eight years later the governor's brother and heir sold the Rancho to Abel Stearns for \$6,000 paid mostly in tallow and hides. Abel Stearns, a trader from Massachusetts, acquired many of the debt-ridden ranchos during the next twenty years. And so he became one of the wealthiest landowners in California. During the prolonged draught of 1863-64 he lost most of his cattle. He lost Rancho Los Alamitos to Michael Reese, a money-lender from San Francisco, upon the default of a \$ 20,000 loan

Reese let the Rancho lay fallow from 1866 till 1875 when it was leased by John Bixby. In 1881 John Bixby jointly with I Q Hellman and the J Bixby Company bought the Rancho Los Alamitos for \$125,000.in gold.

John Bixby died in 1887 and the Rancho was divided among the partners and his widow. The center of the rancho and the area that we now call Rossmoor came to his widow Susan Hathaway-Bixby and children Fred and Susanna.

After the start of the Los Alamitos Sugar Company and founding of the town in 1897, the Rossmoor area was used for raising sugar beets and other crops. There were still sugar-beet fields here when the first residents moved to Rossmoor.

With the growth of Southern California's population in the 1950s, the need for more housing became evident. Along came Ross Cortese, a young developer with a vision and the desire to built a large exclusive community. This community of 3,500 homes was the largest yet to be built in Orange County. Cortese formed the Rossmoor Corporation in 1951, bought the land from the Fred Bixby Ranch Company and began building in 1956. Rossmoor was originally announced as a subdivision of Los Alamitos. Later it was advertised as Long Beach's smartest suburb, even though Long Beach was in neighboring Los Angeles County. By June of 1957, the first homeowners started to move in. Homes were priced from \$17,500 to \$19,000. The planning for the community included tree-lined streets, spacious yards and well-planned quality homes. Land planning as well as the layout of streets was directed toward "neighborhood cells" to create maximum

appeal, safety and home values. There were eventually 10 model homes most with variations to make it 37 different homes all with interesting names. The model most in demand was the Golden Estate, which had won a national award. Interested buyers often waited all night for the sales office to open, so they were first in line

The community plan also included six schools sites, two shopping centers and a medical complex. The medical complex plan was changed early to commercial and apartments.

The question on how many homes there really are in Rossmoor has come up often. Early advertisement told of 5000 homes, also 4000 and 6000 so it was always somewhat confusing. There are 3557 homes in the tract, plus the 150 apartments on Wallingsford.

Schools and Parks

Six school sites were planned with sufficient acreage to also provide space for recreation. Each was carefully placed around the community to provide space for recreation. Each was also placed to provide a neighborhood effect as well as safety for the students who walked to schools. Rossmoor School opened in the fall of 1958. The first few years were a challenge for early residents as students from one family had to attend several different schools as there was not enough space for all. Until Weaver School was finished two years later, Rossmoor School was on double session. Next came Richard Henry Lee School in 1961. By now the trustees had decided to name all future schools after the signers of the Declaration of Independence. Lee was followed by Benjamin Rush School in 1962, and the last Rossmoor School, Francis Hopkinson, opened in 1963. Over the next eight or nine years classrooms were added at most schools to meet the need of incoming students. One school site was still available by the late 1960s. A plan was developed and a model displayed at the Bank of America for almost a year. This future school named after James Wilson, was designed for the latest innovations in education. By late 1971, it became obvious that the Wilson School would not be needed. The infants of the late 1950s and early '60s now entered junior high schools their older siblings attended high school, and there were no longer many preschoolers in the neighborhoods.

In existence since 1898 (then known as the Laurel School District), the Los Alamitos School District was a K-6th District. Students of grades 7 through 12 attended Anaheim Union High School District schools, namely Orangeview Junior High and Western High School located in neighboring communities. By 1963 Oak Junior School opened followed in 1967 by Pine Junior High later renamed McAuliffe Middle School. That first year Pine Junior High School accommodated the sophomore class of the soon-to-be opened high school. Los Alamitos High School was ready in the fall of 1968, with the first class graduating in 1970. At that time the junior high school grades were 7th to 9th and senior high was grades 10th to 12th. All three schools were now located in Los Alamitos. In June of 1979 the residents of the Los Alamitos Elementary District voted for unification along elementary district boundaries. Prior to unification two Rossmoor schools were closed-Rush and Lee. Weaver followed about a year later when a new grade configuration was established. For elementary schools it would be K-5th grade, for middle schools 6th-8th grade and high school would be four years.

In 1974 the never built Wilson School site was declared surplus by the school district. For many years this site served as an unofficial community park. Residents held fundraisers to landscape the park and plant grass, shrubs and trees. The School district agreed to assume basic maintenance. This community park was a very successful cooperative effort. After the site was declared surplus and the land offered for sale, the voters approved an assessment to acquire the site and develop it further. In order to accomplish this the Rossmoor Maintenance Area in effect at that time was dissolved. Its functions were combined under the new county Service Area 21 which could prior to proposition 13, levy an assessment on property owners for the purchase and development of the park. So now Rossmoor owned its first park, Rossmoor Park. The assessment was levied for several years until fifty percent of the purchase price was met. Several state grants and revenue sharing were used to pay the remainder and also to develop the park and add tennis courts. In the late 1980s, the Rossmoor Community Services District entered in

In the late 1980s, the Rossmoor Community Services District entered into contract with the Southern California Water Company to develop two unused lots into xeriscape drought resistant "neighborhood parks."

By the late 1980s the school districts had three under-used school sites in Rossmoor: Lee, Rush and Weaver. Even though all three were leased out, the income from the leases was not commensurate with the value of the land. The community demanded the reopening of these elementary schools, which could only be accomplished with students from outside the district (inter-district agreements). However, not all schools would ever be needed so one school was declared surplus. After negotiations with the school district, the Rossmoor Community Services District became interested in the Rush site, the reason being its location in southern Rossmoor and its smaller acreage. A Citizens School Site Purchasing Committee was established to study the feasibility of acquiring the site for a park. A special advisory election was held to examine community opinion on the proposal to establish an assessment district for the purchase, construction and maintenance of the Rush site for a park. In 1993, the election was approved, and after some difficulty the purchase was accomplished with a \$ 5 million bond issue. Not only is the site preserved for future Generations, the open space is a great recreational asset.

Annexation or Incorporations

Today, Rossmoor remains an unincorporated county area, despite various proposals for annexation or incorporation. In 1957, when Rossmoor was being built, Ross Cortese proposed to incorporate 500 acres north of Garden Grove Boulevard, now the 22 freeway. Residents of Los Alamitos and Rossmoor opposed incorporation and asked to study the alternatives for one year. The alternatives included annexing to Garden Grove, Long Beach (Los Angeles County) or Seal Beach, or else incorporate together with Los Alamitos, which at that time had not yet incorporated. Cortese finally decided that the residents of Rossmoor could decide the question on their own. Rossmoor then had only 11 registered voters. So the first years of Rossmoor were a constant "rope pull" pro or con both annexation and incorporation. There was also a "strip-annex" attempt by Garden Grove for part of Rossmoor. Luckily it was retracted

In May of 1959 an attempt by Los Alamitos to incorporate jointly with Rossmoor was defeated. Later that same year in November Los Alamitos wanted to annex the northern end of Rossmoor and the Rossmoor Business Center. This action would have taken all of Rossmoor's tax base. It was defeated thanks to the work of the Homeowners Association.

In spring of 1960 an incorporation vote with a 5000-acre city outline was turned down 3 to 2. The Homeowners Association had not been able to endorse nor speak for this vote due to a bylaws conflict.

Again a year later another incorporation attempt was voted down by a 3 to 2 margin. The city boundaries had changed as Cortese no longer wanted the Business Center included. By fall of 1961, as the tax bill came, it was a whopping 22% higher, not by cityhood as the opposition had predicted, but by County action.

Attempts to annex to Los Alamitos were proposed in 1962 but came to a stop a year later. Finally there was peace and quiet for a while, until 1965 when there was another annexation attempt from Los Alamitos. Meanwhile, as nobody watched the till, Seal Beach scored a large coup by annexing the Rossmoor Business Center and adjacent undeveloped land. This was done with the help of the Local Agency Formation Commission LAFCO, the land owner Judge Gitleson (of school bussing for integration fame), Supervisor David Baker of the Second District and Seal Beach City Manager Lee Risner. Opposed to the annexation were the Rossmoor Homeowners Association with 2600 signatures and the City of Los Alamitos. This is how the shopping center (and tax base) was lost. The loss is still a painful memory to some residents of Rossmoor. Even the Los Alamitos -Rossmoor Library is in the territory annexed by Seal Beach.

In 1979 Los Alamitos petitioned LAFCO to annex the northeast section of Rossmoor, the last revenue producing shopping center (now known as Rossmoor Village). Luckily, for Rossmoor residents, that request was turned down and LAFCO ruled against future piecemeal annexation moves. That is unless Rossmoor voters wished to annex to neighboring cities. The question to incorporate or annex stands now before the residents and Rossmoor must decide what kind of government it wants. Since the 1994 Orange County bankruptcy, the county no longer wishes to perform "city" services for large unincorporated areas. With the reduction of county staff, these services are not cost-effective and cannot be responded to in a timely fashion.

Postal Services

Post delivery started on October 1, 1957, after the first 100 families had moved to Rossmoor. Up to then residents had to pick up their mail at the Post Office in Los Alamitos. Then as now, Rossmoor received those services through the Los Alamitos post office and its zip code 90720. However Rossmoor had its own zip code, 90721, since 1961 when a contract branch was established at the Kress Store in the Rossmoor Business Center: it served until the store's closure in the early 1970s. Lew Webb then offered his own address as a contract branch to keep the zip code alive: After he moved, Paul Erskine offered his address (he had to pay \$ 1 annually until there was another branch in Rossmoor, albeit only for US post boxes at the Rossmoor Village Center and only until the new post office was completed on Reagan Street in Los Alamitos).

Access Roads and Freeways

The last homes in Rossmoor were sold in early 1961: shortly thereafter the remodel began. After a half century in existence only a very small percentage of homes have not been, updated, enlarged, customized, rebuilt or "mansionized". This can only be explained by its great location, freeway accessibility, established neighborhoods, attractive parks and a top-rate school district.

As natural barriers, Coyote Creek and the San Gabriel River prevented easy access from Rossmoor to Long Beach. Established bridges linked Garden Grove Boulevard with Seventh Street in the south and Cerritos-Spring Street in the north. Katella Avenue was not connected to Willow Street in Long Beach until 1962.

In 1959, the Los Angeles Board of Supervisors proposed to link Atherton on the Long Beach side with Bostonian in Rossmoor. The Public did not like to see a road connection there, as it would have split Rossmoor in half and would have forced the removal of 16 newly built homes.

In the mid 1960s the 605, 22 and 405 freeways opened, easy access was now available. During their construction twice Cal Trans designs caused some concerns but could be worked out without removal of homes and the loss of home values.

In December of 1966 a Navy Skyhawk plane crashed on Yellowtail. Several homes caught fire. Fortunately no one was insured, it happened shortly after the children had come home from school but they did not play outside that day. It later was established that the accident was caused by pilot error.

Rossmoor Community Services District

In the early 1980s the county was faced with a sizeable deficit in County Service Area 21, Rossmoor had three choices: cut services, consolidate CSA 21 with other CSAs in the county, or form an independent Community Services District (CSD) for Rossmoor. After considerable study by a citizens group it was recommended that Rossmoor voters approve the formation of a CSD, which would be the most advantageous choice financially for Rossmoor. A special district had many of the powers of a city except land-use planning. After the November 1986 vote, the Rossmoor CSD had the following powers and oversights: Public recreation facilities and services; street lighting installation and maintenance of median landscaping; aesthetic trimming of parkway trees (this power was expanded in 1988 to include full maintenance of parkway trees), street sweeping, acquisition, construction and operation of facilities to collect, treat and dispose of sewage waste and storm waters: and collection and disposal of garbage and refuse. The last two powers are not in force at this time and are subject to the consent of the County of Orange.

In its first years, the CSD showed an annual budget surplus, which by 1991 had increased to \$ 531,000. as originally projected. This amount was used in the purchase of the surplus Rush School site. Rush School has been closed since 1978 but for many years had been leased to Grace Brethren Church and School.

Organizations

Rossmoor is very fortunate to have several strong community organizations.. Since 1957 the Homeowners Association has been an advocate representing community interest in annexation and incorporation issues. The association worked for two park acquisitions, for the sound - wall along the freeways for replacement of the crumbling brick "signature wall ". along Los Alamitos Boulevard, for maintaining community standards and much more .The monthly used paper drive provides funds for many projects which benefit and enhance the community.. Their volunteer hours must have hit the million hour mark long ago.

The Rossmoor Women's Club founded in 1958 has continually contributed to the well being of the community. Their annual Home Tour furthers the reputation that Rossmoor is a very attractive community, which ages with grace

The Friends of the Library, established in fall of 1961, are a very valuable asset to the County Library which serves Los Alamitos. Rossmoor and North Seal Beach

The treasures of Rossmoor are the people. The achievers', entrepreneurs, volunteers and doers who have not only enhanced the community but also have pushed it toward getting things done, despite opposition. The "movers and shakers" of the past and the "new- comers," who are made from the same mold, keep Rossmoor moving toward the next half century.

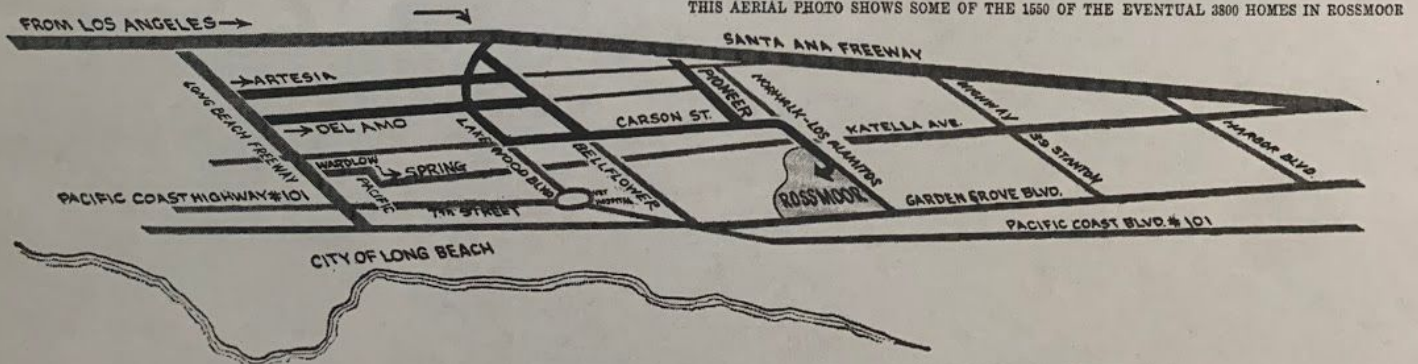
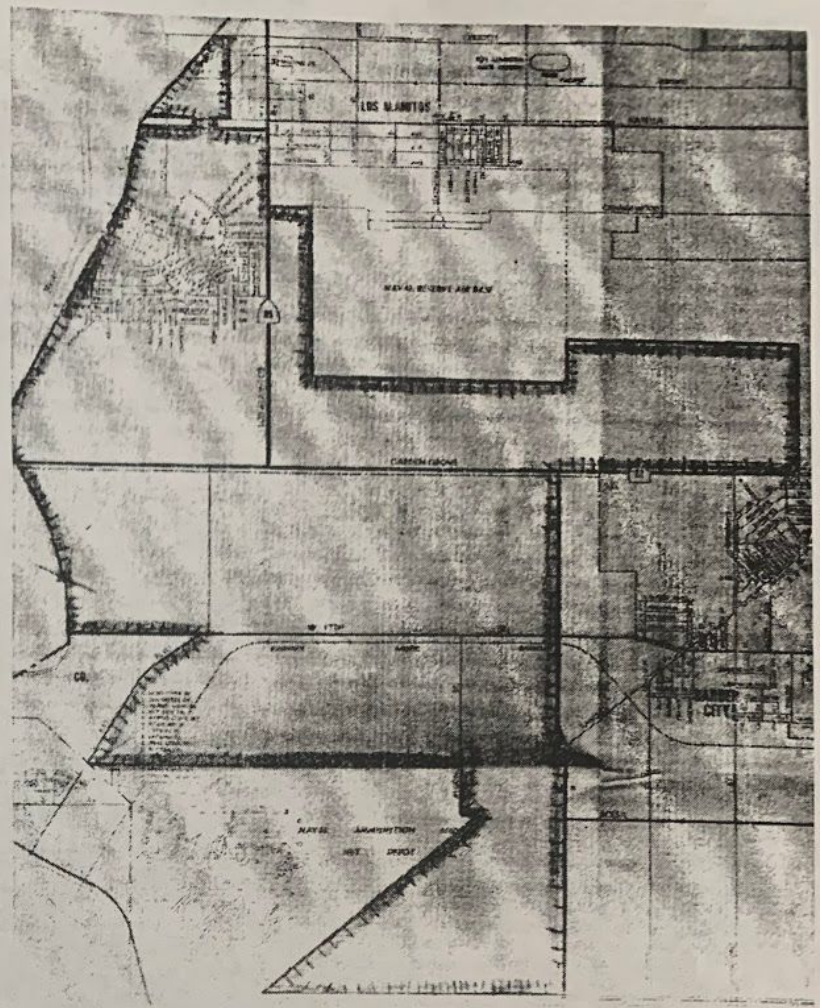
Ross Cortese died in 1991 he left behind seven Leisure World communities, the first two in Orange Country, the last in Silverspring, Maryland. He also developed business parks, retail centers and non - retirement communities.

According to a familiar story the name Rossmoor was coined from Ross Cortese's first name and the land, which was partly marsh (old timers remember hunting ducks there).

Sources: Fred Bixby Ranch Company; Rancho Los Alamitos, Los Alamitos Chamber of Commerce Minutes 1952-1960; News Enterprise anniversary editions 1982,1992, Orange County Archives, Los Alamitos Museum collection, Bob Reiss, Susan Haggard, Gerry Erskine, Edythe Davis, Patti Foester, Anita Schommer and the many Residents who shared memories and information with me, much thanks to all.

ROSSMOOR
ORANGE COUNTY'S
23RD CITY

The area enclosed by the dark hatched line is the proposed 5000 - acre city of Rossmoor for which incorporation petitions are circulating. With 8000 persons within its boundary, it extends south to the limits of Seal Beach (lower left), east to Huntington Beach and Westminster, and north to Los Alamitos. Adjacent tentative city of Los Alamitos is scheduled for incorporation election on March 1, 1960.



THIS AERIAL PHOTO SHOWS SOME OF THE 1550 OF THE EVENTUAL 3800 HOMES IN ROSSMOOR

3 BEDROOMS...3 BEDROOMS AND FAMILY ROOM

4 BEDROOMS AND FAMILY ROOM...ALL WITH 2 BATHS!

FHA TERMS from \$1800 (plus impounds)

FHA...\$650 per month minimum income

open sundays through friday 10 a.m.—9 p.m. saturdays 10 a.m.—7 p.m.

VA...\$575 per month minimum income

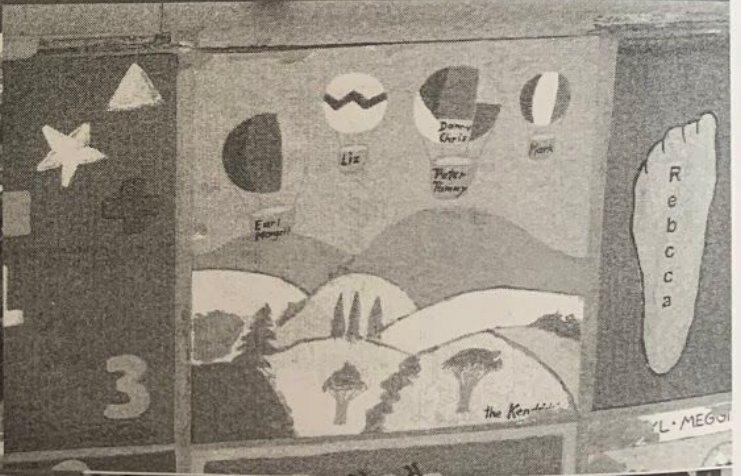
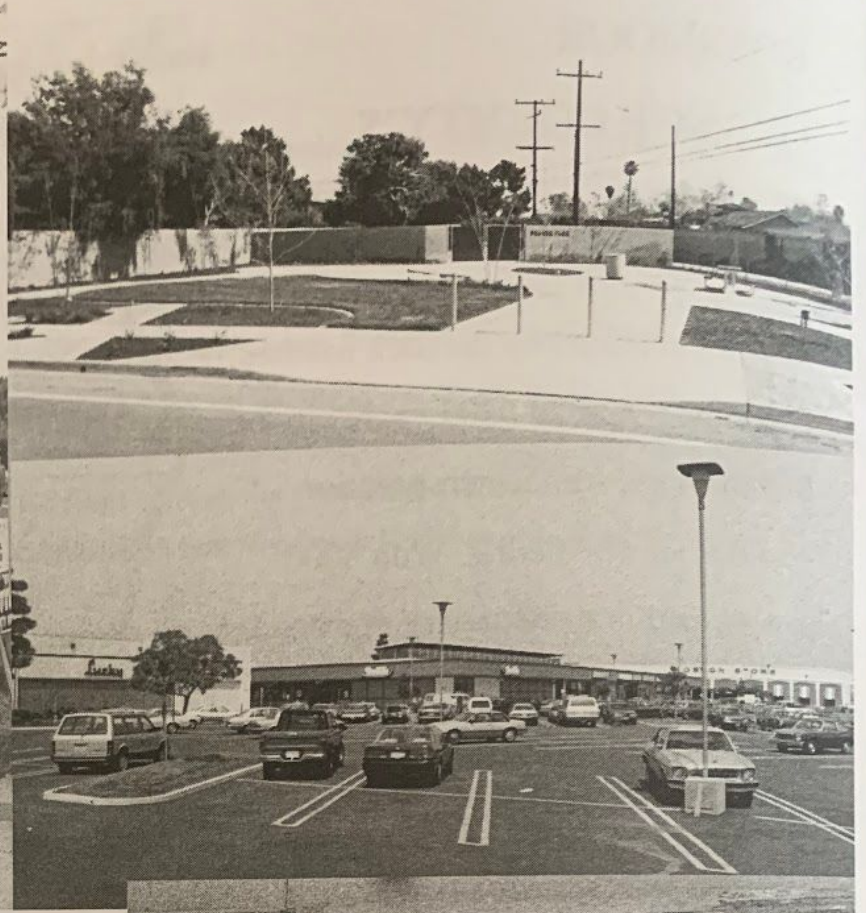
WALKER & LEE, Inc., Sales Agents, Geneva 1-1317

Plans and designs copyrighted by FREMATIC HOMES, INC., Builders

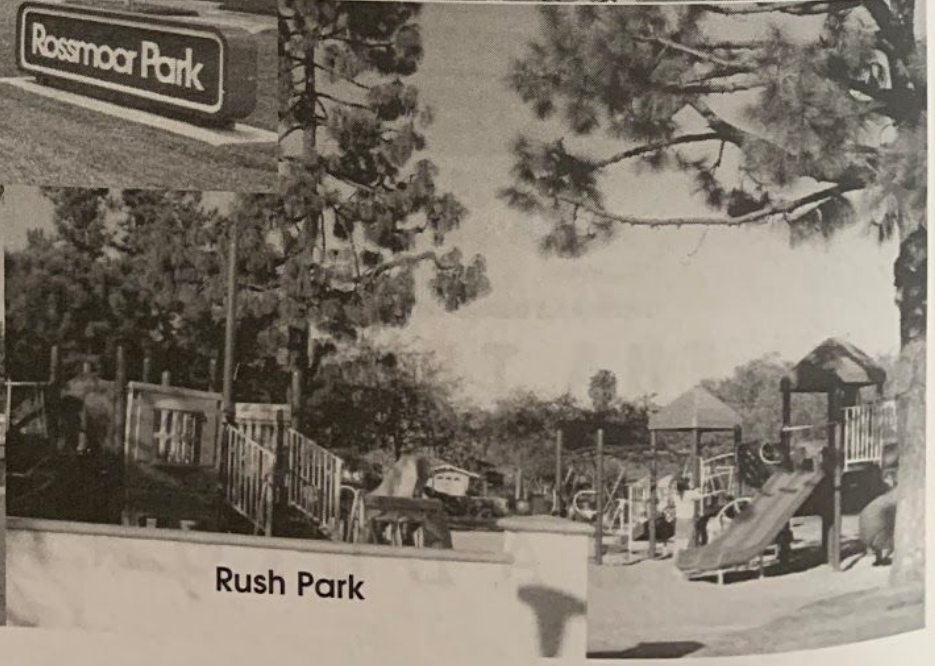
Model Homes by DAVIS FURNITURE OF LONG BEACH

Architect: EARL G. KALTENBACH, Jr., AIA

MEDALLION CITY



Rossmoor Park



Rush Park

How It All Started....

In 1784, during the period of Spanish settlement of California, all of the lands between the Santa Ana and San Gabriel Rivers from the foothills to the ocean were granted to Don Manuel Nieto. He divided the 200,000 plus acres into five ranchos, of which Rancho Los Alamitos was one.

Los Alamitos (Little Cottonwood Trees) became Mexican territory in 1822 and remained under its control until 1848 when California was ceded to the United States. Shortly thereafter, John Bixby bought the Rancho and set aside 5,000 acres to build a city on.

Rossmoor was originally announced as a 667-acre subdivision of Los Alamitos to include 2,398 homes in the southwest corner of Los Alamitos Boulevard and Katella Avenue. Soon after Ross W. Cortese proposed to build this, the largest subdivision ever built in Orange County, he decided his company did not want to be a part of Los Alamitos city while the homes were being built.

Cortese explained that the homeowners could annex to Los Alamitos later if they wanted to.

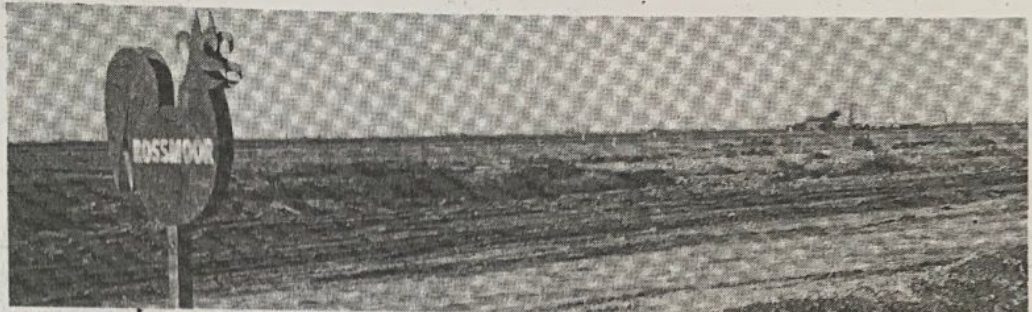
Construction of model homes in Rossmoor began in July of 1956. Homes were priced at between \$17,000 and \$20,000. The Rossmoor subdivision was to include the homes, as well as two shopping centers, four school sites and two church sites.

The first residents moved into a home at 3182 Kempton Dr. in June of 1957. Mr. and Mrs. Sam J. Musser came from St. Joseph, Missouri to Orange County's "newest and largest single subdivision."

Homeowners organized the Rossmoor Homeowners Association in October of 1957, and elected first officers in December, 1957. Dr. Leo Goodman-Malamuth was elected first president.

Second Tract

A second tract of homes in the Rossmoor subdivision was approved in July, 1957 by the Orange County Planning Commission. The newest section of Rossmoor was the development of 398 acres at the northwest corner of Los Alamitos Boulevard and Garden Grove Boulevard. Construction of 1,234 homes was planned in the new tract.



FROM THIS — The rooster marks the spot where the Rossmoor homes will be built in this picture taken shortly after the land was graded . .



TO THIS — This photo shows the Rossmoor tract, all staked out and ready for building . .



TO THIS — Homes magically appear on the former bean field now known as Rossmoor.

500 LOTS FOR SALE

IN THE NEW TOWN OF **LOS ALAMITOS**

In the Heart of 40,000 Acres Choice Level Land,
Producing the

RICHEST SUGAR BEETS IN AMERICA
WITHOUT IRRIGATION.

The most promising town in Southern California—location and climate unsurpassed.

Over three hundred and fifty thousand dollars will be paid by the Sugar Factory annually for Sugar Beets to the farmers at Los Alamitos.

RECORD BREAKING

district for the richness and purity of the Sugar Beets. Eighteen per cent. of sugar is our average — 23 to 26 is nothing unusual.

Eighteen per cent. beets will bring \$5.00 per ton.

Fifteen tons to the acre, \$75.00 per acre, made in five months from planting.

SUGAR BEET RAISING
MEANS
PROSPERITY AND HAPPINESS
TO THE
INDUSTRIOUS FARMER.

WHY?

1. Because your crop is sold before you plant and your money is in your pocket five months thereafter.
2. Because your market is close to your land.
3. Because you know what you get for your crop before you sow it.
4. Because you make more money with less capital on an absolutely sure market than on any other crop.
5. Because it will pay off the mortgage now on your property.

IT HAS A GREAT FUTURE.

Residence and business lots are in demand, new buildings are going up everywhere, and with its natural and acquired advantages Los Alamitos cannot help but prosper.

BIXBY LAND CO., Los Alamitos, Orange Co., Cal.

Please mention that you "saw it in the LAND OF SUNSHINE."

LAND OF SUNSHINE
DEC. 1897



Los Alamitos Starting Large School Building Program

LOS ALAMITOS, June 1— When all plans for the district are completed there will be six schools in the Rossmoor tract alone. Within the next two years there will be between 4000 and 5000 pupils in the district, Weaver predicted.

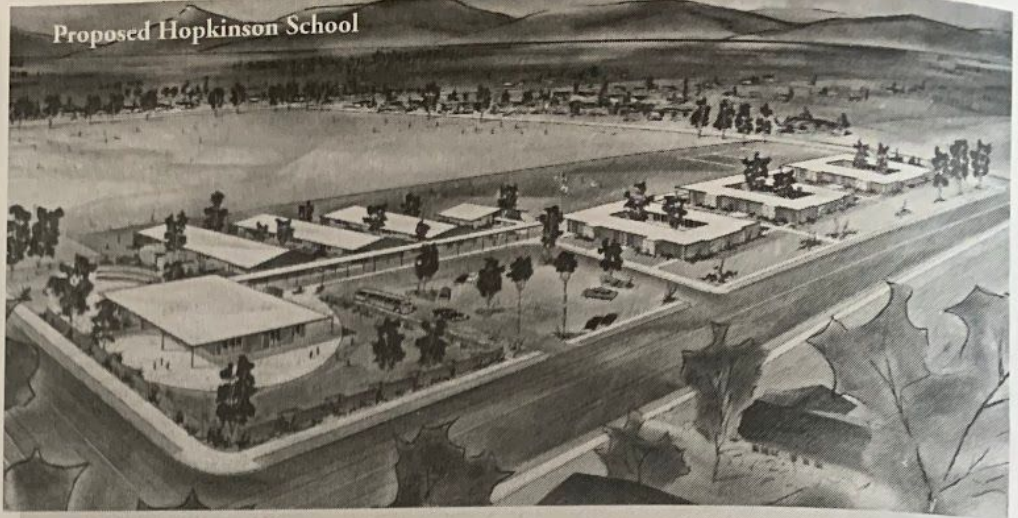
Freliminary plans already have been accepted for another school and bids will be called on a third new school in September, with bids to be called on a fourth school in December, Weaver said.

The extensive school building program is being carried out to handle the influx of children from approximately 4000 homes under construction in the Rossmoor tract, Weaver pointed out. Starting in September the district expects 150 new pupils a month, he said.

Sales Director for Development Named

W. D. Cross Jr. has been named sales director of the Vina Vista Venture, it was announced yesterday by Ray Hommes, president, and his associates, A. A. Helwig and Edwin Pauley.

Cross will supervise sales for the 3500-acre industrial, residential and commercial development located 40 miles east of Los Angeles.



News-Enterprise, March 1962, Page 46

Silver Jubilee Events

Cityhood Move Under Way in Rossmoor

LOS ALAMITOS—Circulation of petitions asking incorporation of Rossmoor into a sixth-class city is under way.

Rossmoor, now under construction, will eventually contain 4500 homes, several schools and a 37-acre modern shopping center.

The proposed city, lying on the westernmost border of Orange County, includes approximately 1000 acres. It is bordered by Garden Grove Blvd. on the south, Los Alamitos Blvd. on the east, the Los Coyotes Creek channel on the west and a line 1320 feet south of Cerritos Ave. on the north.

Action Approved

The Los Alamitos School District is preparing to build a half-dozen schools in the area.

Both the County Boundaries Commission and the Board of Supervisors have given the go-ahead to Bill Cheney, 3152 Oak Knoll Road, chairman of the Rossmoor incorporation committee, which presented the county with petitions containing 2400 signatures.

The committee has 30 days, dating from last Tuesday, in which to get signatures needed to bring an election.



JUBILEE ENTERTAINMENT — The sounds of the "big band" era will be heard loud and clear when members of this group gather to play at the Rossmoor Silver Jubilee. The band includes Tom Hamsell on bass, Jim Wilson on drums, Gene Hazlett on guitar, "Bruck" Bruckert on trumpet and Wally Bunker on tenor sax. All members of the group are former members of such big bands as Glen Miller, Benny Goodman, the Dorsey Brothers and Ray Anthony and all are original Rossmoor residents. The band will perform on the tennis courts at Rossmoor Community Park from 2 to 4 p. m. at the Silver Jubilee celebration.



ROSSMOOR PARADE BANNERS — Proud original Rossmoor homeowners can march under the appropriate banner for the year they moved into their new Rossmoor home in the Rossmoor Silver Jubilee Parade on March 27. Young members of the Rossmoor Silver Jubilee committee, Evonna Paris, left and Diane Bush, are making the tassel-ed satin banners in a different color for each year of original construction—1957 through 1961. The parade, which marks the day's observation of the 3500-home community's 25th anniversary, March 27, at Hopkins School, parade participants will march up Foster Road past a reviewing stand at the parade destination of Rossmoor Community Park, Evonna, in addition to making the banners and ribbons for parade officials and dignitaries, is coordinating the 50's dance contest, and Diane is in charge of the bicycle contest, as well as being a banner designer.



Special Jubilee Songs

Young Rossmoorites Diane C. Bush and Evonna L. Paris have been active members of the Silver Jubilee committee. Both recent grads of California State University at Long Beach, they designed and sewed all the year banners, as well as handling planning for the bicycle and dance contests.

In addition to these activities, the talented girls wrote some Rossmoor Silver Jubilee "theme songs" which are dedicated to Rossmoor Homeowners Association President and Silver Jubilee Committee chairman Mill McMenamin and to the anniversary. Their original lyrics are printed below.

Oh his name is Mill McMenamin
The leader of our band
And though we're few in number
We're the only in the land
When you see our noble helmsman
He'll take you by the hand
And ask you what you'd like to do
For Mill McMenamin's Band
Right now we are rehearsing
For the Silver Jubilee
At the celebration
All your neighbors you will see

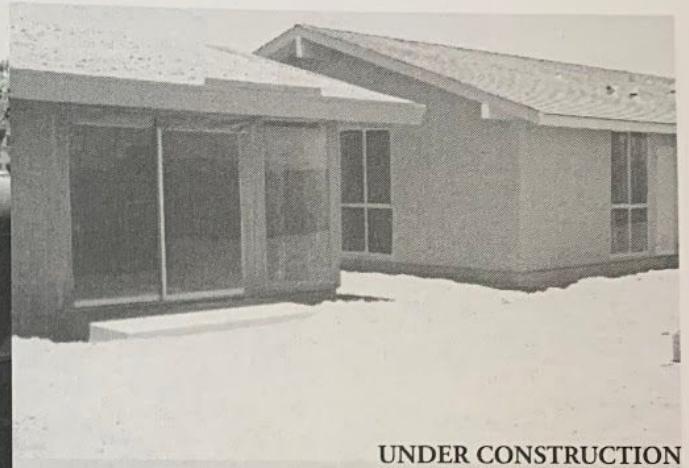
We're proud to come
From Rossmoor
By this we'll always stand
We're unincorporated
...and this is truly grand!

Rossmoor Column

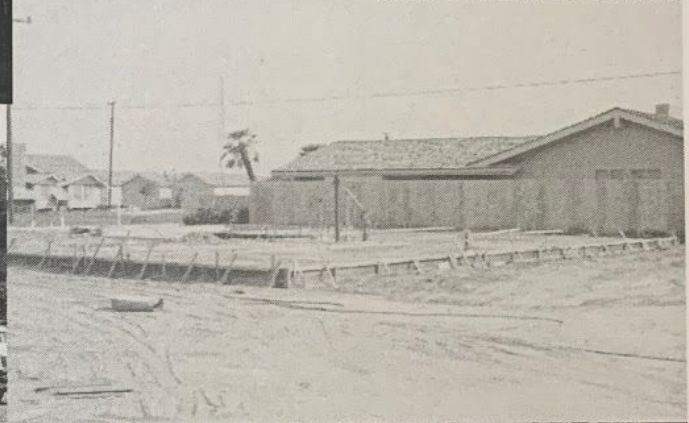
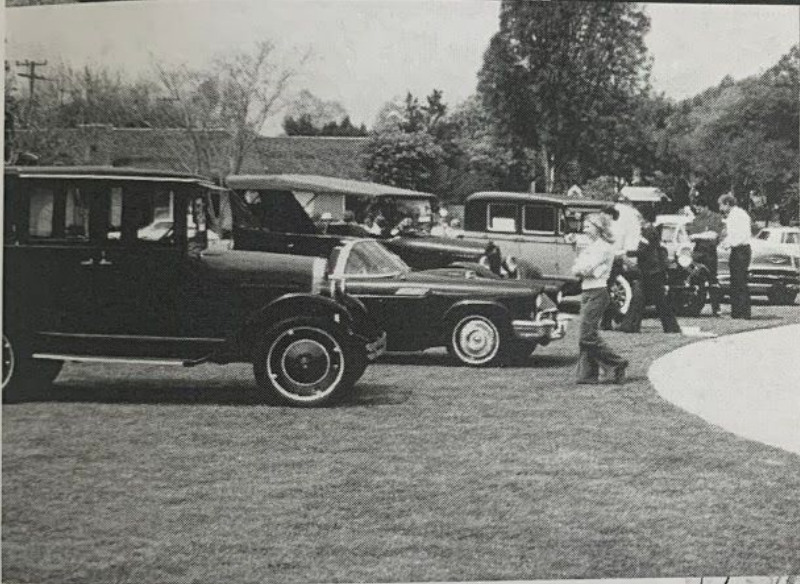
The Enterprise began a column for Rossmoor—by the Phillip Pinter of 3000 Rossmoorians on Aug. 27, 1957. Called "Moving Around Rossmoor," the column was written first by Jan Cooper, but taken over later by Hope Tripp when the title was appropriately changed to "Tripping Around Rossmoor."

See the torches blazing o'er, as in
The old Norsemen lore
Da'balla spills its copper fire
Around the walls of Rossmoor
Hear the rolling thunder roar as
Flashing pikes advance before
Our lanceurs storm the mouzer foe
At the gate of Rossmoor
In fifty-seven upon this site
We pledged our honor to unite
For now and ever Rossmoorites, a
Toast we'll drink to thee
Join the ranks in the parade march
With our Rossmoor brigade
Our power and glory shall never
Fade
Rossmoor forever free
From the west wall to the gate,
From north to south our
Sovereign state
Resist the magistrates' design to
Incorporate
From Druid Lane to Kittrick
Drive, within these walls our
Strength derive
Rise all ye Rossmoorites in force
Beneath our banners five

through the first reports in the column concerned the first move away from Rossmoor—by the Phillip Pinter of 3000 Rossmoorians on Aug. 27, 1957. Called "Moving Around Rossmoor," the column was written first by Jan Cooper, but taken over later by Hope Tripp when the title was appropriately changed to "Tripping Around Rossmoor."



UNDER CONSTRUCTION

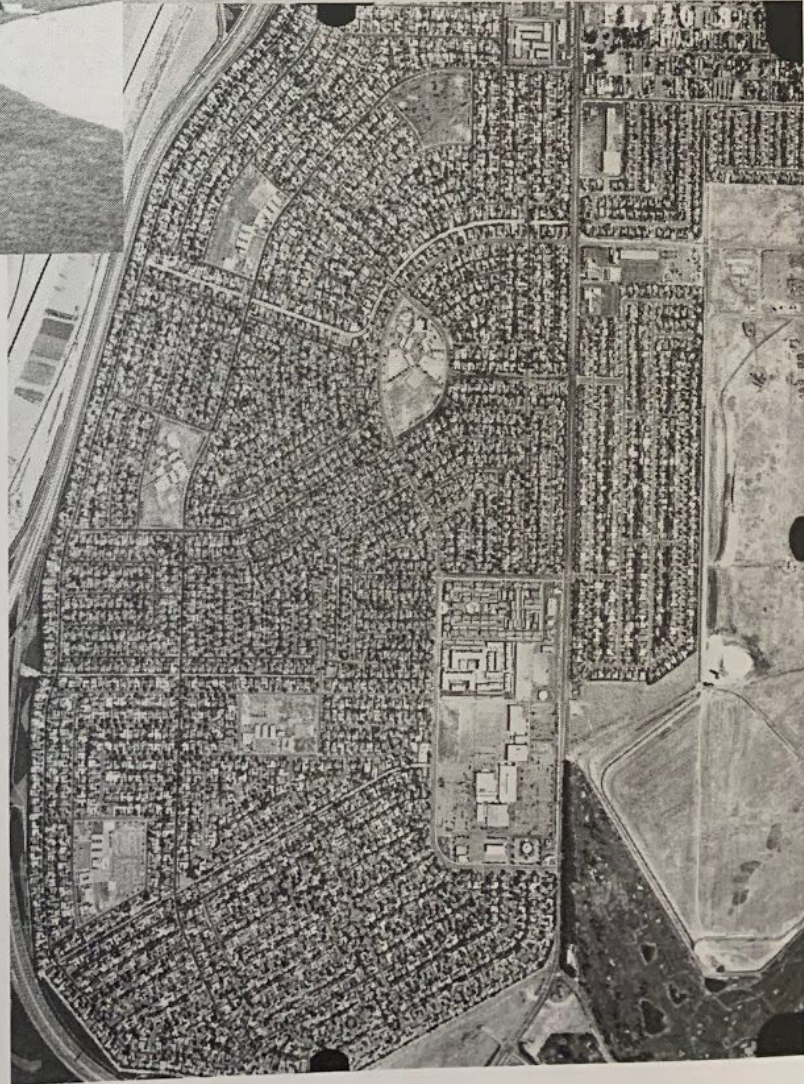


A CITY COMES TO LIFE

ROSSMOOR
Newest Long Beach Suburb
 (TYPING THE NEW 1937 WESTINGHOUSE ALL-ELECTRIC BUILT-IN KITCHEN)

Experiencing the cherished traditions of the past, the planned community of Rossmoor combines the rich heritage of yesterday with modern design for the future. Adding distinction to the \$100 million dollar "city" is nearby Long Beach State College, and the Rossmoor Club with its tennis courts, "18-hole" custom clubhouse, the convenience of Rossmoor's shops, large shopping and medical centers, parks, and churches of all denominations.

