The First 50 Years of Rossmoor 1957 - 2007
The Land
Before Rossmoor
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 thought 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, Eddyhe Davis, Patti Foester, Anita Schommer and the many Residents who shared memories and information with me, much thanks to all.

February, 2007
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.

FHA TERMS from $1800
(plus impounds)

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

M EDALL ION CITY

FHA...$650 per month minimum income

VA...$75 per month minimum income
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 300,000 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 256 homes in the southwest corner of Los Alamitos Boulevard and Kalieha 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 1121 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-Malammuth 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 308 acres at the northwest corner of Los Alamitos Boulevard and Gardens Grove Boulevard. Construction of 1,250 homes was planned in the new tract.

500 LOTS FOR SALE

IN THE NEW TOWN OF LOS ALAMITOS

In the Heart of 40,000 Acres Choice Level Land,
Proclaiming 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—25 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 on your property.

IT HAS A GREAT FUTURE

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

LAND OF SUNSHINE
DEC. 1897
Los Alamitos Starting Large School Building Program

LOS ALAMITOS—June 1—
Bids will be received this month on nine new classrooms, five kindergartens and a multipurpose room for the Los Alamitos School District, according to Jack L. Weaver, superintendent.

Preliminary plans already have been accepted for an eight-story building, 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 4,000 homes under construction in the Rossmoor tract, Weaver pointed out. Starting in September the district expects 150 new pupils a month, he said.

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 4,000 and 5,000 pupils in the district, Weaver predicted.

Sales Director for Development Named

W. B. Ceesen Jr. has been named sales director of the Rose Villa Venture, it was announced yesterday by Ray Hommes, president, and his assistant, A. A. Halvorson and Edwin Pfeifer.

Ceesen will supervise sales for the 200-acre industrial, residential and commercial development located 200 miles east of Los Angeles.

Silver Jubilee Events ....

JUBILEE HOUSING—The small of the "big band" era will be heard loud and clear when members of this group gather to play at the Silver Jubilee Silver Jubilee. The band includes Tom Rasmussen on tenor, Jim Mellen on drums, Bill Brown on pianos. Members of the group are former members of such big bands as Glenn Miller, Benny Goodman, Jack Harnley, and Louie Bellson.

After the levee is called, the Silver Jubilee Parade emerges from state and county sales offices in Rossmoor Community Park from 10 a.m. to 1 p.m. of the Silver Jubilee celebration.

Rose Cortese attempt 1957
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 1968, 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 initiated 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 1968, 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 Rossmoor 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, 1969, 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 Cossarre and Paul Eristine, 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 proposal 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, 1969, David Cohen, treasurer of the "Committee of 100" said: "Thus far no organization as a major property owner has opposed incorporation."

Within the next month, the group reported that they had secured petitions from almost 90 percent of the property owners. Petitions representing 38 percent...
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 Rossmoor residences, 2102 Yellowtail Drive, and splintered garage testifies to force of crash.

Gear from Skyhawk

Freeway Construction 605

Freeway Construction 405
Atherton-Bostonian Extension

Atherton School into Rossmoor, a complete new village, opened on October 16, 1958, to the original 40 families. The Rossmoor Board of Directors had decided to build the school in place of a swimming pool. The contract was signed on June 16, 1958, and principal was Mrs. Virginia Brown. The school was completed and opened to the public on October 16, 1958.

Constructed July/August 1958
Montecito Channel

Groundbreaking of Rossmoor Park
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 last 60 days, it was reported.

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

The model homes, which are the forerunners of some 4,000 new to be built in Rossmoor, will be open from 9 a.m. until 7 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 Ranges

Homes are priced from $41,000 to $60,000. Features in the Rossmoor home, which are reportedly offered on FHA-guaranteed 30-year loans from $3300 down, plus impoundments, as well as on VA loans, include dishwashers, wood-burning fireplaces, sliding glass doors, window seats, central air conditioning, laundromat, hand-hewn oak shelves, cupboards, and cypress shake windows and mantels.

Available to purchasers who desire them are washer-
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.
Original (For Floor Plan)
Information On
Rosmoor Homes

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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
GEOGTOWN

PLYMOUTH
PILGRIM
PENNSYLVANIA
MONTPELIER
BERKSHIRE

SALEM
KEMPTON
HARTFORD
VIRGINIAN
MAYFLOWER
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.
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.
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

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
- Customed 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

PLANS AND DESIGNS COPYRIGHTED BY FREMATIC HOMES, INC.

