

Great World

By Ross W. Cortese

Rossmoor Corp.



The character of Leisure World Laguna Hills is the character of its residents, a friend said recently, and I consider that a fair statement.

It is also fair to say that Rossmoor could not enjoy its national and international reputation without those who reside here or travel there, and enhance the community's desirability for adults who are compatible with and who have earned the Leisure World life style — those residents in particular who share our elation when they are nominated by fellow residents, and selected to receive our special award in recognition of their individual achievement, their leadership.

Each month an oil portrait of the honoree is commissioned, then hung, with a biographical sketch, in our sales pavilion lobby for all to view and read. In August we salute Arthur Beaumont, noted naval artist. Last month we honored Dr. Olive Gilliam who was preceded by Admiral Roland N. Smoot. Previous honorees are Eugene Gilbert, Jane Simon, Prof. Lawrence Lew and Jerome Lederer. They

are your neighbors.

Our development goal at mid year, as announced is 665 residences completed or under construction by year's end. We are proud of our role in designing the formula for all-adult total-living communities in this state and others across the land.

As we approach the 12th anniversary of our first residents' occupancy we visualize an almost simultaneous celebration of the opening of Moulton Parkway Plaza — Rossmoor's third community shopping center development, plus all the other commercial and professional entities as well as places of worship that we have attracted to, or provided for in this area of Orange County.

Speaking of growth... Southern Californians are accustomed to periodic mushrooming growth, and we continue to hear comments from our earliest residents of Leisure World who, when they pioneered with us here, were somewhat surprised at their return to "country general store" marketing in El Toro. However, Alpha Beta shopping center was on its way and received en-

thusiastic greetings.

Special census figures for Orange County, especially South Orange County, provided subject matter for this column a few weeks ago. No sooner do we absorb new numbers and their meaning in terms of homes, construction, and impact generally, than many more reports appear, including national figures.

Just last week I read a Census Bureau report that our nation's population climbed by 1,836,427 in the year ending October 1, 1975. To further describe the estimate the item stated such increase could fill the cities of Houston, Tex. and New Orleans, La. We had queries about the local figures, so add these for your further interest.