



CITY OF FULLERTON

Community and Economic Development Department

Item No. 1
November 13, 2024
6:30 p.m.
Public Hearing

**TO: Chair Gambino and
Members of the Landmarks/Planning Commission**

APPLICATION

PRJ2024-00010: ZON-2024-0095 and LRP-2024-0012

APPLICANT

Fullerton Heritage on behalf of Julie A. Vandergrift

LOCATION

538 West Whiting Avenue

SUMMARY AND APPLICATIONS REQUESTED

This application is a request to designate the property at 538 West Whiting Avenue as a Historical (Local) Landmark (HL-111) with a corresponding request to amend The Fullerton Plan to add the property to Table 6 and Exhibit 3 of The Fullerton Plan, City of Fullerton Local Register of Historical Resources, and Map of Historical Resources, respectively.

CEQA DETERMINATION

Categorically Exempt (15331) - Historical Resource Restoration/Rehabilitation, which allows for the preservation and conservation of historical resources in a manner consistent with the Secretary of Interior's Standards for the treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings.

AUTHORIZATION/GUIDELINES

Fullerton Municipal Code (FMC) Section 15.48.050 authorizes the Landmarks Commission to designate a property as a Historical (Local) Landmark, after due consideration and a public hearing. The Landmarks Commission review shall consider the criteria specified in FMC Section 15.48.060, *Criteria for Designation*.

California Government Code Section 65353 establishes a procedure wherein the Planning Commission is authorized to consider a revision to the General Plan at a noticed public hearing and forward their recommendation to the City Council for final action.

THE EDUCATION COMMUNITY

303 West Commonwealth Avenue, Fullerton, California 92832-1775
(714) 738-6598 · Fax (714) 738-3110 · Website: www.cityoffullerton.com

PUBLIC OUTREACH

On October 31, 2024, the City sent a Public Hearing Notice to owners and occupants of property within a 300-foot radius of the project site. Notification was posted at the project site on that same date. The notice was also posted on the City's website and at the Maintenance Services Department, Main Library, Museum Center, and City Hall on the Public Notice Boards. In addition, notice was published in the Fullerton News Tribune on October 31, 2024.

PROJECT BACKGROUND / HISTORY

<i>Project Applicant:</i>	Fullerton Heritage
<i>Property Owner:</i>	Julie A. Vandergrift
<i>Property Location:</i>	538 West Whiting Avenue
<i>General Location:</i>	South side of Whiting Avenue, 150 feet east of Drake Avenue
<i>Parcel Number:</i>	032-064-02
<i>Existing Community Development Type (General Plan Land Use Designation):</i>	Low Density Residential
<i>Existing Zoning Classification:</i>	R-1-7.2P, Single Family Residential Preservation (minimum lot size of 7,200 square feet)
<i>Site Size:</i>	6,525 square feet
<i>Circulation:</i>	Whiting Avenue is a local street.
<i>Parking:</i>	Detached garage accessed from Whiting Avenue
<i>Existing Conditions:</i>	The property is developed with a one-story Spanish-styled dwelling and detached garage, constructed in 1927.
<i>Surrounding Land Uses and Zoning:</i>	North, east and west: Residential properties zoned R-1-7.2P and south (across Elm Avenue), residential properties zoned R-1-7.2P. South: residential properties currently zoned R-1-7.2 (Preservation overlay zone pending City Council review).

PROJECT DESCRIPTION

The applicant, Fullerton Heritage on behalf of the property owner, is seeking designation of the property located at 538 West Whiting Avenue as a Historical (Local) Landmark (HL-111) with a corresponding General Plan Revision to add the property to the Local Register of Historical Resources (Table 6 of the Fullerton Plan) and to the Historical Resources – National and Local Map (Exhibit 3 of The Fullerton Plan).

ANALYSIS

FMC Chapter 15.48 (Landmarks, Landmark Districts, Residential Preservation Zones, and Significant Properties) establishes the process for determining whether a site is worthy of designation as a Local Landmark. Such designation confirms that the historic, cultural, architectural, or aesthetic value of a property merits its preservation, restoration, and/or protection.