...and, says *Betty Furness*
 "Rossmoor is the New 1937 Westinghouse All-Electric Built-In Kitchen with these modern features: A built-in Westinghouse range and oven in endless colors... a built-in Westinghouse 24-cupboard... and, attached to purchase, a 12-cup hot Westinghouse Built-In Wall refrigerator... (available in the first two years only)... and Westinghouse Washer & Dryer!"
 "You see, you can't build Westinghouse in your home, you live better electrically."



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Annexation Attempts

In the pioneer spirit, the "settlers" of Rossmoor fought off not Indian uprisings, but attempts to annex the former bean field turned housing development.

The community was originally planned to be a part of Long Beach and developer Ross Cortese called it "Long Beach's Smartest New Suburb." In 1960, even as Rossmoor was attempting to incorporate itself as a city, Long Beach was checking into the legality of a city crossing county lines to annex an area and determined such action was not possible under existing law.

Three years after its beginnings, Rossmoor had become the largest single real estate development in the United States. With 3,000 homes constructed and new houses going in at the rate of 150 per month, every city wanted a piece of the Rossmoor pie.

Developer Cortese instigated the first incorporation proceedings in October, 1967, proposing to incorporate a 500-acre area north of Garden Grove Boulevard and west of Los Alamitos Boulevard as the city of Rossmoor. Cortese was quoted as saying "This is going to be my city — a southern San Marino." Opposition from Rossmoor and Los Alamitos residents killed the incorporation and they asked that they be given one year to study the available alternatives.

Alternatives included annexing to Seal Beach, Garden Grove or Long Beach or incorporating with Los Alamitos as one city.

Things stayed quiet on the annexation front until 1959, when Los Alamitos began making plans to incorporate itself as a city that included the Rossmoor area. Los Alamitos was in danger of losing land to surrounding communities, including Garden Grove which was attempting to annex a five-mile strip of land stretching east along Garden Grove Boulevard, with the eventual plan to take in the Rossmoor Shopping Center.

Los Alamitos' first attempt at incorporation failed at the petition level and Los Alamitos then proposed new city boundaries that included the upper quarter of the Rossmoor tract as well as the Los Alamitos Plaza Shopping Center, to be built at the southwest corner of Los Alamitos

Boulevard and Katella Avenue.

Rossmoor Homeowners Association officially went on record in July, 1959, to "block every portion of Rossmoor land possible which is included in the proposed Los Alamitos move."

Many Rossmoor residents felt the proposed incorporation would leave the remainder of the Rossmoor homes in unincorporated territory, with no alternative but to stay that way or annex to Los Alamitos. They believed that, if the shopping center land and the upper quarter of the Rossmoor tract were successfully kept out of the Los Alamitos incorporation, Rossmoor might someday be able to incorporate as a city by itself.

Two of these early residents, Don Coscarelli and Paul Erskine, chaired a petition drive which, by November, had gathered enough signatures from Rossmoor homeowners opposed to their inclusion in Los Alamitos' city to get the Board of Supervisors to agree to exclude the Rossmoor area from the proposed city.

Minutes after the supervisors' decision, a "Committee of 100" Rossmoor residents filed papers to form the City of Rossmoor in a 7,000-acre tract which stretched north to Cerritos Avenue and south to the southern boundary of the Seal Beach Ammunition Depot.

Malcolm Lucas, then president of the Rossmoor Homeowners Association, filed the notice of intention to circulate petitions for the proposed incorporation. John Booth headed the cityhood committee and Paul Erskine, chairman of the "Committee of 100" and a spokesman for the Homeowners said: "We are filing the new proposed boundaries of Rossmoor to give the people a chance to decide on cityhood while there is still land available to decide on."

Petitions were circulated by mail to gather the required number of signatures to produce an election. In early January, 1960, David Cohee, treasurer of the "Committee of 100" said: "Thus far no organization nor major property owner has opposed incorporation."

Within the next month, the group reported that they had secured petitions from almost 50 percent of the property owners. Petitions representing 25 percent

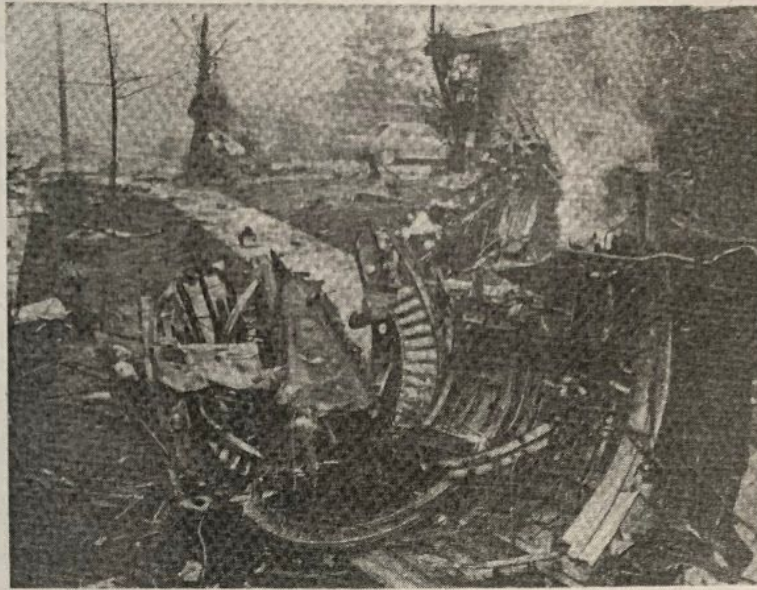
Continued to Page 14



ASSISTING THE ROAD OPENER — Sonora, the burro from Knott's Berry Farm, is led to his waiting carrot at the official ribbon cutting ceremonies for the opening of the Katella-Willow road connection. When guest-of-honor Governor Edmund Brown was unable to attend, officials from Los Angeles and Orange counties recruited Sonora for the ceremony. A carrot connected the two strands of ribbon and when Sonora ate the carrot, the strands broke and the road was officially opened. The burro is shown being led to the carrot by Kate Rea (L) and Ella Wallop, the namesakes of Katella Road. Their father was John Rea, who owned the ranch in Garden Grove upon which the road was built.

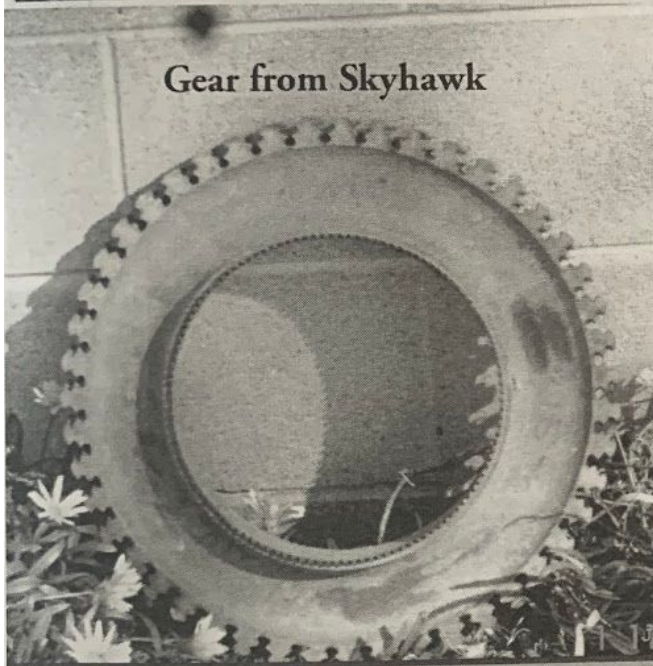


Navy Jet Plows Into Homes At Rossmoor

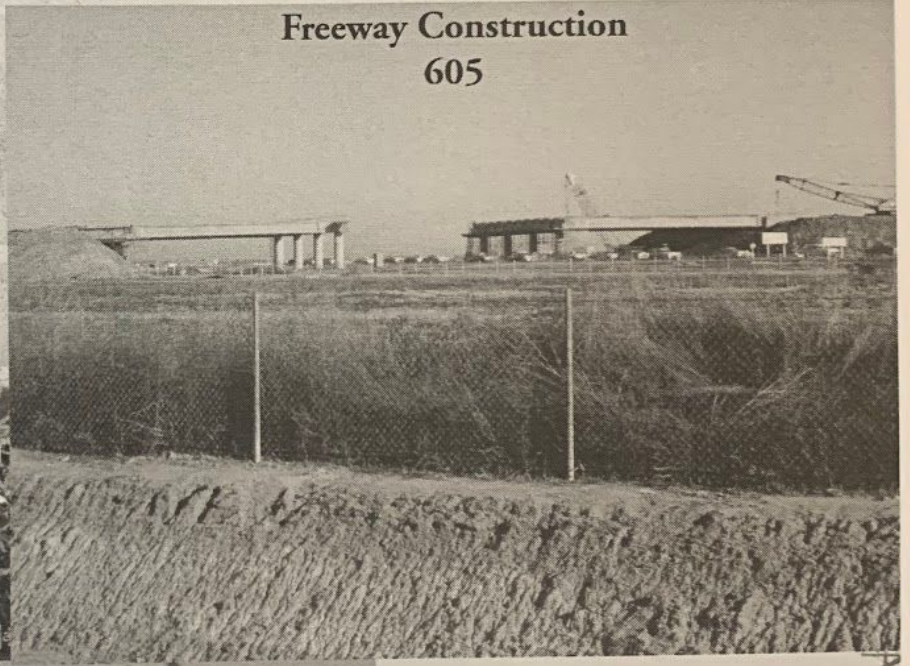


CRASH AFTERMATH — Unidentified Rossmoor resident inspects portion of jet engine which nearly smashed her car in garage, left. Engine section of Skyhawk's fuselage lies on debris-littered sidewalk, in front of Lassig residence, 3102 Yellowtail Drive, and splintered garage testifies to force of crash. (Register photos)

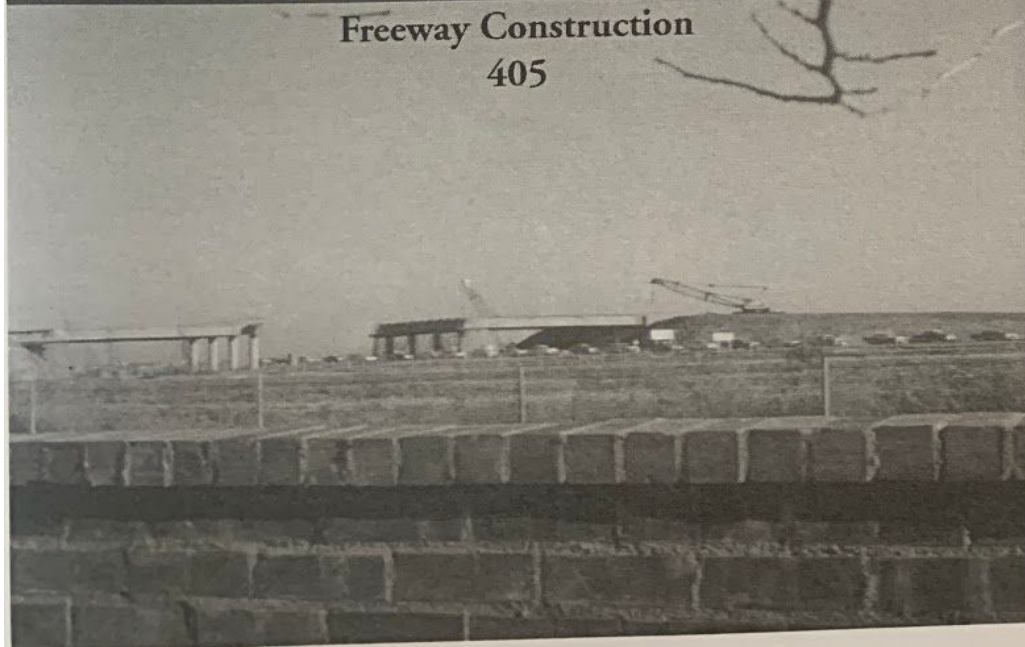
Gear from Skyhawk



**Freeway Construction
605**



**Freeway Construction
405**



Atherton-Bostonian Extension . . .

The proposed extension of Atherton Street in Long Beach to Bostonian Drive in Rossmore threatened the quality of life in the community — and the fight was on.

In 1961, the Los Angeles County Board of Supervisors planned to link Los Angeles County to Orange County by three main roads: extension of Willow Avenue to Kallista Avenue, extension of Westminster Boulevard to Sunset Street and extension of Atherton Street to Bostonian Drive. The Atherton-Bostonian extension was planned to be a six-lane highway going right through the heart of the community of Rossmore.

At 10:30 hours on Bostonian Drive would have to be removed to complete — the six-lane road, a survey showed that L. S. White, a Los Angeles contractor, said he had found Rossmore residents and they were in favor of the extension, a Long Beach newspaper reported.

However, at the Rossmore Homeowners Association meeting on April 15, the 100 homeowners present refused to sign a petition to the Board of Supervisors from both counties as well as in the Long Beach newspaper. The resolution approved the extension only on grounds that the newly created state infrastructure would divide Rossmore and disrupt the quiet of the residential community.

The resolution stated: "Whereas the Rossmore Homeowners Association is desirous of maintaining the quiet safety and stability of their community . . . it is in the best interests of the Rossmore Homeowners Association that there be no extension of Atherton Street to Los Angeles County into Orange County and that the Orange County Board of Supervisors not carry out such proposed extension."

Support from the Long Beach business community came to the form of resolutions opposing the Atherton-Bostonian extension. The Long Beach Chamber of Commerce requested the immediate cancellation of the linking of Kallista and Willow Ave and Westminster and Sunset Street roads.

The resolution opposed the extension of

Atherton Street into Rossmore, a complete reversal of a recommendation from the Chamber's Streets and Highways Commission.

The Downtown Business Association of Long Beach passed a resolution almost identical to the Chamber's resolution against the Atherton-Bostonian extension.

The homeowners' efforts were rewarded in June when, in a surprise move, the Los Angeles County Board of Supervisors agreed to two of the proposed linkage roads:

Willow-Kallista and Westminster-Sunset. The Board had reportedly been holding out for a commitment from Orange County officials that would have assured the extension of Atherton Street into Rossmore.

According to newspaper accounts, the agreement did not hold Orange County to the Atherton extension commitment. Work on the linking of Kallista to Willow and Westminster to Sunset was scheduled to begin during the 1961-62 fiscal year.

Rossmore homeowners had waged another battle and won.

Swimming Pools

In the Oct. 2, 1961 edition of "The Enterprise," Rossmore enthusiast Herb Tripp reported a record of sorts for the subdivision — that of having the most swimming pools within its walls. He suggested the formation of a swimming pool owners' association.

Drilling of a water well at an existing distribution site of the Southern California Water Company was approved by the Orange County Planning Commission in October, 1961. The well, the second in the area, was located at the corner of Silver Pine Road and Bostonian Drive.



MANICURED LIVING — Lavishly flowering trees and grandeur trees — Rossmore, one of the largest estates in Orange County, view off to full advantage one of the many beautiful homes in



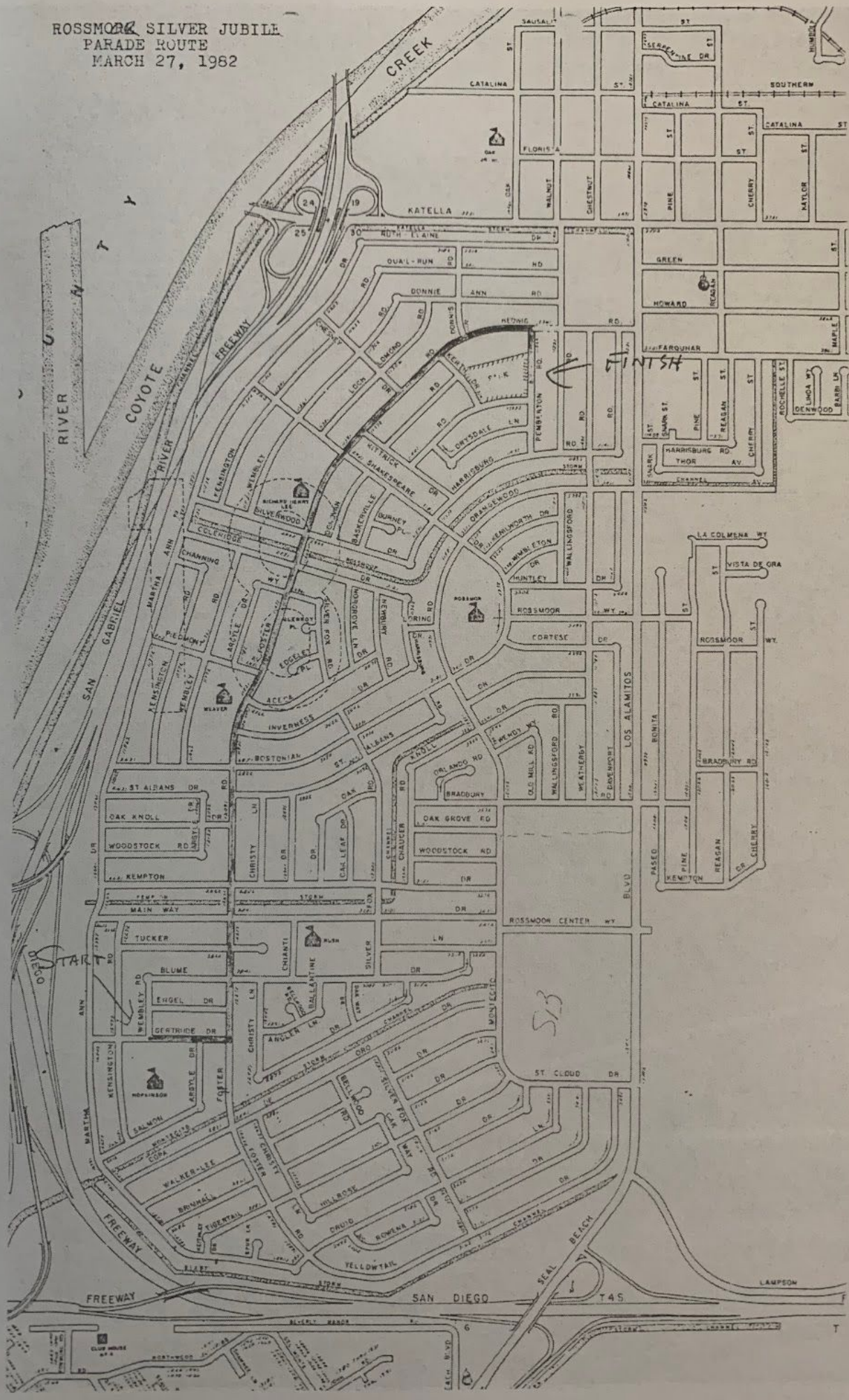
Groundbreaking of Rossmore Park



Constructed July/August 1958 Montecito Channel

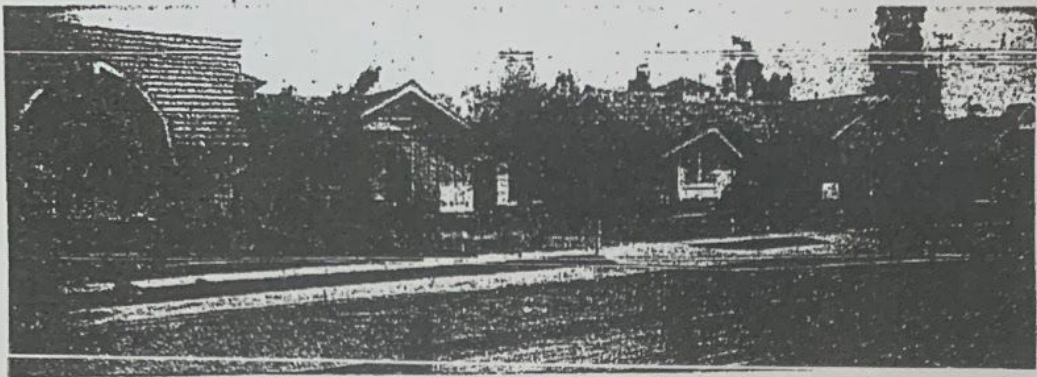


ROSSMOOR SILVER JUBILEE
PARADE ROUTE
MARCH 27, 1982

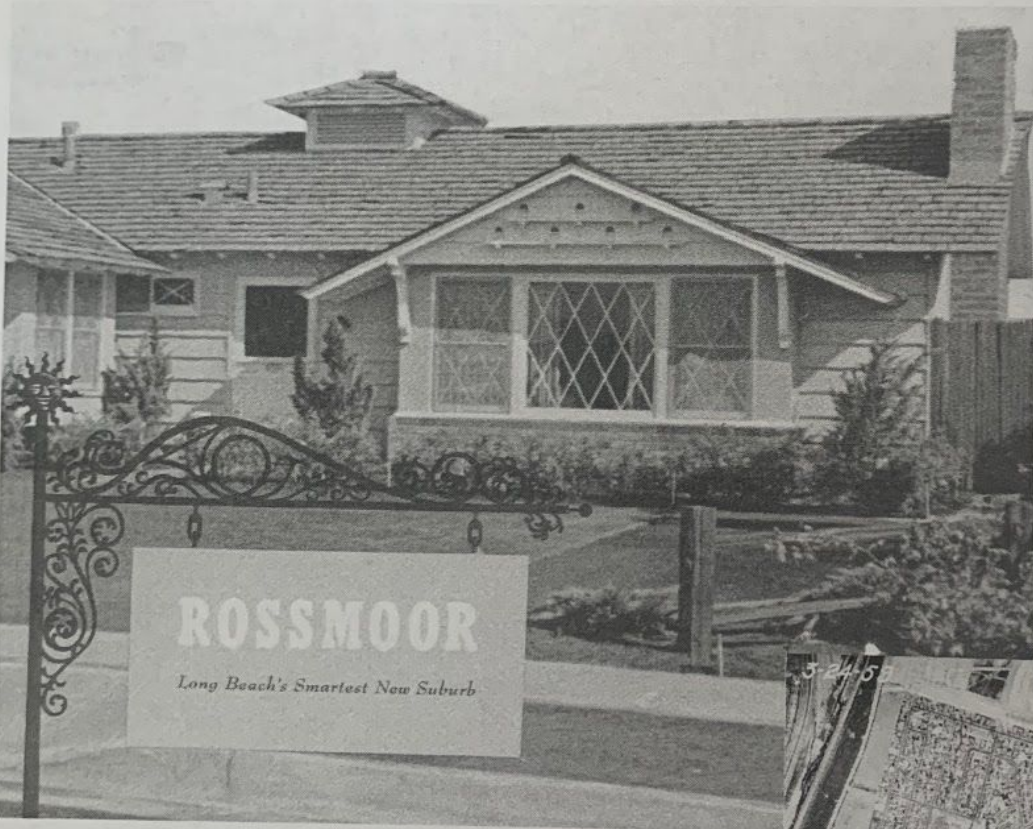


More Than 85,000 View New Homes in 60 Days

Los Angeles Times (1886-Current File); Dec 23, 1956; ProQuest Historical Newspapers Los Angeles Times (1881 - 1985) pg. E4



NEAR LONG BEACH—Pictured is scene at planned \$200,000,000 city of Rossmoor. Four furnished model homes shown daily and Sunday.



More Than 85,000 View New Homes in 60 Days

More than 85,000 visitors have viewed the new model homes at Rossmoor in the past 60 days, it was reported.

A new four-bedroom, family room, two-bath model home with all-electric kitchen will be placed on display alongside the other four estate-class luxury models opened previously.

The model homes, which are the forerunners of some 4,000 now scheduled to be built in Rossmoor, will be open regularly to the public from 9 a.m. until 10 p.m. daily, including Sundays.

The development, announced to be a complete city of homes, business and medical centers, schools, parks and churches, is bounded on the north by Katella Ave., on the south by 7th St. (Garden Grove Blvd.), on the east by Los Alamitos Blvd. and on the west by the route of the projected San Gabriel Freeway and the San Gabriel River.

Price Range

Homes are priced from \$17,500 to \$19,000. Features in the Rossmoor homes, which are reportedly offered on FHA-guaranteed 30-year loans from \$3,000 down, plus impounds, as well as on VA terms, include dishwashers, wood-burning fireplaces, sliding glass doors, window seats, central heating, ornamental doves, hand-turned birch posts and spindles, heavy cedar shake shingle roofs, breakfast bars and mahogany paneling.

Available to purchasers who desire them are washer-

dryers and 14-cubic-foot wall-hung refrigerators.

The homes are rising on sites with 70 to 75-foot frontages. Thousands of visitors are arriving daily at the furnished model homes — the Salem and the New Englander, both with swimming pools, and the Plymouth and the Farmhouse.

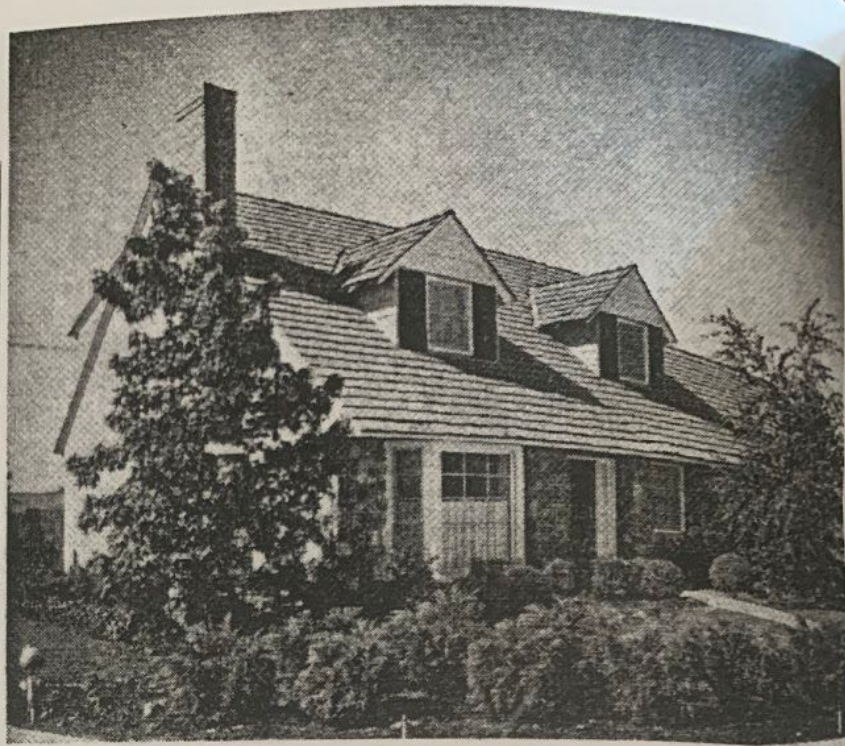




Last spring, vacant land—From this 1150 acres of farm land a new city is rising in Orange County. To the left (1) is seen a portion of the 750-home "Lakewood Ranchos" built by Ross Cortese, builder of Rossmoor, and (2) El Dorado Park a large recreational area being laid out by the City of Long Beach. The San Gabriel Mountains are in the background.

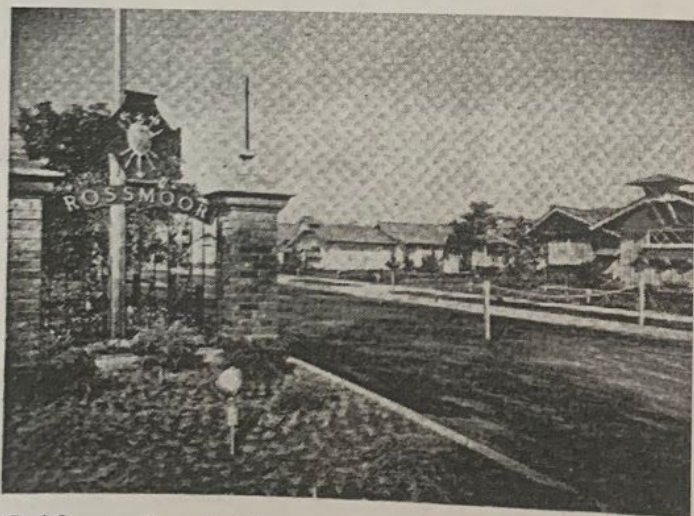
By October—Hundreds of Homes had been built and construction will continue at the rate of 8 per day until, during 1959, 3700 homes will have been built; 15,000 people comfortably housed—in this new city in "Fabulous Orange County." 781 homes have already been built and occupied. Another 450 are under construction, 172 of them already sold.

(Aerial photo by Pacific Air Industries)

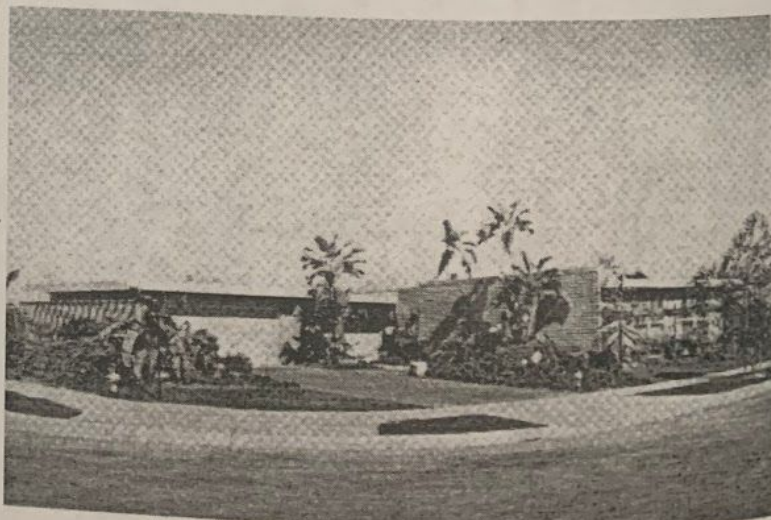


The Williamsburg—This is the famous Rossmoor 2-story Traditional home, called the "Williamsburg." It provides 2390 square feet of living area, is priced from \$26,500.

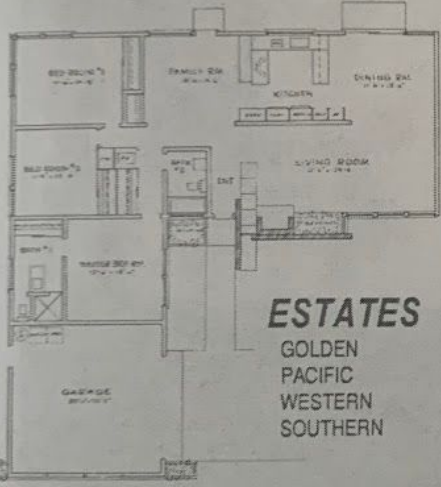
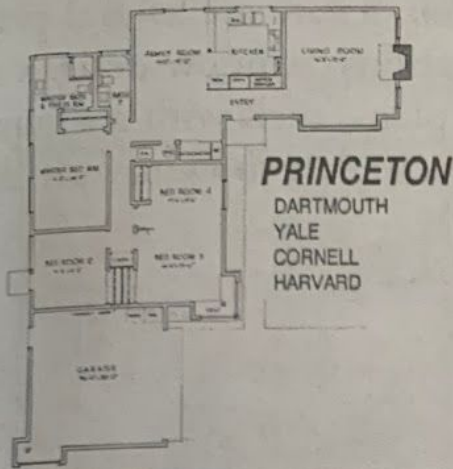
The San Diego Freeway, to connect the Can Fernando Valley, Long Beach and Orange County with San Diego, joins the San Gabriel Freeway just West of this new city-in-the-making and forms its Southern boundary. "Only 20 to 25 minutes from 74% of the major industry in Southern California" is the claim of Rossmoor.



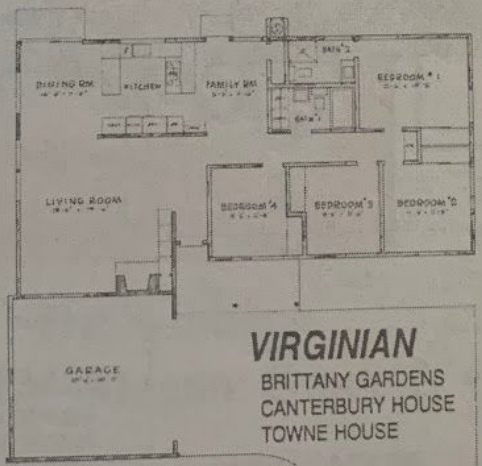
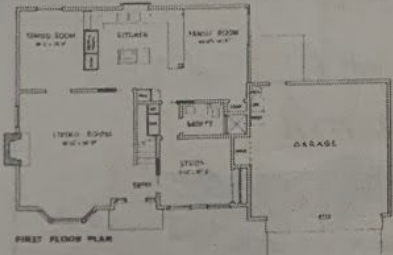
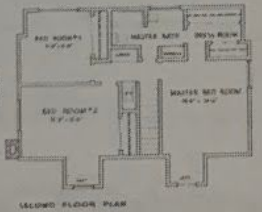
California Ranch House is seen here through the gates of the "Walled City of Rossmoor." There are 5 models of the California Ranch House. Prices start at \$18,000 with FHA down payment from \$2,000. Lots are large enough for patio and swimming pool.



"Starlite"—A modern home in every sense of the word. Priced at \$24,700, it is attracting great buyer interest at the new community one mile East of Long Beach State College.



WILLIAMSBURG

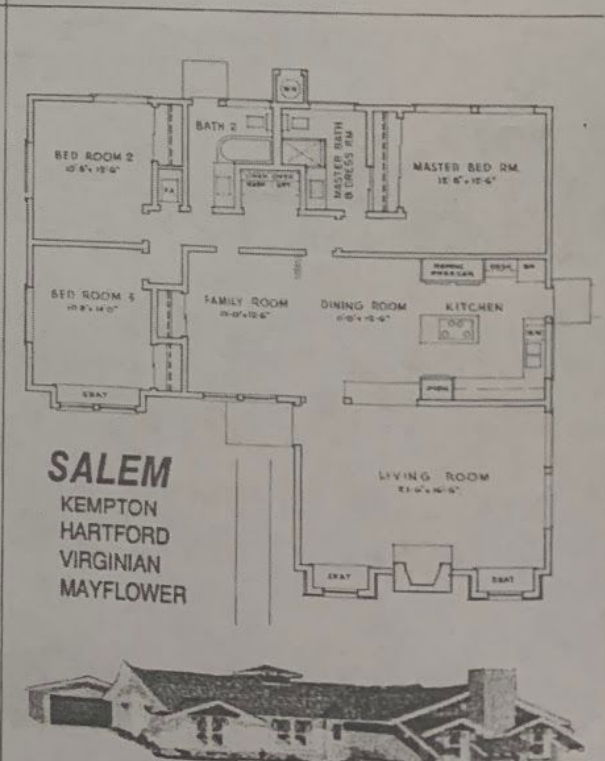
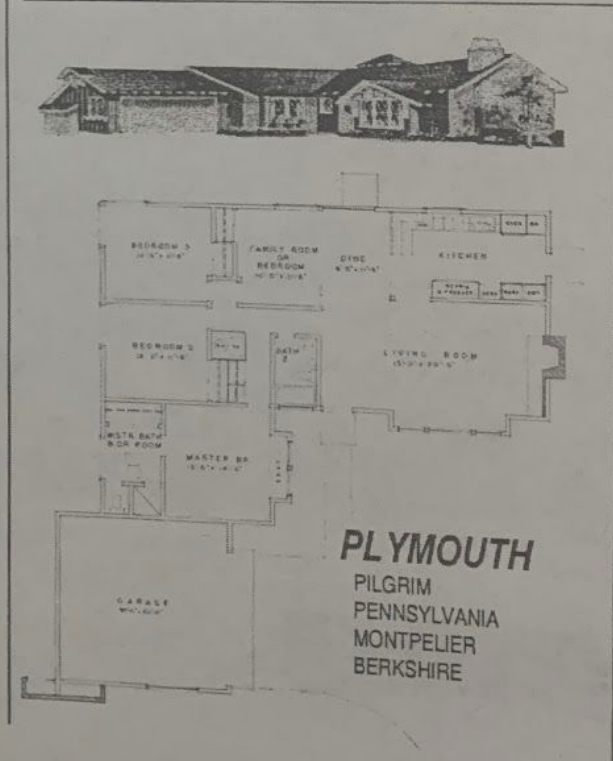
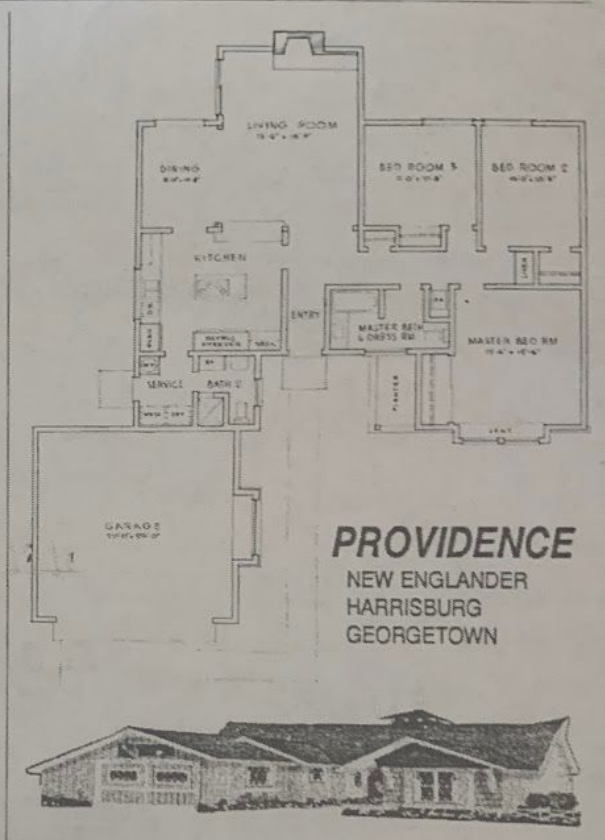
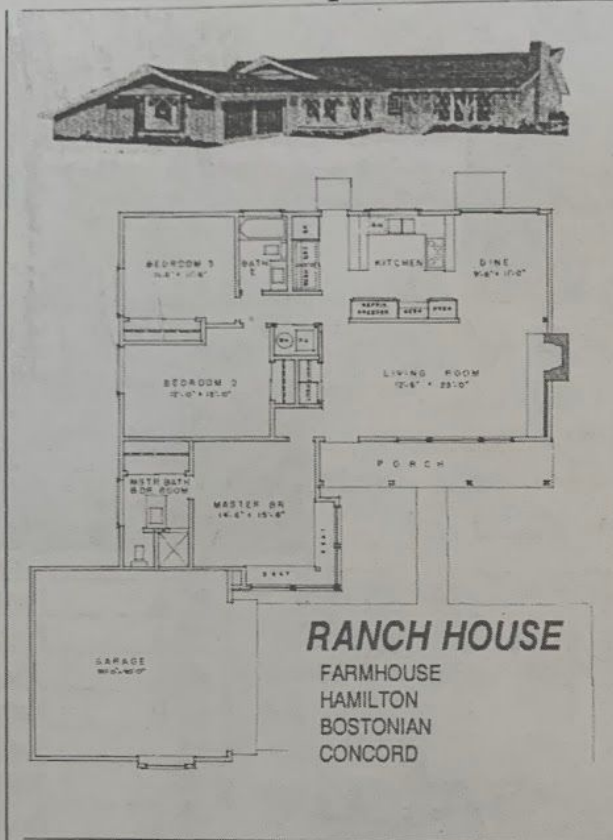


**Original (For Floor Plan)
Information On
Rossmoor Homes**

Model No.	Names
300	Hamilton
300-A	Ranch House
300-B	Farm House
300-C	Bostonian
300-D	Concord
302	Harrisburg
302-A	New Englander
302-B	Georgetown
302-C	Providence
302-D	Wardlow
400	Hartford
400-A	Salem
400-B	Kempton
400-C	Virginian
400-D	Mayflower
401	Pennsylvania
401-A	Pilgrim
401-B	Plymouth
401-C	Berkshire
401-D	Montpelier
402	Cornell
402-A	Dartmouth
402-B	Princeton
402-C	Yale
402-D	Harvard
403	Starlite
500	Williamsburg
800-A	Pacific Estates
800-B	Golden Estates
800-C	Western Estates
800-D	Southern Estates
806	El Dorado
808	El Camino
810-A	Brittany Gardens
810-B	Canterbury House
810-C	Town House
810-D	Virginian

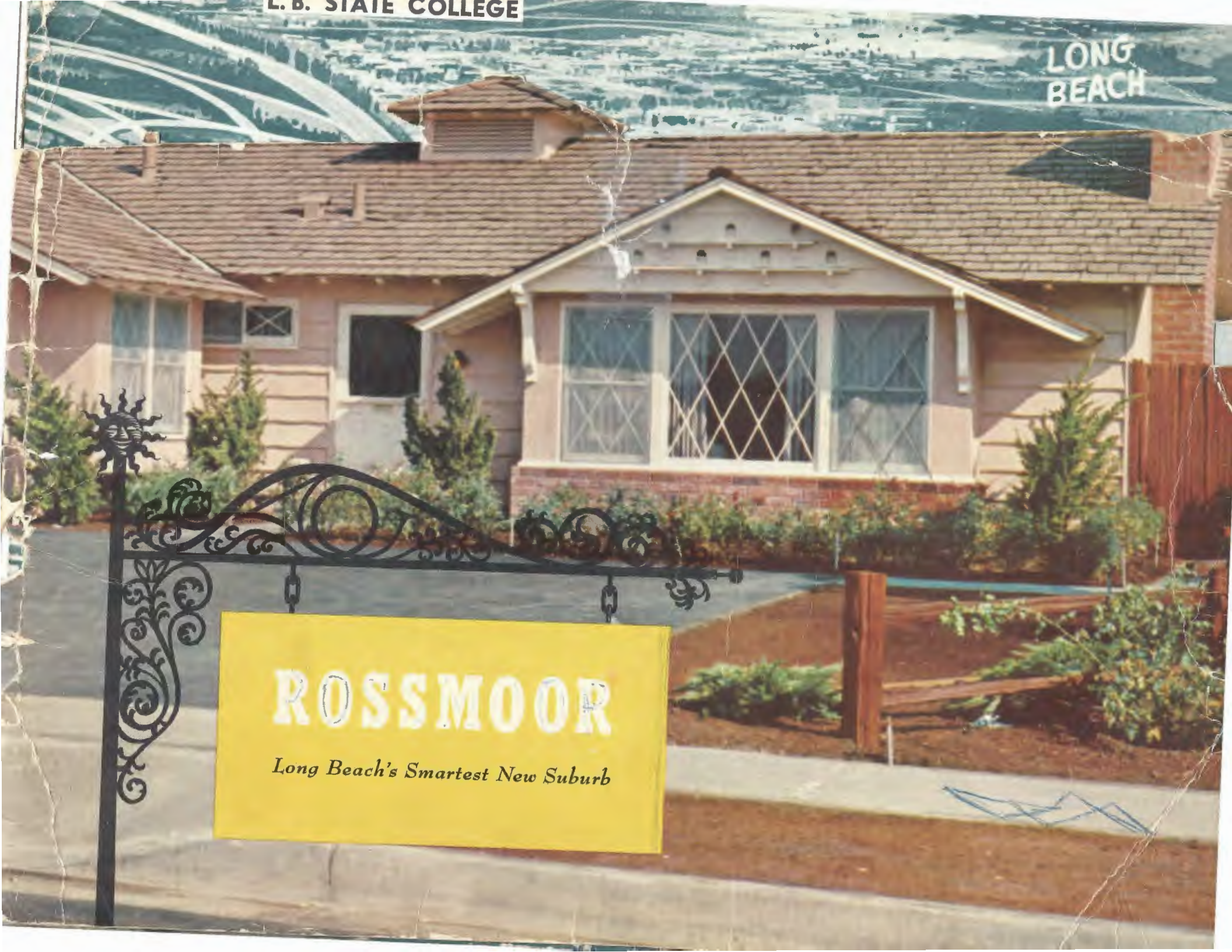
ROSSMOOR FLOOR PLANS

The floor plans shown below and on the reverse page, represent the 10 basic models of all the homes originally built in Rossmoor. There are several plan variations depending upon garage and fireplace locations, window designs as well as reverse plans. In total there are 37 different plans, each with a unique name. The name in boldfaced print denotes the floor plan shown, with the names of the other floor plans listed below.



