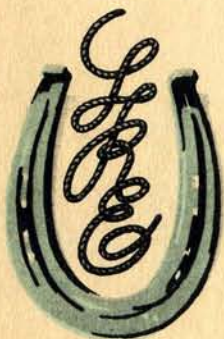


AT LAST...

WHAT YOU'VE

BEEN

LONGING FOR...



"PROGRESS  
is our most important  
PRODUCT"





A HOME . . . quality engineered . . . contemporary in spirit . . .

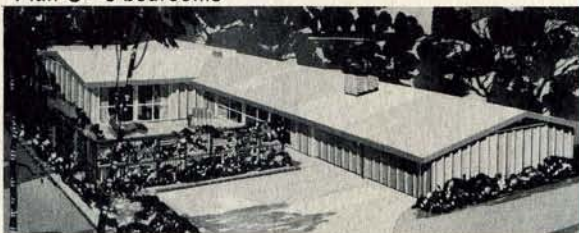
Plan 4A (4 bedroom model)



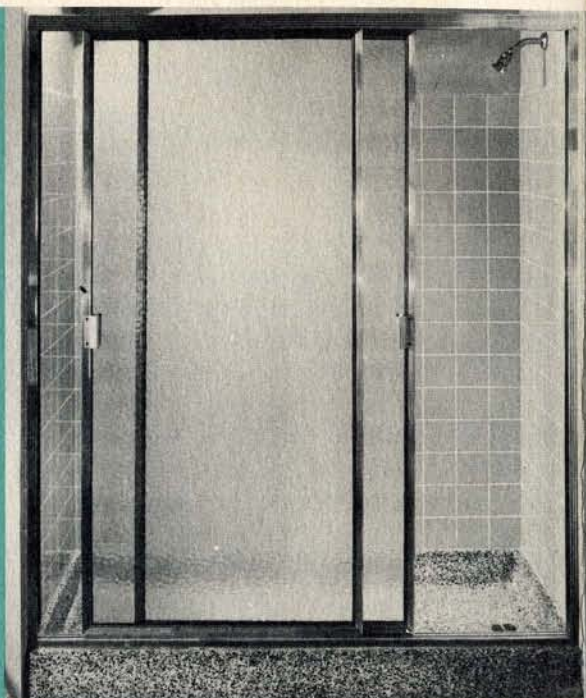
Plan A—3 bedrooms



Plan C—3 bedrooms



Plan D—3 bedrooms



This beautiful 2½x5 ft. Terrazo-base stall shower is a built-in feature of all models.