FMC 15.48.060, Criteria for a “Historical Landmark” designation, identifies the following criteria for determining eligibility:

1. Character, interest, or value as part of the heritage of the City.
2. Location as a site of a historic event.
3. Identification with a person or persons or groups who significantly contributed to the culture and development of the City.
4. Exemplification of a particular architectural style or way of life important to the City.
5. Exemplification of the best remaining architectural types in an area.
6. Identification as the work of a person or persons whose work has influenced the heritage of the City, the state of California, or the United States.
7. Embodiment of elements of outstanding attention to architectural design, detail, materials, or craftsmanship.
8. Relationship to other landmarks, where the preservation of one has a bearing on the preservation of another.
9. A unique location or singular physical characteristic representing an established and familiar visual feature of a neighborhood.
10. Integrity as a natural environment that strongly contributes to the well-being of the people of the City.

This property qualifies as a Local Landmark per criteria 3 and 7:

3. Identification with a person or persons or groups who significantly contributed to the culture and development of the City.
7. Embodiment of elements of outstanding attention to architectural design, detail, materials, or craftsmanship.

Fullerton Heritage provided background and research concerning this property (Attachment 2). Highlights regarding the notable resident, home designer and builder, and the architectural details are summarized below.

Notable Figure: William Ness Rollo (Western Glass Company)

The subject property is being recommended for Local Landmark designation for its association with the dwelling’s former resident/owner, William Ness Rollo (1867-1964), an experienced glass manufacturer who established the Western Glass Company in Fullerton in 1924. Living in temporary quarters in Fullerton, Rollo oversaw the entire establishment of the new glass factory, including the taking out of required permits, the fabrication and installation of new plant facilities, the ordering of specialized equipment and supplies, and the hiring and training of new workers. After the plant was up and running, Rollo sold his home in Streator, Illinois moving permanently with his family to Fullerton in 1924. After a few years as general manager of Western Glass, Rollo turned to banking serving on the Board of Directors of the Bank of America and the Fullerton Building-Loan Association; later he was Director of the First Federal Savings and Loan Association in Fullerton, and elected President of the Fullerton Chamber of Commerce.

A marvel of engineering at the time, Western Glass Company, a 24-hour a day glass manufacturing facility, was one of the largest in the southwest, including having its own monorail and electrical facility, producing figured, ribbed, and wired glass for the entire West Coast in

addition to cities in the East. The Great Depression severely reduced glass sales in America, and in 1932, the owners of the Western Glass Company sold the facility to the Mississippi Glass Company, which had no West Coast plant. One of the first uses of the continuous process of rolled glass manufacturing, the Mississippi Glass Company quickly dominated the wire glass industry in America. A sheet of plate glass with wire netting embedded into it, wire glass was fire resistant and significantly stronger than the typical glass used in buildings. The firm would employ thousands of Fullerton workers well into the 1970s, eventually becoming the world's largest manufacturer of rolled, figured, and wired glass with the Fullerton facility the only flat glass plant on the West Coast. The firm lasted in Fullerton well into the 1970s, making it one of the longest-lived companies in the City's history.

Architectural Design: Spanish Colonial Revival

The subject property includes a single-story, 1,280 square-foot Spanish Colonial Revival residence designed and built in 1927 by notable local contractor Philip N. Schmoker. Although only a building contractor for three years in Fullerton (1927-1930), Mr. Schmoker left a lasting impression on the Fullerton built environment. He built some of the most remarkable Spanish Colonial Revival dwellings in the City. The subject property's dwelling (the Rollo House) is an excellent example of his craftsmanship and detailing. The house reflects the simple and restrained styling that was the hallmark of Schmoker's Spanish-styled dwellings.