L. B. STATE COLLEGE

LONG
BEACH



ROSSMOOR

Long Beach's Smartest New Suburb

ROSSMOOR



As you pass through this gateway,

a new way of life opens before you . . . a good way of life, for it is enriched by the traditions of the past. Here is a community which endeavors to recapture for you the serenity and charm of a quieter day. Neighboring Long Beach State College — a distinguished institution with a brilliant future — helps Rossmoor follow in the heritage of Berkeley and Westwood — and adds dignity and charm to your home here.

Years of research have made possible a harmonious blending of home and homesite at Rossmoor . . . each residence possessing a type of beauty we have come to know and to love, combined with the most advanced improvements in actual home construction.

Welcome to Rossmoor — for your children, 8 school sites have been set aside and provisions made for the care of the pre-school child. A fifty-million dollar shopping and medical center will provide every type of service and care. Several sites for churches have been allocated . . . streets are traffic-free, safe at all times. All this achieves one goal — a community of fine homes, built in a great tradition, fulfilling all that the very word “home” means to each of us. This is Long Beach’s smartest new suburb.

L. B. STATE COLLEGE

LONG
BEACH

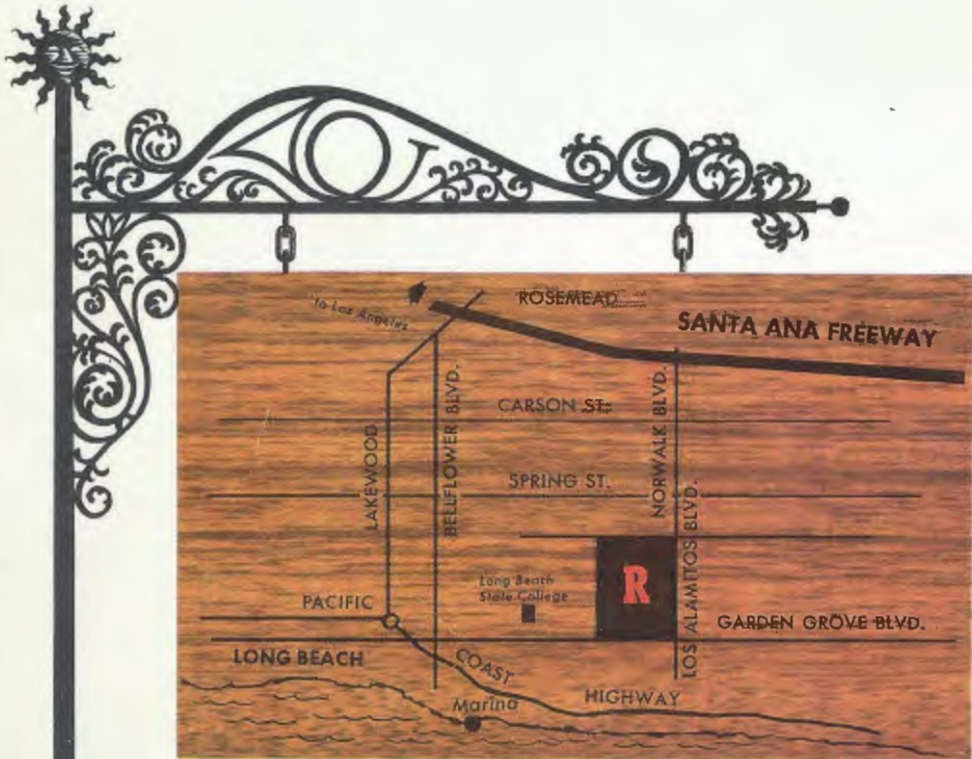
SAN GABRIEL FREEWAY

WILLOW

KATELLA



15721



ROSSMOOR

— born to a tradition

A distinguished college, a huge new yacht harbor, every type of recreational facility, neighboring estates... help you to think of Rossmoor as your own private estate.

At Rossmoor, you are just minutes from major areas of business and employment... and within the fine environment of a great college... so close to the MARINA, the largest yacht harbor in the West (partly completed and in use), that it's almost like having your own private docking facilities. Minutes away is the Municipal Golf Course, part of the growing Long Beach City Park network, providing every type of sporting activity. The main streets... Spring... 7th... Carson... Lakewood... Bellflower... are your main streets as well.

Yet — here is the tranquility and seclusion that can be offered only by an exclusive residential community. Following in the proud tradition of Cambridge, Evanston, Princeton and Berkeley, you're invited to choose Rossmoor as your home address.

Plans and designs copyrighted by **FREMATIc HOMES, INC.**, builders

MODEL HOMES — Open Daily until 9 P.M., Saturday until 6 P.M.

Decor by *Davis* FURNITURE COMPANY of Long Beach

sales agent: **WALKER & LEE, INC.** telephone: **GEneva 1-1317**

sales office: **ROSSMOOR WAY at LOS ALAMITOS BLVD.** (just north of 7th St.)

ROSSMOOR

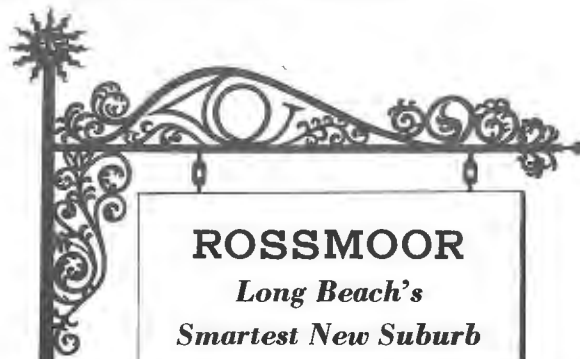
3 BEDROOM, 2 BATH HOMES

3 BEDROOM, FAMILY ROOM, 2 BATH HOMES

VIA 97d FHA financing



**THE
BRITTANY GARDENS**



ROSSMOOR

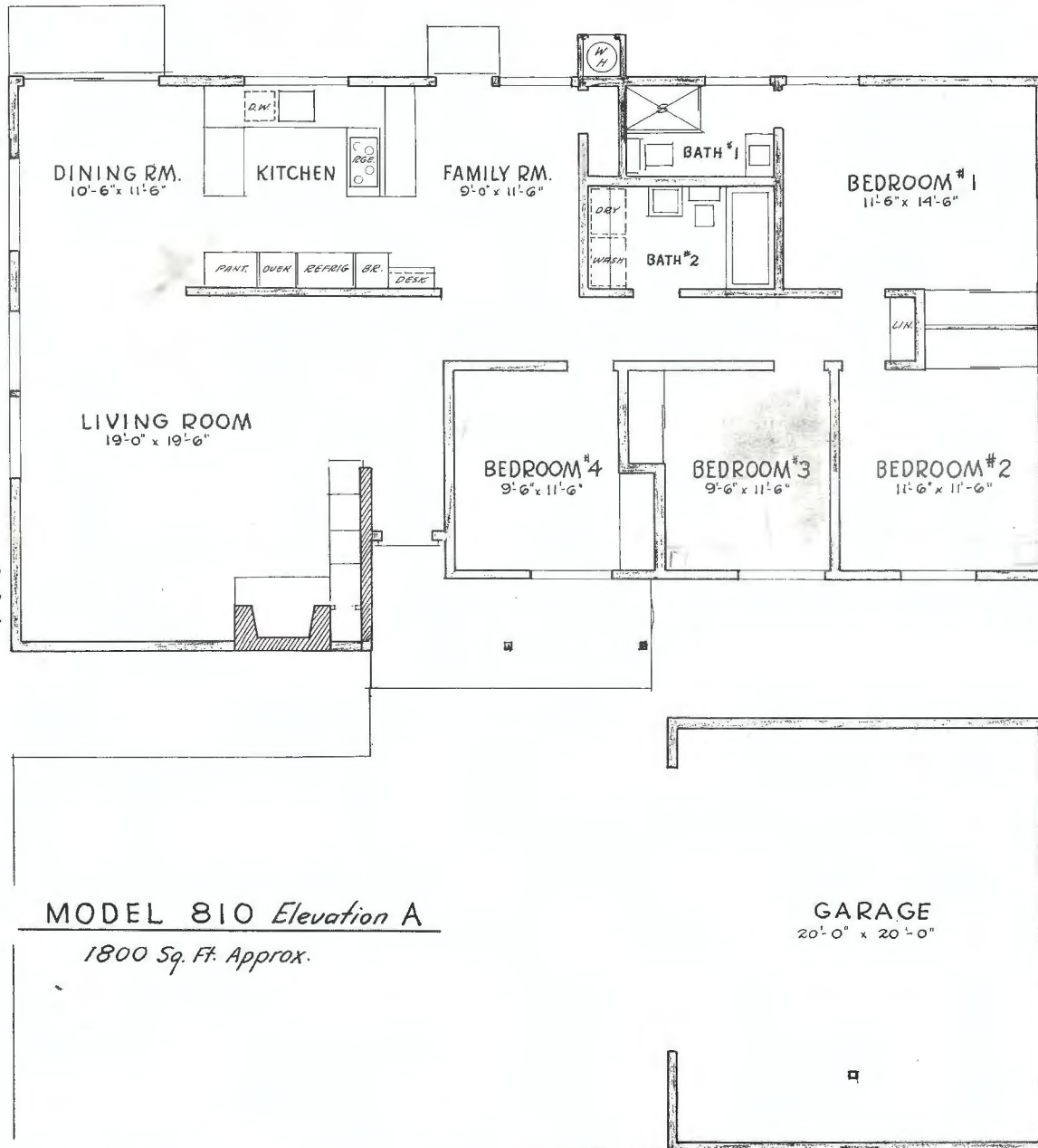
*Long Beach's
Smartest New Suburb*

plan 810-A • 1800 sq. ft.

PRICE
DOWN PAYMENT
COST & IMPOUNDS
MONTHLY PAYMENTS

your **ROSSMOOR** home includes
these general features:

- Wood-burning Fireplace, personalized to fit this plan
- Pioneer Forced Air Heating, thermostatically controlled, in all rooms
- Lath and Plaster Construction
- Kitchen with built-in Frigidaire Range & Double Oven, in color,
 - Built-in Frigidaire Dishwasher,
 - In-Sink-Erator Food Waste Disposer,
 - 14 cubic ft. Frigidaire Refrigerator-Freezer (optional),
 - Natural finish Birch Cabinets,
 - Formica Counter Tops,
 - Hood with Ventilating Fan, Kitchen Planning Desk, Hardwood Chopping Block, Vinyl Tile Floors
- Crane Plumbing Fixtures, in color, in Kitchens and Baths . . .
 - Master Bath with Dressing Room facilities,
 - Marble "Decor Walls" in Bath and Shower,
 - Terrazzo Floor in Shower, Vinyl Tile Floors.
- Extra Large Garage
- Cement Driveway

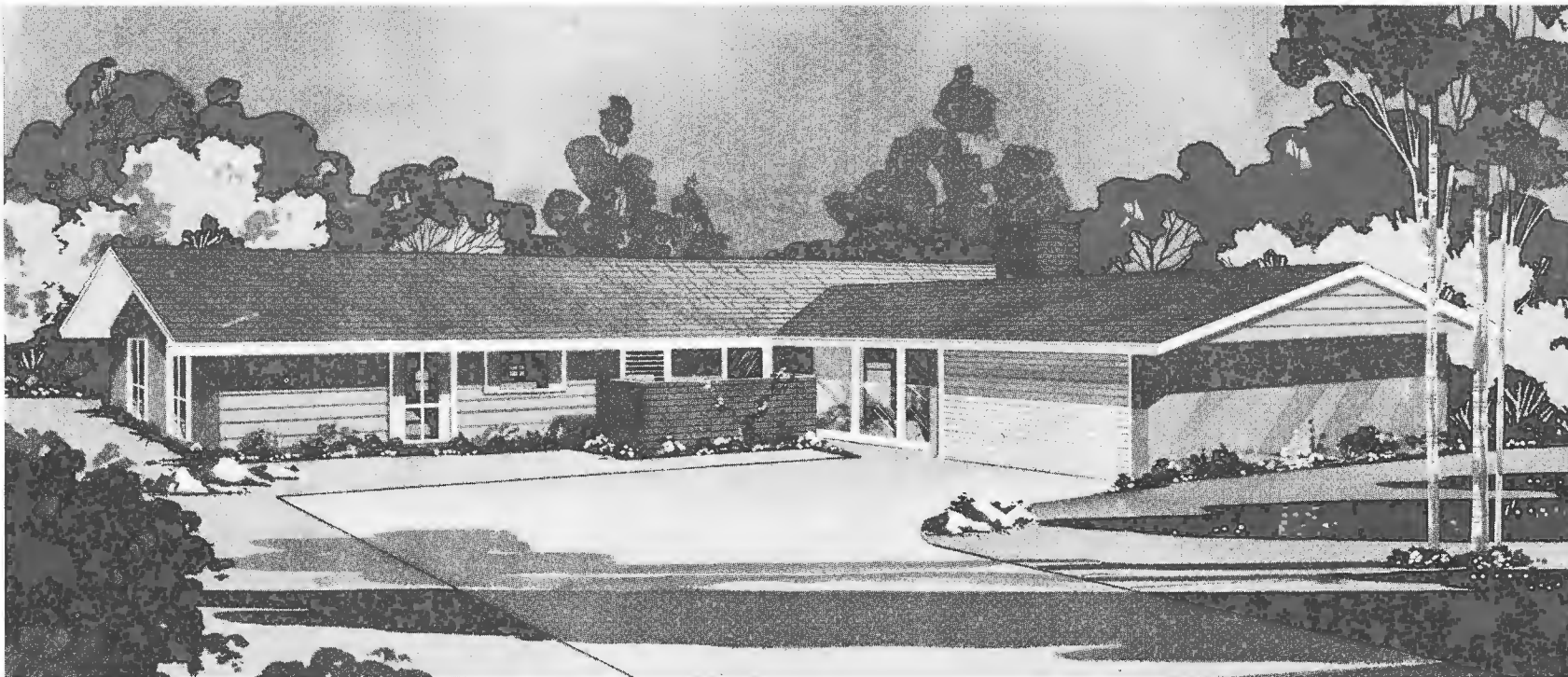


MODEL 810 Elevation A

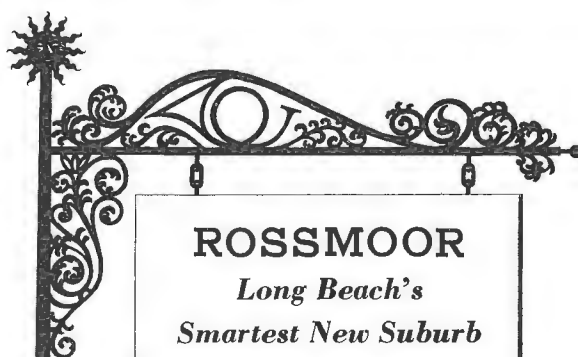
1800 Sq. Ft. Approx.

THE BRITTANY GARDENS • plan 810-A
special features in this plan:

- Four Bedrooms
- 20 x 24 Living Room with Hardwood Paneling and Exposed Beams
- Dining Room with Pass Thru to Kitchen
- Family Room with Food Bar and Guest Closet
- Covered Entry Porch
- Laundry Service in Second Bath with Storage Cabinet
- Custom Designed Towel Ladder in Second Bath
- Customized Designed "Bourne Aluminum" Sash & Screens
- 4' x 6' Plate Glass Picture Window in Kitchen
- 8 Ft. Arcadia Sliding Door to Patio
- Custom Styled Fireplace with Built-in Seat, Wood Box and Book Shelves
- Brick Entry Wall
- Brick Entry Divider with Decorative Grill
- Custom Styled Entry Door
- Wood Shingle Roof, Insulated
- Pantry
- Tray Storage Units in Kitchen
- Weiser Hardware throughout
- Extra Large Detached Garage with Integrated Work Shop Area
- Custom Styled (Adzed) Redwood Exterior Trim
- 32 Sq. Ft. Wood Windows with Shutters
- Wood and Stucco Exterior
- Selected Clinker Brick in Fireplace Construction
- Covered Porch



THE EL CAMINO



ROSSMOOR

*Long Beach's
Smartest New Suburb*

plan 808 • 1675 sq. ft.

PRICE

DOWN PAYMENT

COST & IMPOUNDS

MONTHLY PAYMENTS

your **ROSSMOOR** home includes
these general features:

Wood-burning Fireplace, personalized
to fit this plan

Pioneer Forced Air Heating,
thermostatically controlled, in all rooms

Lath and Plaster Construction

Kitchen with built-in Frigidaire
Range & Double Oven, in color,

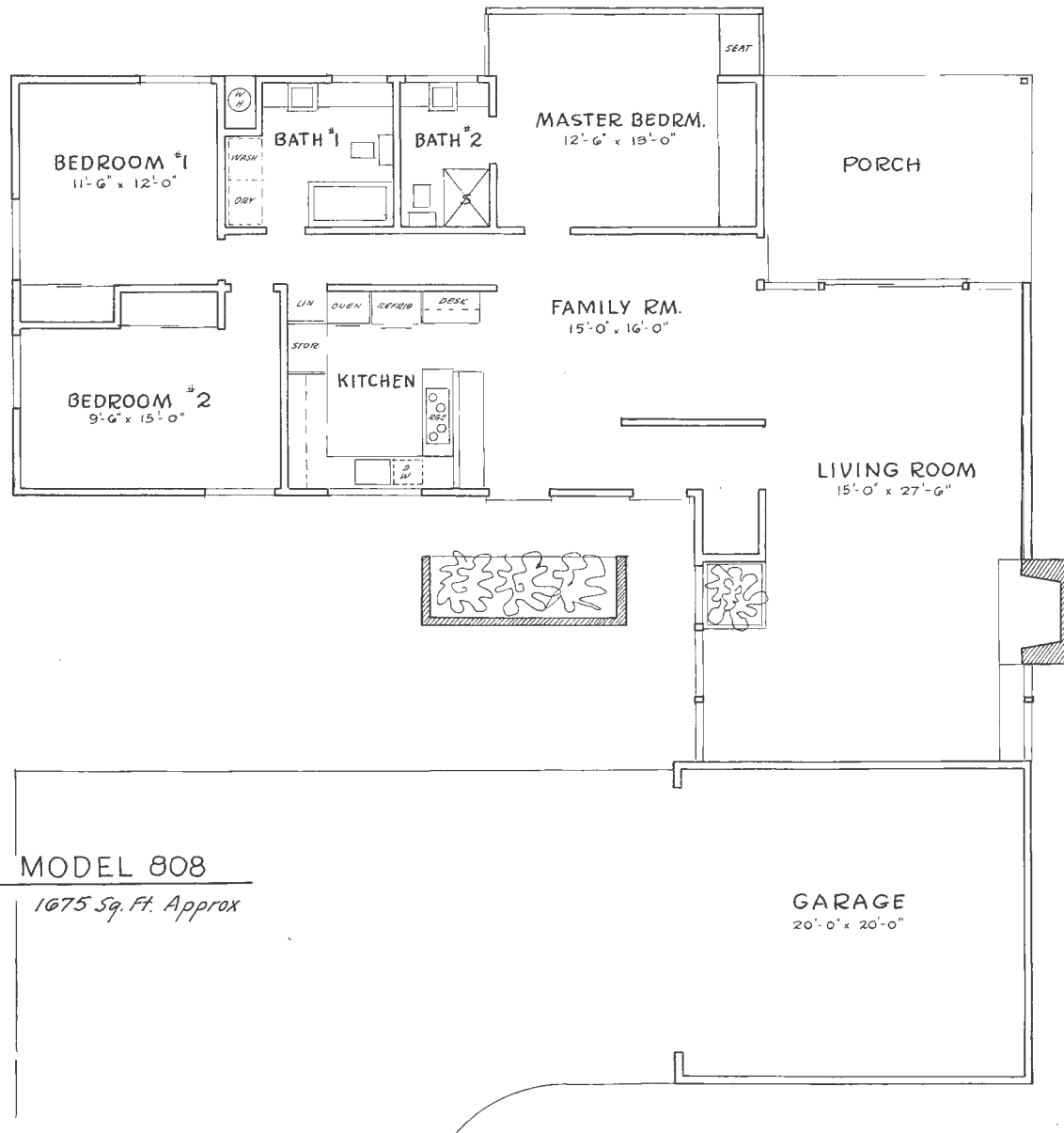
Built-in Frigidaire Dishwasher,
In-Sink-Erator Food Waste Disposer,
14 cubic ft. Frigidaire Refrigerator-
Freezer (optional),
Natural finish Birch Cabinets,
Formica Counter Tops,
Hood with Ventilating Fan, Kitchen
Planning Desk, Hardwood Chopping Block,
Vinyl Tile Floors

Crane Plumbing Fixtures, in
color, in Kitchens and Baths . . .

Master Bath with Dressing Room facilities,
Marble "Decor Walls" in Bath and Shower,
Terrazzo Floor in Shower, Vinyl Tile Floors.

Extra Large Garage

Cement Driveway



MODEL 808

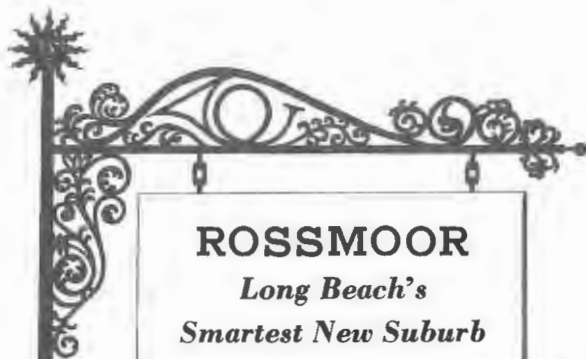
1675 Sq. Ft. Approx

GARAGE
20'-0" x 20'-0"

THE EL CAMINO • plan 808

special features in this plan:

- 3 Bedrooms, including
Master Bedroom
- 2 Complete Baths with Custom
Styled Pullman units.
Formica Tops
- 20 x 28 Living Room with beamed
ceiling interior, planter,
paneled walls
- 12 x 16 Covered Porch
- Custom Designed 3'6"
Entrance Door
- Private Decorative Service Court
with masonry baffle
- Custom Designed Jalousie Service
Door to Kitchen
- Custom Designed "Bourne
Aluminum" sash & screens
- Large 16 sq. ft. Guest Closet
- Acoustical Plaster Ceilings
- Laundry Service in Second Bath
with large storage cabinet
- 8 ft. Arcadia Sliding Door
to Covered Porch
- Customized Designed Birch and
Plastic luminous kitchen lighting
- 4 x 6 Plate Glass Kitchen
Picture Window
- Custom Designed Counter
Tops in Kitchen
- Pantry and Food Bar
- Paneled Fire Place
- Wood Shingle Roof
- Stucco and Redwood
Siding Exterior
- Exposed Beams, laminated
Douglas Fir, select
- Attached Oversize Garage
- Schlage Hardware throughout
- 50 Gallon Pioneer Water Heater
- 102M F.A.U. Pioneer
Heating Unit
- Large Overhangs
- Insulated Roof



ROSSMOOR
*Long Beach's
Smartest New Suburb*

THE EL DORADO

plan 806 • 1675 sq. ft.

PRICE

DOWN PAYMENT

COST & IMPOUNDS

MONTHLY PAYMENTS

your **ROSSMOOR** home includes these general features:

Wood-burning Fireplace, personalized to fit this plan

Pioneer Forced Air Heating, thermostatically controlled, in all rooms

Lath and Plaster Construction

Kitchen with built-in Frigidaire Range & Double Oven, in color,

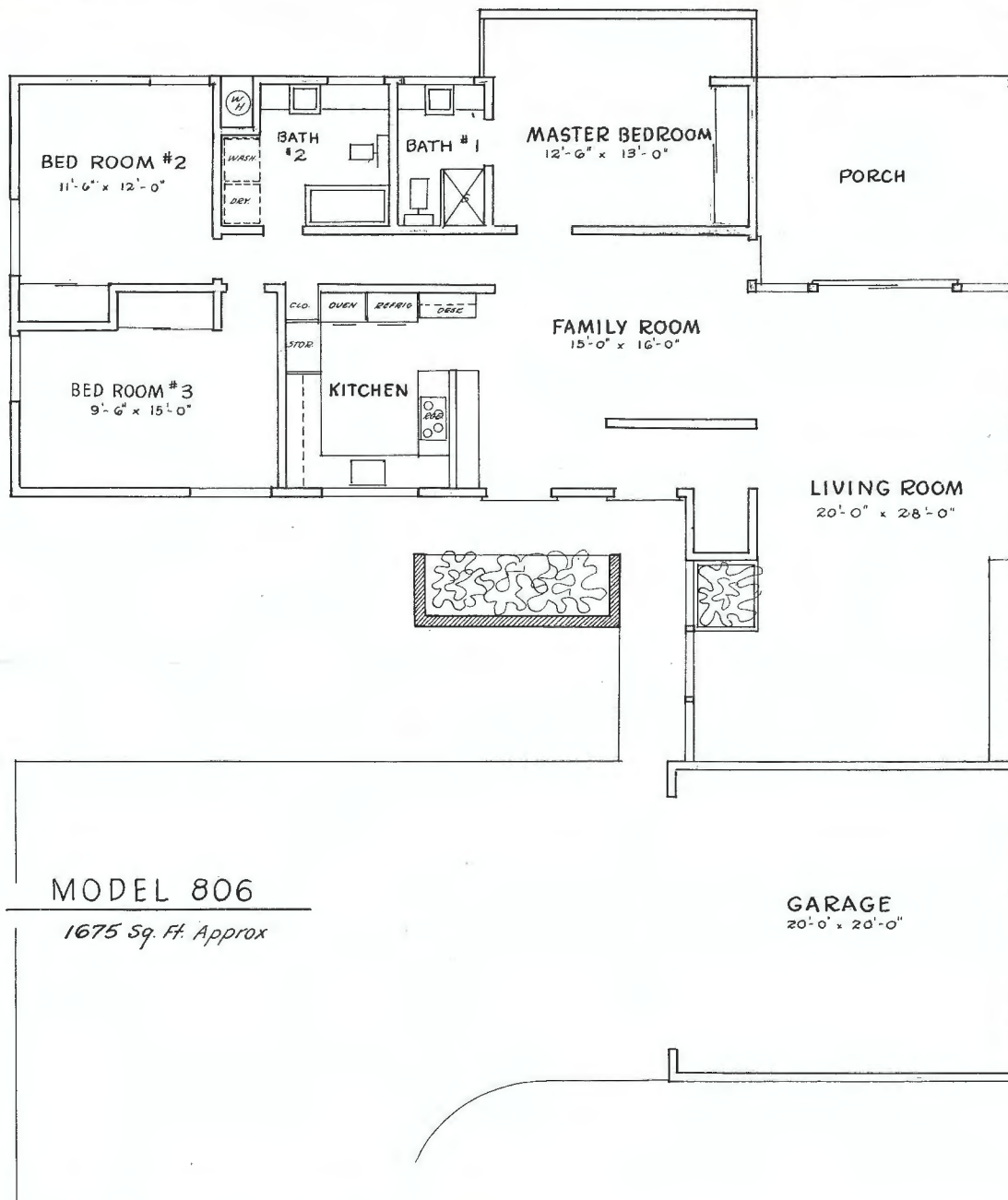
Built-in Frigidaire Dishwasher, In-Sink-Erator Food Waste Disposer, 14 cubic ft. Frigidaire Refrigerator-Freezer (optional), Natural finish Birch Cabinets, Formica Counter Tops, Hood with Ventilating Fan, Kitchen Planning Desk, Hardwood Chopping Block, Vinyl Tile Floors

Crane Plumbing Fixtures, in color, in Kitchens and Baths . . .

Master Bath with Dressing Room facilities, Marble "Decor Walls" in Bath and Shower, Terrazzo Floor in Shower, Vinyl Tile Floors.

Extra Large Garage

Cement Driveway



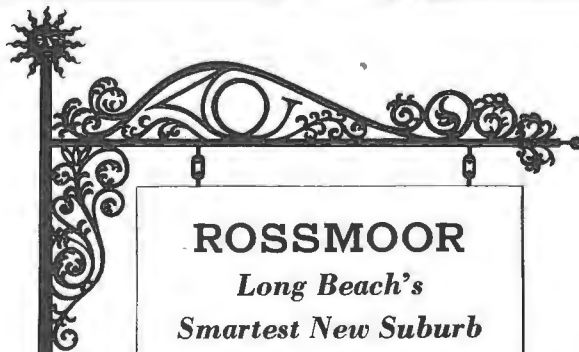
MODEL 806

1675 Sq. Ft. Approx

THE EL DORADO • plan 806

special features in this plan:

- 3 Bedrooms, including Master Bedroom
- 2 Complete Baths with Custom Styled Pullman units, Formica Tops
- 20 x 28 Living Room with beamed ceiling interior, planter, paneled walls
- 12 x 16 Covered Porch
- Custom Designed 3'6" Entrance Door
- Private Decorative Service Court with masonry baffle
- Custom Designed Jalousie Service Door to Kitchen
- Custom Designed "Bourne Aluminum" sash & screens
- Large 16 sq. ft. Guest Closet
- Acoustical Plaster Ceilings
- Laundry Service in Second Bath with large storage cabinet
- 8 ft. Arcadia Sliding Door to Covered Porch
- Customized Designed Birch and Plastic luminous kitchen lighting
- 4 x 6 Plate Glass Kitchen Picture Window
- Custom Designed Counter Tops in Kitchen
- Pantry and Food Bar
- Paneled Fire Place
- Colored Rock Roof
- Hammered Obscure Gable Glass
- Stucco and Wood exterior
- Exposed Beams, laminated Douglas Fir, select
- Attached Oversize Garage
- Schlage Hardware throughout
- 50 Gallon Pioneer Water Heater
- 102M F.A.U. Pioneer Heating Unit
- Large Overhangs
- Insulated Roof



ROSSMOOR

*Long Beach's
Smartest New Suburb*

THE FARM HOUSE

plan 300-B • 1451 sq. ft.

PRICE

19900

DOWN PAYMENT

COST & IMPOUNDS

MONTHLY PAYMENTS

your **ROSSMOOR** home includes these general features:

3 Bedrooms, including Master Bedroom
2 Complete Baths

Wood-burning Fireplace, personalized to fit this plan

Pioneer Forced Air Heating, thermostatically controlled, in all rooms

Cedar Shake Shingle Roof with large overhangs, picturesque sweeping lines

Lath and Plaster Construction

Specially Designed 3'6" Main Entrance Door, featuring Diamond-Pattern Glass, in color, and Main Windows with Diamond Design Panes of Glass

Kitchen with built-in Frigidaire Range & Oven, in color,

built-in Frigidaire Dishwasher, In-Sink-erator Food Waste Disposer, 14 cubic ft. Frigidaire Refrigerator-Freezer (optional), Natural finish Birch Cabinets with raised panel doors and hammered copper hinges, Formica Counter Tops, Coppertone Hood with Ventilating Fan, Kitchen Planning Desk, Hardwood Chopping Block, furred down Soffits, and Vinyl Tile Floors
4' x 6' Plate Glass Picture Window
Indirect eggcrate lighting

Pioneer 40 Gallon Water Heater
Crane Plumbing Fixtures, in color in Kitchens and Baths . . .

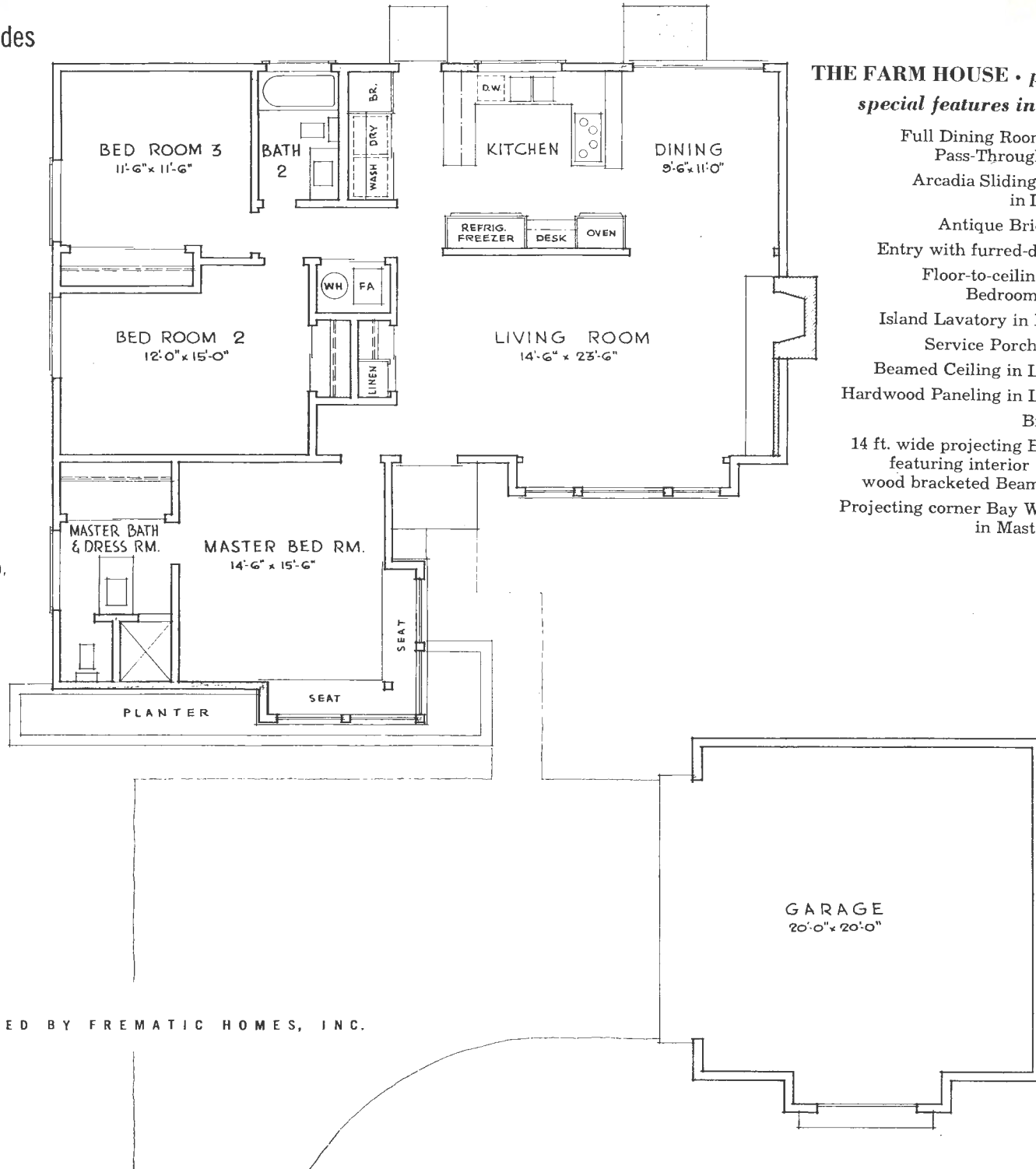
Master Bath with Dressing Room facilities, Marble "Decor Walls" in Bath and Shower, Terrazzo Floor in Shower, Vinyl Tile Floors

Built-in Window Seats

Extra large Garage

Cement Driveway

PLANS AND DESIGNS COPYRIGHATED BY FREMATIC HOMES, INC.



THE FARM HOUSE • plan 300-B
special features in this plan:

- Full Dining Room with Open Pass-Through to Kitchen
- Arcadia Sliding Glass Doors in Dining Room
- Antique Brick Fireplace
- Entry with furred-down Ceiling
- Floor-to-ceiling Glazing in Bedrooms #2 and #3
- Island Lavatory in Master Bath
- Service Porch off Kitchen
- Beamed Ceiling in Living Room
- Hardwood Paneling in Living Room
- Brick Planter
- 14 ft. wide projecting Bay Window featuring interior Ornamental wood bracketed Beams and Posts
- Projecting corner Bay Window Seat in Master Bedroom



ROSSMOOR

*Long Beach's
Smartest New Suburb*

GOLDEN ESTATES

plan 800-B

PRICE

DOWN PAYMENT

COST & IMPOUNDS

MONTHLY PAYMENTS

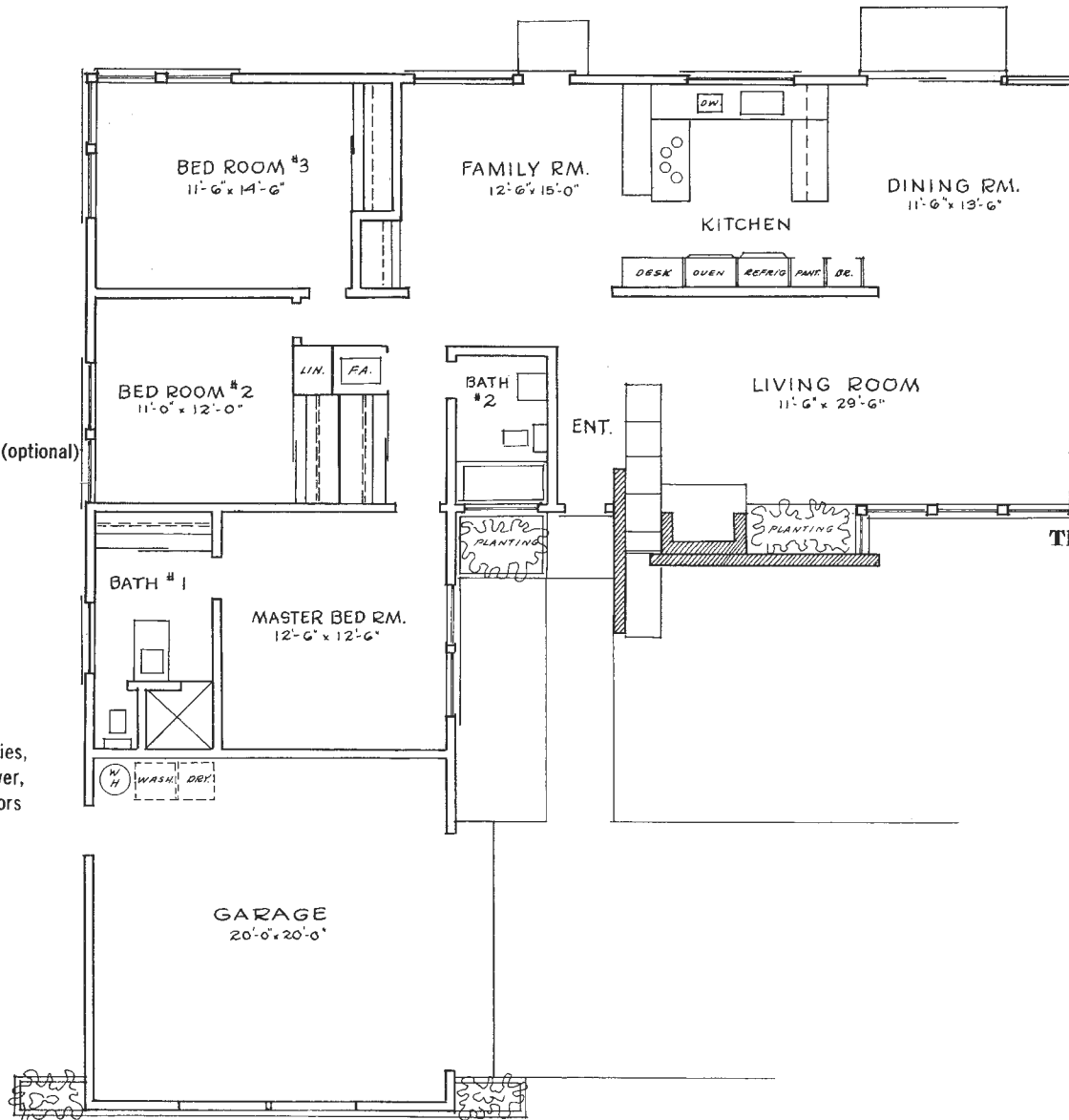
your **ROSSMOOR** home includes
these general features:

- 3 Bedrooms, including Master Bedroom
- 2 Complete Baths
- Wood-burning Fireplace, personalized to fit this plan
- Pioneer Forced Air Heating, thermostatically controlled, in all rooms
- Heavy Rock Roof
- Lath and Plaster Construction

- Kitchen with built-in Frigidaire Range & Oven, in color,**
built-in Frigidaire Dishwasher,
In-Sink-erator Food Waste Disposer,
14 cubic ft. Frigidaire Refrigerator-Freezer (optional)
Natural finish Birch Cabinets
Formica Counter Tops, Coppertone
Hood with Ventilating Fan, Kitchen
Planning Desk, Hardwood Chopping Block,
furred down Soffits, and Vinyl Tile Floors
4' x 6' Plate Glass Picture Window
Indirect eggcrate lighting

- Crane Plumbing Fixtures, in
color in Kitchens and Baths . . .
Master Bath with Dressing Room facilities,
Marble "Decor Walls" in Bath and Shower,
Terrazzo Floor in Shower, Vinyl Tile Floors

- Pioneer 50 Gallon Water Heater
- Extra large Garage
- Cement Driveway



The GOLDEN ESTATES • plan 800-B
special features in this plan:

- Brick Divided Entry Hall
- Masonry raised Fireside Hearth
- Projected and glass enclosed full
Brick Fireplace
- Brick Walled Planter in Living Room
- Brick Faced Living Room Wall
- Full, room length picture windows
- Extra Large full Dining Room with
Pass Through to Kitchen
- Arcadia Sliding Glass Doors with
Sliding Screen Doors in
Dining Room leading to Patio
- Full length picture windows
- Indirect eggcrate lighting in Kitchen
- Extra Large Breakfast Bar
- Family Room with Guest Closet and
Door to Patio
- Schlage Hardware throughout
- Combination Brick and Stucco Exterior
- Attached Garage
- Added exterior door in back wall of Garage
- Large Bedrooms with big Window Areas



ROSSMOOR

*Long Beach's
Smartest New Suburb*

THE KEMPTON

plan 400-B • 1633 sq. ft.