Plan E—3 bedrooms



Plan G—3 bedrooms



INTRODUCING

THE ALL-NEW

CALIFORNIAN



## beautifully finished . . . reasonably priced

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

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

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

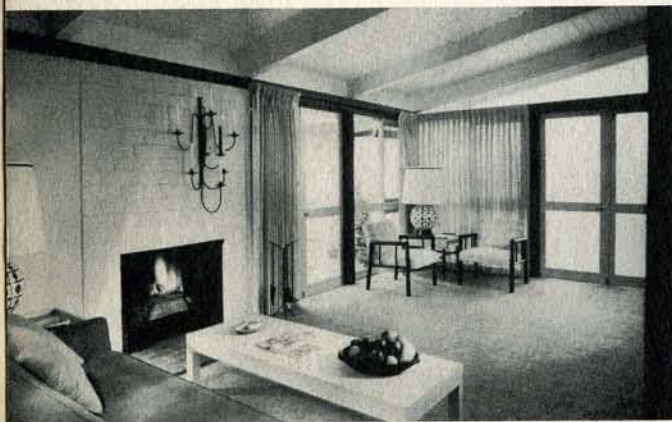




## DURABILITY BEAUTY GOOD TASTE

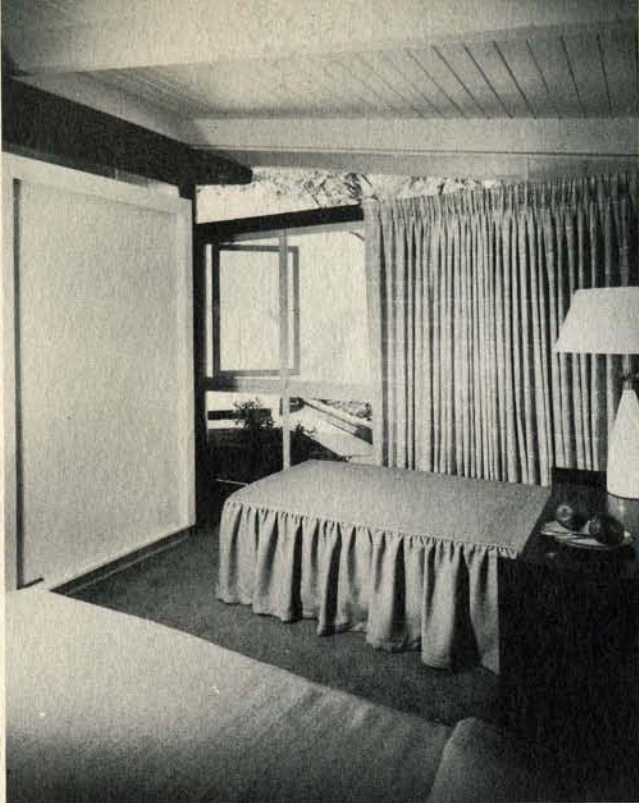
are three basic requirements for your home, amply fulfilled by the CALIFORNIAN.

But in addition, there is flexibility in the overall design of Lakewood Rancho Estates. Each house, with its generous use of glass, its private patio, affords indoor-outdoor living for year-round enjoyment, and there are over thirty-six different elevations from which to choose, making your choice as individual as you are yourself.



In no room of the CALIFORNIAN is the unstinted quality of building and design more apparent than in the NEW FREEDOM GAS KITCHEN . . . . . BIRCH cabinets with sliding doors, usually seen only in the most expensive homes; the CUSTOM BUILT BREAKFAST SEAT, designed to be an integral part of the kitchen area; and the most modern fixtures and equipment—the WESTERN HOLLY built-in automatic gas range for convenience, beauty, and "comfort level" cooking, the AMCO genuine Formica fully formed sink top, the garbage disposal unit for cleanliness—all make for easier, more pleasant living with fewer steps.