The subject property's dwelling includes large three-band (24-lite) stationary windows on the east side providing light for the living room. Five arches are positioned across the front façade, including two arched windows on the west side. The front façade's dominant feature is a striking rectangular-shaped tower, positioned between two wings, that rises above the roof line. On the east side a ribbon driveway, partially filled with bricks, runs under an archway that leads to a contributing rear detached garage. The garage's original swing-out doors have been replaced with a single roll-up wooden door. Additional access to the home is through an east side entrance, which features a glass and wood 8-lite door positioned between two tall casement windows.

The dwelling retains a high degree of historic integrity, especially in terms of design, materials, and workmanship. Schmoker preferred home exteriors with little or no embellishments, and there is a tendency to add decorative elements to make his homes appear more Spanish. That attempt is seen on the exterior in the replacement of the ribbon driveway and concrete walkway and porch with brick; the addition of wrought iron decorative elements; and scrolled wrought iron lettering ("five thirty eight") above the entranceway.

The interior layout was a common arrangement used by Schmoker and other contractors in the 1920s and 1930s. The public areas are positioned on the east side of the dwelling and the private areas on the west side. The original layout is intact, aside from a remodeling in the kitchen and bathroom, the remaining rooms retain their charm and historic character. Overall, the home is in excellent condition.

ENVIRONMENTAL REVIEW

In accordance with the California Environmental Quality Act (CEQA) the recommended action is categorically exempt from environmental review per Section 15331 of the State CEQA Guidelines. This Class 31 exemption allows the preservation and conservation of historical resources in a manner consistent with the Secretary of Interior's Standards for the treatment of

Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing
Historic Buildings.

RECOMMENDED ACTION

Pursuant to the findings and facts, including General Plan consistency, outlined therein, find that the project is categorically exempt from CEQA, and adopt Planning Commission Resolution No. PC-2024-35, entitled:

A RESOLUTION OF THE LANDMARKS COMMISSION OF THE CITY OF FULLERTON, CALIFORNIA, DESIGNATING THE PROPERTY LOCATED AT 538 WEST WHITING AVENUE (HISTORIC LANDMARK NO. HL-111) A LOCAL LANDMARK AND RECOMMENDING THAT THE CITY COUNCIL APPROVE A GENERAL PLAN REVISION TO MAKE CORRESPONDING AMENDMENTS TO THE FULLERTON PLAN HISTORIC PRESERVATION ELEMENT, TABLE 6 – CITY OF FULLERTON LOCAL REGISTER OF HISTORICAL RESOURCES AND EXHIBIT 3 – MAP OF HISTORICAL RESOURCES – NATIONAL AND LOCAL

DATED: November 6, 2024


Prepared by:


Andrew Kusch
Associate Planner

Reviewed by:


Chris Schaefer, AICP
Planning Manager

Approved for Agenda by:


Sunayana Thomas
Director of Community and Economic Development

Attachments to Report

1. Draft Planning Commission Resolution No. PC-2024-35
2. Documentation in Support of Landmark Designation for 538 West Whiting Avenue
3. PowerPoint Presentation

Attachment No. 1

Draft Planning Commission Resolution No. PC-2024-35

RESOLUTION NO. PC-2024-35

A RESOLUTION OF THE LANDMARKS COMMISSION OF THE CITY OF FULLERTON, CALIFORNIA, DESIGNATING THE PROPERTY LOCATED AT 538 WEST WHITING AVENUE (HISTORIC LANDMARK NO. HL-111) A LOCAL LANDMARK AND RECOMMENDING THAT THE CITY COUNCIL APPROVE A GENERAL PLAN REVISION TO MAKE CORRESPONDING AMENDMENTS TO THE FULLERTON PLAN HISTORIC PRESERVATION ELEMENT, TABLE 6 – CITY OF FULLERTON LOCAL REGISTER OF HISTORICAL RESOURCES AND EXHIBIT 3 – MAP OF HISTORICAL RESOURCES – NATIONAL AND LOCAL