DESIGNED BY CHRIS CHOATE, ARCHITECT & ROBERT G. JONES
**ROSSMOOR**

Long Beach's

Smartest New Suburb

**THE EL CAMINO**

plan 808 • 1675 sq. ft.

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</table>
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

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
Custom 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

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DESIGNED BY CHRIS CHOATE, ARCHITECT & ROBERT G. JONES
ROSSMOOR
Long Beach's
Smartest New Suburb

THE EL DORADO
plan 806 • 1675 sq. ft.
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
- Custom 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
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
- 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
- Built-in Window Seats
- Extra large Garage
- Cement Driveway

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GOLDEN ESTATES

ROSSMOOR
Long Beach's
Smartest New Suburb

GOLDEN ESTATES  plan 800-B
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
Long Beach's Smartest New Suburb

THE KEMPTON

ROSSMOOR
Long Beach's Smartest New Suburb

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 aggregate 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 Galton 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

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ROSSMOOR
Long Beach's
Smartest New Suburb

THE PILGRIM
plan 401-A • 1630 sq. ft.
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, Terrazo 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
THE PLYMOUTH

ROSSMOOR
Long Beach's
Smartest New Suburb

plan 401-B • 1630 sq. ft.

PRICE

DOWN PAYMENT

COST & IMPOUNDS

MONTHLY PAYMENTS

20,600
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, Copperstone 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 Plate Glass Window in Kitchen
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
  - Terrazo Floor in Shower, Vinyl Tile Floors
- Pioneer 40 or 50 Gallon Water Heater
- Built-in Window Seats
- Extra large Garage

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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 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, Copperstone 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 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
THE VIRGINIAN

ROSSMOOR
Long Beach's
Smallest New Suburb

plan 810-D • 1800 sq. ft.
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

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
- Customed 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
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

Added exterior door in back wall of Garage

Large Bedrooms with big Window Areas
THE WILLIAMSBURG

ROSSMOOR
Long Beach's
Smartest New Suburb

THE WILLIAMSBURG
Plan 500 • 2390 sq. ft.
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

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. Storage space for luggage
4. 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
SUBURB OF LONG BEACH
the new $200,000,000
ARTISTS CONCEPTION OF ROSSMOOR

LOS ALAMITOS BLVD.
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](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 direction 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. When 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 Wa -- 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 extendable 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 Irv 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 connector 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 is 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 keep in mind the line formed by Rossmoor Way and the Rossmoor storm drain between Coleridge and Silverwood.

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
also had Disney connections through her family. In any case, most of the first homes were basic L-shaped pc and beam ranch houses, similar to Cortese's early developments in Long Beach and Anaheim (indeed, Cliff f 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 popula OC due in no small part to the opening of Disneyland. While it may be a stretch it should be noted that the Di 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 Rossr 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 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 tl DeCraemer family).

Another thing to note is that the original plans for Rossmoor were frequently changed during its early years. I the original plans the area where the Apartments and the Fish Company are now located was supposed to b hospital, and traffic was not intended to exit out Wallingsford but on Hedwig. (Katella was still a dirt road west Walnut). not even Also Cortese planned for a public junior high school to be built on the land now occupied b 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 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 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 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 was 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.
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 in the Rossmoor area is an outstanding example of what can be expected when local leaders, civic groups, and residents work together.

There was also great progress at Rossmoor School, the first of the elementary schools to serve the community. Construction of the new school is well underway.

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

1959 was also a year of records and awards for Rossmoor.

The community's growing 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...
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, 11552 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.

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)
"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.
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 east, and 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, south, Los Alamitos Blvd., on the west.

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Rossmoor Opens Final Unit of 278 New Homes

The last unit has opened at Rossmoor, the 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 style, 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.

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.
Further reproduction prohibited without permission.

Further, proceeds from the sale of the property will be used to provide for the construction of the medical center.

Beach Side College offers a variety of programs, including associate's degrees and bachelor's degrees. It is located in a quiet residential area, surrounded by greenery.

The introduction to Rossdale is a unique experience. The model home is designed to showcase the latest in residential architecture.}

Opening this week, the model home will be open daily from 10 am to 5 pm.