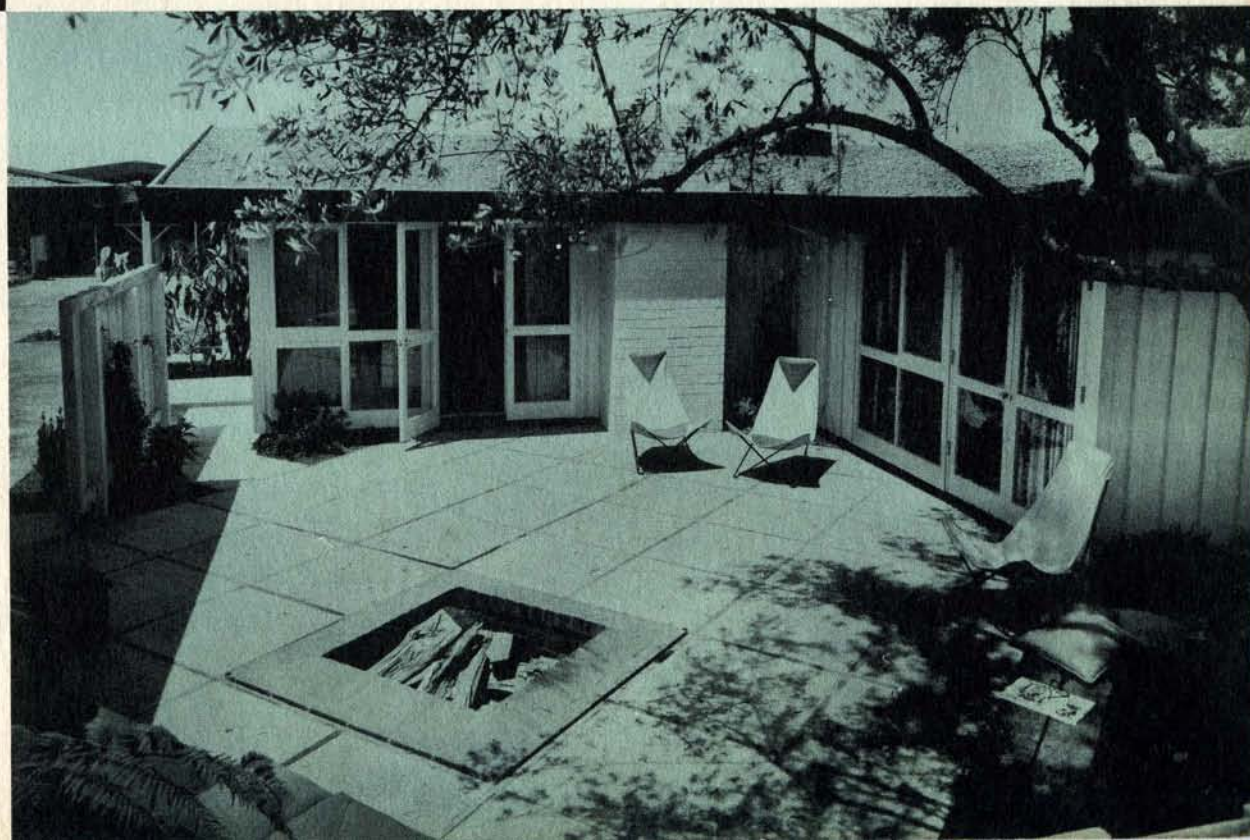


Here is your opportunity for comfortable living in a home designed to give you the maximum in twentieth century style and solid comfort. Here are modern design and a structural integrity heretofore unthought of in the small home...your assurance of carefree living for years to come.

This is the house you'll be glad to come home to—the home to which you'll point with pride.

There's year-round health and comfort here, whether the open windows, Pioneer Flint-Kote Insulation and wide overhangs are keeping you cool, a crackling fire in the fireplace is warming your toes, or the large, DAY & NIGHT 70,000 BTU forced air heating unit is sending a warm, even flow of air through the room at the exact temperature you have set with a touch of the thermostat.

With expert use of glass in the CALIFORNIAN, your private patio becomes your outdoor living room, your rumpus room, a safe place for the children to play—your most lived-in room of the house. Well-placed doors make it easily accessible, and many windows permit its natural beauty to brighten and enhance the charm of the interior.





**NEVER BEFORE...** has a builder offered an 1108 sq. ft. home with **3** bedrooms and a 1341 sq. ft.,

**4** bedroom home, both with 2 FULL BATHS, at these amazing

prices. Now, for the FIRST TIME in Southern California,

the CALIFORNIAN breaks all precedent by stepping

forward with the DESIGN OF THE FUTURE.

The 16' master bedroom opening onto the patio, for example, has its own private bath

and a dual wardrobe and dressing table.

All the bedrooms were designed for

twin beds, and both baths contain

beautiful colored fixtures to blend with

the interiors. You'll be carefree and

happy in Lakewood Rancho Estates

where a home like the CALIFORNIAN

offers you so many luxury features for

so little. Best of all are these down-

to-earth prices for all, including the

NON-VETERAN. Terms on the

CALIFORNIAN are unbelievably

low... both VA and FHA...