PRICE

20,400

DOWN PAYMENT

COST & IMPOUNDS

MONTHLY PAYMENTS

your **ROSSMOOR** home includes these general features:

3 Bedrooms, including Master Bedroom
2 Complete Baths

Wood-burning Fireplace, personalized to fit this plan

Pioneer Forced Air Heating, thermostatically controlled, in all rooms

Cedar Shake Shingle Roof with large overhangs, picturesque sweeping lines

Lath and Plaster Construction

Specially Designed 3'6" Main Entrance Door, featuring Diamond-Pattern Glass, in color, and Main Windows with Diamond Design Panes of Glass

Kitchen with built-in Frigidaire Range & Oven, in color.

built-in Frigidaire Dishwasher,
In-Sink-erator Food Waste Disposer
14 cubic ft. Frigidaire Refrigerator-Freezer (optional),
Natural finish Birch Cabinets with raised panel doors and hammered copper hinges, Formica Counter Tops, Coppertone Hood with Ventilating Fan, Kitchen Planning Desk, Hardwood Chopping Block, furred down Soffits, and Vinyl Tile Floors
4' x 6' Plate Glass Picture Window
Indirect eggcrate lighting

Crane Plumbing Fixtures, in color in Kitchens and Baths . . .

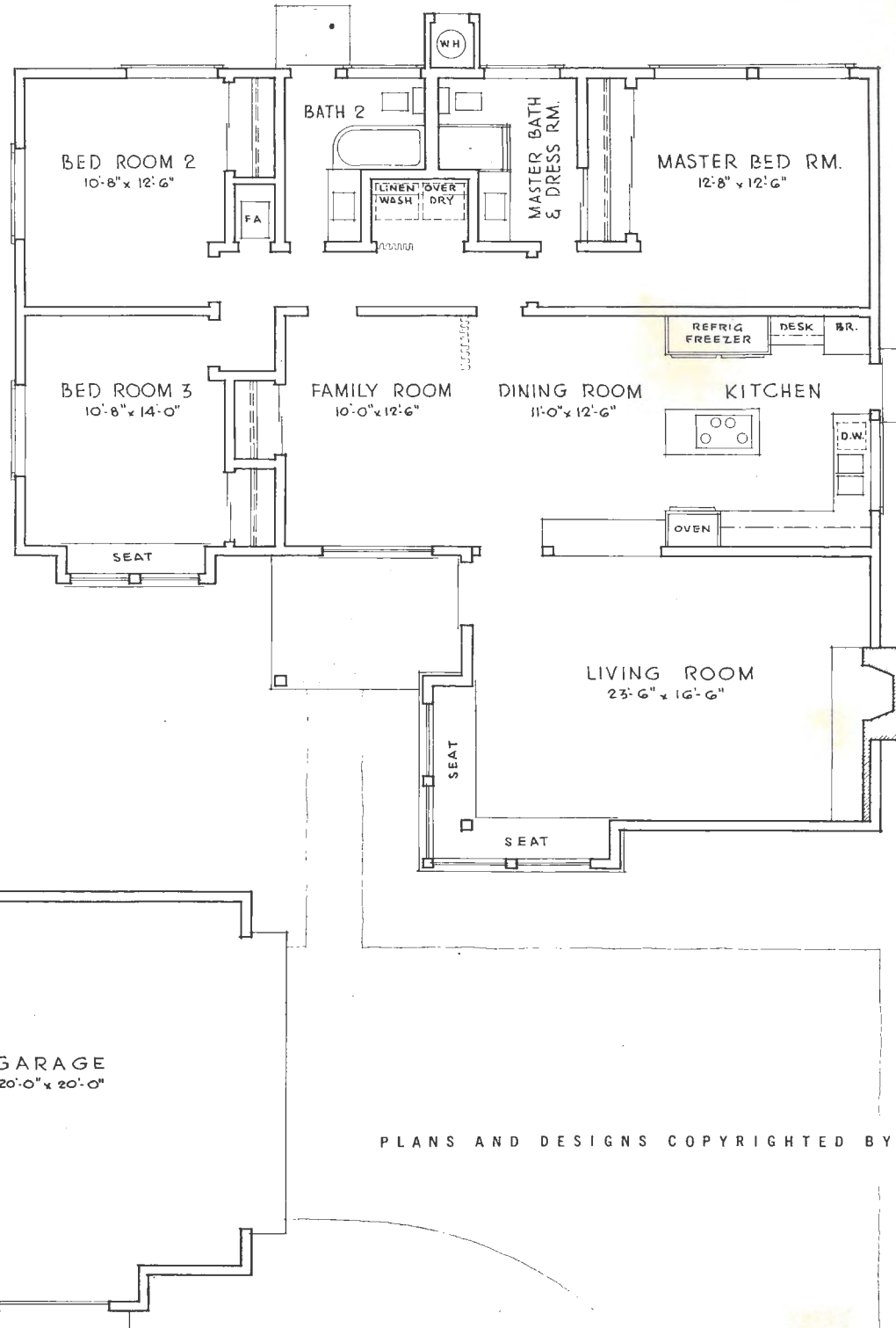
Master Bath with Dressing Room facilities,
Marble "Decor Walls" in Bath and Shower,
Terrazzo Floor in Shower, Vinyl Tile Floors

Pioneer 50 Gallon Water Heater

Built-in Window Seats

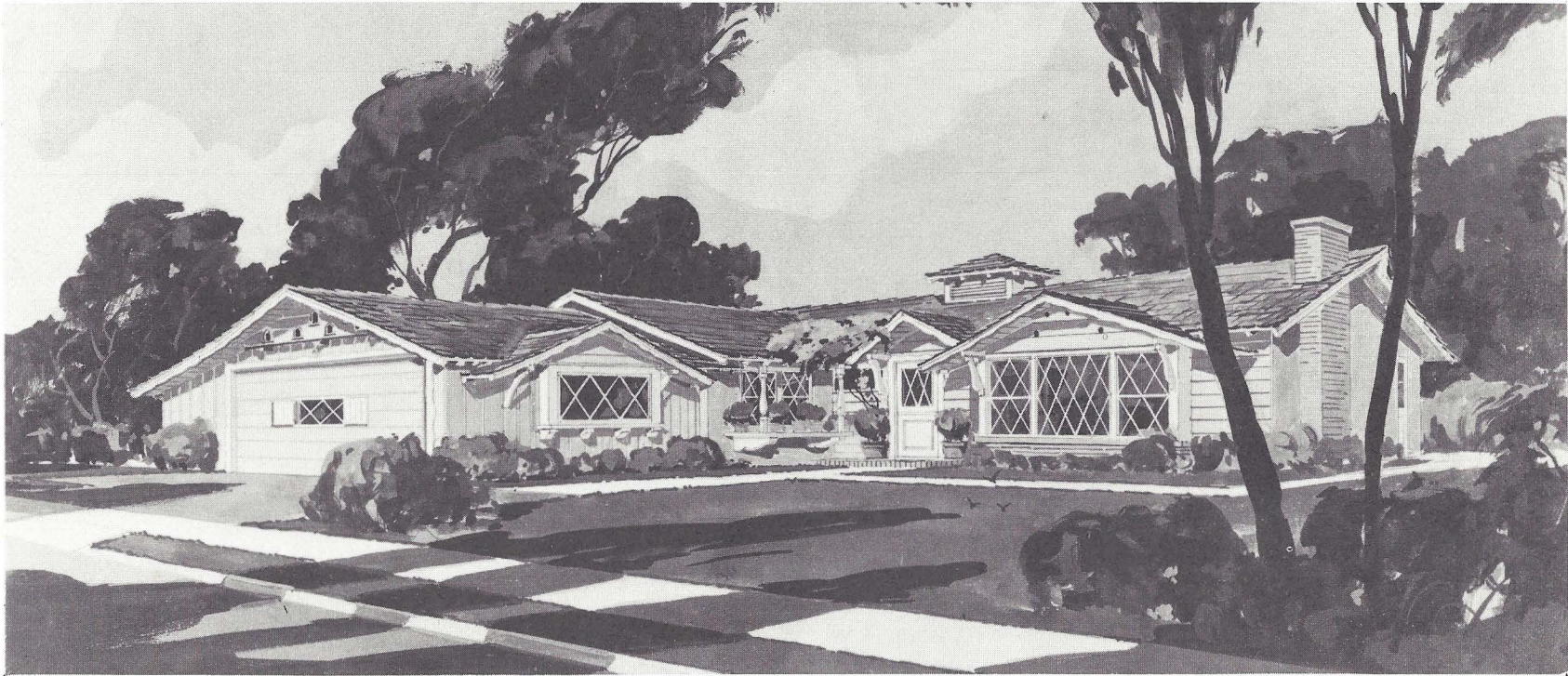
Extra large Garage

Cement Driveway



THE KEMPTON • plan 400-B
special features in this plan:

- Family Room is easily convertible into an Extra Bedroom by means of a Folding Accordion Partition
- Full Dining Room opens to Kitchen
- Kitchen contains Island Cooking Center—Breakfast Bar with 6" x 6" turned Birch Posts with Ornamental Bracketed Beam
- Custom Designed Jalousie Service Door to Kitchen
- Wardrobe in Master Bath has fully glazed Shower Enclosure
- Corner Window Seat in projecting bay bracketed out on Exterior of Living Room Wall
- 10 ft. wide antique brick Fireplace with Mahogany Paneling over Heavy Wood Mantle
- 7 ft. x 9 ft. Entrance Porch with Ornamental bracketed corner post
- Window Seat in projecting bay of Bedroom
- Board-and-Batt Exterior



ROSSMOOR

*Long Beach's
Smartest New Suburb*

THE PILGRIM

plan 401-A • 1630 sq. ft.

.....
PRICE

.....
DOWN PAYMENT

.....
COST & IMPOUNDS

.....
MONTHLY PAYMENTS

your **ROSSMOOR** home includes these general features:

3 Bedrooms, including Master Bedroom
2 Complete Baths

Wood-burning Fireplace, personalized to fit this plan

Pioneer Forced Air Heating, thermostatically controlled, in all rooms

Cedar Shake Shingle Roof with large overhangs, picturesque sweeping lines

Lath and Plaster Construction

Specially Designed 3'6" Main Entrance Door, featuring Diamond-Pattern Glass, in color, and Main Windows with Diamond Design Panes of Glass

Kitchen with built-in Westinghouse Range & Oven, in color,

Toast Master warming oven, built-in Westinghouse Dishwasher, In-Sink-Erator Food Waste Disposer, 13 cubic ft. Westinghouse in-the-wall Refrigerator-Freezer (optional), Natural finish Birch Cabinets with raised panel doors and hammered copper hinges, Micarta Counter Tops, Coppertone Hood with Ventilating Fan, Kitchen Planning Desk, Hardwood Chopping Block, furred down Soffits, and Vinyl Tile Floors

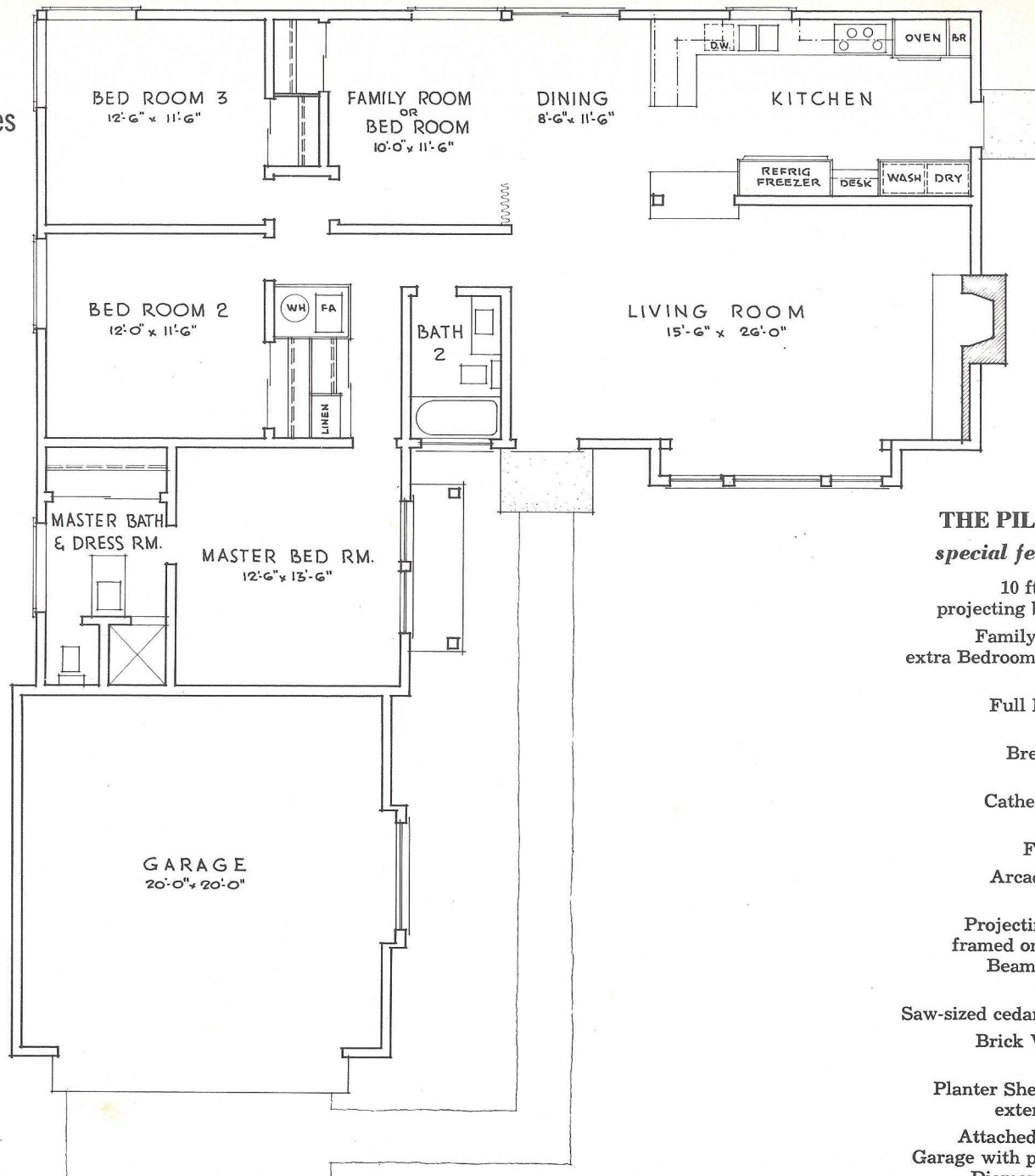
Crane Plumbing Fixtures, in color in Kitchens and Baths . . .

Master Bath with Dressing Room facilities, Marble "Decor Walls" in Bath and Shower, Terrazzo Floor in Shower, Vinyl Tile Floors

Pioneer 40 or 50 Gallon Water Heater

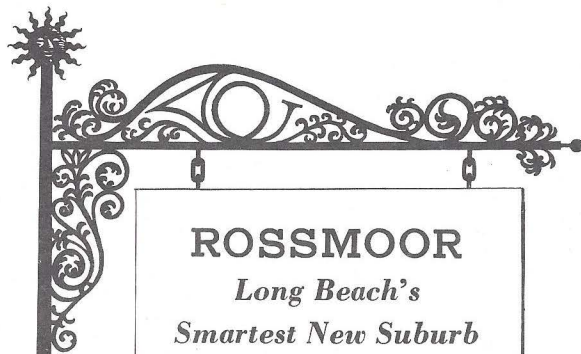
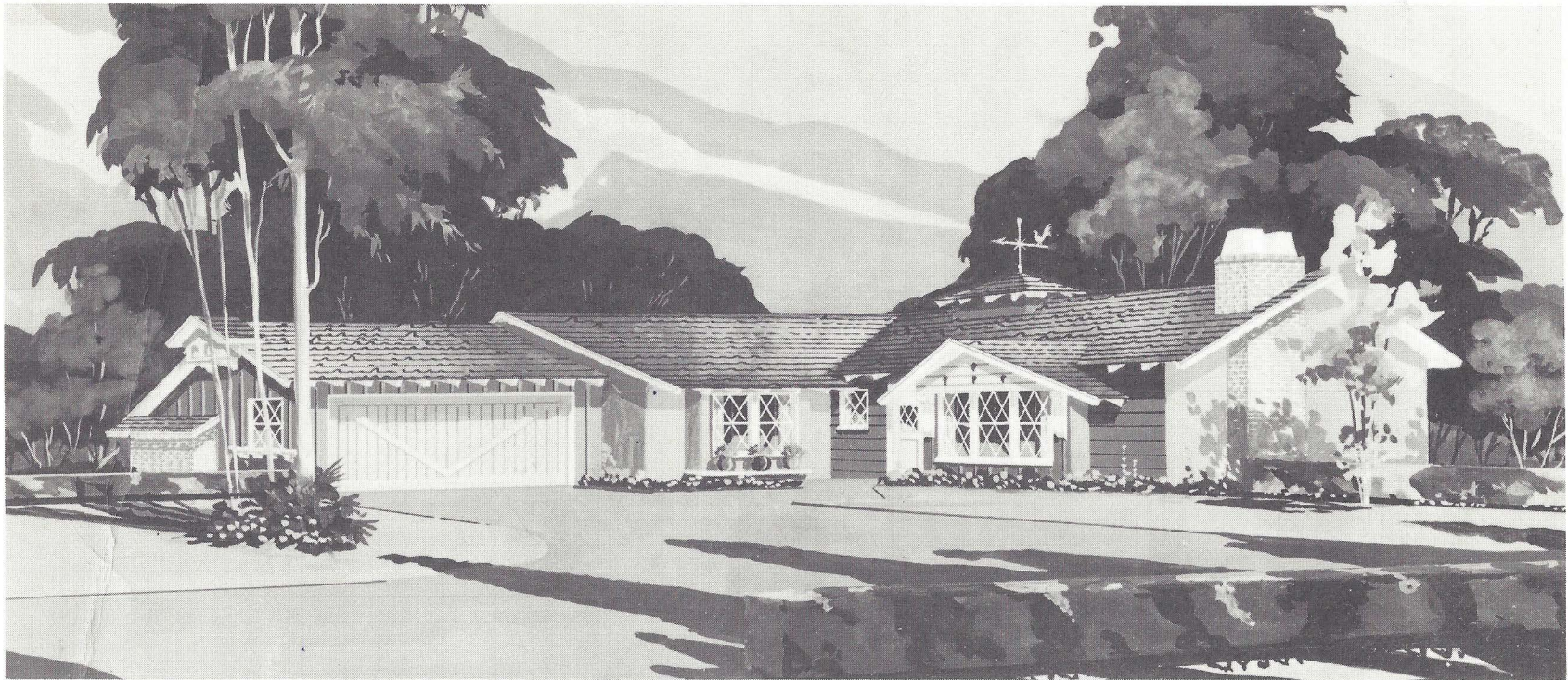
Built-in Window Seats

Extra large Garage



THE PILGRIM • plan 401-A
special features in this plan:

- 10 ft. wide Window Seat in projecting bay of Master Bedroom
- Family Room convertible into extra Bedroom by means of a Folding Accordion Partition
- Full Dining Room with Pass Through to Kitchen
- Breakfast Bar with 6" x 6" turned Birch Post
- Cathedral Beamed Ceiling in Living Room
- Furred-down Entry Hall
- Arcadia Sliding Glass Doors in Dining Room
- Projecting Bay in Living Room framed on interior with Exposed Beams, post and Ornamental dowelled Brackets
- Saw-sized cedar-lapped siding exterior
- Brick Veneer on Living Room bay exterior
- Planter Shelf with turned Posts on exterior of Master Bedroom
- Attached Board-and-Batt Rustic Garage with projecting bay featuring Diamond Colored Glass Panes, Ornamental Dove Cotes in gable and over garage door



ROSSMOOR
*Long Beach's
Smartest New Suburb*

THE PLYMOUTH

plan 401-B • 1630 sq. ft.

PRICE

20,600

DOWN PAYMENT

COST & IMPOUNDS

MONTHLY PAYMENTS

your **ROSSMOOR** home includes these general features:

3 Bedrooms, including Master Bedroom
2 Complete Baths

Wood-burning Fireplace, personalized to fit this plan

Pioneer Forced Air Heating, thermostatically controlled, in all rooms

Cedar Shake Shingle Roof with large overhangs, picturesque sweeping lines

Lath and Plaster Construction

Specially Designed 3'6" Main Entrance Door, featuring Diamond-Pattern Glass, in color, and Main Windows with Diamond Design Panes of Glass

Kitchen with built-in Frigidaire Range & Oven, in color,

built-in Frigidaire Dishwasher, In-Sink-erator Food Waste Disposer, 14 cubic ft. Frigidaire Refrigerator-Freezer (optional), Natural finish Birch Cabinets with raised panel doors and hammered copper hinges, Formica Counter Tops, Coppertone Hood with Ventilating Fan, Kitchen Planning Desk, Hardwood Chopping Block, furred down Soffits, and Vinyl Tile Floors

Crane Plumbing Fixtures, in color in Kitchens and Baths . . .

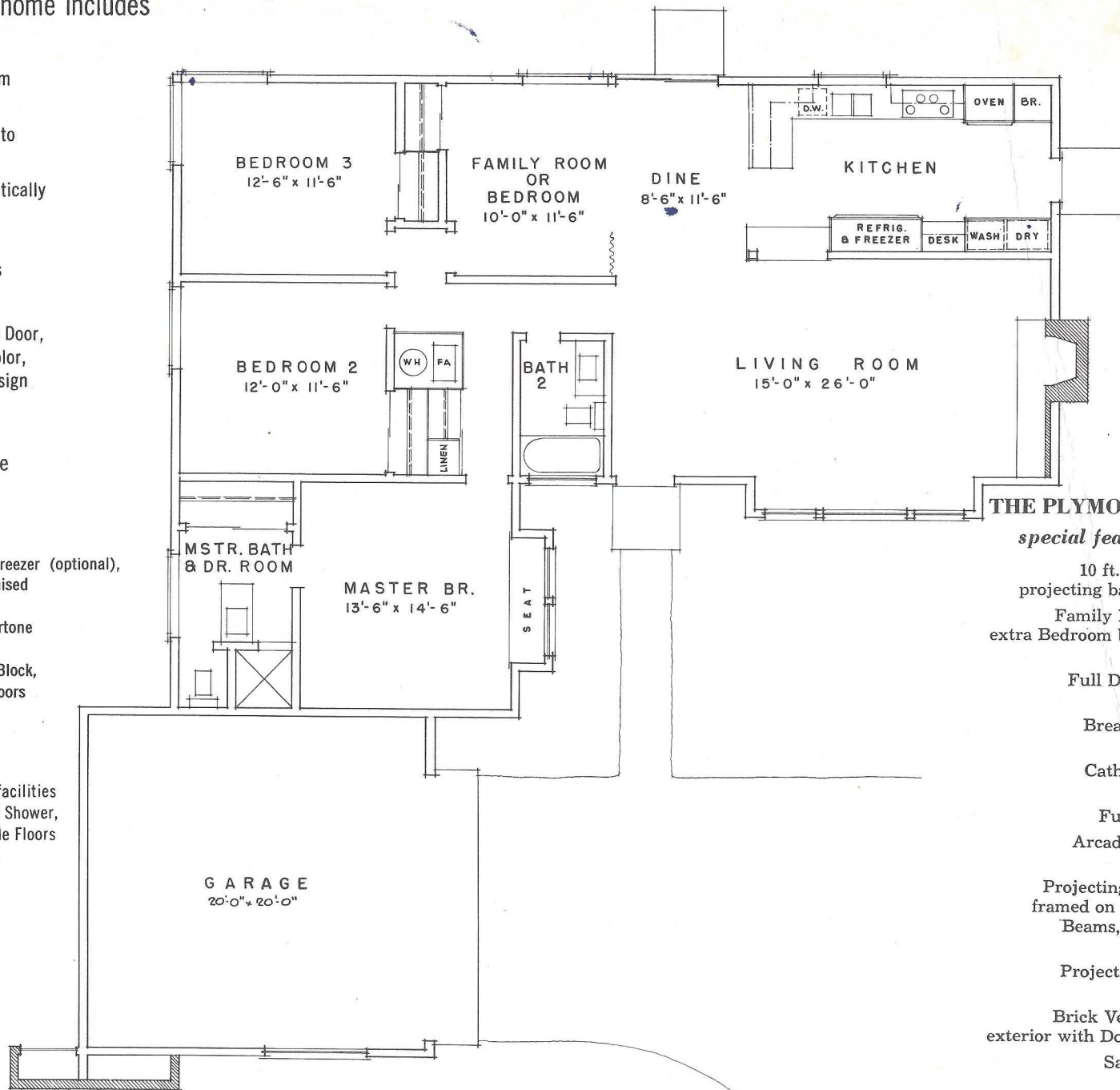
Master Bath with Dressing Room facilities
Marble "Decor Walls" in Bath and Shower,
Terrazzo Floor in Shower, Vinyl Tile Floors

Pioneer 40 or 50 Gallon Water Heater

Built-in Window Seats

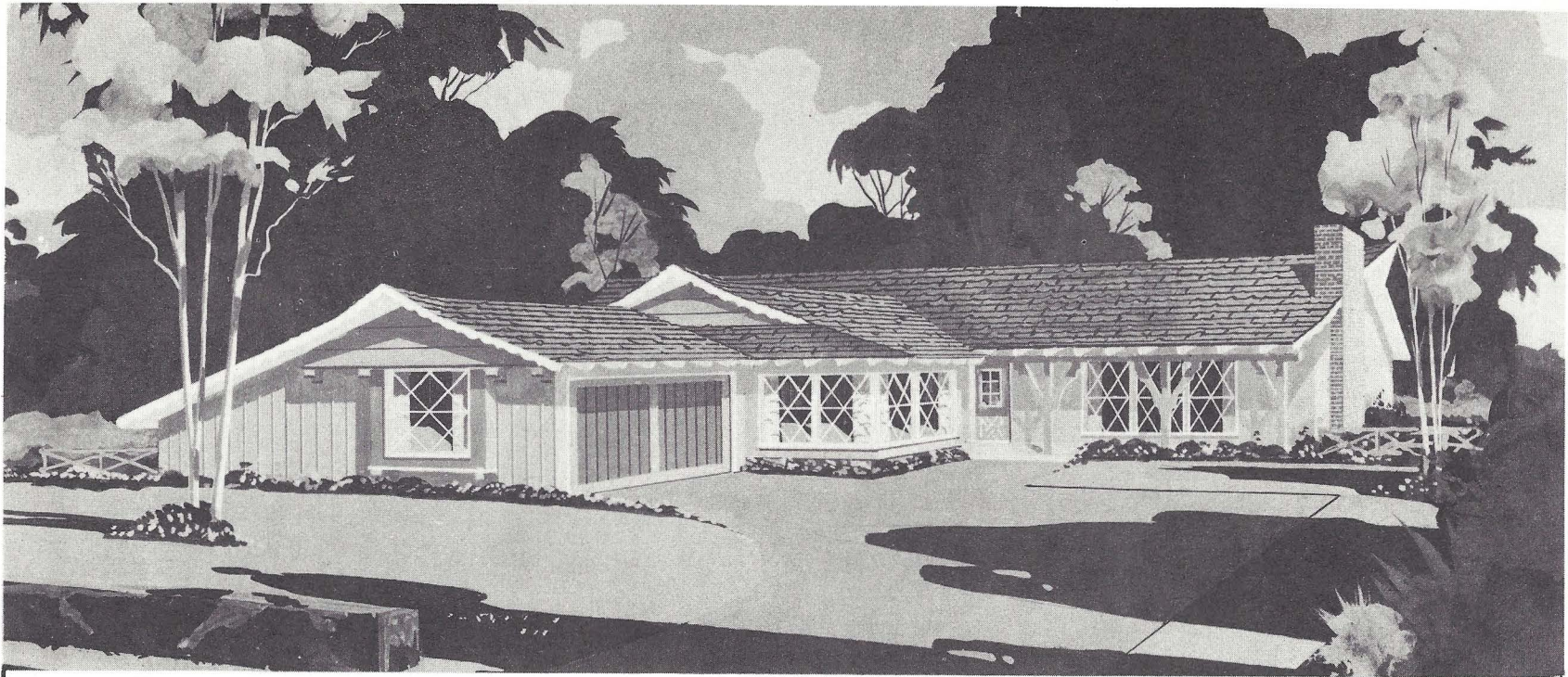
Extra large Garage

Cement Driveway



THE PLYMOUTH • plan 401-B
special features in this plan:

- 10 ft. wide Window Seat in projecting bay of Master Bedroom
- Family Room convertible into extra Bedroom by means of a Folding Accordion Partition
- Full Dining Room with Pass Through to Kitchen
- Breakfast Bar with 6" x 6" turned Birch Post
- Cathedral Beamed Ceiling in Living Room
- Furred-down Entry Hall
- Arcadia Sliding Glass Doors in Dining Room
- Projecting Bay in Living Room framed on interior with Exposed Beams, Post and Ornamental dowelled Brackets
- Projecting brick Storage Bay in attached Garage
- Brick Veneer on Living Room exterior with Dove Cotes in gable end
- Saw-sized lapped siding exterior on House
- Board-and-Batt on attached Rustic Garage
- Customized Diffused Lighting and Large Glass Window in Kitchen



ROSSMOOR

*Long Beach's
Smartest New Suburb*

THE RANCH HOUSE

plan 300-A • 1423 sq. ft.

.....
PRICE

.....
DOWN PAYMENT

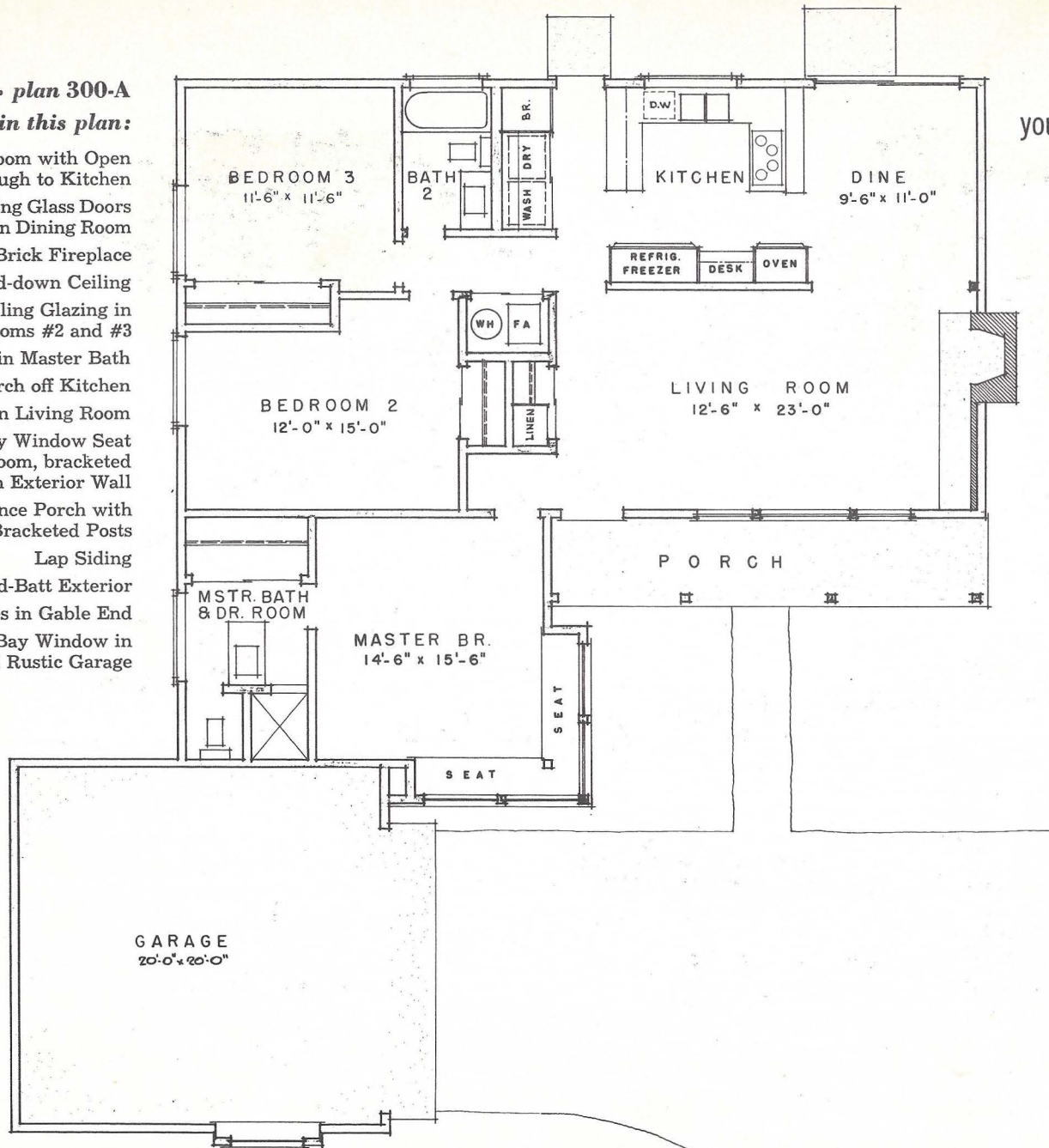
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COST & IMPOUNDS

.....
MONTHLY PAYMENTS
.....

THE RANCH HOUSE • plan 300-A

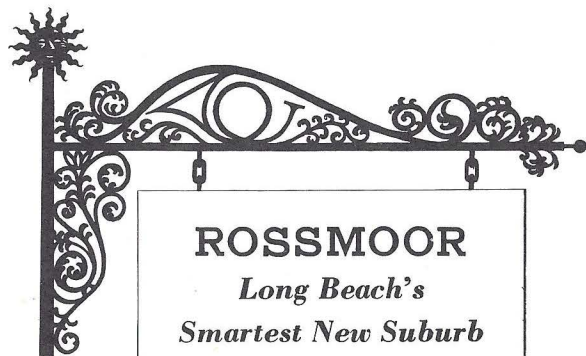
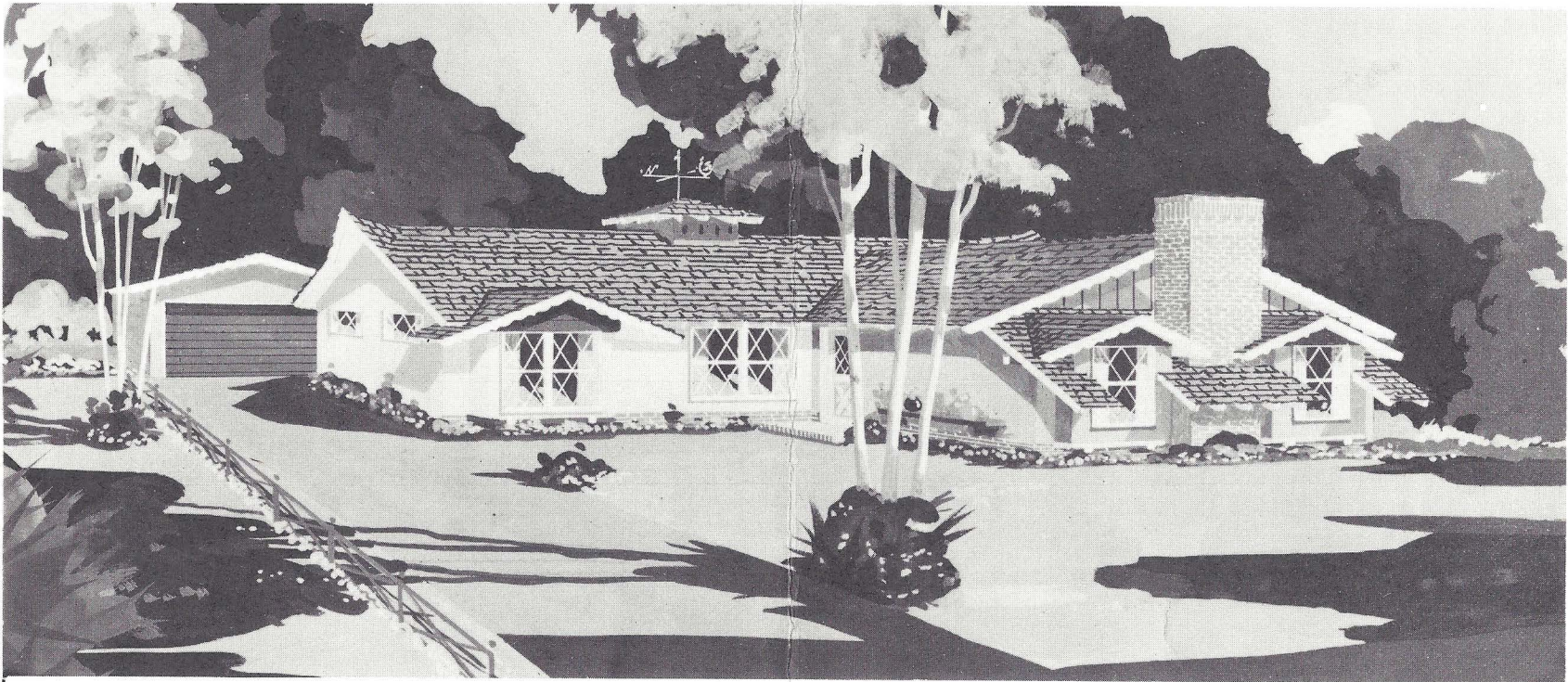
special features in this plan:

- Full Dining Room with Open Pass-Through to Kitchen
- Arcadia Sliding Glass Doors in Dining Room
- Antique Brick Fireplace
- Entry with furred-down Ceiling
- Floor-to-ceiling Glazing in Bedrooms #2 and #3
- Island Lavatory in Master Bath
- Service Porch off Kitchen
- Beamed Ceiling in Living Room
- Projecting corner Bay Window Seat in Master Bedroom, bracketed out from Exterior Wall
- 5 ft. wide Entrance Porch with Ornamental Bracketed Posts
- Lap Siding
- Board-and-Batt Exterior
- Dove cotes in Gable End
- Projecting Bay Window in attached Rustic Garage



your **ROSSMOOR** home includes these general features:

- 3 Bedrooms, including Master Bedroom
- 2 Complete Baths
- Wood-burning Fireplace, personalized to fit this plan
- Pioneer Forced Air Heating, thermostatically controlled, in all rooms
- Cedar Shake Shingle Roof with large overhangs, picturesque sweeping lines
- Lath and Plaster Construction
- Specially Designed 3'6" Main Entrance Door, featuring Diamond-Pattern Glass, in color, and Main Windows with Diamond Design Panes of Glass
- Kitchen with built-in Westinghouse Range & Oven, in color, built-in Westinghouse Dishwasher, In-Sink-Erator Food Waste Disposer, 13 cubic ft. Westinghouse in-the-wall Refrigerator-Freezer (optional), Natural finish Birch Cabinets with raised panel doors and hammered copper hinges, Formica Counter Tops, Coppertone Hood with Ventilating Fan, Kitchen Planning Desk, Hardwood Chopping Block, furred down Soffits, and Vinyl Tile Floors
- Crane Plumbing Fixtures, in color in Kitchens and Baths . . .
- Master Bath with Dressing Room facilities: Marble "Decor Walls" in Bath and Shower, Terrazzo Floor in Shower, Vinyl Tile Floor
- Pioneer 40 or 50 Gallon Water Heater
- Built-in Window Seats
- Extra large Garage



ROSSMOOR

*Long Beach's
Smartest New Suburb*

THE SALEM

plan 400-A • 1619 sq. ft.

PRICE

20,400

DOWN PAYMENT

COST & IMPOUNDS

MONTHLY PAYMENTS

your **ROSSMOOR** home includes
these general features:

3 Bedrooms, including Master Bedroom
2 Complete Baths

Wood-burning Fireplace, personalized to
fit this plan

Pioneer Forced Air Heating, thermostatically
controlled, in all rooms

Cedar Shake Shingle Roof with large
overhangs, picturesque sweeping lines

Lath and Plaster Construction

Specially Designed 3'6" Main Entrance Door,
featuring Diamond-Pattern Glass, in color,
and Main Windows with Diamond Design
Panels of Glass

Kitchen with built-in Frigidaire
Range & Oven, in color,

built-in Frigidaire Dishwasher,
In-Sink-erator Food Waste Disposer,
14 cubic ft. Frigidaire Refrigerator-Freezer (optional),
Natural finish Birch Cabinets with raised
panel doors and hammered copper
hinges, Formica Counter Tops, Coppertone
Hood with Ventilating Fan, Kitchen
Planning Desk, Hardwood Chopping Block,
furred down Soffits, and Vinyl Tile Floors
4' x 6' Plate Glass Picture Window
Indirect eggcrate lighting

Crane Plumbing Fixtures, in
color in Kitchens and Baths . . .