Developer: Rossdale Corp. River St. Los Angeles Times (1881-1985)
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 Ranch 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 or 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-bedroom 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...
Near Long Beach—Pictured is scene of planned $20,000,000 city of Paramount. Four limited model homes shown daily and Sunday.

More Than 85,000 View New Homes in 60 Days
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.

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 avoid 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 fragmenting 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 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 camp truck and landing on the roadway.

Capt. James Moffett

... I had no choice

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.

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

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.

ANAHE

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Jury II

Hotel

Executive chef

Hotel tax

federal governm

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income tax

four-year plan

John L. Long, 54, of 191 Angeles Ave, was named head of the Los Angeles hotel industry. Long, who was named head of the Los Angeles hotel industry, also received the annual

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**Kaiser Suspends Union Officer as Strike Ends**

**BY HARRY BERNSTEIN**

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 'inducing, 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 were 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 Vasey in the union's next election.

The grievance committee feels it was snubbed by the company when it filed complaints over work schedules and other problems, which individuals 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.

**Hispanic Agreement in 1939**

Kaiser and the union made history in 1939 when they signed a contract that was designed to eliminate strike action.

The contract 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 whenever the remainder of the steel industry gave in contract negotiations, Kaiser would, too.

Some Kaiser employees felt this was too much to complain 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**

A Navy attack bomber crashed and exploded Thursday in a residential area of Rosecrans 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 A4 Skyhawk were hurled through the neighborhood. The pilot ejected safely.

Capt. J. H. Moffett, 33, a marine reservist, had taken off in a southwesterly direction from the Orange County base at 10:30 a.m. on an instrument training flight.

**Plan 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 extricated from the plane, it began tumbling end over end until it slammed to earth on Seal Beach Drive near the intersection of Seal Beach Drive and the Railroad Track.

Please Turn to Page 5, Col. 1
Homeowners Association to Protest Flight Pattern

BY HAL SCHULZ
Times Staff Writer

ROSSMOOR — Alteration of flight pattern 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, they will appoint a director at the next meeting of their group to seek an interview with Capt. James Hedin, commanding officer of the air station, about possibilities of change. Hedin said Friday the crash was a "freak.

Other reaction on the plane crash in the unincorporated community of 12,000 west of the busy air port ranges from criticism of 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 Burrows, 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 Meier, 3001 Yellowtail Drive, on the other hand, says the planes don't usually fly over the air station over Rossmoor residences: "I think it was a freak. It could happen anywhere.

The plate glass window in Mrs. Meier's living room was shattered by a fragment and one of three floral 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, 3222 Yellowtail Drive.

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

Be the Groberts, who once owned 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 car, 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 he nor younger was hurt.

Patterns Changed

Los Alamitos Councilman Dale Kroesen, a private pilot, said two planes crashed in 1957 about 300 yards from the first Rossmoor fatal homes, then under construction. No one was hurt.

Kroesen said the Navy, 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 take-off pattern away from Rossmoor.

Hospital Leaders Baffled by Freeway Sign Policy

Immediate Permission for Installa
ted to Be Sought by Anaheim Instit
tu.

Hospital administrators and medical spokesmen throughout the county have 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 identification of hospitals will be of significance to new residents and tourists," said Dr. Shubert, administrator of the Orange County Medical Center.

"We'll apply for such a sign," said Dr. Eugene Dahlgren, administrator of the Anaheim General Hospital.

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 $7,750 in tax from 1959 to 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 Internal Revenue Service.

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 littered the Naval Air Station hangar floor as investigators begin the laborious task of learning why the plane crashed into a residential street.

Every available piece of the exploded jet was collected Friday by investigators, who will examine scheduled to leave on a flight to Chicago as a second officer for Continental Airlines but the airplane said his shift had been changed the day before the crash.

Clipped Trees

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

"Had No Choice"

"I had no choice. I just
BOMBER CRASH

Continued from First Page section of Silverstein Road in Rowena, Ore., a three-story, two-bedroom house was destroyed by fire. The house was occupied by a man and woman and their two daughters.

Mrs. H. J. Lassig, an engineer for Douglas Aircraft, was driving his car to the laboratory when he saw the plane crash in the wooded area. He immediately drove to the house and opened the door.

Mrs. Lassig was reading a Christmas story in the dining room. As she looked out the window, she saw the plane crash into the house. She immediately ran into the house and began to assist the victims.