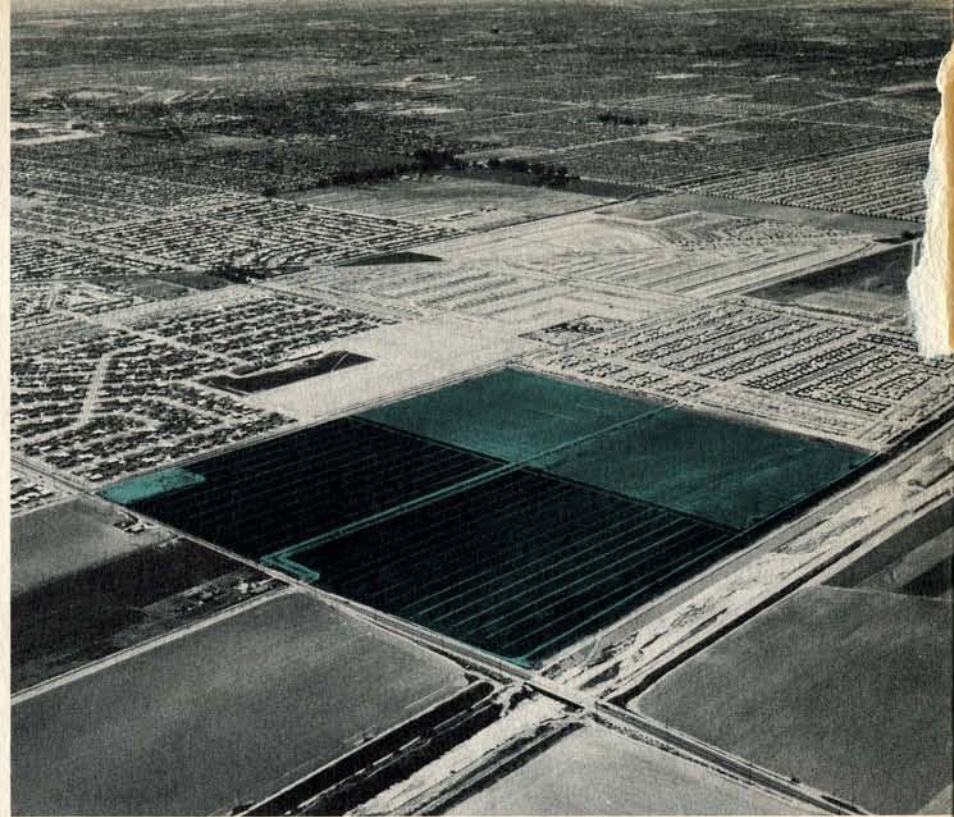






The ENTIRELY NEW Lakewood area (population 107,000) is a well-established, completely independent community. To comply with Lakewood's needs are schools from kindergarten to college, churches of all denominations, numerous shopping centers, parks, a stadium, an airport, and a country club. It is conveniently located near beaches, yet only a few minutes drive from the industrial areas of Long Beach, Los Angeles, Huntington Park, Vernon, South Gate, etc., and only three blocks from the busline.

One of the biggest attractions to Lakewood Rancho Estates location-wise is the site of a future 246 acre park to be developed just across Spring Street to the south. And to the northwest, just the other side of Studebaker Road, is the new Ellwood P. Cubberley elementary school, only a few minutes away for your children. (See the map at right for school and shopping locations.)



Traveling south on Palo Verde Ave., just five minutes away, is the new Long Beach State College, a \$20,000,000 project now under way. Future plans for this college include an expected enrollment of 10,000 students, a fine arts building, science building, auditorium, administration building, library, student union, amphitheatre, gymnasium, health service buildings, dormitories, power plant, and physical education and recreational areas.

There is an 8½ acre shopping center at the southeast corner of Spring Street and Palo Verde Avenue, only 3 blocks from Lakewood Rancho Estates. Here you will have access to a large market, a drug store, variety store, women's and men's apparel shops, specialty shops, and service shops...including beauty parlor, barber shop, shoe shop, etc. In addition there is enough parking space for everyone.