Master Bath with Dressing Room facilities,
Marble "Decor Walls" in Bath and Shower,
Terrazzo Floor in Shower, Vinyl Tile Floors

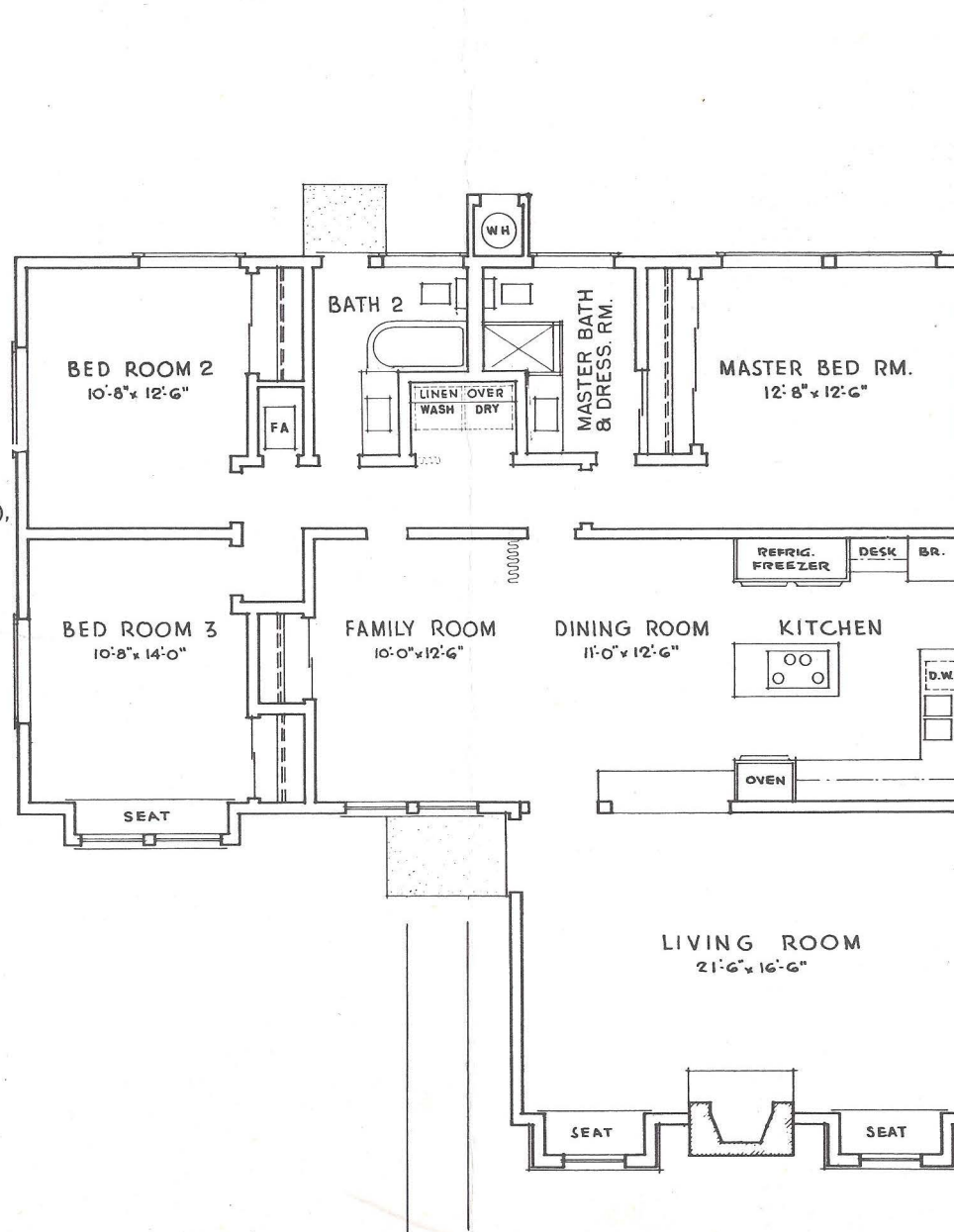
Pioneer 50 Gallon Water Heater

Built-in Window Seats

Extra large Garage

Cement Driveway

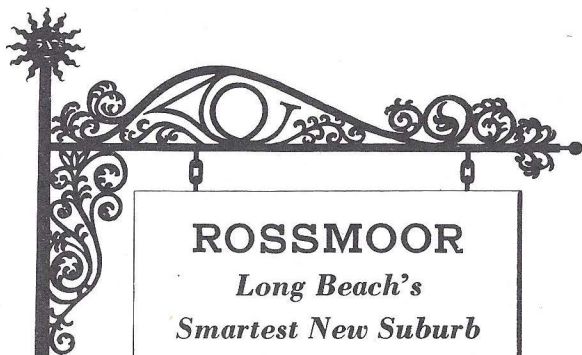
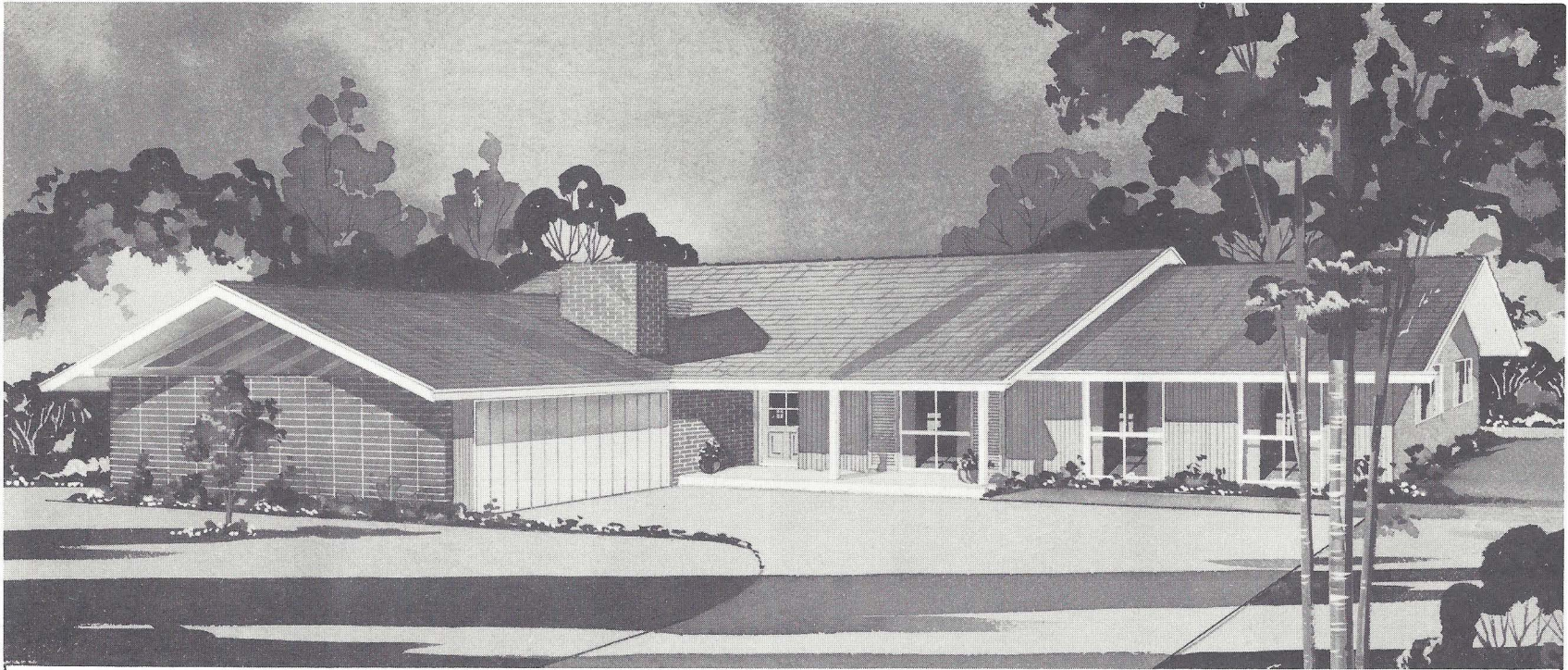
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↑
TO GARAGE
20'-0" x 20'-0"

THE SALEM • plan 400-A
special features in this plan:

- Family Room is easily convertible into an Extra Bedroom by means of a Folding Accordion Partition
- Full Dining Room opens to Kitchen
- Custom Designed Jalousie Service Door to Kitchen
- Kitchen contains Island Cooking Center—Breakfast Bar with 6" x 6" turned Birch Posts with Ornamental Bracketed Beam
- Wardrobe in Master Bath has fully glazed Shower Enclosure
- Clipped Beam Ceiling in Living Room with matched projecting Window Seats on either side of Antique Brick Fireplace
- Window Seats in Projecting Bay in Bedroom
- Ornamental Cupola with Dove Cotes
- Decorative Brick Veneer
- Detached Rustic Garage



ROSSMOOR
Long Beach's
Smartest New Suburb

THE VIRGINIAN

plan 810-D • 1800 sq. ft.

.....
PRICE

.....
DOWN PAYMENT

.....
COST & IMPOUNDS

.....
MONTHLY PAYMENTS
.....

your **ROSSMOOR** home includes
these general features:

Wood-burning Fireplace, personalized
to fit this plan

Pioneer Forced Air Heating,
thermostatically controlled, in all rooms

Lath and Plaster Construction

Kitchen with built-in Frigidaire
Range & Double Oven, in color,

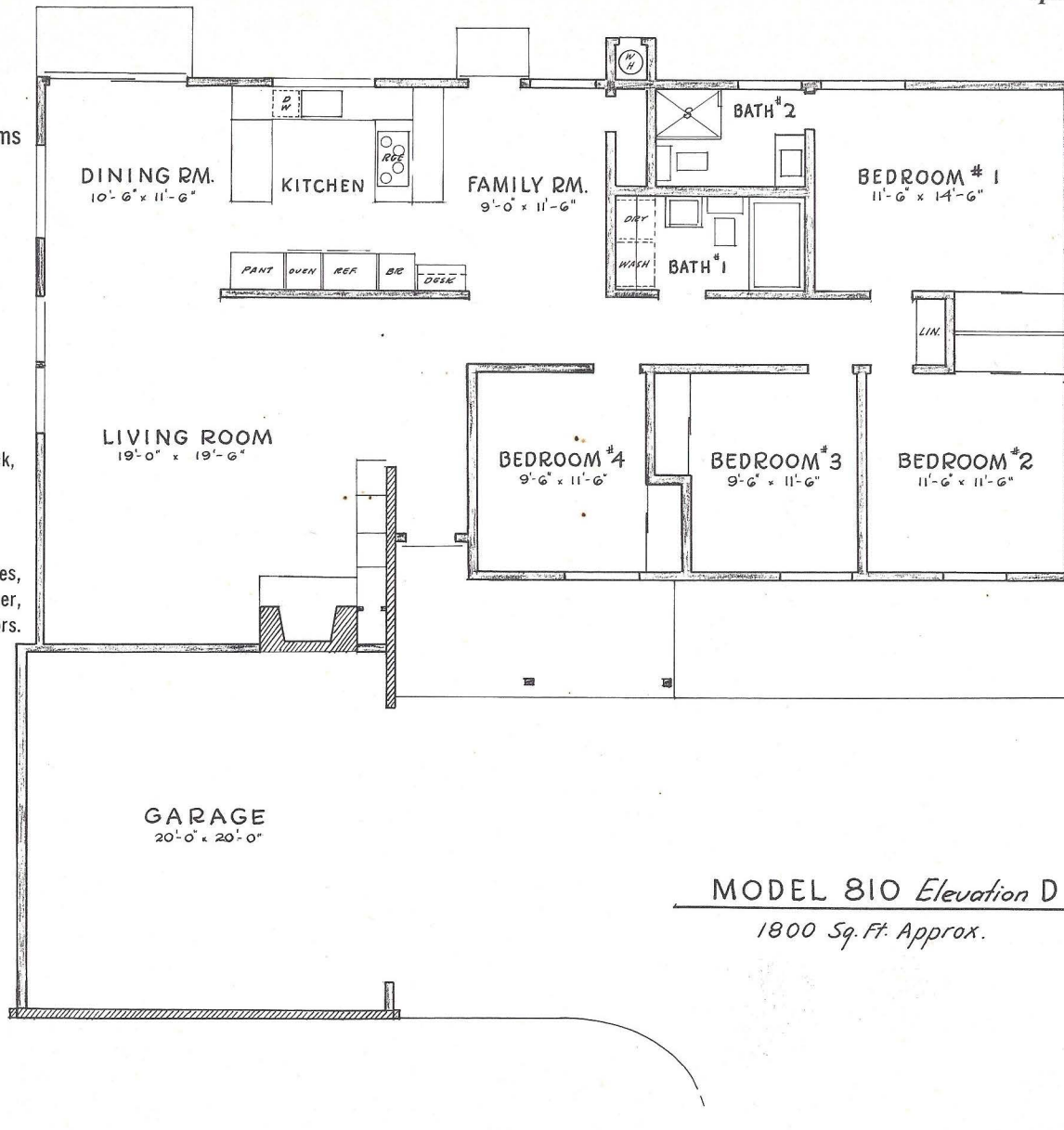
Built-in Frigidaire Dishwasher,
In-Sink-Erator Food Waste Disposer,
14 cubic ft. Frigidaire Refrigerator-
Freezer (optional),
Natural finish Birch Cabinets,
Formica Counter Tops,
Hood with Ventilating Fan, Kitchen
Planning Desk, Hardwood Chopping Block,
Vinyl Tile Floors

Crane Plumbing Fixtures, in
color, in Kitchens and Baths . . .

Master Bath with Dressing Room facilities,
Marble "Decor Walls" in Bath and Shower,
Terrazzo Floor in Shower, Vinyl Tile Floors.

Extra Large Garage

Cement Driveway



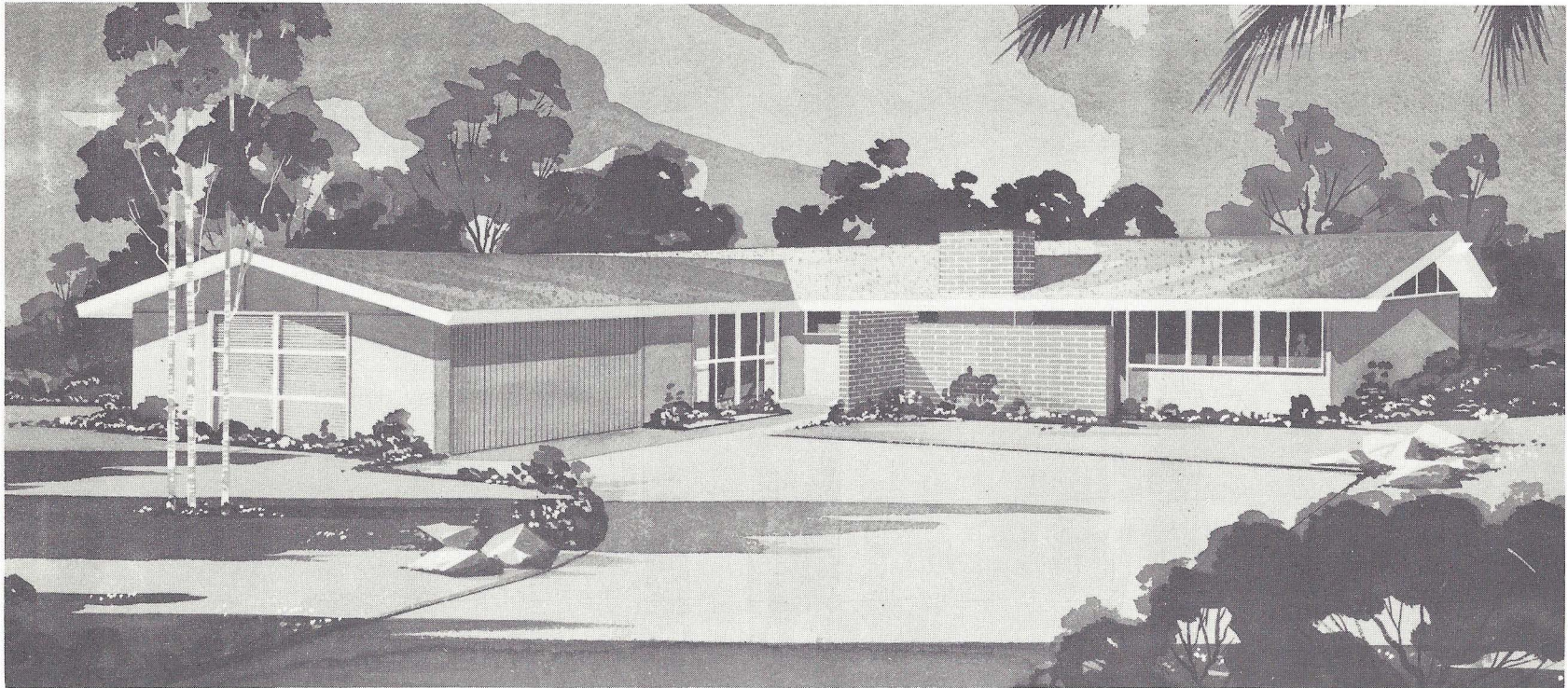
MODEL 810 Elevation D

1800 Sq. Ft. Approx.

THE VIRGINIAN • plan 810-D

special features in this plan:

- Four Bedrooms
- 20 x 24 Living Room with
Hardwood Paneling and
Exposed Beams
- Dining Room with Pass
Thru to Kitchen
- Family Room with Food Bar
and Guest Closet
- Covered Entry Porch
- Laundry Service in Second Bath
with Storage Cabinet
- Custom Designed Towel
Ladder in Second Bath
- Customized Designed "Bourne
Aluminum" Sash & Screens
- 4' x 6' Plate Glass Picture
Window in Kitchen
- 8 Ft. Arcadia Sliding
Door to Patio
- Custom Styled Fireplace
with Built-in Seat, Wood
Box and Book Shelves
- Brick Entry Wall
- Brick Entry Divider with
Decorative Grill
- Custom Styled Entry Door
- Wood Shingle Roof, Insulated
Pantry
- Tray Storage Units in Kitchen
- Weiser Hardware throughout
- Attached Oversize Garage
- 32 Sq. Ft. Wood Windows
with Shutters
- Brick, Stucco & Wood Exterior
- Selected Clinker Brick in
Fireplace Construction
- Covered Porch



THE WESTERN
ESTATE

plan 800-C

PRICE

DOWN PAYMENT

COST & IMPOUNDS

MONTHLY PAYMENTS

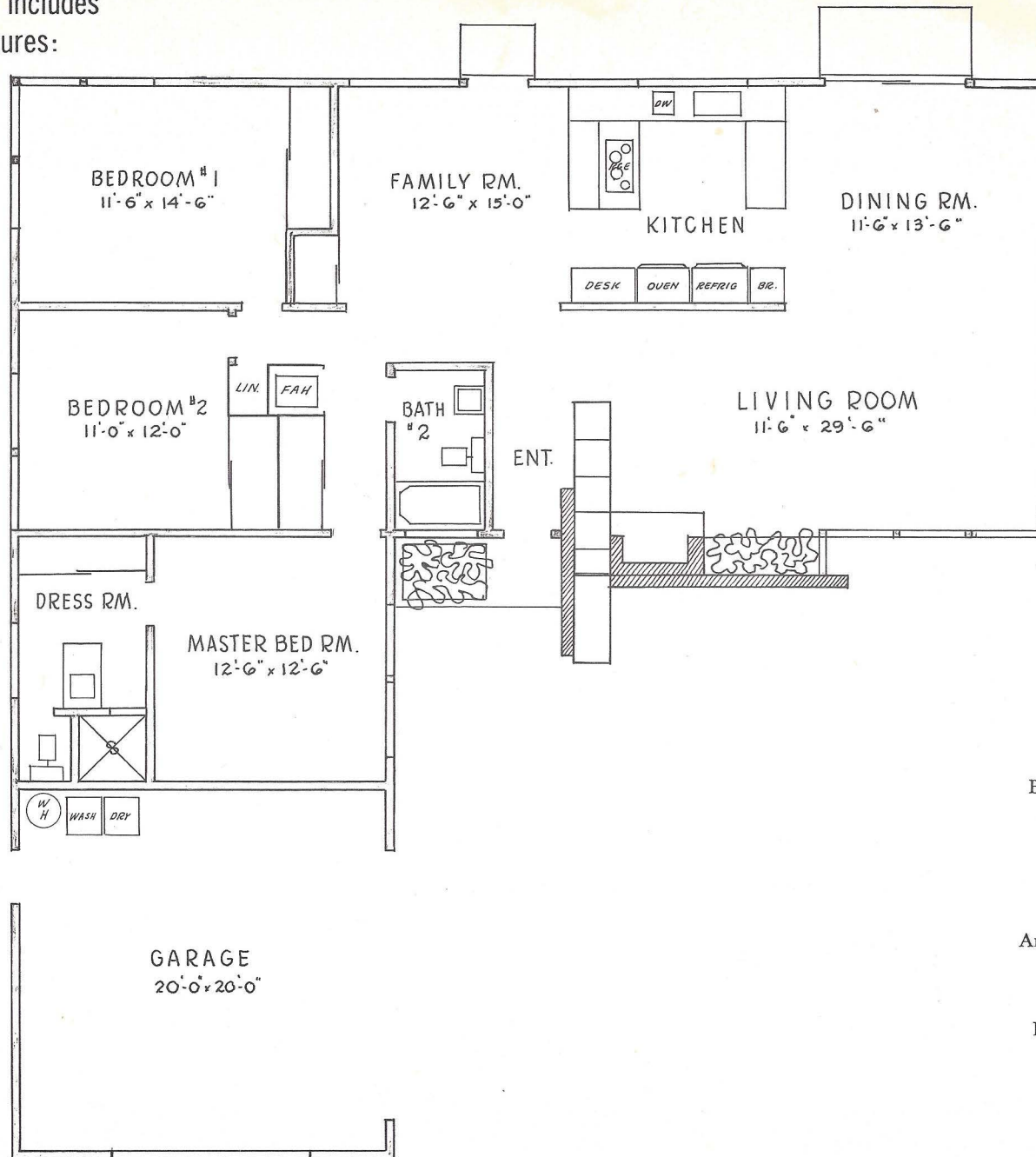
your **ROSSMOOR** home includes
these general features:

- 3 Bedrooms, including Master Bedroom
- 2 Complete Baths
- Wood-burning Fireplace, personalized to fit this plan
- Pioneer Forced Air Heating, thermostatically controlled, in all rooms
- Heavy Rock Roof
- Lath and Plaster Construction
- Specially Designed 3' 6" Main Entrance Door

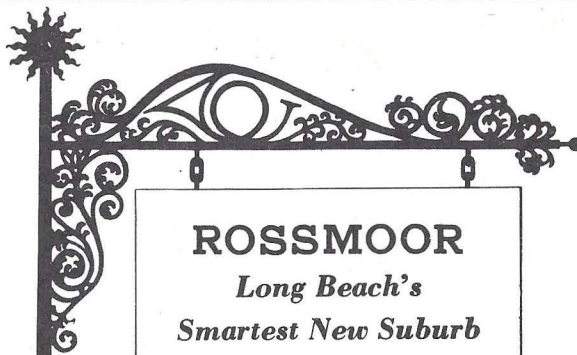
- Kitchen with built-in Frigidaire Range & Oven, in color,
- built-in Frigidaire Dishwasher,
- In-Sink-erator Food Waste Disposer,
- 14 cubic ft. Frigidaire Refrigerator-Freezer (optional),
- Natural finish Birch Cabinets
- Formica Counter Tops, Coppertone Hood with Ventilating Fan, Kitchen Planning Desk, Hardwood Chopping Block, furred down Soffits, and Vinyl Tile Floors

- Crane Plumbing Fixtures, in color in Kitchens and Baths . . .
- Master Bath with Dressing Room facilities,
- Marble "Decor Walls" in Bath and Shower,
- Terrazzo Floor in Shower, Vinyl Tile Floors

- Pioneer 40/50 Gallon Water Heater
- Extra large Garage
- Cement Driveway



- THE WESTERN ESTATE • plan 800-C**
special features in this plan:
- Brick Divided Entry Hall
 - Masonry Fireside Hearth
 - Projected and glass enclosed full Brick Fireplace
 - Brick Walled Planter in Living Room
 - Brick Faced Living Room Wall
 - Full, room length picture windows
 - Extra Large full Dining Room with Pass Through to Kitchen
 - Arcadia Sliding Glass Doors in Dining Room leading to Patio
 - Full length picture windows
 - Indirect eggcrate lighting in Kitchen
 - Extra Large Breakfast Bar
 - Family Room with Guest Closet and Door to Patio
 - Schlage Hardware throughout
 - Combination Brick and Stucco Exterior
 - Attached Garage



ROSSMOOR
Long Beach's
Smartest New Suburb

THE WILLIAMSBURG

Plan 500 • 2390 sq. ft.

PRICE

DOWN PAYMENT

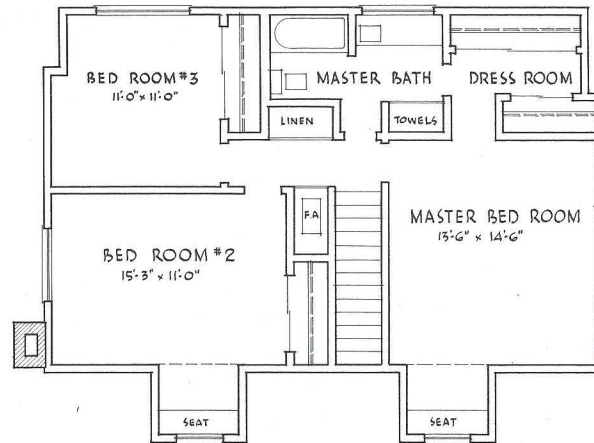
COST & IMPOUNDS

MONTHLY PAYMENTS

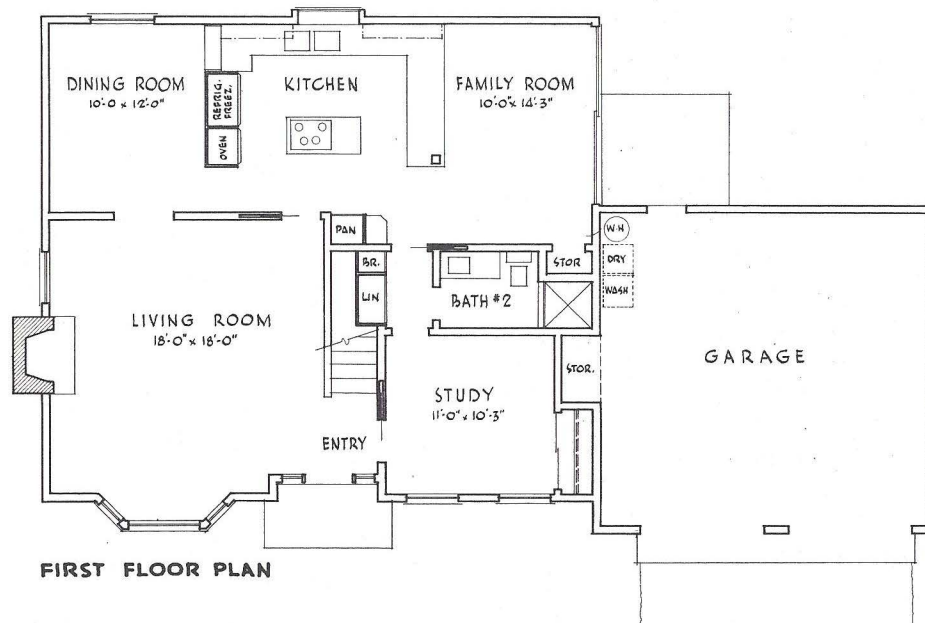
your **ROSSMOOR** home includes these general features:

1. 2390 square feet
2. 50 gallon water heater
3. Forced air heating thermostatically controlled in all rooms
4. 105,000 B. T. U. furnace
5. Wall paper is used in the color scheme
6. Extra supply of storage and closet space
7. Palos Verde stone on front of house, cedar shingle on rear
8. Cedar shake shingle roof on front, cedar shingle on rear of house
9. Van Luit hand painted wallpaper personalized to fit color scheme
10. Cement driveway

PLANS AND DESIGNS COPYRIGHTED BY FREMATIC HOMES, INC.



SECOND FLOOR PLAN



FIRST FLOOR PLAN

MODEL # 500
2390 SQ. FT.

special features in this plan:

THE WILLIAMSBURG Plan 500

Living Room

1. Wood burning fireplace personalized to fit the plan
2. Mahogany panelled wall
3. Bay window
4. Crown wood molding around ceiling

Dining Room

1. Separate dining room 13' x 12'
2. Pass through to kitchen
3. One wall of birch panelling
4. Crystal chandelier

Kitchen

1. Built in Frigidaire range and 24" oven
2. Built in Frigidaire dish washer
3. In-Sink-erator waste food disposer
4. Hood over island range (coppertone) with ventilating fan
5. Natural finish birch cabinets with raised panel doors and hammered copper hinges
6. Furred downsoffits
7. Hardwood chopping block
8. Vinyl tile floor covering
9. Formica counter tops
10. Telephone & recipe desk
11. Sliding door from kitchen to living room

Family Room

1. Breakfast bar
2. Arcadia sliding glass door to patio
3. Family room can be expanded to 32' x 16'
4. Beamed ceiling
5. Mahogany panelled wall

Master Bedroom

1. 14' 6" x 13' 6"
2. Alcove window with 6' seat
3. Storage space for luggage in alcove
4. Sliding wardrobe closet doors

Bedroom No. 2

1. 15' 3" x 11'
2. Alcove window with seat
3. Storage space for luggage
4. Sliding wardrobe closet doors

Bedroom No. 3

1. 11' x 11'
2. Extra large window
3. Sliding wardrobe closet doors

Master Bath, upstairs

1. Crane plumbing fixtures in color
2. Marble "decor walls" around wall over tub
3. Electric ventilating fan
4. Shower over tub
5. Large mirror and dressing table

Bedroom or Study, downstairs

1. 11' x 10' 3"
2. Sliding wardrobe closet doors
3. Two large windows

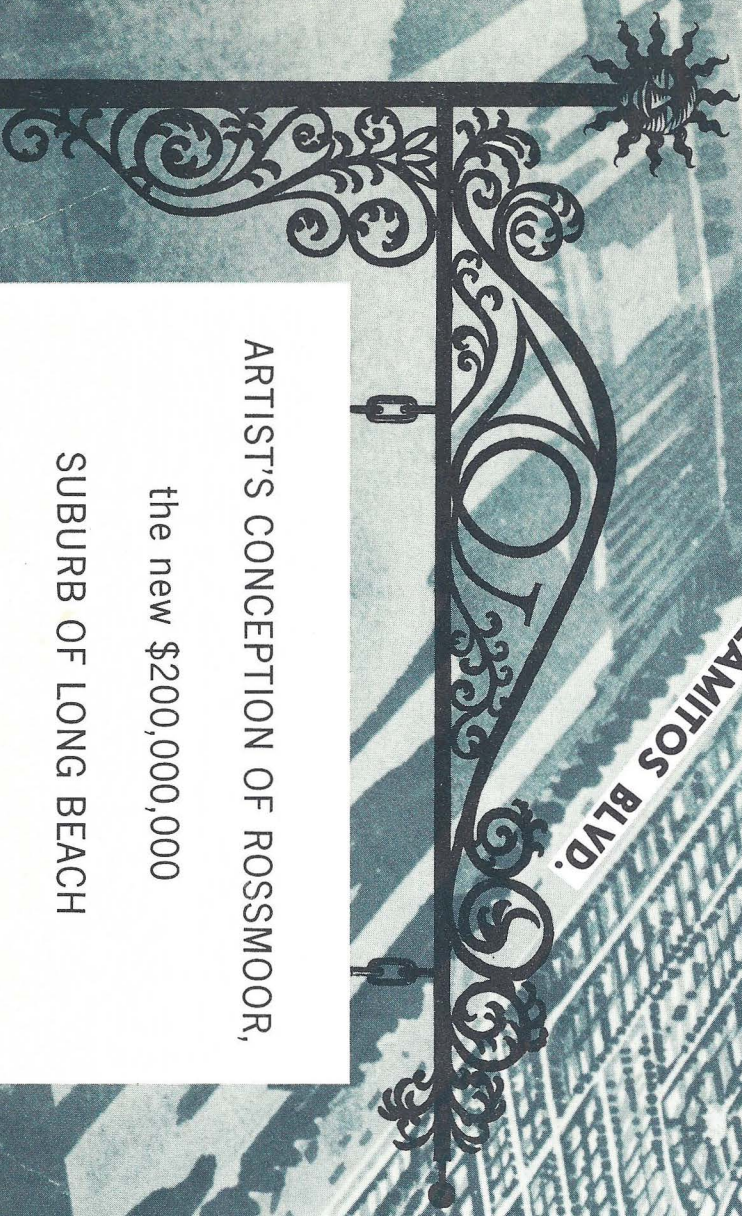
Downstairs Bath

1. Shower with terrazo floor
2. Glass door on shower
3. Electric ventilating fan
4. Vinyl tile flooring
5. Large mirror
6. Colored fixtures

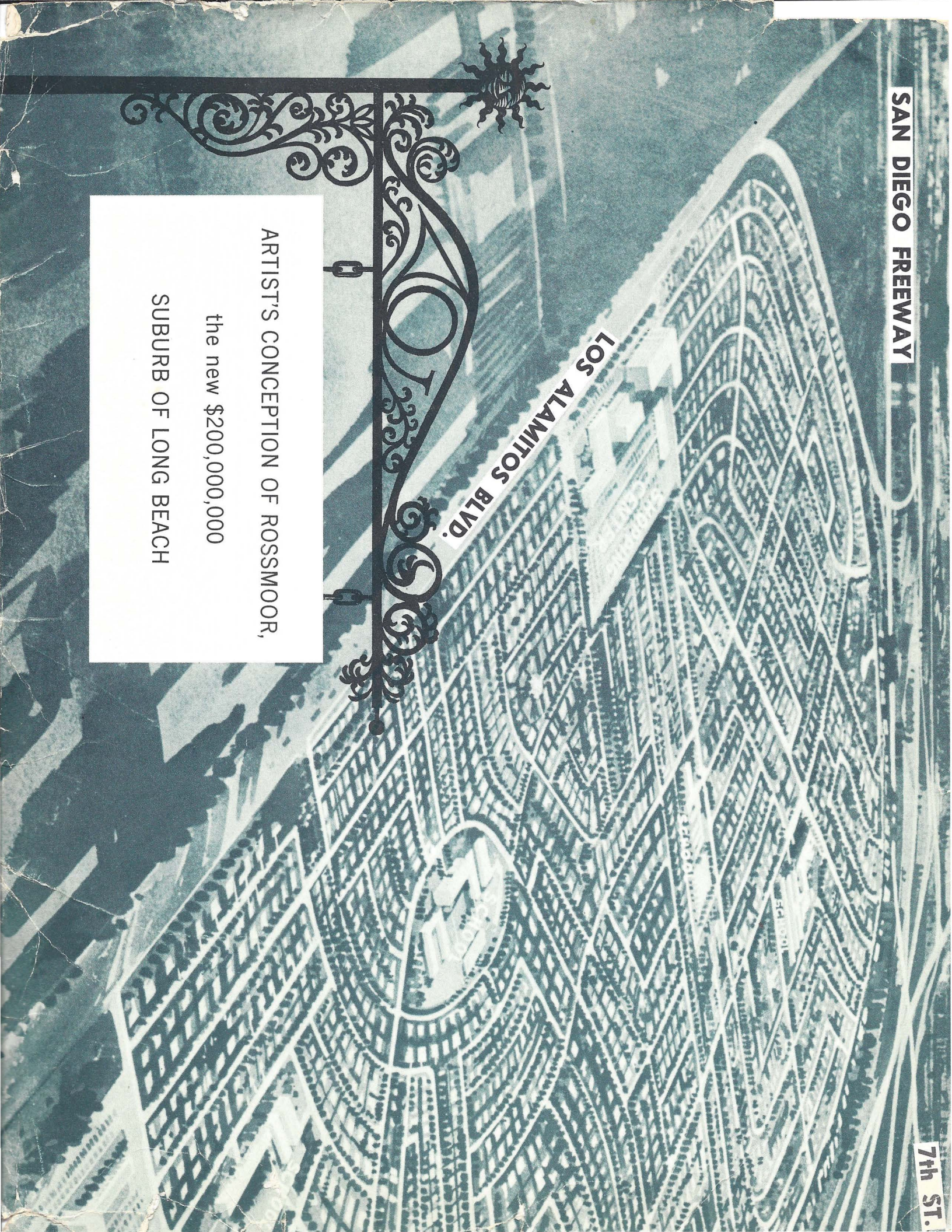
SAN DIEGO FREEWAY

7th St.

LOS ALAMITOS BLVD.



ARTIST'S CONCEPTION OF ROSSMOOR,
the new \$200,000,000
SUBURB OF LONG BEACH





THE PLYMOUTH
REALTY

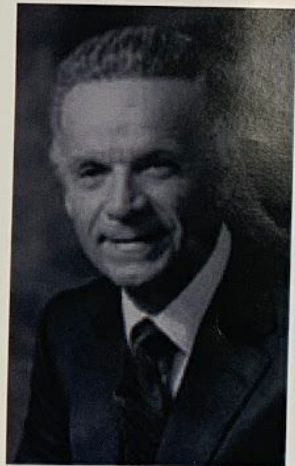
CORTESIAN CORNER

Ross's Vision: Enjoying Rossmoor Today

By Mary Ann Remnet

Even in the 1970's, growing up in downtown Long Beach, I knew Rossmoor was a special place. The Ross Cortese, Rossmoor story has me mesmerized. The more I read, the better the story gets, and the more I appreciate living here and my family's foresight in settling here.

By the mid-1970's, Cortese's dream for the Rossmoor community was in full-swing. The subdivision, originally planned for 2398 homes, was the largest tract map ever recorded for Orange County, as most tract developments of the time were 300 homes or less. The first two phases of Rossmoor homes, intended to meet the needs of young professionals with families instead of first-time buyers, sold out even prior to a single homeowner taking occupancy of their new home. In 1957, phase three, the Cornell phase, brought over 7500 visitors to the grand opening to tour the fully-furnished and decorated model homes and mingle with actress and GE spokeswoman Betty Furness who highlighted Rossmoor's kitchens and other cutting-edge features built into Rossmoor as America's first community of Gold Medallion all-electric Homes. Some of us older-timers (and I say older rather than old, because the original Rossmoor owners remind me of my new-comer status, yet I'm not *that* young) might remember Betty Furness from commercials during television shows like *I Love Lucy*. Check out the YouTube link to one of my favorites (<http://bit.ly/furnessge>) – the built-in Westinghouse appliances — cutting edge for the time — showcased energy-efficiency – *even back then!*



Cortese's vision for Rossmoor grew with every subsequent phase of sales, the housing community continued to break new home sales in California. The seventh phase, in 1958 sold 92 homes within its first week, with the first prospective buyers arriving at 2:00 am, with others arriving at 5:00 am. The newest phase, introducing the 1958 national award-winning Golden Estate model, helped fuel the overwhelming interest in Rossmoor. By 1960, census records indicated that there were 14,000 residents, making Rossmoor larger than the cities of Los Alamitos, Cypress, and Seal Beach *combined*.

Cortese's vision for Rossmoor included every detail imaginable and was meant to be a community for young professionals, where people could raise their families, get to know one another, and have full-service amenities nearby. He published a neighborhood newsletter, formed the Rossmoor Homeowners Assn, sponsored Christmas decoration contests, and planned schools, parks, and a library within the community, and built shopping and medical facilities nearby. In fact, Rossmoor's distinctive red brick fence around the community was originally constructed to encircle the homes. This made it the largest walled city in existence, and emphasized the distinction between merely being a housing tract, and Cortese's vision of a thriving community.

Because of space limitations in the quarterly Rossmoor Signature News Magazine, the editor has graciously agreed to allow me start this feature, called the *Cortesian Corner*, to share Rossmoor's history and legacy in small bites. I hope you enjoy the historical journey about the community legacy we received as residents of Rossmoor, created by a man willing to dream big and act on his passion.

The planning and building of early Rossmoor

Larry Strawther from Rossmoor

I'm not sure how this Group thing works - and where these posts go and who gets them because the directions aren't very good -- but I thought I'll just post some stuff and see what happens -- and if you have something to add, please do.

Rossmoor is a subdivision that was officially filed by Ross W. Cortese with the County of Orange in 1956. What was originally announced in 1955, the plan was for 7,000 homes, and Cortese had arranged options on the land that is not only present Rossmoor, but also the Rossmoor Highlands, and those parts of Los Alamitos west of Walnut -- the area now occupied by Los Alamitos City Hall, Oak School, the trailer park and the old GTE/Yellow Pages/Super Media property. The 1956 subdivision filing scaled the plan back somewhat, but still included all land in Orange County south of Katella, North of Garden Grove Blvd., west of Los Alamitos Blvd (part of which later became Seal Beach Blvd.) and east of the San Gabriel River Freeway. (and yes, although some salesmen may have misled potential owners, the Rossmoor builders knew almost exactly where the freeways would be located. It should also be noted that some salesmen also told potential homeowners that the base would soon be closed down as well. Unscrupulous salesmen, who'd a thought?)

Before the plans were approved, the Navy put the kibosh on homes directly beneath its immediately extended take-off zone/path, thus Yellowtail was shaped the way it was and no homes were built south of it.