The plane hit the house and ripped through it, causing extensive damage. The victims were taken to the hospital, where they were treated for their injuries.

The neighborhood was under investigation by the Federal Aviation Administration. The cause of the crash was under investigation.

GRANDMA’S TRIKE

Continued from First Page section of the Los Angeles Times.

Mrs. Nellie Tamblyn, 92, of 5017 Walnut St., Newhall, said she had just learned of the death of her husband, who was a veteran of World War II.

She said she had been married to him for 65 years. She said he was a pilot in the Army Air Corps and had been shot down during the war.

Mrs. Tamblyn said she had been living with her husband since he was wounded in action. She said he had been two years in the hospital and had been in a wheelchair ever since.

She said she had been living with her husband in a small apartment in the city. She said she had been taking care of him ever since he was wounded.

Mrs. Tamblyn said she had been a volunteer for the Red Cross during the war. She said she had been able to help a number of soldiers by providing them with food and clothing.

She said she had been a member of the Salvation Army for many years. She said she had been involved in many charitable activities over the years.

She said she had been a member of the Democratic Party for many years. She said she had been involved in many political activities over the years.

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Los Angeles Times

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Classified Only:

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10 PM—R SATURDAY, DECEMBER 17, 1966

Hospital Leaders Back Freeway Sign Policy

Immediate Permission for Installation to Be Sought by Anaheim Institution
Hearing for Policeman to Open Tuesday

SANTA ANA—An appeal hearing for dismissed police officer Bobby Don Youngblood, 20, 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. 10, the private care in the coastal area of Orange County from Seal Beach to San
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 Atheron 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 toLos 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 design was less than 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.
ROSMOOR
Long Beach’s Smartest New Suburb

3 BEDROOM, 2 BATH HOMES
3 BEDROOM, FAMILY ROOM, 2 BATH HOMES
VA and FHA financing
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.

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child. A fifty-million dollar shopping and medical center will provide every type of service and care. Special area for children.

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a few years of research have made possible a harmonious blending of home and homogeneous community.

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

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

which endorses to teachers for you the serenity and charm of a quarter day, neighboring Long Beach Drive.

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unusual combination of features could
at a low cost. Only with such an
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planned and developed
for young homeowners. They
have joined with ROSS & COTRÉ.
We have worked on the design and
living the house. They
houses beautifully in style, in House
locating you to relax and enjoy
nothing but the best. For you—a modern
for young homeowners. They
are the designer and artist
CLIFF MAY and CHIRS

 luxurious color schemes, offer the informal
glass, indirect lighting, and decorator
windows, ceiling, walls are translucent
level, floor-to-ceiling
This is the home we've found—the
for you—a modern Western family.
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.

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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

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—big bedrooms, family room and two complete baths plus Westinghouse Kitchens—priced at only $19,600! Visit this exciting new addition to ROSSMOOR today!

LIVE LIKE A COUNTRY SQUIRE... in a home with a new slant on life... a wonderful glimpse of the future... and the true hospitality that "home" means. Throughout the house are just a few of the features that you discover:
- a built-in Westinghouse range & oven
- built-in Westinghouse dishwasher, 14-cube ft
- built-in Westinghouse wall-hung refrigerator available—first time ever offered!
- wood-burning fireplace
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ROSSMOOR

Model Homes by Davis Furniture of Long Beach

THIS IS AN ACTUAL PHOTOGRAPH, not an artist's dream sketch.
VA TERMS now available!

$500 DOWN (plus impounds)

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 Home, 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 symphonic, 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 $60,000,000 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!

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)
That bears the Medalion award.

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In the shadow of a great college...
Rises the
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Betty Furness says
"At Rossmoor, you enjoy this marvelous
all built-in, all-electric Westinhouse kitchen...
Yet an all-electric, all-built-in kitchen! With built-in Westinghouse
even a built-in Westinghouse dishwasher... and, as your
neighbor, the "friendly families of Rossmoor."

Come select your fashionable new address in Southern California's
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Architects EARL G. KALMBACH, JR., AIA

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FROM $17,950
3 bedrooms, 2 bathrooms and family
room and 4 bedrooms and family
room, all with 2 baths... 30 year
loans... terms from $200 down
plus improvements

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.

![Floor plans of various Rossmoor models](image-url)
<table>
<thead>
<tr>
<th>Model No.</th>
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