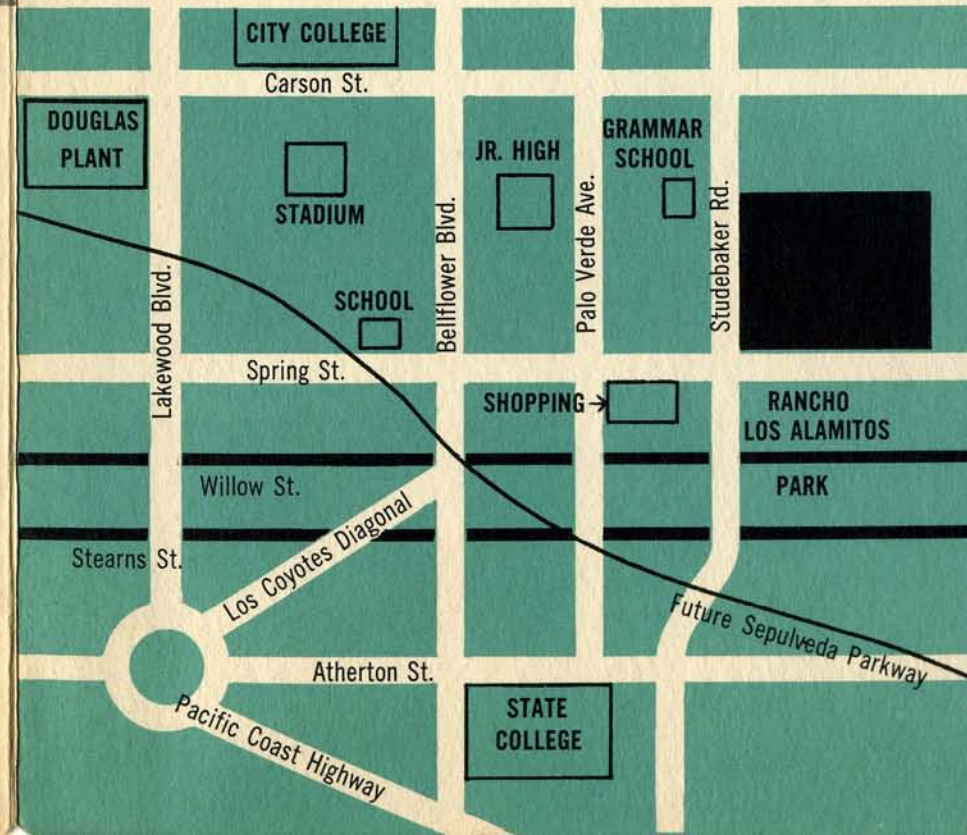
**Architect**  
**Designer**  
**Subdivider and Builder**  
**Sales Agents**

**CHRIS CHOATE**  
**CLIFF MAY**  
**ROSS W. CORTESE**  
**WALKER and LEE, INC.**



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# LAKEWOOD RANCHO ESTATES

Sales Agents:

WALKER and LEE, Inc.

Phone: L.B. 58812

Your salesman:



# THESE DELUXE FEATURES FOR YOU...



NEW FREEDOM GAS KITCHENS with  
 WESTERN-HOLLY built-in automatic gas ranges  
 Garbage disposals  
 DAY and NIGHT automatic forced air heating (70,000 BTU)  
 Birch kitchen cabinets with sliding doors  
 Built-in breakfast seats  
 AMCO genuine Formica fully formed sink tops  
 Colored rock roofs  
 2 FULL BATHS with colored fixtures  
 16' master bedroom  
 Double garages — attached or detached  
 Indirect lighting  
 Exposed-beam ceilings  
 Wide overhangs (2'6" or more)  
 Pioneer Flint-Kote Insulation  
 Complete concealed gutters on home and garage  
 Custom designed interiors  
 Private patio for "rear-living"  
 Slab doors  
 Decorator color schemes  
 Birch panelling in living room  
 Translucent glass panels  
 Varied setbacks (from 20 to 35 feet)  
 40-gallon water heaters (50-gallon in 4 bedroom)  
 All redwood exteriors  
 Fireplaces  
 2½ x 5' Terrazzo base stall shower with sliding  
 glass doors and 5' ceramic tile enclosure.

Credits. This booklet conceived and designed by Robert Perine, Advertising

Typist, John—Monsen

Printing—Stewart-Bowie

Photography—Maynard Parker

## LAKEWOOD RANCH