Rossmoor as we now know it, was composed of three separate land parcel purchases from three entities, although all were close to being finalized prior to construction so the entire present tract and then some was taken into account during the planning and street layout. The first purchase was of the former Susanna Bixby Bryant land (the northern boundary being a straight line running from Orangewood to Stearns in LB, the southern boundary being Main Way/Rossmoor Center Way). Susannah Bixby Bryant was John W. Bixby's daughter; she died in 1947 and her estate quickly sold off her Rancho Los Alamitos land. That part in Long Beach went to L. Whaley who built his Los Altos homes, and the Orange County part west of the Navy Base was sold to Irvine Ranch general manager Brad Hellis, his wife and a partner of his, as well as the Irvine Ranch Company (the transaction was a questionable one in which Hellis used a loan from the Irvine Ranch Co to finance the purchase). To make a long story short (sorry, too late), it would play a part in his resignation, and also the Irvine Ranch Co.'s later land grant for UC Irvine). It also came at a time when Ross Cortese, coming off his success with the Lakewood Rancho Estates (aka the Cliff May Ranchos) wanted to build in west OC. Cortese and his partners (who included California Governor Goodwin Knight) secured options for two adjacent parcels -- the land to the north of the Bryant property (this had once been owned by the Bixby Land Co (run by the Rancho Los Cerritos Bixbys, not the Rancho Los Alamitos Bixbys) but had been owned and farmed by the DeCraemer family in recent years). The land to the south of Main Way was obtained from the heirs of Fred H. Bixby (Susannah Bixby Bryant's older brother). The Fred H. Bixby Ranch Co. was now basically being run by his oldest daughter, Katharine -- to be precise, being run by her husband, Preston Hotchkis -- a very successful and connected insurance man (he would be a significant part of Ronald Reagan's "kitchen cabinet."). They sold the home for houses outright, but they shared in the rental revenues for the planned shopping center.

But the central section (the Bryant parcel) was the first area of development. Rossmoor Way is at the center of this section and this was where the Cortese group placed their office and model homes, which first opened for public viewing in late 1956. Actual home construction began on Kempton and worked its way north but kept going south of a line formed by Rossmoor Way and the Rossmoor storm drain between Coleridge and Silverwood. The street layout (which took into account the natural drainage flows) was engineered by Kenneth F. Mitchell, a familiar figure in Los Angeles subdivision layout, and the original architect on the project was Earl Kaltenbach who was coming off his success as the designer of Tomorrowland at Disneyland which had just opened in

THE SUMMER OF 1955, WHETHER DUE TO KALTENBACH OR CORTESE'S MARKETING HABIT OF CAPITALIZING ON THE LATEST THING, BUT CORTESE'S WIFE ALSO

also had Disney connections through her family. In any case, most of the first homes were basic L-shaped post and beam ranch houses, similar to Cortese's early developments in Long Beach and Anaheim (indeed, Cliff I indicated on multiple occasions that he felt Cortese had inappropriately borrowed his designs). The main difference was the house front where Kaltenbach used the Cinderella/storybook design just becoming popular in OC due in no small part to the opening of Disneyland. While it may be a stretch it should be noted that the Disney influence also seems to have affected the community layout. The layout of Rossmoor Way and the split into Shakespeare and Bostonian is very reminiscent of the original layout of Main Street at Disneyland with Rossmoor School taking the place of Cinderella's Castle.

Anyway the first homeowners began moving into their new Rossmoor homes in August 1957 and the streets to the North quickly began to be occupied as well. In 1958 construction began in the phases south of Main Way west of Montecito, and almost a year later construction began in the north section (on land purchased from the DeCraemer family).

Another thing to note is that the original plans for Rossmoor were frequently changed during its early years. In the original plans the area where the Apartments and the Fish Company are now located was supposed to be a hospital, and traffic was not intended to exit out Wallingsford but on Hedwig. (Katella was still a dirt road west of Walnut). Not even Cortese planned for a public junior high school to be built on the land now occupied by Hedwig Church and School and Good Shepherd Church, but federal regulations (or at least those of the Anaheim Union High School District) prohibited the construction of a public school so close to a military base. And on some early drawings it looks like the land which is now Rossmoor Highlands was being considered as a park.

Also, originally all the area surrounded by Bradbury, Montecito and St. Cloud was supposed to be part of the Rossmoor Business Center. But slow sales in the early 1960s slowed down total development of the business center (not to mention that Cortese got distracted by the spectacular success of his first Leisure World (called at the time Rossmoor Leisure World) just south of Rossmoor. He immediately began planning six more. But the credit crunch in 1965-66 severely impacted new home purchases and Cortese, who was overextended on the Leisure World expansion, had to sell off much of his land across the country to survive. One of the areas he sold was the undeveloped property in the Rossmoor Business Center. The first property sold was the area that became the Rossmoor Townhomes. But then Cortese was forced to sell more land and the new landowners there saw more profit in apartments and condos. After a number of plans, maneuvers and even some votes to incorporate, this eventually led to the annexation of the center by Seal Beach in Feb 1967, and the condominiums were built.

Probably too much info here, but I thought I'd put something out there to get this group started.

Feature of the Month

This And That About Rossmoor

It all started in 1951. Rossmoor founder Ross Cortese formed the Rossmoor Corporation and started plans for his first major residential development - ROSSMOOR. At 21, he began repainting and remodeling homes, then began developing homes in Downey, Lakewood, Anaheim and Los Alamitos. He was 35 when he had this concept of a beautifully planned community that would provide for the highest quality of living for its future residents. A community that would feature wide, tree-lined streets, spacious yards and well planned homes for family enjoyment.

Model homes in Rossmoor began in July of 1956 and were priced at between \$17,000 and \$20,000. The first residents moved into a home at Kempton Drive in June of 1957. In July, 1957, the second tract of homes was approved. By November, 1957, 412 families had moved into the area, which at one time were only acres of bean fields. A third unit to the subdivision opened on November 20. By 1959, homes in Rossmoor were selling for between \$19,000 to \$25,000, with many purchasers on waiting lists for the final phase of construction which would be in the northern end scheduled for completion in 1961.

Rossmoor was the move-up place for people from other areas and 43 years later it remains destined to retain that desirability for many years to come. Over the years prices have doubled, tripled and quadrupled and prices of rebuilt homes now approach the million dollar mark. Some say one of the reason home values increased so tremendously was when the appraisers began calling the homes "custom" as opposed to "tract".

Some other notable dates are. First mail delivery began in October 1, 1957. In 1958 the Rossmoor Woman's Club was formed. The Rossmoor Homeowners Association was formed in October of 1957. The Rossmoor Business Center was annexed by Seal Beach in 1967. Rossmoor Elementary School was the first to open in 1959, followed by Jack Weaver in 1960, Richard Henry Lee in 1961, Benjamin Rush in 1962 and Francis Hopkinson School in 1963. Our Library opened on April 4, 1962. The Rossmoor Shopping Center held its grand opening December 1, 1961

ROSSMOOR news

SPRING, 1959

NEW HOMES UNVEILED AT ROSSMOOR



FROM MY VIEWPOINT

By ROSS W. CORTESE

It is truly amazing how much can be accomplished in a short period of time when civic-minded folks get together.

The vast progress made at Rossmoor last year is an outstanding example of what cooperation can achieve.

The Rossmoor Women's Club has a few numbers to 200.

A Little League was formed with eight sponsored teams composed of some 200 boys.

Rossmoor Boy Scout and Girl Scout troops were organized with some 150 children participating.

And, all of these fine organizations are still growing.

There was also great progress in the area of construction.

Rossmoor School, the first of five elementary schools to serve the community, was completed and about 1,000 families moved into their newly-completed Rossmoor homes.

We also saw the opening of the Long Beach Freeway, a 16 1/2 mile super highway, which provides Rossmoor residents with a second freeway to utilize in commuting to the Civic Center.

1958 was also a year of records and awards for Rossmoor.

Thanks to the fine families who live in Rossmoor, the community's increasing popularity led to a new Southern California real estate record for selling the most homes in one day—70.

In addition, the Golden Estate home won for Rossmoor the National Association of Home Builders Award for Design Merit. Rossmoor was the only community in metropolitan Los Angeles to have a home receive this coveted award.

Rossmoor also set a record by signing a contract with the Southern California Edison Company for the construction of 431 "Medallion" homes—the largest "Medallion" contract in the nation.

It is our most sincere desire



WINNER—Mrs. Shirley Woodlock, Downey, Calif., throws her hands up in shocked delight as she realizes she has won a \$20,000 home at Rossmoor on "Queen for a Day" show. MC Jack Bailey and queen's attendant reflect pleasure of winner.

Mother of Four Children Wins Rossmoor Home On TV Program

A mother of four children has won a Rossmoor home as a result of picking the lucky key to the house which was provided as the grand prize on the "Queen for a Day" television program.

Mrs. Shirley Woodlock, 28, 11532 Julius Ave., Downey, after winning, could only say, "This is too good to be true. I've never before even won a dollar."

Mrs. Woodlock said her original wish on the program was for a garage partition to enable her to set up a small nursery as a means of income to support her family.

"My building plans have changed," she smiled.

IN THIS ISSUE

All kinds of things have been happening to Rossmoor people this past while. The Women's Club has been more than active in both social and charitable activities. Little League Season has begun, the new elementary school is open, and more and more new families are arriving at Rossmoor daily.

Other features include: Queen for a Day Wins Rossmoor Home . . . Page 8. Rossmoor Shopping Center Announced . . . Page 5.

EL DORADO-BRITTANY GARDENS TWO POPULAR MODERN DESIGNS

El Dorado and Brittany Gardens, the two new homes making their debut at the Rossmoor Cambridge unit within the past few weeks, have already established their popularity, according to Walker & Lee, Rossmoor sales agents.

Both homes have luxury Frigidaire all electric kitchens, with many modern, time-saving features which often can't be found in many \$45,000-\$50,000 homes.

Another key to the great popularity of these two most recent Rossmoor models is felt to be the fact that both homes have two complete bathrooms, a convenience feature almost indispensable to those families with young children.

9th Unit Opens At Rossmoor

The Oxford, a 360-unit, is now open at Rossmoor, and is the ninth unit to be opened in what will be a 4,000-home community.

The Nation's first all-electric Medallion city, Rossmoor is comprised of a variety of home stylings in Ranch House, Traditional two-story, Modern and Ranch-Modern.

Kitchen accessories include electric oven and range, garbage and disposal unit, dishwasher, food bars and in some cases

In addition, Rossmoor residents are afforded both privacy and safety by a six-foot wall which will surround the entire 1200-acre community.

At the center of many educational, cultural and recreational facilities, Rossmoor's model homes are open daily from 10 a.m. to 9 p.m., and Saturdays from 10 a.m. to 7 p.m.

500 Attend New

On 12-Acre Site

More than 500 students are now attending the newly opened Rossmoor School in the Los Alamitos Elementary School District, Jack Weaver, district superintendent, reports.

The modern structure, which occupies an oval-shaped 12 acre site, is located on Shakespeare Drive near Rossmoor Way.

Principal is Robert C. Bayless, who heads a staff of 14 teachers.

The school has been carefully planned to harmonize with the style of architecture of the community and yet keep the simplicity of design necessary for an efficient school. Specially designed corridors have been employed, featuring sloping sections of wood decking, to create a more interesting effect than the usual flat-roof corridors.

(Please turn to Page 1)

'BE A REPORTER'

Every Rossmoor resident is a potential reporter for our paper, because you are right there at the time Rossmoor events are happening. So, please remember your paper the next time something news-worthy occurs, BE A ROSSMOOR REPORTER, and call your editor, Mr. Bill Chaney, at the Rossmoor Sales Office with your scoop!

Rossmoor Wins NAHB Award

The Golden Estate home at Rossmoor has received one of six National Association of Home Builders Awards for 1958.

The Rossmoor entry was the only metropolitan Los Angeles area home to receive the award for "Design Merit," reported DeWitt Lee, of Walker & Lee, sales agents for the community.

Lee accepted the award for developer Ross W. Cortese at the NAHB convention in Chicago.

Designed by Chris Choate, architect, and Robert G. Jones, the Golden Estate is a Ranch-Modern three-bedroom home.

It features a 12x28 living room, highlighted by a fireplace which





FROM
MY
NEWPOINT

ROSS W. CORTESE

truly amazing how much accomplished in a short time when civic-minded get together.

st progress made at last year is an outstanding example of what can be achieved in one year:

Rossmoor Woman's Club grew from a few members to 300!

League was formed sponsored teams comprise 200 boys.

Boy Scout and Girl Scout units were organized with children participating. These fine organizations are growing.

Also great progress in construction.

school, the first of its kind to serve the area, was completed. Families moved into completed Rossmoor.

the opening of Freeway, a 16½ mile long, which provides a means of utilizing in commercial Center.

year of records at Rossmoor.

fine families moving to Rossmoor, the community's growing popularity in Southern California and the success of selling the home—70.



WINNER—Mrs. Shirley Woodlock, Downey, Calif., throws her hands up in shocked delight as she realizes she has won a \$20,000 home at Rossmoor on "Queen for a Day" show. MC Jack Bailey and queen's attendant reflect pleasure of winner.

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Mrs. Woodlock said her original wish on the program was for a garage partition to enable her to set up a small nursery as a means of income to support her family.

"My building plans have changed," she smiled.

She was driven to her new home in a gold Cadillac and after inspecting the house, she excitedly said, "I'm going to move in as soon as possible."

In addition to the prize New Englander home, Mrs. Woodlock was awarded more than \$3,500 of household and personal merchandise on the program.

(Please turn to Page 9)

Rossmoor W

The Golden Estate home at Rossmoor has received one of six National Association of Home Builders Awards for 1958.

EL DORADO TWO POPUL

El Dorado and Brittons, the two new homes, making their debut at the Cambridge unit within a few weeks, have already established their popularity to Walker & Lee, Real Estate Agents.

Both homes have all-electric kitchen and many modern features which often cost in many \$45,000-\$50,000.

Another key to the popularity of these two Rossmoor models is the fact that both have two complete bathroom convenience features which are indispensable to those with young children.

500 Attend Rossmoor Open House On 12-A

More than 500 people now attending the Rossmoor Open House at Schmitz Elementary School, reports Jack Weaver, project director.

The model home occupies an entire site, is located on Drive near Freeway.

Principal who heads the project.

The school planned to provide a style of a community a city of efficient corridors featuring wood and interest flat-roofed.

(P

"QUEEN FOR A DAY"

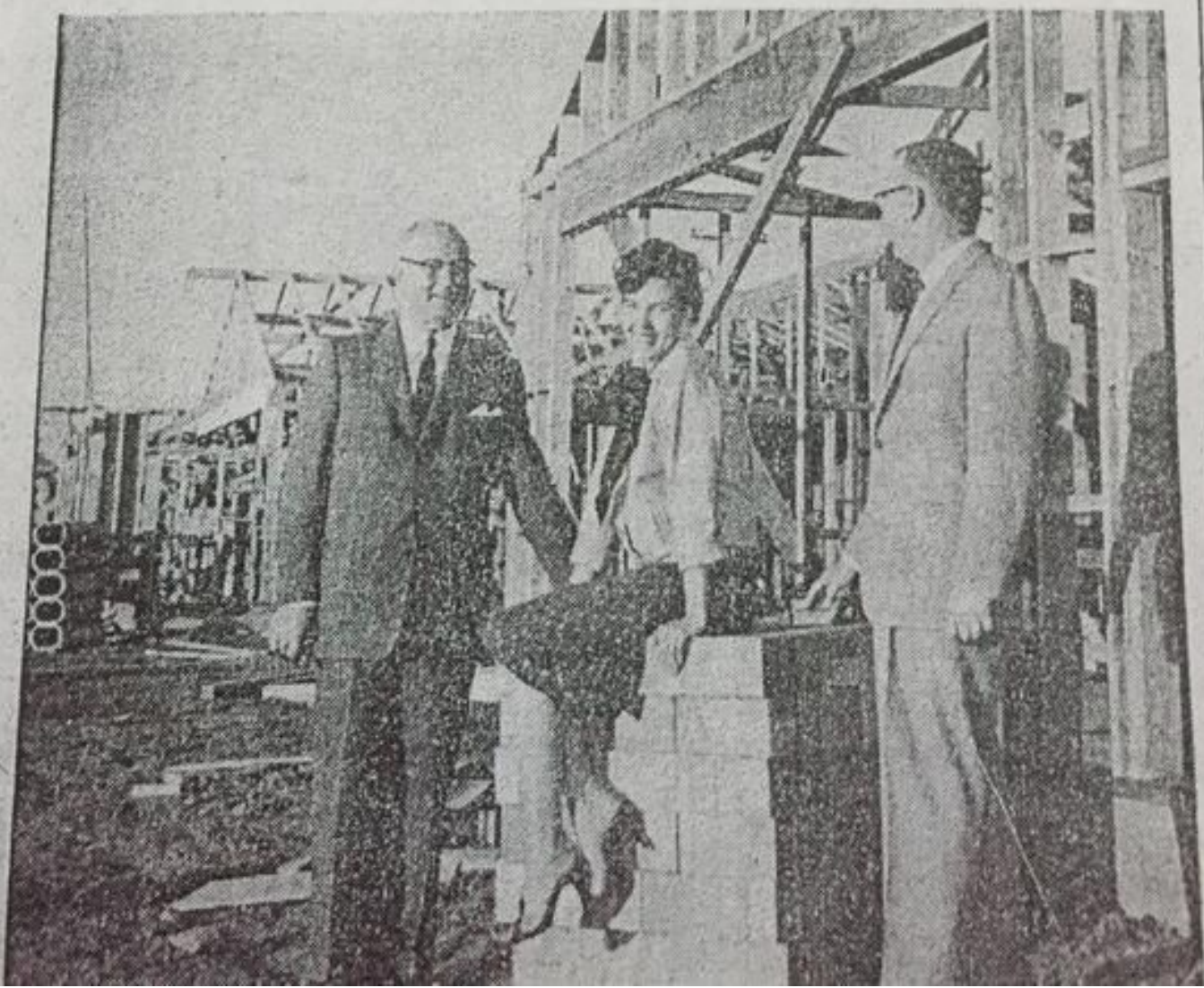
'Queen', Children See New Home On Whirlwind Tour of Community

This is the warm and happy story of Mrs. Shirley Woodlock's first look at Rossmoor, where she will soon move into a New Englander home won as a grand prize on "Queen for a Day."

"Just the thought of the prize, alone, was a thrilling experience," Mrs. Woodlock related, "but after seeing the home and community, I realized how truly lucky I was."

She and her four children — Donald, 12; Leta, seven months; Lisa, 6, and Debra, 8—spent almost three hours looking at a furnished model of the New Englander and learning about the community from Bill Cheney, Rossmoor sales manager.

The joyous reactions of Mrs. Woodlock and her children to Rossmore were put on film by photographer Ralph Widman who has photographed many happy "Queens"—"but none happier than Mrs. Woodlock," Ralph said.



"A Y" WINS ROSSMOOR HOME

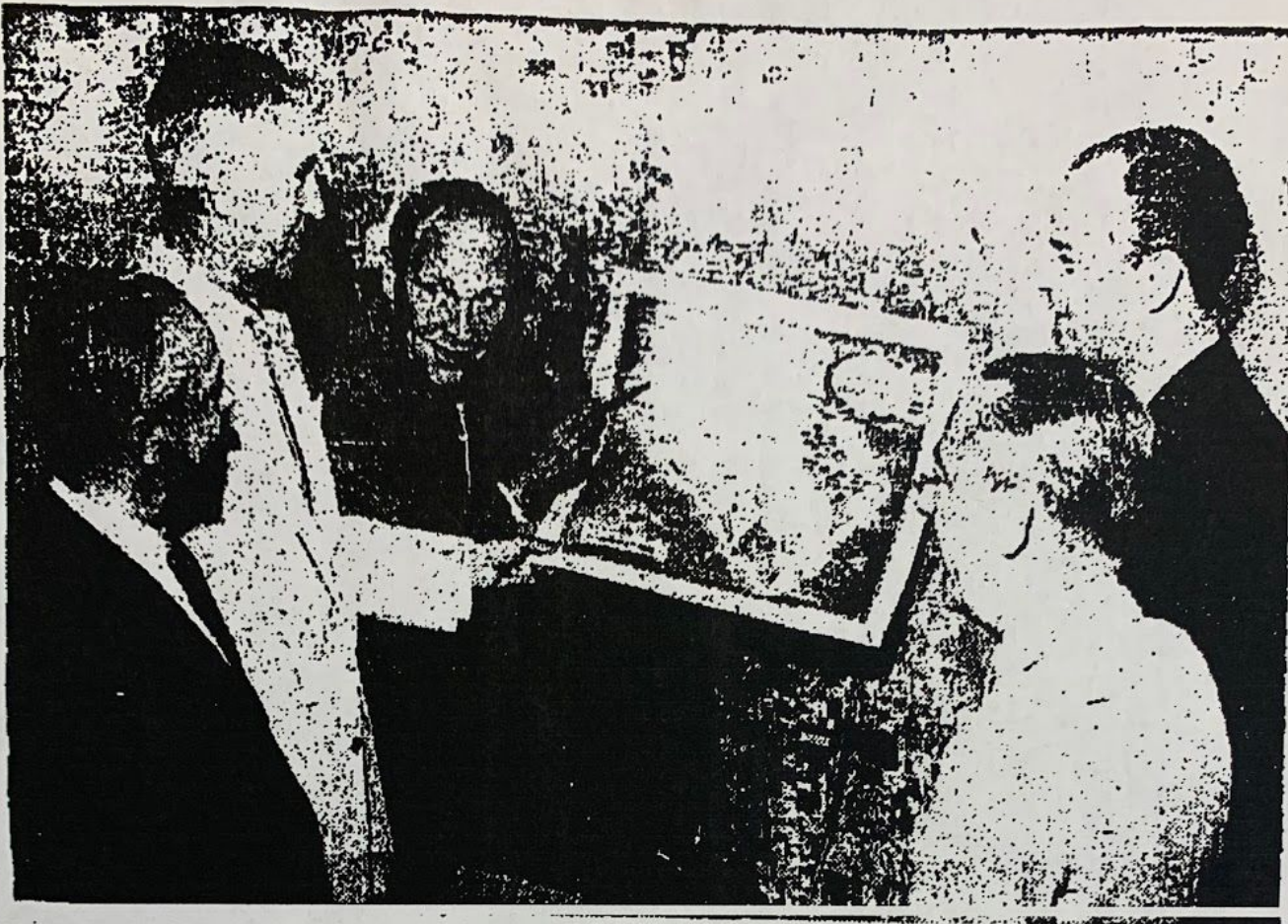
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MRS. WOODLOCK and children arrive in gold Cadillac at entrance to famed walled city of Rossmoor.

CONSTRUCTION OF BIG PROJECT FURTHERED

Los Angeles Times (1886-Current File); Sep 16, 1956; ProQuest Historical Newspapers Los Angeles Times (1881 - 1985) pg. E4



NEW CITY — Plans for formal opening next Sunday of Rossmoor, announced project of proposed community of 4000 homes, are discussed by developer Ross W. Cortese and other principals. Shown above, from left, are: John D. Engle, Walter A. Corbin, Edward Mushfeld, Emmert H. Sink (right foreground) and Cortese.

CONSTRUCTION OF BIG PROJECT FURTHERED

Ross W. Cortese, prominent developer, yesterday announced that construction is being expedited to permit the formal opening next Sunday of his new \$200,000,000 Rossmoor community of estate-class homes, churches, business and medical centers, schools, and parks.

Rustic and Farmhouse-styled residences to go on display will typify, he explained, the initial unit of Rossmoor, on which more

than \$2,000,000 is to be spent, as well as more than 4000 single-family homes called for eventually in the extensive building program.

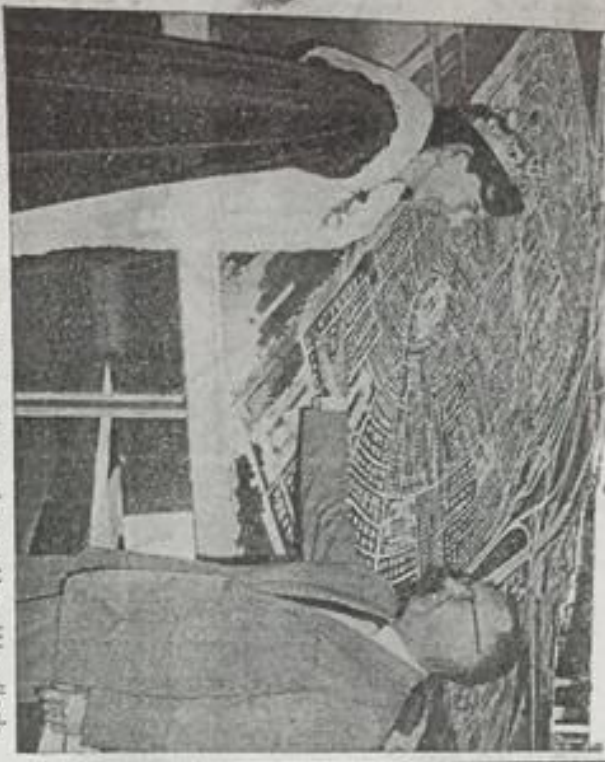
Rising on a 1200-acre portion of the Rancho Los Alamitos, the Rossmoor homes will be in the \$17,500 to \$19,000 value range and built by Frematic Homes, Inc., of Anaheim.

The community will be bounded by Katella Ave. on the north, Seventh St. (Garden Grove Blvd.) on the

south, Los Alamitos Blvd. on the east and the route of the projected San Gabriel Freeway on the west.

Also participating in announcing the program were DeWitt R. Lee, Robert K. Walker and William T. Cheney of Walker & Lee, named sales agents; John D. Engle and Edward Mushfield of the Insurance Funds Mortgage Co. and Emmert H. Sink, vice-president, California Bank, in charge of financing; Walter H. Corbin, vice-president and manager of Title Insurance & Trust Co.'s Santa Ana office, and Roy Madden, of Frematic Homes, Inc.,

MRS. WOODLOCK perches in front of home being constructed for her after tour with DeWitt Lee, of Walker & Lee, Rossmoor sales agents, and Bill Cheney.



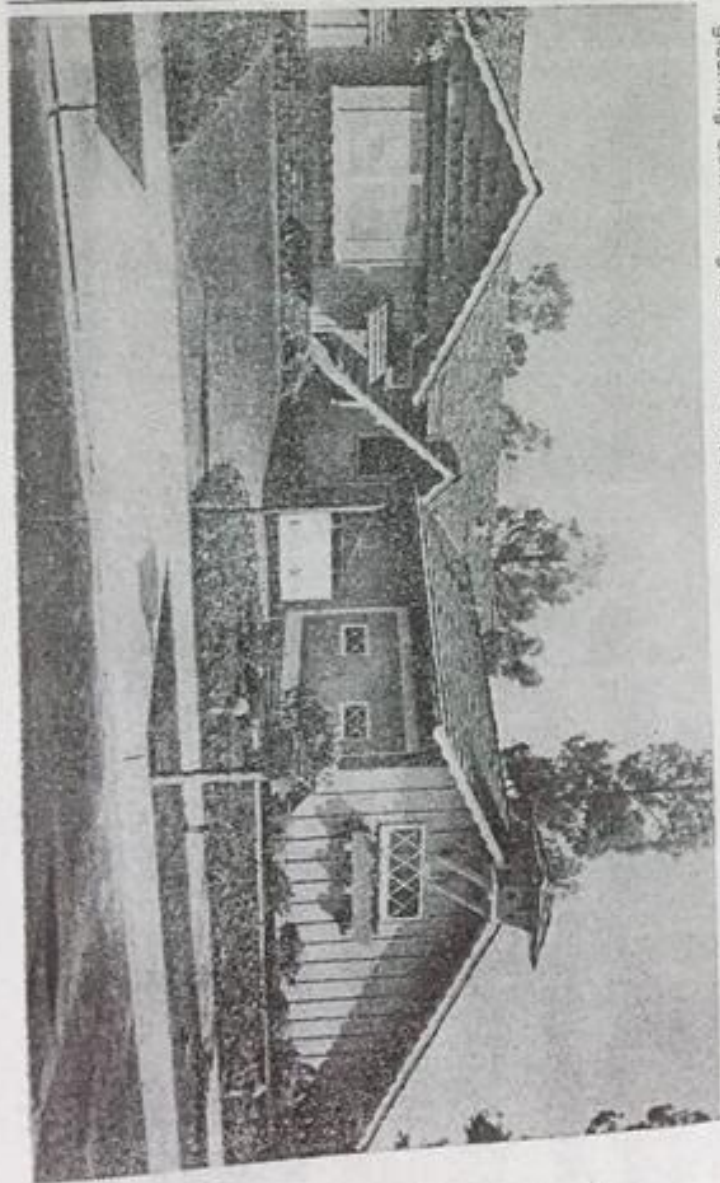
BILL CHENEY, Rossmoor News Editor, shows Mrs. Woodlock the location of her home on Rossmoor master plan which calls for 4,000 homes.



MRS. WOODLOCK and children arrive in gold Cadillac at entrance to famed walled city of Rossmoor.



MR. WILLIAM CHAPMAN, Frigidaire Custom Product Sales Manager, shows Mrs. Woodlock her gleaming built-in Frigidaire kitchen appliances.



Rossmoor Opens Final Unit of 278 New Homes

The last unit has opened at Rossmoor, new 1,200-acre community near Long Beach State College. Donald De Benedictis, sales manager, announced. When this final unit is sold, the community will have a total of 3,404 homes.

The 278-home unit, called the Stanford, provides 6 floor plans and 21 exteriors in modern, ranch-modern and ranch home stylings, De Benedictis said.

FHA, California Veteran, and conventional financing plans are available at the new community.

* * * *

THE EL DORADO, priced at \$23,000, is a 3-bedroom home in the modern motif and provides a 20x28 living room, family room, dining area, and a 12x18 covered porch, two complete bathrooms and a built-in all-electric kitchen.

Features of the living room include a beamed ceiling, built-in planter, fireplace and paneled walls.

The Brittany Gardens, priced from \$23,500, is a 4-bedroom home and is available in old English and ranch-modern exterior stylings. It includes a 20x24 living room, dining room, family room with food bar and two complete bathrooms. Focal point of the living room is a custom-styled fireplace flanked by a built-in

hearth seat and bookcase.

* * * *

KITCHENS OF BOTH the El Dorado and Brittany Gardens feature Frigidaire electric oven and range, garbage disposal unit, and built-in natural birch cabinets.

Ranch styled homes, priced from \$21,500, are available in 3 different floor plans and include 3 bedrooms, living room, and den, paneled in mahogany and white birch, with a choice of cathedral, drop or beamed ceilings. Some 1,451 to 1,800 square feet of living area is provided.

The Golden Estate series which won the 1958 National Association of Home Builders Award for design merit, is in ranch modern motif. Providing 3 bedrooms, and family room, the Golden Estate features a 12x28 foot living room whose high lights include a black-modular wood-burning fireplace, with built-in planters and a built-in hearth seat adjacent to it. Home is priced from \$21,500.

Model homes are open daily from 10 a.m. to 9 p.m., and Saturdays 10 a.m. to 7 p.m.

April 1960

Timeline

1888 - Rancho Los Alamitos is divided, with the area that would later become Rossmoor given to the heirs of John Bixby, his widow, and his children, Fred and Susanna Bixby.

1951 - Developer Ross Cortese forms the Rossmoor Corporation, after acquiring the land from the Fred Bixby Ranch Co. Rossmoor was originally a subdivision of Los Alamitos.



Cortese

1957 - Cortese proposes to incorporate 500 acres north of Garden Grove Boulevard, now the Garden Grove (22) Freeway. Residents of Los Alamitos

and Rossmoor oppose incorporation and ask to study the alternatives for one year. (Los Alamitos is later incorporated in 1960.)

Also, postal delivery starts on Oct. 1, after the first 100 families move to Rossmoor.

1986 - The Rossmoor Community Services District is established.

Source: Margrit Kendrick, Orange County Historic Commission member and Rossmoor resident

Glossary, Timeline and Voices
by Slav Kandyba and
Eleeza V. Agopian

NEW BEACH AREA TRACT BEING SHOWN TODAY

Los Angeles Times (1886-Current File); Nov 18, 1956; ProQuest Historical Newspapers Los Angeles Times (1881 - 1985) pg. F2

NEW BEACH AREA TRACT BEING SHOWN TODAY

office, as well as eight schools for, with an early start of and sites for parks and construction foreseen, it was churches have been provided stated.

Developer Ross W. Cor. River. It is accessible from these Rossmoor, new \$200, Los Angeles by the Santa 000,000 suburb of Long Ana Freeway via the Santa Beach and itself a complete walk Blvd. turnoff to the modern city of homes, busi- south. ness and medical centers, schools, parks and churches, will focus national attention upon the Southland home- building industry at its grand opening here today.

The four furnished, model residences include the Salem and the New Englander, both with model swimming pools, and the Plymouth and the Farmhouse.

Choice Offered

Offering a choice of three bedrooms or three bedrooms and family room, all with two complete baths, the Rossmoor homes are priced from \$17,500, according to Walker & Lee, Inc., sales agents, and are available on FHA-guaranteed 30-year loans from \$2800 down, plus impounds, as well as on VA terms.

Features include built-in ranges and ovens in color, built-in dishwashers, garbage disposals.

Location Given

Over-all plans provide for the ultimate building of more than 4000 single family homes, a major business district, medical center and post-

Rossmoor is bounded by Katella Ave. on the north, Seventh St. (Garden Grove Blvd.) on the south, Los Alamitos Blvd. on the east, and on the west by the route of the projected San Gabriel Freeway and San Gabriel

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EXTENSIVE COMMUNITY PROGRAM ANNOUNCED

Marking one of the largest community-development programs in Southern California's realty and building annals, construction has been started, it was announced yesterday, to convert a 1200-acre portion of the historic Rancho Los Alamitos into a virtually complete city with \$200,000,000 worth of homes, business and medical centers, churches, schools and parks.

First public announcement of the extensive building program came from Ross W. Cortese, prominent developer, in disclosing plans for formal opening of the new community, to be known as "Rossmoor," Sunday, Sept. 23. Cortese is widely known for his Lakewood Rancho Estates and other developments in the Southland.

Location Given

Situated a mile east of the 320-acre Long Beach State College campus, a \$50,000,000 educational institution now under construction, the new community of Rossmoor is to be bounded on the north by Katella Ave., on the south by Seventh St. (Garden Grove Blvd.), on the east by Los Alamitos Blvd. and on the west by the San Gabriel River and the route of the projected San Gabriel Freeway.

Also announced was that more than \$2,000,000 is being expended on construction of the initial unit of three-bedroom and three-bedrooms with-family-room, two-bath homes which are being built by Frematic Homes, Inc., of Anaheim, headed by M. E. Ward, president. The firm last year won an award from the National Association of Home Builders.

The homes, which integrate rustic and farmhouse design both as to the exterior and the interior, with such features as sliding glass doors, window seats, hand-turned birch posts and spindles, heavy cedar shake shingle roofs, ornamental dove cotes, atmospheric fireplaces, breakfast bars and mahogany pan-

eling, were designed for Rossmoor by Earl G. Kaltenschmidt Jr., member of the American Institute of Architects.

Cortese said the homes will be represented for visitors by four model residences.

There will be two model swimming pools.

Both VA and FHA terms will be available at Rossmoor, Cortese said.

Over-all plans provide for the ultimate building of more than 4000 single-family homes, a major business district, medical center and post office, as well as eight schools, it was reported. Sites for parks and churches have been provided for and preliminary plans already are being drawn for an early start of actual construction of these buildings, it was stated.

More Than 85,000 View New Homes in 60 Days
Los Angeles Times (1886-Current File); Dec 23, 1956; ProQuest Historical Newspapers Los Angeles Times (1881 - 1985)
 pg. E4



NEAR LONG BEACH—Pictured is scene at planned \$200,000,000 city of Rossmore. Four furnished model homes shown daily and Sunday.

More Than 85,000 View New Homes in 60 Days

More than 85,000 visitors have viewed the new model homes at Rossmore in the past 60 days, it was reported.

A new four-bedroom, family room, two-bath model home will be placed on display alongside the other four estate-class luxury models opened previously.

The model homes, which are the forerunners of some 4000 now scheduled to be built in Rossmore, will be open regularly to the public from 9 a.m. until 10 p.m. daily, including Sundays.

The development, announced to be a complete city of homes, business and medical centers, schools, parks and churches, is bounded on the north by Katella Ave., on the south by 7th St. (Garden Grove Blvd.), on the east by Los Alamitos Blvd. and on the west by the route of the projected San Gabriel Freeway and the San Gabriel River.

Price Range

Homes are priced from \$17,500 to \$19,600. Features in the Rossmore homes, which are reportedly offered on FHA-guaranteed 30-year loans from \$3000 down, plus compounds, as well as on VA terms, include dishwashers, wood-burning fireplaces, sliding glass doors, window seats, forced-air heating, central air conditioning, hand-turned latch posts and spindles, heavy cedar shake shingle roofs, breakfast bars and masonry paneling.

Available to purchasers who desire them are washer-

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ing aircraft. "Since we moved here six years ago we have heard people complain that pilots don't stay in their flight paths," she says.

Mrs. Frank Mieir, 3051

lowtail Drive.

Mrs. Seeland said a piece of aircraft brake lining ripped through their garage door, glanced off a sport car inside, then split open a small, half-filled

station in deference to the residents. A 45-degree power turn is required, he said, at Los Alamitos Blvd. which turns the takeoff pattern away from Rossmoor.

Navy Seeks Answer to Jet Crash; Neighborhood Cleanup Completed

BY DON SMITH

Times Staff Writer

LOS ALAMITOS—Bits and pieces of a marine A4B Skyhawk attack jet litter the Naval Air Station hangar floor as investigators begin the laborious task of learning why the plane crashed onto a residential street.

Every available piece of the exploded jet was collected Friday by investigators, who will examine them bit by bit.

Cleanup crews completed the work of restoring Yellowtail Drive to an almost normal condition. The work began shortly after dawn Friday and lasted most of the day.

Called Miracle

By late afternoon, only the burned-out garages and a few shattered tree stumps marked the scene of what eyewitnesses called a "miracle."

Although the plane slammed into the gutter in front of 3132 Yellowtail Drive and exploded in a huge fireball of flaming gasoline, no one was killed or injured along the normally busy street.

The pilot, Marine Reserve Capt. James Moffett, 31, of Newhall, spent the day at home. He had been

scheduled to leave on a flight to Chicago as a second officer for Continental Airlines but the airline said his shift had been changed the day before the crash.

Clipped Trees

In backtracking Capt. Moffett's flight path as he took off on an instrument training flight, Naval authorities learned he had first clipped two 18-foot trees on a new golf course near the end of the station runway.

Moffett managed to pull the plane up enough to al-

most clear a row of tall eucalyptus trees along Los Alamitos Blvd. but the plane then clipped off some high-tension power lines across the street.

Observers said it burst into flames at that moment, then plunged onto Yellowtail Drive, scattering debris two blocks.

Moffett told newsmen he ejected from the faltering jet after realizing he had lost control.

'Had No Choice'

"I had no choice. I just pulled the curtain down and hoped the seat worked properly. It did," he said when interviewed a few hours after the crash.

Moffett, who has more than 800 flight hours in the swept-wing attack jets, has been attached to Marine Reserve Attack Squadron 241 since September when he was released from active duty. He was making his second instrument training flight from Los Alamitos Thursday when he crashed.

After ejecting at an altitude of approximately 50 feet, Moffett drifted down onto Rowena Drive, a block from the crash, glancing off a camper truck belonging to Don Lykins, 3201 Rowena Drive, before dropping onto the ground.



Capt. James Moffett
... I had no choice

July 11
Hotel

ANAHE cutive che Hotel face federal gra ment char income tax four-year John L. 54, of 191 was name ment hang Angeles a evading pa in tax fro 1963.

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City OKs Change in Mountain Plan

Vote Clears Way for \$250-M Community, Draws Angry Criticism

BY RAY HEBERT
Times Urban Affairs Editor

Angry criticism on furthering the interests of private developers leveled against city planners Thursday as the way was cleared for a \$250-million residential community in the Santa Monica Mountains.

The outburst came as the City Council approved, 11 to 3, changes in the Santa Monica Mountains general plan which were tailor-made for Sunset International Petroleum Corp.'s cluster-type mountain project.

"Where is the line beyond which the City Planning Department should go in promoting the developer's interest?" Councilman Marvin Braude, an opponent of the project, wondered.

The 4,371-unit community, largest ever planned for the 92-square-mile mountain area, will be developed on a remote site between Mulholland Drive and Sunset Blvd. east of Topanga Canyon.

\$14 Million Acquisition

The 2,107-acre site—largely virgin—is part of a 3,350-acre parcel Sunset International acquired for more than \$14 million in 1964.

Lying west of the San Diego Freeway near the city's eastern limits, the property is included in the general plan for the mountains prepared by the City Planning Department after months of painstaking study in 1964.

Acting on the recommendation of the Planning Commission and its Planning Committee, the council concurred in general plan amendments to allow changes in residential land use patterns, commercial area and public facility locations and modification in street and highway alignments.

The changes also allow the designation of about half the acreage for the project—Sunset Mountain Park—as permanent open space.

Plan Defended by Aide

Frank Lombardi, assistant director of the City Planning Department, told the council the amendments are consistent with objectives of the general plan for the mountains.

The plan was devised, he explained, to attract cluster developments with their smaller lots and common open space.

"In developing the plan it was our intention that it would have to be refined and amended," he said. "This

GRAND JURY CITY PLANNING ZONING RECOMMENDATIONS

BY RON EINS

An in-depth study of zoning practices recommended Thursday by Grand Jury.

The jurors asked study and action on eight recommendations for reform as soon as possible.

The investigative study came as a result of one of which led to the of a land developer's grand theft and conspiracy bribery in a Chatsworth case.

The major recommendations carried out by city employees would require:

- 1—The registration specialists.
- 2—That the mayor

Please Turn to

is the first case and it probably be others."

Lombardi said the adopting the mountain placed tight controls on development.

The planning department has been working for Sunset International on for the site's development.

But regardless of whether International or someone owned the property things would have to be made the land buildable.

"You're recommending changes in the plan at the developer?" Council Bernardi asked.

"Yes," Lombardi replied first step to make Sunset International's scheme move forward.

Complaining about it

Please Turn to

WILL CONSIDER OTHER SITES

City Restudies Park Plan

Reconsideration of an application for \$2.68 million in federal open space matching funds to acquire property for five regional parks was voted by the City Council Thursday.

The action was taken at the request of Councilman Ermani Bernardi, who said a federal official had informed him that the funds do not have to be expended for the projects approved by the council.

On Wednesday, the council approved an application for federal

grants for the acquisition at Crestwood Hills Wood; Potrero Canyon Palisades; Wattles Canyon; Del Rey Lagoon del Rey, and Orcutt Rancho Park.

Bernardi said the city have authority to consider park sites, and the million-of the \$2.68 million available for that purpose federal ruling.

Further action was until Monday.



FOGGY CRASH SCENE—Part of a Navy jet plane's wing resting against a defoliated palm tree in the driveway of the H. J. Lassig home, 3102 Yellowtail Drive, Rossmoor. A fireman sprays burning embers. Times photo by Don Smith

Kaiser Suspends Union Officer as Strike Ends

BY HARRY BERNSTEIN
Times Labor Editor

Kaiser Steel Corp.'s highly lauded and harmonious relations with the AFL-CIO United Steelworkers of America were severely strained Thursday, even though workers voted to end their one-day wildcat strike.

The company Thursday suspended one of the union's top officers for five days. This was in anticipation of a permanent discharge for allegedly "inciting, leading and participating in an unauthorized work stoppage."

The officer, Rex Parker, grievance committee chairman, said he knows of no reason why he should be fired. And by late Thursday he had not received official notification that he was being laid off.

He will have it by today, a company spokesman indicated.

Set 10-Day Deadline

While Kaiser employees returned to their jobs Thursday, they made it clear that they would strike again in 10 days if their complaints are not satisfied.

And now that Parker has been suspended, some feel it may be more difficult to settle the other complaints from union members.

Parker is regarded as a militant union leader and is said to be planning to run against incumbent president James Veasey in the union's local election next summer.

The grievance committee feels it was snubbed by the company when it filed complaints over work schedules and other problems, which individually are not enough to shut down an entire company.

The company has agreed to start meetings today with the union and will try to process the grievances more rapidly.

Historic Agreement in 1959

Kaiser and the union made history in 1959 when they agreed to a contract that was designed to eliminate strike action.

The pact set up a formula for sharing all gains between management and labor so there would be no fights over economics.

It guaranteed workers against layoffs due to technological changes. And it promised that whatever the rest of the steel industry gave in contract negotiations, Kaiser would, too.

Some Kaiser employees felt this was too much and complained that the firm would take advantage of the harmonious relations.

Other workers denied this, as did the company, but true or not, harmony is not the key word today at Kaiser.

Crashing Bomber Damages 7 Homes; No One Injured

BY DON SMITH
Times Staff Writer

A Navy attack bomber crashed and exploded Thursday in a residential area of Rossmoor moments after it had taken off in fog from Los Alamitos Naval Air Station.

No one on the ground was reported injured, but seven houses were damaged as chunks of the A4B Skyhawk were hurled through the neighborhood. The pilot ejected safely.

Capt. J. H. Moffett, 31, a marine reservist, had taken off in a southwesterly direction from the Orange County base at 3:34 p.m. on an instrument training flight.

Plane Hits Trees

Moffett's plane flew over a golf course being constructed in Seal Beach, then struck a row of eucalyptus trees bordering the east side of Los Alamitos Blvd.

"I was concerned that I had hit the trees," the pilot said. "Then I lost control. I had no choice but to get out."

As Moffett was catapulted from the plane it began tumbling end over end until it slammed to earth on Yellowtail Drive near the inter-

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Homeowners Association to Protest Flight Pattern

BY HAL SCHULZ
Times Staff Writer

ROSSMOOR — Alteration of flight patterns out of Los Alamitos Naval Air Station will be sought by the president of the Rossmoor Homeowners Assn.

Mrs. Kazimir Patelski, 3181 Blume Drive, says, following Thursday's jet crash here, she will appoint a director at the next meeting of her group to seek an interview with Capt. James Hedrick, commanding officer of the air station, about possibilities of change. Hedrick said Friday the crash was a "freak."

Other reaction on the plane crash in the unincorporated community of 12,250 west of the busy airport ranges from criticism to acceptance of the inevitable.

Wants Action

"This should be enough to shock the Naval Air Station into doing something about it on their own," says Mrs. Allyn Barrows, 3162 Yellowtail Drive, whose home is near those damaged by fragments of the disintegrating aircraft. "Since we moved here six years ago we have heard people complain that pilots don't stay in their flight paths," she says.

Mrs. Frank Mieir, 3051

Yellowtail Drive, on the other hand, says the planes don't usually fly from the air station over Rossmoor residences: "I think it was a freak. It could happen anywhere."

The plate glass window in Mrs. Mieir's living room was shattered by a fragment and one of three reindeer Yule decorations on her garage door was slashed in half as another part penetrated the door and flew out the other side.

Garage Hole

An auxiliary jet fuel tank tore a gaping hole in the garage wall of Dr. Marshall J. Grobert's residence, 3322 Yellowtail Drive.

Mrs. Grobert said she was inside the house with her small son Scott a few feet away.

Behind the Grobert home, a piece of eucalyptus tore through a thick concrete block wall, ripping out a two-foot hole, and came to rest in the back yard of the Karl Seeland residence, 3312 Yellowtail Drive.

Mrs. Seeland said a piece of aircraft brake lining ripped through their garage door, glanced off a sport car inside, then split open a small, half-filled

gasoline can without igniting the contents.

Children en route home from school, those playing in their yards, motorists driving along the street and residents in their homes all somehow escaped from the hurtling debris and flaming gasoline.

Resident after resident, their voices still somewhat shaky from the effects of the crash, described the lack of casualties as a "miracle."

Tim Lawhorn, 16, of 3002 Yellowtail Road, was driving down the street with his sister, Sheryl, 14, when he saw the plane approaching and watched it crash. Although his car was showered with debris, neither youngster was hurt.

Patterns Changed

Los Alamitos Councilman Dale Kroesen, a private pilot, said two planes crashed in 1957 about 350 yards from the first Rossmoor model homes, then under construction. No one was hurt.

Kroesen said the Navy has, in fact, changed the flight path out of the air station in deference to the residents. A 45-degree power turn is required, he said, at Los Alamitos Blvd. which turns the takeoff pattern away from Rossmoor.

Navy Seeks Answer to Jet Crash; Neighborhood Cleanup Completed

BY DON SMITH
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Observers said it burst into flames at that moment, then plunged onto Yellowtail Drive, scattering debris two blocks.

Moffett told newsmen he ejected from the faltering jet after realizing he had lost control.

'Had No Choice'

"I had no choice. I just

Los Angeles Times Orange County

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10 Pt. III—R SATURDAY, DECEMBER 17, 1966

Hospital Leaders Battle Freeway Sign Policy

Immediate Permission for Installation to Be Sought by Anaheim Institution

Hospital administrators and medical spokesmen throughout the county here endorsed a new ruling by the U.S. Bureau of Public Roads which will permit hospital directional signs to be installed upon interstate freeway systems.

"With the very heavily traveled thoroughfares in Orange County and the close proximity of most hospitals in the county to a major freeway, the iden-

tification of hospitals will be of significant to new residents, tourists," said A. J. Aulsebrook, administrator of the Orange County Memorial Hospital.

"We'll apply for such a Eugene Dahlgren Hospital in Anaheim."

The announcement of the federal signing program in the December the California Assn. (CHA) is

working with the California State Highways, southerly after the federal building program prohibitions.

Change in

A spokesman for the Orange County Assn. also announced a change, stating executive board policy stating emergency signing of freeways is permitted.

Under the changed regulations must apply State Highway Department for a direction to be erected rest offramp 1 freeway and site.

The hospital offer 24-hour medical treatment licensed physician at all times.

Jury Indicts Hotel Chef

ANAHEIM — The executive chef of Disneyland Hotel faces a four-count federal grand jury indictment charging him with income tax evasion over a four-year period.

John L. (Jack) Sullivan, 54, of 1911 S. Haster St., was named in the indictment handed down in Los Angeles accusing him of evading payment of \$7,739 in tax from 1960 through 1963.

Assistant U. S. Atty. Jules D. Barnett charged Sullivan reported less taxable income than he received and paid less tax than owed.

Sullivan paid \$7,508 but owed \$15,247, Barnett charged.

The indictment followed two years of investigation by the intelligence division of the Internal Revenue

BOMBER CRASH

Continued from First Page
 section of SOverton Road in Rossmore, a large unincorporated residential area.

H. J. Lassig, an engineer for Douglas Aircraft, was drinking coffee in the living room of his home at 3102 Yellowtail. "I heard the plane coming and headed for the back door just as it hit," he said.

Auto Destroyed

The force of the explosion hurled the jet engine into Lassig's garage, destroying his car and setting the garage afire.

A large section of the wing came to rest against a palm tree in the yard.

Mrs. Lassig, who was decorating a Christmas tree in the dining room, heard glass shatter throughout the house.

A fragment of the plane hit a wall of the house, starting a blaze that spread into the living room. The Lassigs carried water in pots and pans from the kitchen to extinguish the flames.

Three houses down the block, Mrs. Robert H. MacArthur heard a boom and looked out the window of

her residence at 3132 Yellowtail.

The first thing she saw was her two daughters returning from school. Then her vision was blocked by a wall of flame in the street. "Thank God, they were all right," she said.

At 3122 Yellowtail, which was unoccupied at the time, a piece of the engine was thrown against the front door. All the windows were blown out and the garage was demolished.

Tim Lawhorn, 16, was driving along Yellowtail. He saw the pilot eject and watched the plane whine earthward until it struck the road ahead of him. Some of the wreckage hit his car.

Mrs. John Rowan of 3141 Yellowtail had just summoned her three children into the house from the street, where they had been playing. As she heard the explosion she yelled to the children to fall to the floor. When she opened the door she saw the street in flames.

Debris was scattered on lawns and in yards over two square blocks about a quarter of a mile from the end of the base runway. The neighborhood is just

north of the San Diego Freeway.

The ejection seat and canopy landed on the sidewalk of Rowena Drive, one block north of Yellowtail. Power lines were severed on Los Alamitos Blvd., and branches of trees cluttered the thoroughfare.

County fire units were aided by several from Los Alamitos and Seal Beach.

Neighbors helped with garden hoses.

The neighborhood, smelling of burning metal, was an eerie sight in the fog, as the colorful lights from Christmas decorations played on the faces of firefighters and sheriff's directing traffic.

The explosion which some witnesses reported hearing above them was undoubtedly the ejection

seat popping out, marine authorites said.

Moffett, of 25017 Walnut St., Newhall, was asked if he had lost power while taking off. "To tell the truth, I really couldn't say," he answered. "I was on instruments and I was watching them."

Moffett, in civilian life a second officer for Continental Airlines, said his parachute opened at an altitude of 50 to 75 feet.

As he descended, he

bounced off a camper truck and landed on the lawn of a home at 1301 Rowena. It was the residence of a Naval reserve pilot, who gave him a ride back to his base.

Moffett has 800 hours of flight in the A4B. He was released from active duty on Sept. 1. He had been a flight instructor.

GRANDMA'S TRIKE

Continued from First Page
 members believe the exercise has improved their health.

Mrs. Stella Tambllyn ("Just say I'm in my 50s") suffers from a heart condition.

"I'd been in and out of the hospital for months, and then about a year ago I bought my tricycle and started taking little rides," she said. "Since then, I've felt so much better. My doctor noticed it immediately and asked me what had happened. When I told him, he said, 'Well, whatever it is you are doing, keep it up.'" She was warned the same "treatment" wouldn't work for everyone, though.

Leg Almost Useless

Mrs. Edith Youde, wife of the Rev. Bertram Youde, found one leg "almost useless" after an operation and she bought herself a tricycle. "Today," she says, "My leg is much better, and, in fact I feel healthier all round."

The first tricycle in the area was a homemade one. Robert Ivy, 87, said his eyesight was deteriorating

brought the first ready-made machine to Imperial. The idea caught on, and other people ordered tricycles. A club was formed a year ago, and today, there are about 35 members.

"It's a very informal kind of club," says Mrs. Tambllyn. "There are no dues and no officers. We just like to get together and go for little rides into the country. We also use our trikes for shopping and visiting, and some of us, who still have jobs, go to work on them."

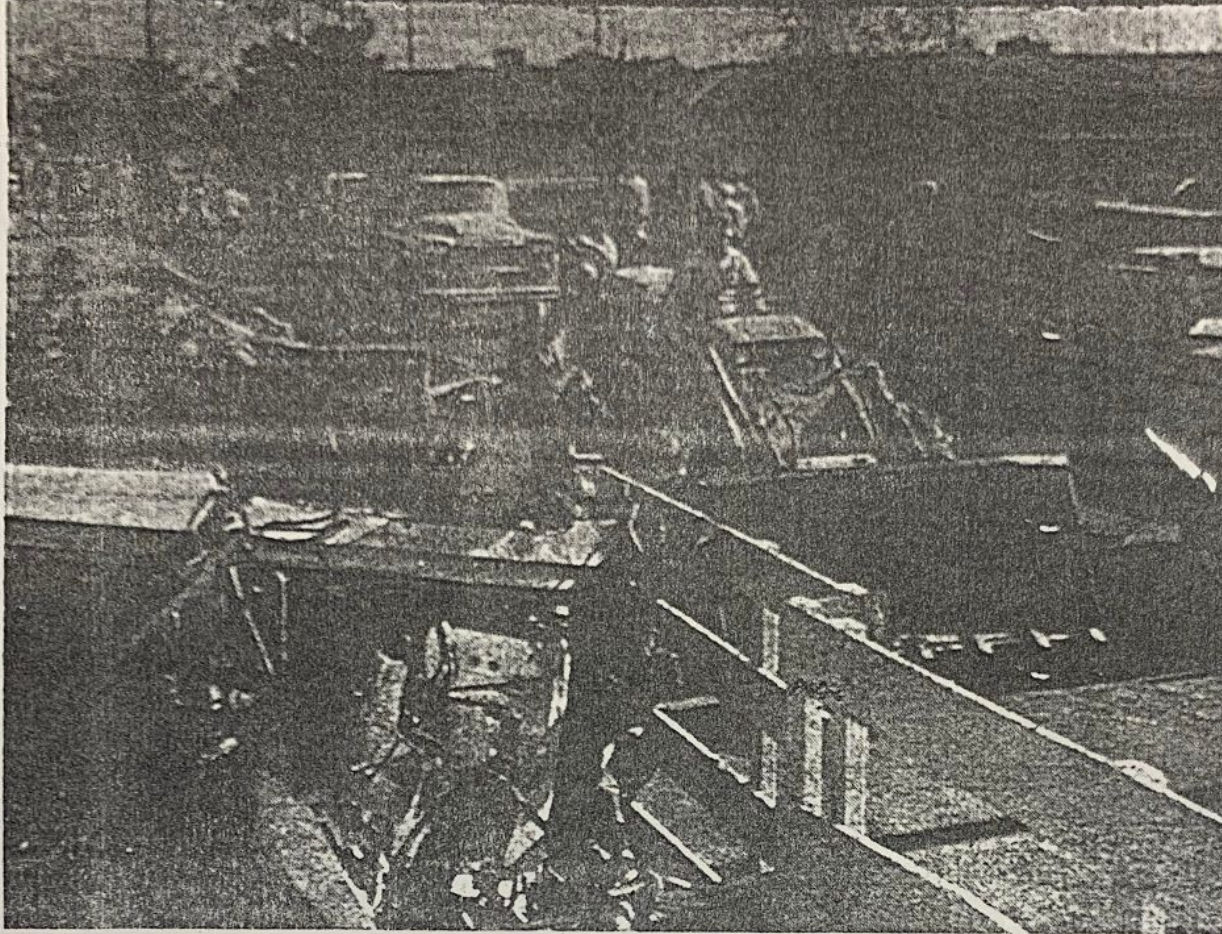
Usually Wear Slacks

"We usually wear slacks, and one of the local stores has started selling special slacks. You can't just cycle in any old slacks, you know. They have to stretch every way or they aren't comfortable."

One member, Mrs. Peggy Brock, introduced a new idea—the first speedometer and mileage counter. She bought the tricycle to see if exercise would help her arthritis. She says it has, and has also helped her to find new friends. Since June she

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 gold... 80.00... (d) leather banks for desk, dresser or desk
 duck 6.00... dog 6.00... owl 4.00

WYNBRIER



BATTERED, BUT ALIVE — Navy crews clean up Rossmoor's Yellowtail Drive where flaming marine

jet crashed Thursday as children walked home from school. No one was hurt. Plane wreckage is

in truck. At right is H by mud from fire h

Homeowners Association to Protest Flight Pattern

BY HAL SCHULZ
Times Staff Writer

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in truck. At right is H. J. Lassig home, surrounded by mud from fire hoses. Lassig saw the plane

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TIMES PHOTO

Orange County Times

17th St., Santa Ana

PHONES

Day Adv.—Klumberly 7-5941

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E. Coast Hy.; Kl 7-5941

DECEMBER 17, 1966

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Hearing for Policeman to Open Tuesday

SANTA ANA—An appeal hearing for dismissed police officer Bobby Don Youngblood, 29, will begin at 7:30 p.m. Tuesday, Dec. 20, before the City Personnel Board in the council chambers.

The hearing was formally opened last Tuesday to meet the legal time requirements but it was continued so the board could conclude the appeal hearing for former police Sgt. Billy C. McGaha, 32.

McGaha's dismissal by Chief Edward Allen was unanimously upheld.

Auto Accident

Youngblood and McGaha were fired by Chief Allen Nov. 25 as a result of incidents surrounding an auto accident involving the two officers in Orange

DISNEY MEMORIAL PLAN SUGGESTED

A Santa Ana attorney has asked the Board of Supervisors and Anaheim City Council to name a joint Walt Disney Memorial Commission to honor the late showman.

H. Rodger Howell, whose practice frequently takes him before both governmental bodies, said the commission should develop an appropriate memorial to Disney for his contributions to the world in general and Orange County in particular.

"It would be most inap-

propriate if Orange County, which has benefited so much from his genius and generosity, did not do something truly equal to the greatness of this wonderful man." Howell wrote in a letter to both groups.

He urged the two agencies to name such a commission in the near future but asked that the group be given time to deliberate carefully and not under pressure of time.

He also suggested the group contact Disney's family, friends and associates for suggestions.

New Office to Open for Guidance Clinic

COSTA MESA—Beginning Monday, Dec. 19, the

private care in the coastal area of Orange County from Seal Beach to San

Readers Back on Policy

tion for Installation at Orange County Medical Center

tification of hospital areas will be of significant value to new residents as well as tourists," said Marshall Aulsebrook, administrator at Orange County Medical Cen-

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ROSSMOOR TRAFFIC THEN AND NOW

From Flocks of Sheep to HOV Connectors

After the start of the Los Alamitos Sugar Company and founding of the town of Los Alamitos in 1897, the Rossmoor area was used for raising sugar beets and other crops such as beans. There were still sugar-beet fields here when the first residents moved to Rossmoor. Old timers also remembered hunting ducks on the marshy areas in what is now Rossmoor.

With the growth of Southern California's population in the 1950s, the need for more housing became evident. Along came Ross Cortese, a young developer with a vision and the desire to build a large exclusive community. This community of 3,500 homes was the largest yet to be built in Orange County. Cortese formed the Rossmoor Corporation in 1951, bought the land from the Fred Bixby Ranch Company and began building in 1956. By June of 1957, the first homeowners started to move in. Homes were priced from \$17,500 to \$19,000. The planning for the community included tree-lined streets, spacious yards and well-planned quality homes. Land planning as well as the layout of streets was directed toward "neighborhood cells" to create maximum appeal, safety and home values. The plan also included six school sites, two shopping centers and a medical complex.

While the community layout was very desirable, another feature also attracted homebuyers. The developer maps clearly showed right of ways for the 405/22 Freeway and the 605 Freeway which made Rossmoor easily accessible from the Los Angeles and Orange County metropolitan areas. The development of these freeways has been both an attraction and a challenge in maintaining quality of life in Rossmoor.

In 1957, the first homeowners were confronted with traffic issues usually found in rural areas, including traffic delays resulting from flocks of sheep on Los Alamitos Blvd., but this phenomena was short lived. During construction residents on access roads experienced movement of trucks bringing concrete, lumber, and other building materials. The last homes in Rossmoor were sold in early 1961 when the state concluded they did not need the NW corner of Rossmoor for a 605-Katella interchange when the 605 Freeway was built. Shortly thereafter residents began upgrading their homes.



After 55 years, only a small percentage of homes have not been updated, enlarged, customized, rebuilt or "mansionized." This can only be explained by Rossmoor's great location, freeway accessibility, established neighborhoods and a top-rated school district.

As natural barriers, Coyote Creek and the San Gabriel River prevented easy access from Rossmoor to Long Beach. Established bridges linked Garden Grove Blvd. with Seventh St. in the south and Cerritos-Spring St. in the north. Originally, there was no exit onto Katella from Wallingsford Rd., but that was changed as Katella was connected to Willow St. in 1962.

In 1959, the Los Angeles Board of Supervisors proposed to link Atherton St. on the Long Beach side with Bostonian Dr. in Rossmoor. Rossmoor residents did not want to see a road connection there, as it would have split Rossmoor in half and would have forced the removal of 16 newly built homes. It also would have decreased the "walled community" aspect that was so attractive to residents. The connecting road was not built.

In the mid-1960s, the 605, 22, and 405 freeways were opened and the residents' kids lost the large open fields to play in and explore. Easy access was now available to Los Angeles and Orange County metropolitan areas and, as promised by the Rossmoor sales staff, property values began their upward march.

In the early 1990s, in response to increased traffic on the 22, 405 and 605 freeways, Caltrans and the Orange County Transportation Agency ("OCTA") decided to add High Occupancy Vehicle ("HOV") lanes to the 405. However, their plan did not originally include adding soundwalls to the southwest part of Rossmoor along Martha Ann Dr. from

Yellowtail Dr. to Gertrude Dr. despite the requirement to add soundwalls when the freeway was widened. When the RHA inquired about this oversight, Caltrans explained that they did not realize that the 405 freeway was directly adjacent to Rossmoor. With the RHA's leadership, Caltrans added a soundwall to their construction plans.

At the same time, the RHA inquired about the soundwall scheduled to be built behind Martha Ann from about Bostonian to Ruth Elaine Dr. along the 605 freeway. We were told that we were 12th on the list of 22 soundwall projects and our soundwall would be built in 10 to 20 years. When the RHA asked how we could move up the list, Caltrans responded that anyone who had the design completed (about a \$450,000 cost) would go first. The RHA worked out a program with then Supervisor Harriett Wieder that we would raise half of the funds for the design under a pledge program and Orange County would match the funds. The RHA initiated a pledge program with pledges over \$125,000. The RHA then met with Supervisor Wieder who agreed, based on Rossmoor's strong commitment with the pledges to date, to have Orange County fund the entire design at no cost to Rossmoor. As a result of the RHA's efforts, the soundwall behind Martha Ann was the first to be constructed, more than 10 years ahead of schedule at no cost to Rossmoor.

Then, in 2002, as traffic continued to increase on the freeways, Caltrans and OCTA announced a project (West County Connectors Project or "WCC") to add HOV lanes to the 22, 405 and 605 freeways, resulting in widening the freeways and creating fly-over HOV connectors between the freeways. As initially proposed, this project would have resulted in the loss of 10 ft. in about 20 homes on Martha Ann and a huge, unattractive, noisy 79 ft. flyover connector directly adjacent to Rossmoor. The RHA responded with a massive effort opposing these plans, including submitting over 1,100 comment letters to the Environmental Impact Report. Initially, Caltrans agreed to modify the design to not take any Rossmoor property. Then, the RHA hired a traffic engineer and produced an alternative design that routed the HOV connector below the current South 405 to North 605 connector and further away from Rossmoor. The RHA's design was less than one half the cost of the original design proposed by Caltrans. After much negotiation by the RHA and assistance from then Supervisor Jim Silva, Caltrans changed the design of the flyover connector to RHA's design. This WCC Project is now underway and includes the HOV connector from the 22 to the 405 as well as the RHA designed HOV connector from the 405 to the 605, a new 7th

Street connector (now complete), soundwalls that will totally surround Rossmoor on the west, and an additional car pool lane in each direction on the 405 Freeway. At the same time, Seal Beach is widening the Seal Beach Blvd. bridge over the 405.

Does this complete construction in response to traffic needs around Rossmoor? Not according to OCTA and Caltrans. They are now proposing to begin work on design and construction that will widen the 405 Freeway from the 73 Freeway near the OC Airport to the WCC. Three versions of the widening are under consideration. The price of these alternatives ranges from \$1.3 billion to \$1.7 billion at latest estimate. Again the RHA has registered its concerns over these alternatives. The primary concern is that there are no plans to widen the 405 in the Long Beach area, creating a choke point in northbound traffic flow at the WCC area on the south and west sides of Rossmoor. This choke point will result in increased air and noise pollution and increased flow on adjacent streets like Los Alamitos-Seal Beach Blvd. and Katella, both of which are the primary means of entering and leaving Rossmoor.

From the standpoint of traffic we have come a long ways in 55 years from dealing with flocks of sheep to consideration of widening the 405 and it has taken continuous vigilance to make the changes in between in a way that preserves the quality of life in Rossmoor. The RHA covets your support as we continue to work to protect Rossmoor's way of life.

Special Note: The RHA wishes to thank Margrit Kendrick for allowing us to use parts of her booklet "Rossmoor" prepared in celebration of the 50th Anniversary of Rossmoor in 1957. Other contributors are Eric Christensen and Bill Gekler.



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You'll get more news to
help you Live Better Electrically
on these popular TV shows:

Westinghouse-Desilu Playhouse
(beginning Oct. 6)—CBS Network—
Monday—10 P.M. (N.Y.T.).

General Electric Theater
—CBS Network—
Sunday—9 P.M. (N.Y.T.).

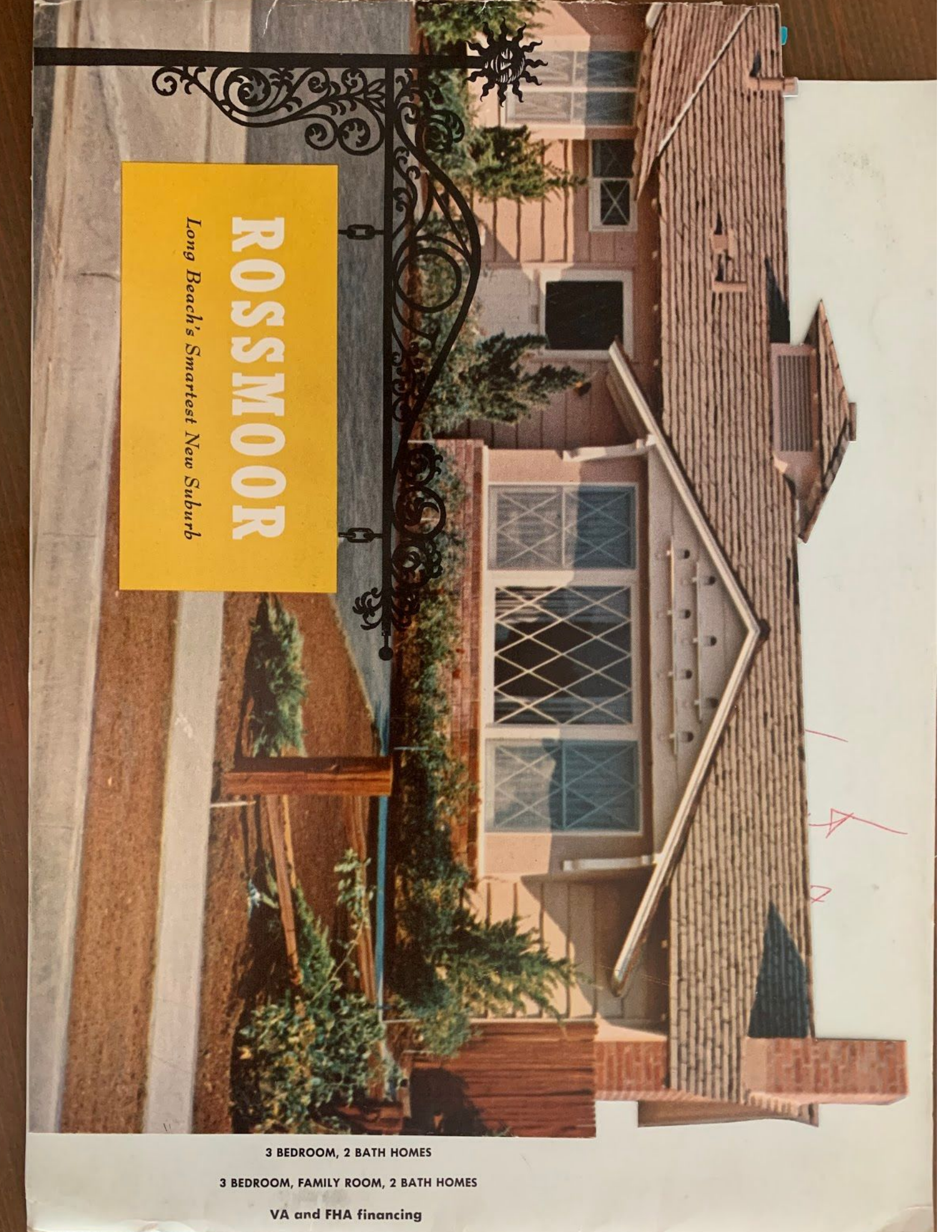
Whirlpool—Perry Como, Bob Crosby,
The Investigator and Today Is Ours—
NBC Network



Betty Furness
WESTINGHOUSE



Ronald Reagan
GENERAL ELECTRIC



ROSSMOOR
Long Beach's Smartest New Suburb

3 BEDROOM, 2 BATH HOMES

3 BEDROOM, FAMILY ROOM, 2 BATH HOMES

VA and FHA financing

ROSSMOOR



As you pass through this gateway,

a new way of life opens before you... a good way of life, for it is enriched by the traditions of the past. Here is a community

which endeavors to recapture for you the serenity and charm of a quieter day. Neighboring Long Beach State

College — a distinguished institution with a brilliant future — helps Rossmoor follow in the heritage of Berkeley and

Westwood — and adds dignity and charm to your home here.

Years of research have made possible a harmonious blending of home and homestate at Rossmoor... each residence possessing a type of beauty we have come to know and to love, combined with the most advanced improvements in actual home construction.

Welcome to Rossmoor — for your children, 8 school sites have been set aside and provisions made for the care of the pre-school child. A fifty-million dollar shopping and medical center will provide every type of service and care. Several sites for churches have been allocated... streets are traffic-free, safe at all times. All this achieves one goal — a community of fine homes, built in a great tradition, fulfilling all that the very word "home" means to each of us. This is Long Beach's smartest new suburb.

SAN DIEGO FREEWAY

7th ST.

LOS ALAMITOS BLVD.

ARTIST'S CONCEPTION OF ROSSMOOR,

PHONE
GENEVA 1-1317



ROSSMOOR

Long Beach's Smartest New Suburb

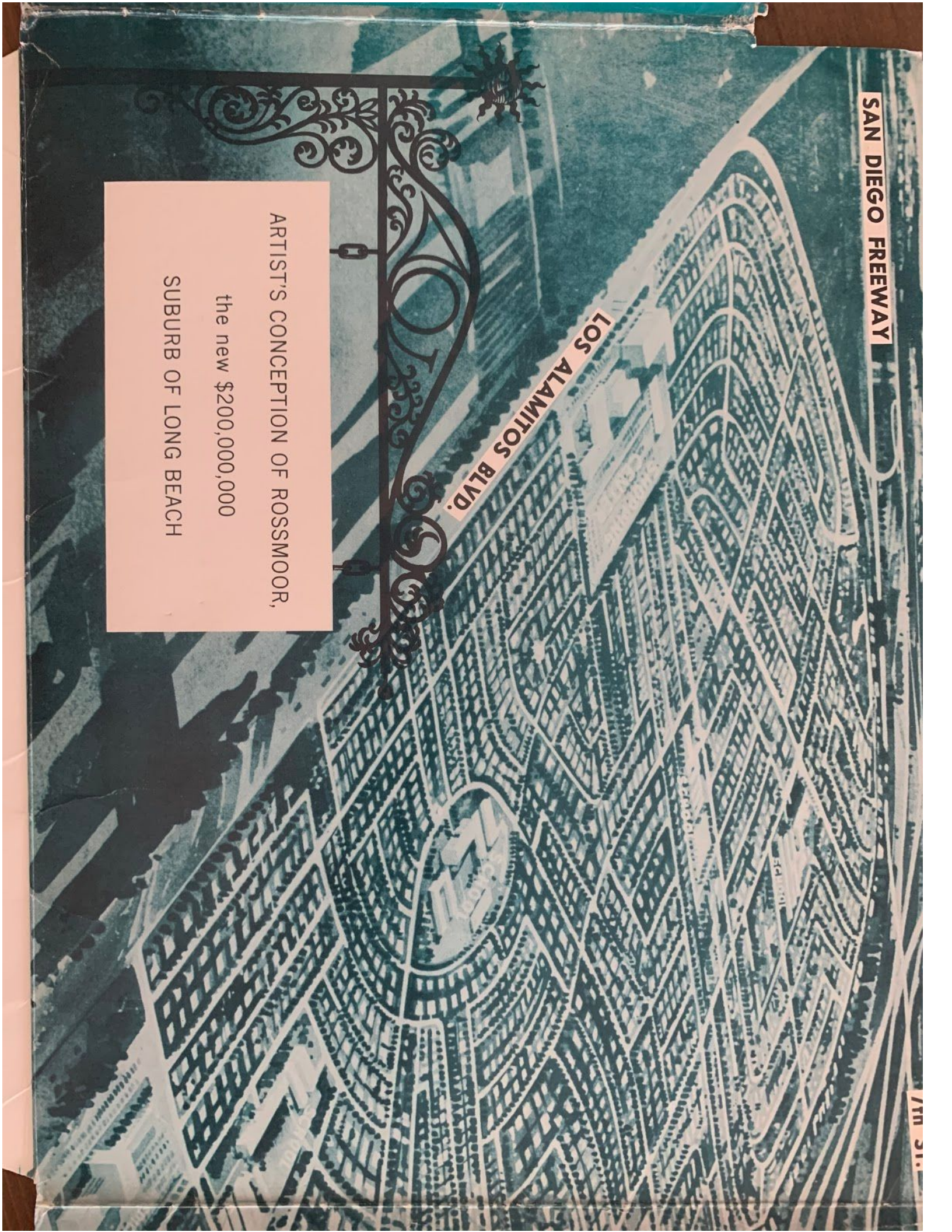
ROSSMOOR REALTY, INC.

DAN WYTINGER

SAN DIEGO FREEWAY

LOS ALAMITOS BLVD.

ARTIST'S CONCEPTION OF ROSSMOOR,
the new \$200,000,000
SUBURB OF LONG BEACH



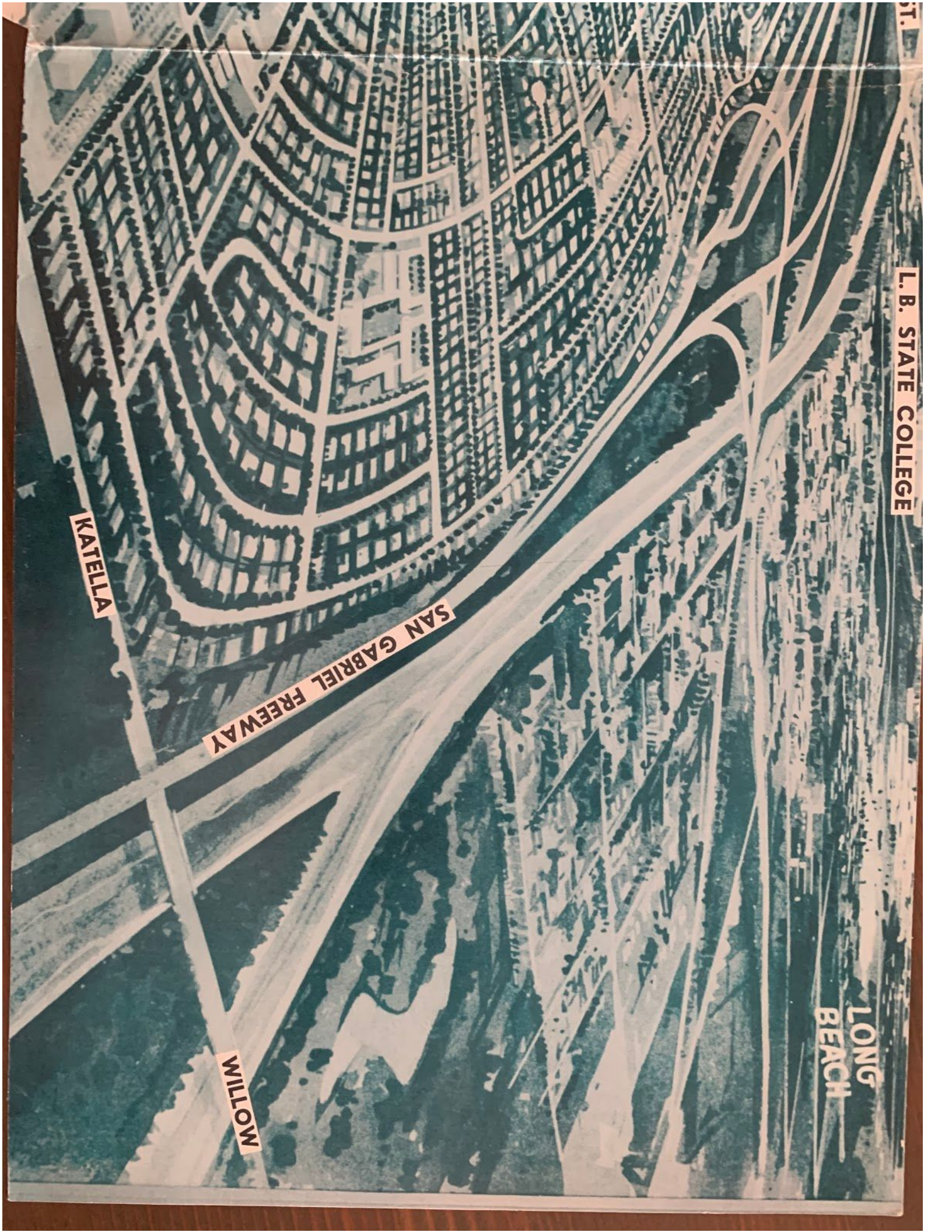
ST. L.
L. B. STATE COLLEGE

LONG
BEACH

SAN GABRIEL
FREEWAY

KATELLA

WILLOW



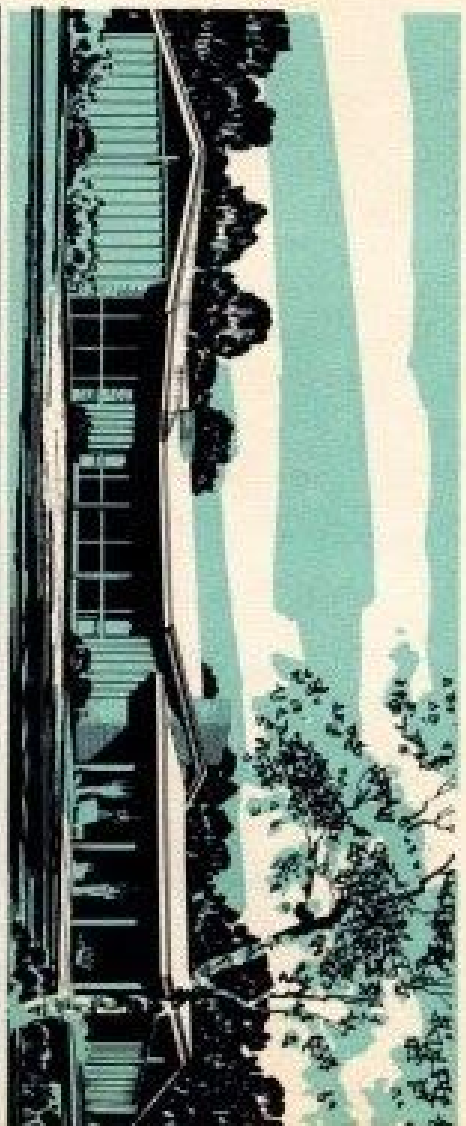
Beautifully finished . . . reasonably priced

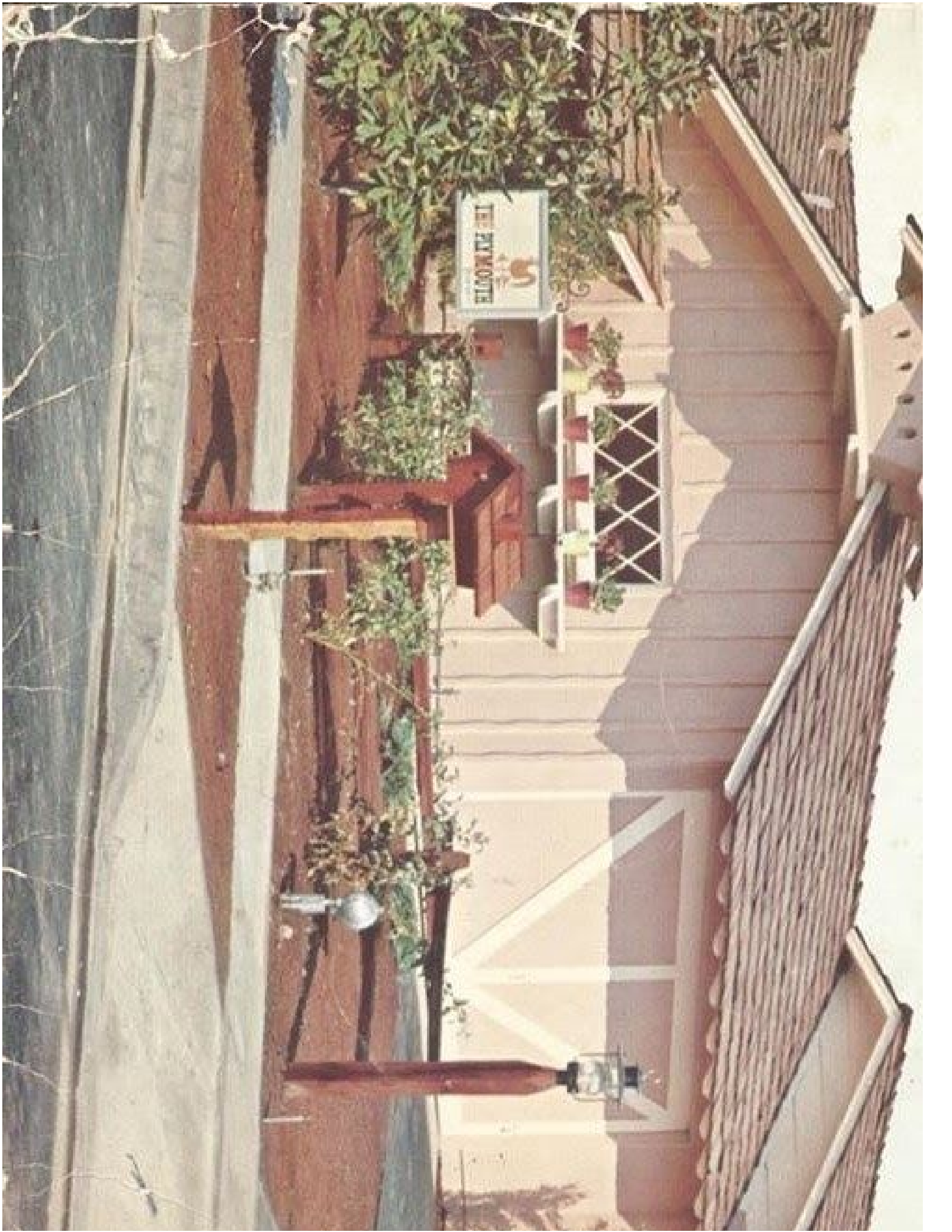
The CALIFORNIAN was built for you—a modern Western family.

This is the home whose functional design and rustic, ranchlike flavor invite you to relax and enjoy life . . . YET whose floor-to-ceiling windows, exciting uses of translucent glass, indirect lighting, and decorator color schemes offer the informal luxury of today's best.

CLIFF MAY and CHRIS

CHOATE are the designer and architect you have been reading about in House Beautiful, in Sunset, in House and Home, and in Living, the magazine for young homemakers. They have joined with ROSS W. CORTESE, builder and subdivider, to form a team of expert planners whose combined years of experience have gone into the planning and development of Lakewood Rancho Estates, a well-integrated community of homes designed for beauty and individuality at a low cost. Only with such an unusual combination of talents could the CALIFORNIAN have become a reality for you.





ELMONTA HILL

ROSSMOOR

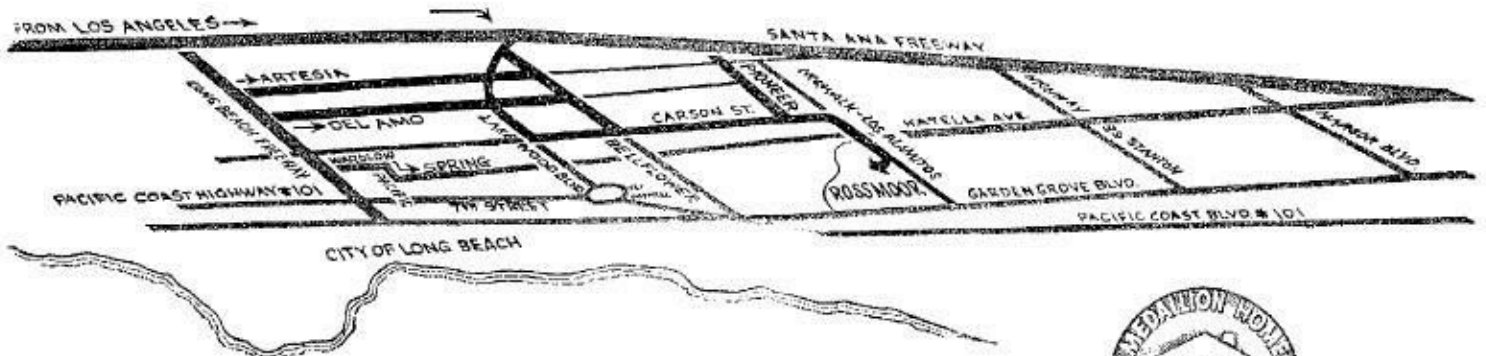
NEXT-TO-LAST-UNIT ALMOST GONE!

This is nearly your last opportunity
to buy in the "Walled City of Rossmoor"...
one of America's finest,
most-talked-about communities.

VA TERMS FROM \$1500 (PLUS IMPOUNDS)

FHA TERMS FROM \$2500 (PLUS IMPOUNDS)

CAL VET FINANCING AVAILABLE



3 BEDROOMS...3 BEDROOMS AND FAMILY ROOM

4 BEDROOMS AND FAMILY ROOM...ALL WITH 2 BATHS!

FOR THE FIRST TIME

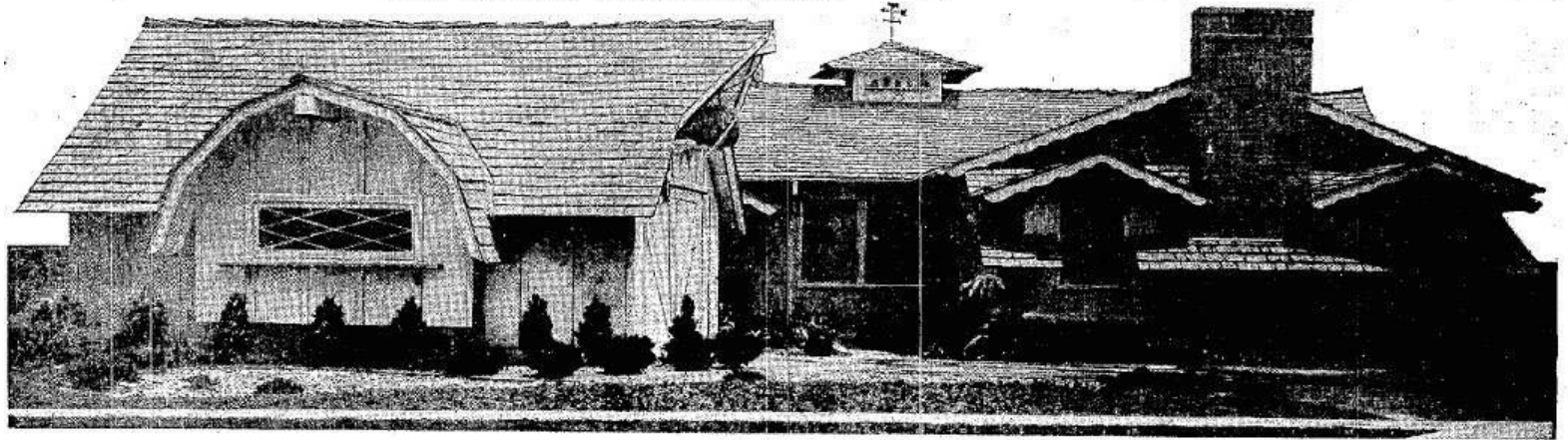
New 1957 Westinghouse All-Electric Built-In Kitchens

ROSSMOOR

LONG BEACH'S SMARTEST NEW SUBURB

in the tradition of Westwood and Berkeley

Today, all Southern California pays tribute to the realization of a brilliant concept—a community which not only recaptures the *charm* of a quieter day but also all the *advantages* only a large, *completely pre-planned suburb* can offer. At ROSSMOOR are sites for eight schools, large shopping and medical centers, parks and churches of all denominations...while adding to the distinction and culture of your life here is neighboring Long Beach State College. As a ROSSMOOR resident you can send your child from kindergarten through college without ever a thought of moving! Come, see ROSSMOOR today!



IN ANSWER TO YOUR DEMANDS—today, ROSSMOOR presents a new, extra-large “family-size” model home called “The Yale.” “The Yale” is the answer to a growing family’s Christmas prayer—4 big bedrooms, family room and two *complete* baths plus Westinghouse Kitchens—priced at only \$19,600! Visit this exciting new addition to ROSSMOOR today!

THIS IS AN ACTUAL PHOTOGRAPH, not an artist’s dream sketch.

Live like a Country Squire . . . in a home with a new slant on life . . . recreating cherished dreams of bygone days . . . and the true hospitality that “home” means. Throughout the house here are just a few of the quality-tested features you’ll discover: a built-in Westinghouse range & oven, in color; built-in Westinghouse dishwasher, 14 cubic ft. Westinghouse wall-hug refrigerator available — (first time ever offered); wood-burning fireplaces; Pioneer forced air heating, thermostatically controlled; cedar shake shingle roof with large overhangs, and many, many more luxury appointments.

YOU’LL REMEMBER ROSSMOOR . . .

for things are done in a big way here . . . all houses set on extra wide sites—70 to 75-foot frontages—and homes themselves are a big 1451 to 1613 feet, giving you the space you need and demand!

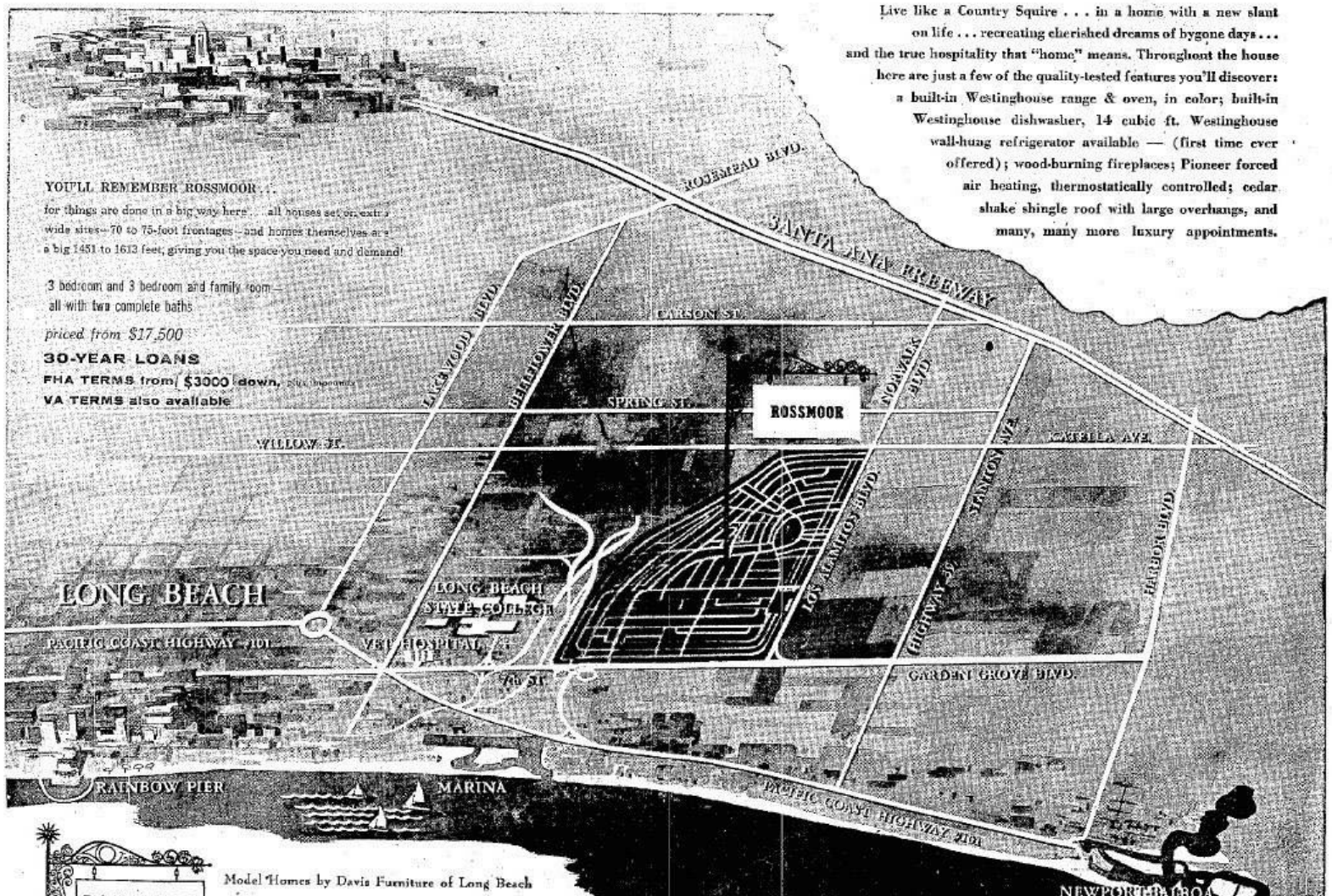
3 bedroom and 3 bedroom and family room—all with two complete baths

priced from \$17,500

30-YEAR LOANS

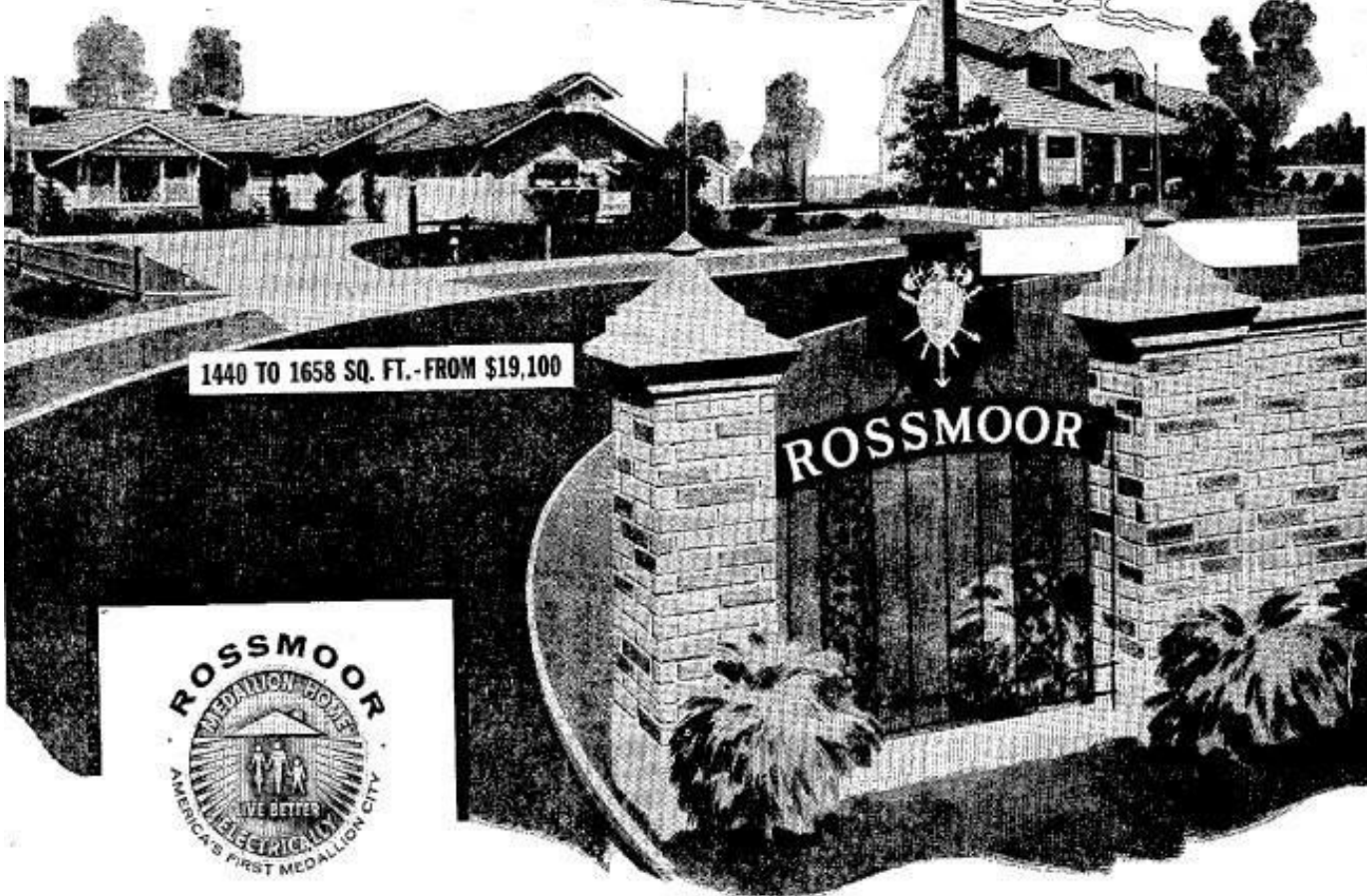
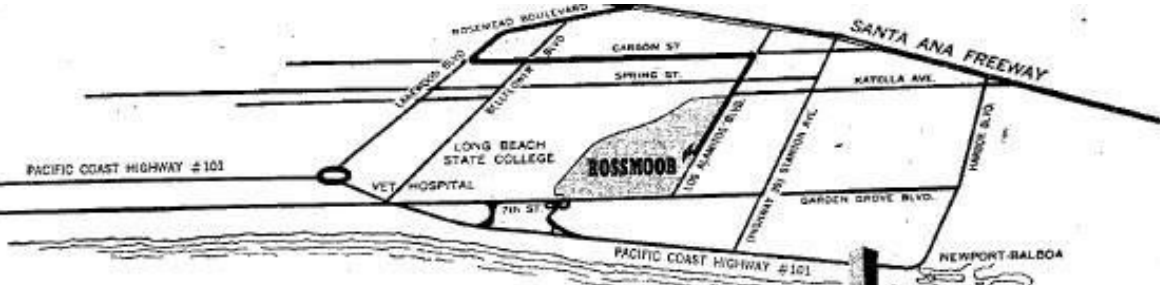
FHA TERMS from \$3000 down, 2% down, 1% down

VA TERMS also available



Model Homes by Davis Furniture of Long Beach

NEWPORT-BALBOA



1440 TO 1658 SQ. FT. - FROM \$19,100



VA TERMS *now available!*

\$500 DOWN (plus impounds)



BETTY FURNESS says:

"At Rossmoor, you enjoy this marvelous all built-in, all-electric Westinghouse kitchen. With built-in oven and range... dishwasher... even a built-in Westinghouse 12-cubic foot refrigerator and a washer and dryer, if you wish!"

New your family may choose a new, luxurious Rossmoor home from seven different floor plans and thirty unique exterior designs. But whether you prefer the new two-story Williamsburg, rich in American tradition, the casual California Ranch House, or the smart, new Starlight modern, you will love the peaceful seclusion and dignity of Rossmoor... a community set apart and surrounded by an ornamental, solid brick wall ... entered through symbolic, wrought iron gates. Nearby your Rossmoor home are eight schools, from kindergarten through high school... a famous college just ten minutes away... the West's largest yacht and boat harbor twelve minutes from your door... a \$80,000,000 medical and shopping center... and as your neighbors, the friendly families of Rossmoor. Come... select your fashionable new address in Southern California's Smartest New Suburb... today.



3 BEDROOMS... 3 BEDROOMS AND FAMILY ROOM... 4 BEDROOMS AND FAMILY ROOM... ALL WITH 2 BATHS!

Rossmoor

FHA... \$650 per month minimum income
VA... \$575 per month minimum income
30 YEAR LOANS

FROM \$19,100... NEW FHA DOWN PAYMENT FROM \$1800... VA \$500 DOWN (plus impounds)

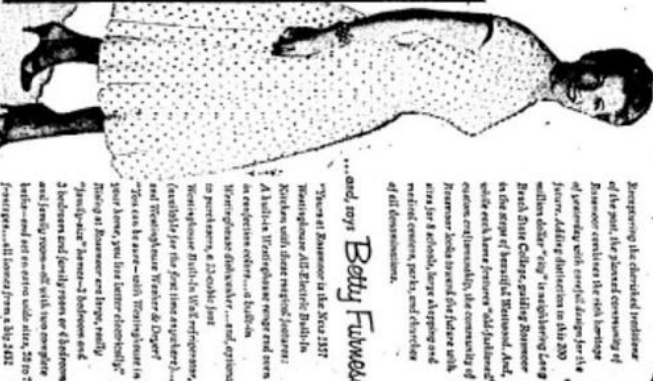
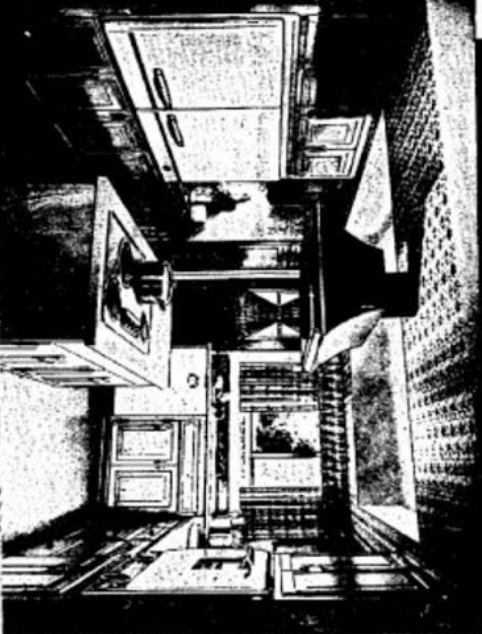
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Model Homes by
DAVIS FURNITURE OF LONG BEACH

A CITY COMES TO LIFE...



ROSSMOOR

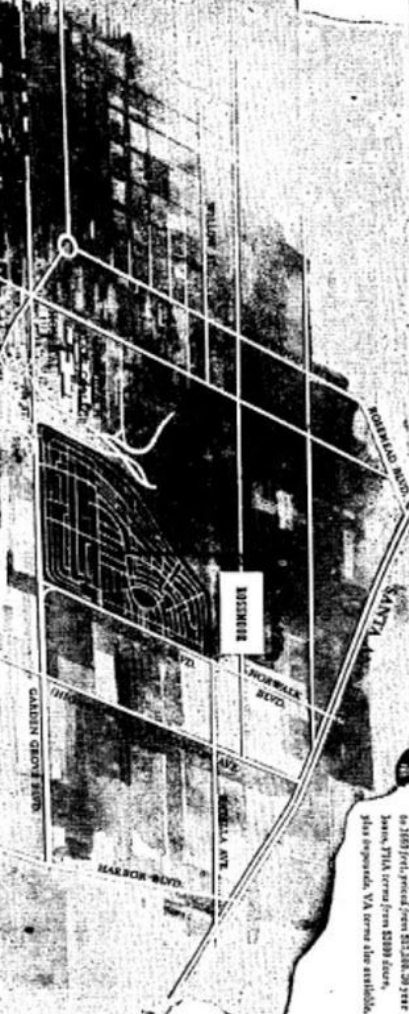
Nearest Long Beach Subway...
STARTING THE NEW 1957 WESTINGHOUSE ALL-ELECTRIC BUILDING KITCHEN



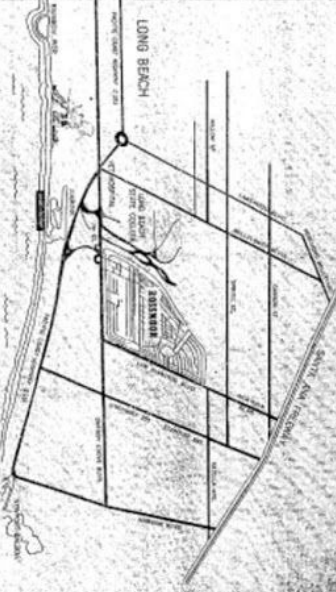
...and, says Betty Fulwaker

Improving the cluttered headlines of the post, the planned community of Ross Moor centers the rich benefits of gardening with over 40 acres for the future. Adding attention to the 200 modern color "top" is a shining Long Beach State College, giving Ross Moor in the steps of beautiful Belmont. And, while each a new feature "and" gathering of modern buildings, the community of Ross Moor holds forward for future with area for a school, large shopping and resident centers, parks, and facilities of all dimensions.

"The new of Ross Moor in the 1957 Westinghouse All-Electric Kitchen... Kitchen with three ranges, toaster, A built-in Westinghouse range and even an electric coffee maker... and optional Westinghouse dishwasher... and optional to purchase a 12 cubic foot Westinghouse built-in refrigerator, (available for the first time anywhere), and The Westinghouse Washer-Dryer! You can be sure with Westinghouse in your home, you'll have the best of both worlds! Ross Moor is here, ready to give you the best of both worlds... 3 bedrooms and family room or 4 bedrooms and family room... all with two complete baths... and set in a quiet area, 25 to 28 feet high... all located from \$19,500 to \$28,000 per foot, priced from \$12,500 to \$18,000 per foot. This area is available. This area is available.



IN THE SHADOW OF A GREAT COLLEGE



Another NEW Section of ROSSMOOR OPENS

A fine complement to the York and Princeton sections, this new section of Ross Moor is now open for viewing. The new section is a truly Southern Colonial in character. Come see it... today.

Open for your convenience every day of the week from 9 A.M. to 10 P.M.

betty fulwaker



Yes, an all-electric, built-in kitchen, with built-in Westinghouse range and range... built-in Westinghouse dishwasher... and a modern Westinghouse 12 cubic foot refrigerator and a washer and dryer.

COME SEE *Seaboard* Calloway's newest new model... NEAR LONG BEACH

ROSSMOOR

BE MODERN - LIVE BETTER ELECTRICALLY

FROM \$17,950

3 bedrooms, 3 bathrooms and fireplace... 4 bedrooms and family room... all with 2 baths... 30 year term... FHA terms from \$2,700 down plus payments... VA terms also available.



Neatly your newly Ross Moor Home... a school bus... through high school... a large college... 22 minutes from your door... \$20,000.00... and an ever available the friendly families of Seaboard.

WALKER & LEE, Inc., Silver Spring, Maryland, Builders
ROSS MOOR, Chairman and Developer
PHYSICIAN and Engineer
PHYSICIAN
ARCHITECT: HENRI G. KALLENBERG, JR., AIA
DAVIS BRIDGES OF LONG BEACH

LUXURY ELECTRIC LIVING

...yours in any new home

that bears this Medallion Award!



The features a wife wants:

Modern All Electric Kitchen is yours in any Medallion Home. Automatic electric range and oven are already installed. **Major Electrical Appliances**—as built feature them, included by the range—as part of the original home plan... toward the convenience of the house's design. **Freezer**—Lighting is provided for to work, play and wife's work, as illustrated above the beauty as well as her own family's safety and comfort.

The facts a husband needs:

Purchase Price Includes Appliances which are already installed. This important investment is not an extra cost "extra." **Full Rangepower Wiring**—a prime requirement in home quality for the Medallion Home plan!—is simple to accommodate today's appliances plus those you will install later years. **Ready Power to Protected** because an electrical outlet, Medallion Home will any outlet in the all electric home. The Medallion Home need to your goals in safety, convenience and extra—save home days. The Medallion Home plan is supplied with to save home food appliances! select over all other standards of this nation wide program for home living.

SOUTHERN CALIFORNIA



COMPANY helps you LIVE BETTER—ELECTRICALLY

Will your new home be electrically obsolete the day you move in?

Today's new home, because of their forward thinking today do not provide the modern electric appliances you need. Home that do, is most as being provided in order for their own protection. These "new homes" are electrically obsolete the day you buy them. It costs so very little to enjoy the convenience

convenience that their cooking appliances bring you—especially when they're provided for when the house is being planned.

Now—a new service has been introduced that tells you whether the home you're about to buy is truly modern. Electric safety experts work with building builders when their homes are built

in the planning stage—to assure you that will be able to enjoy modern electric the day you move in. Then, and only then, can those homes on the California Standard Medallion Home Award plan to assure you they give you new home your goals to better value.

Here's what the "Medallion Home" Award tells you about the home you're about to buy:



1. Your most-needed electric appliances will be already installed!

Modern Homes" come equipped with an electric range before you walk in, as well as other major appliances. They are not electrically obsolete the day you move in. They are already installed in your new home. What's more, they're built in to save you money.



2. The home is properly wired for "Full Rangepower!"

Only one out of three new homes is equipped for modern electric living... but every "Medallion Home" is. It has plenty of outlets and switches in convenient locations. It has enough service capacity for proper and efficient power distribution—and provides for the extra circuits you may need later on.



3. The home has "Right for Today" Protection has been made in every "Medallion" for proper lighting which will bring down as well as illuminate the home. The built-in light switch equipment has extra capacity in the kitchen sink. Protection covers built-in and outside each entry in the home.

Look for the nationally known "Medallion Home" Award

It's your guarantee that the home meets the strict standards of the California Edison Electric Safety Standard Award Program to be one of the most modern, safety and improved!



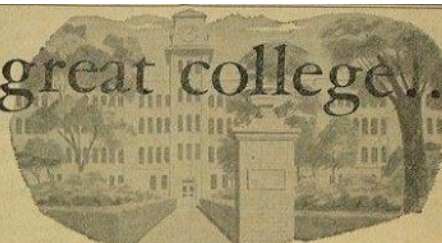
SOUTHERN CALIFORNIA



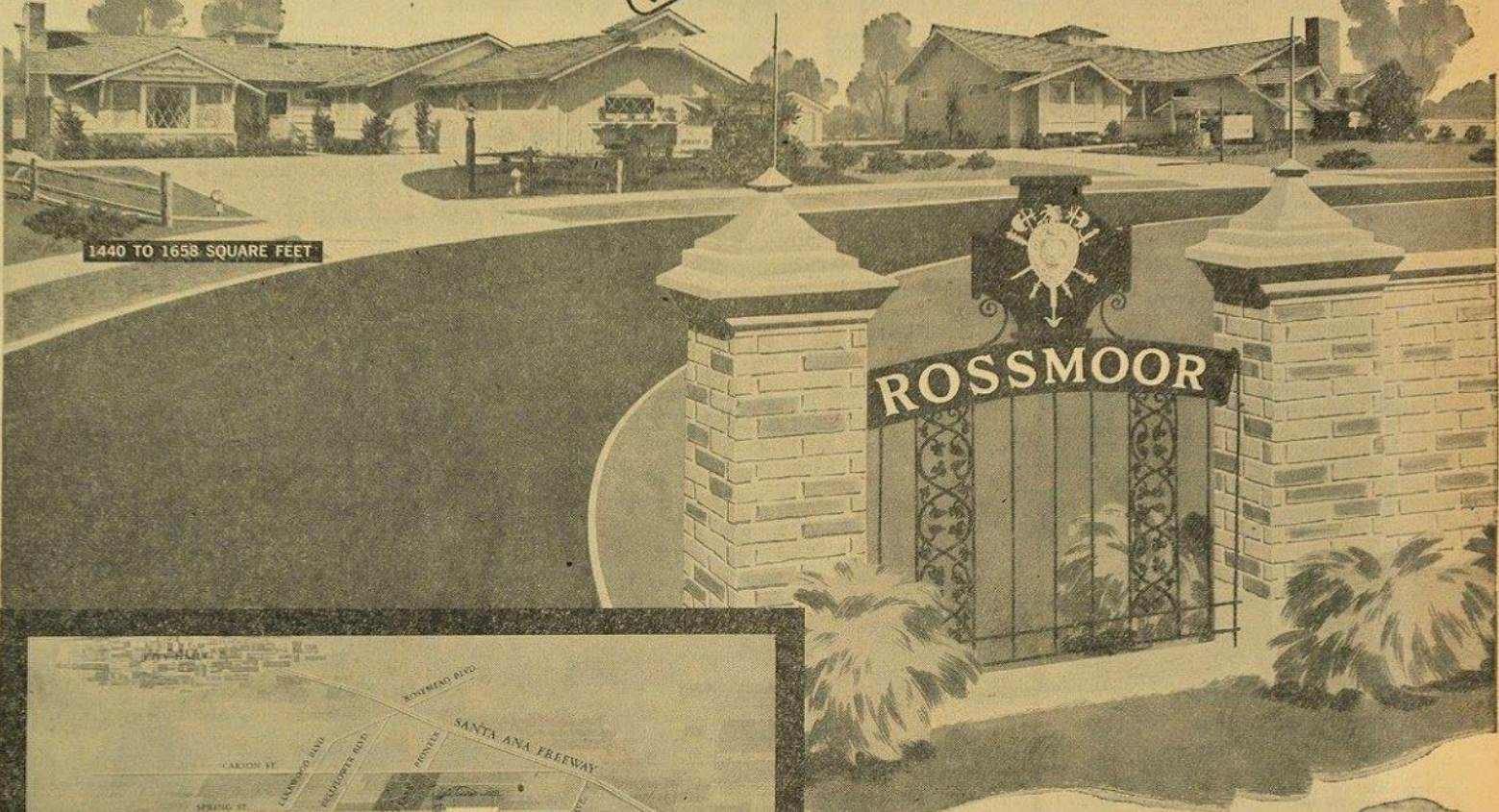
COMPANY helps you LIVE BETTER—ELECTRICALLY

In the shadow of a great college...

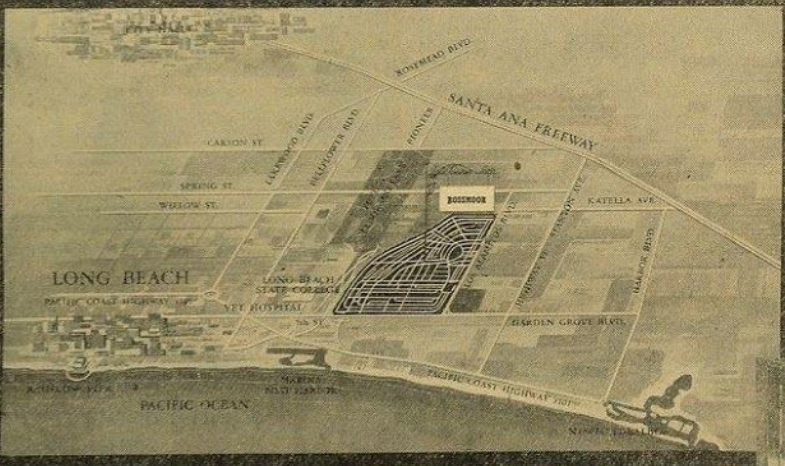
Rises the



Walled City of Rossmoor



1440 TO 1658 SQUARE FEET



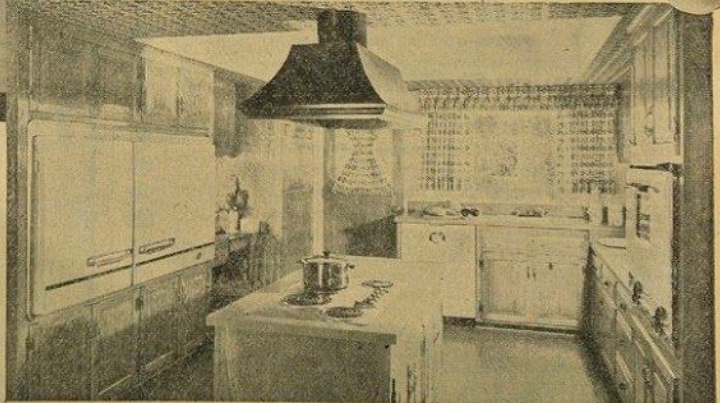
Betty Furness says

"AT ROSSMOOR, YOU ENJOY THIS MARVELOUS ALL BUILT-IN, ALL-ELECTRIC WESTINGHOUSE KITCHEN... Yes, an all-electric, all-built-in kitchen! With built-in Westinghouse oven and range... built-in Westinghouse dishwasher... even a built-in Westinghouse 13-cubic-foot refrigerator and a washer and dryer, if you wish!"



Imagine your family living in the peace and tranquility of this fabulous community. Nearby your lovely Rossmoor Farmhouse, are eight schools, from kindergarten through high school... a famous college a mere ten minutes away... the West's largest yacht and boat harbor only 12 minutes from your door... a \$50,000,000 medical and shopping center... and, as your neighbors, the "friendly families of Rossmoor."

Come select your fashionable new address in Southern California's Smartest New Suburb... today.



Each home on a lot 70, 72, or 74 x 110. This is an unretouched photo.

WALKER & LEE, Inc.,
Sales Agents, HEMlock 2-1135
Plans and designs copyrighted by
FREMATIC HOMES, INC., Builders
Model Homes by
DAVIS FURNITURE OF LONG BEACH
Architect: EARL G. KALTENBACH, Jr., AIA



COME SEE Southern California's smartest new suburb... NEAR LONG BEACH

Rossmoor


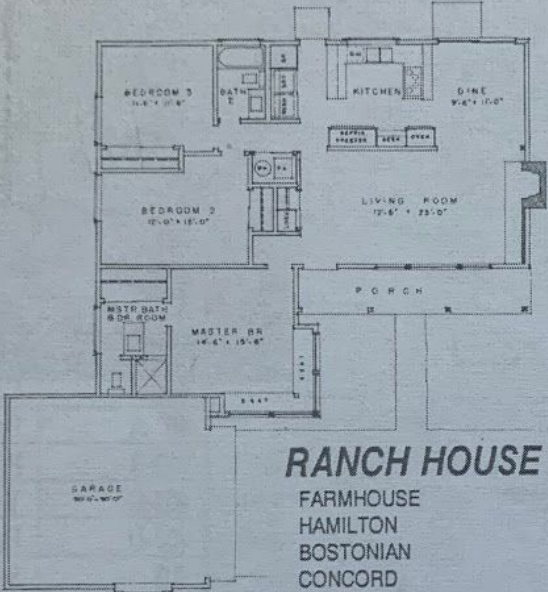
FROM \$17,950
3 bedrooms, 3 bedrooms and family room and 4 bedrooms and family room, all with 2 baths... 30 year loans... terms from \$2700 down plus impounds. FHA-VA

Open for your convenience every day of the week from 9 a.m. to 10 p.m. except Saturday, when we close at 6 p.m.

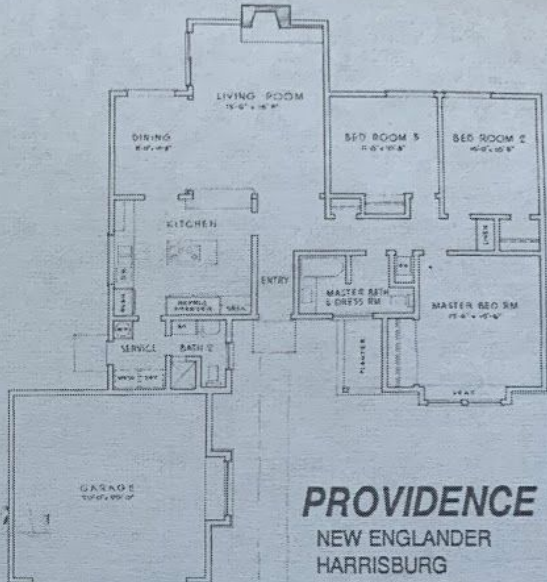
...BE MODERN - LIVE BETTER ELECTRICALLY

ROSSMOOR FLOOR PLANS



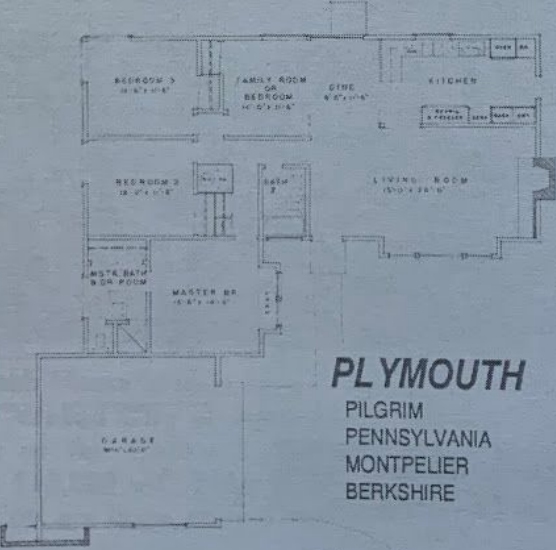
The floor plans shown below and on the reverse page, represent the 10 basic models of all the homes originally built in Rossmoor. There are several plan variations depending upon garage and fireplace locations, window designs as well as reverse plans. In total there are 37 different plans, each with a unique name. The name in boldfaced print denotes the floor plan shown, with the names of the other floor plans listed below.

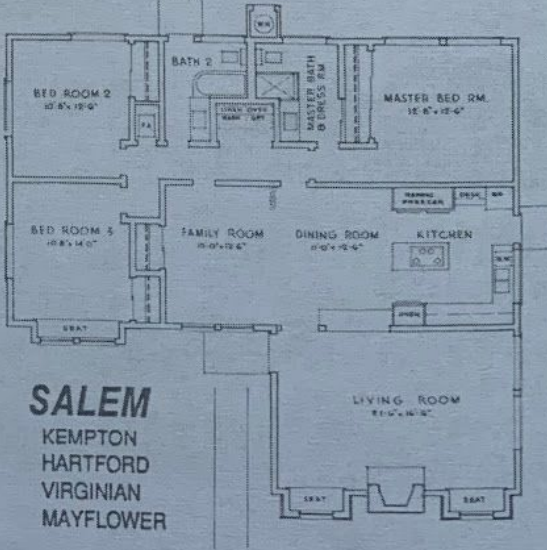
RANCH HOUSE
 FARMHOUSE
 HAMILTON
 BOSTONIAN
 CONCORD




PROVIDENCE
 NEW ENGLANDER
 HARRISBURG
 GEORGETOWN

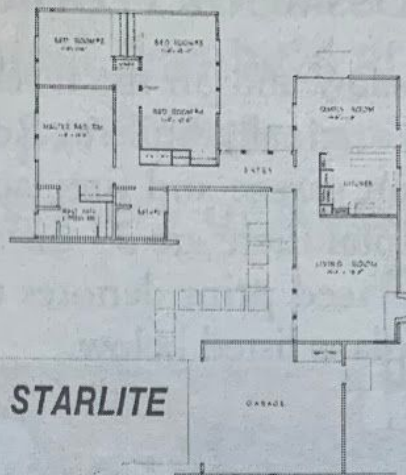
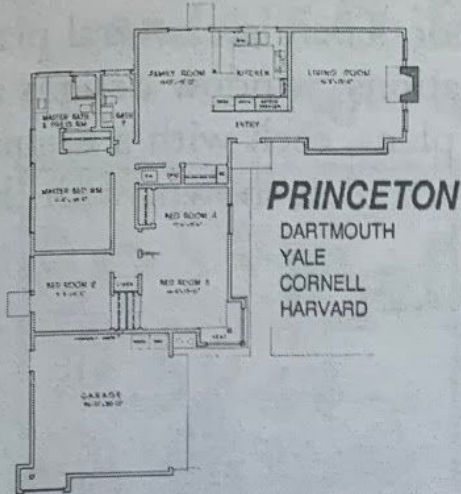




PLYMOUTH
 PILGRIM
 PENNSYLVANIA
 MONTEPELIER
 BERKSHIRE



SALEM
 KEMPTON
 HARTFORD
 VIRGINIAN
 MAYFLOWER





**Original (For Floor Plan)
Information On
Rossmoor Homes**

Model No.	Names
300	Hamilton
300-A	Ranch House
300-B	Farm House
300-C	Bostonian
300-D	Concord
302	Harrisburg
302-A	New Englander
302-B	Georgetown
302-C	Providence
302-D	Wardlow
400	Hartford
400-A	Salem
400-B	Kempton
400-C	Virginian
400-D	Mayflower
401	Pennsylvania
401-A	Pilgrim
401-B	Plymouth
401-C	Berkshire
401-D	Montpelier
402	Cornell
402-A	Dartmouth
402-B	Princeton
402-C	Yale
402-D	Harvard
403	Starlite
500	Williamsburg
800-A	Pacific Estates
800-B	Golden Estates
800-C	Western Estates
800-D	Southern Estates
806	El Dorado
808	El Camino
810-A	Brittany Gardens
810-B	Canterbury House
810-C	Town House
810-D	Virginian



WILLIAMSBURG