PRJ2024-00010: ZON-2024-0095 AND LRP-2024-0012

APPLICANT: FULLERTON HERITAGE

PROPERTY OWNER: JULIE A. VANDERGRIFT

RECITALS

WHEREAS, an application was filed for Local Landmark Designation of property located at 538 West Whiting Avenue, described as:

Orange County Assessor's Parcel No. 032-064-02

WHEREAS, the Landmarks/Planning Commission of the City of Fullerton, California, in compliance with noticing requirements of Fullerton Municipal Code (FMC) Section 15.76.040, held a duly noticed public hearing on said application; and

WHEREAS, the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15331 - Historical Resource Restoration/Rehabilitation, which allows for the preservation and conservation of historical resources in a manner consistent with the Secretary of Interior's Standards for the treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings.

RESOLUTION

NOW, THEREFORE, BE IT FOUND AND DETERMINED AND RESOLVED by the Landmarks Commission of the City of Fullerton as follows:

1. In all respects as set forth in the Recitals of this Resolution.
2. The Landmarks Commission, pursuant to FMC Chapter 15.48, makes the following findings regarding the Landmark designation for the subject property:
 - a. Finding: The property located at 538 West Whiting Avenue is eligible for a Historical Landmark designation in accordance with the criteria identified in FMC Section 15.48.060.

Fact: The property meets eligibility Criterion 3, because of its association with a notable glass manufacturer, William Ness Rollo, an experienced glass manufacturer who established the Western Glass Company in Fullerton in 1924. Rollo oversaw the establishment of the new glass factory, including fabrication and installation of new plant

facilities, the ordering of specialized equipment and supplies and the hiring and training of new workers. The firm would employ thousands of Fullerton workers well into the 1970's, eventually becoming the world's largest manufacture of rolled, figured, and wired glass, with the Fullerton facility the only flat glass plant on the West Coast. The firm lasted in Fullerton well into the 1970's, making it one of the longest-lived companied in the city's history.

Fact: The property meets eligibility Criterion 7 as the residence represents an excellent example of Spanish Colonial Revival architectural style, designed and built in 1927 by notable contractor Philip N. Schmoker. The subject property's dwelling includes large three-band (24-lite) stationary windows on the east side providing light for the living room. Five arches are positioned across the front façade, including two arched windows on the west side. The front façade's dominant feature is a striking rectangular-shaped tower, positioned between two wings, that rises above the roof line. The dwelling retains a high degree of historic integrity, especially in terms of design, materials, and workmanship. The original layout is intact, aside from a remodeling in the kitchen and bathroom, the remaining rooms retain their charm and historic character. Overall, the home is in excellent condition.

- b. Finding: Designation of this property as a Historical (Local) Landmark is consistent with the goals and policies contained in The Fullerton Plan.

Fact: The Historic Landmark Designation of this property supports The Fullerton Plan, Policy 4.2 Awareness of Historic Resources which supports programs and policies to raise the awareness of the value of historic resources in strengthening communities, conserving resources, fostering economic development, and enriching lives.

Fact: The Historic Landmark designation of the subject property supports The Fullerton Plan, Policy 4.4 Historic Character and Sense of Place which supports actions to reinforce the character and sense of place of established neighborhoods.

- c. Finding: Property owner consent for the Historical Landmark designation has been granted pursuant to FMC 15.48.050.

Fact: The property owner has given written consent for the filing of the application for landmark designation.

NOW, THEREFORE, BE IT RESOLVED the Landmarks Commission does hereby APPROVE ZON-2024-0095 and LRP-2024-0012, designating property at 538 West Whiting Avenue as Historical Landmark HL-111 and recommends the City Council amend The Fullerton Plan Historic Preservation Element Table 6 – City of Fullerton Local Register of Historical Resources to add the property addressed 538 West Whiting Avenue as a Local Landmark and Exhibit 3 – Historical Resources Map – National and Local.

ADOPTED BY THE FULLERTON LANDMARKS COMMISSION ON NOVEMBER 13, 2024.

Peter Gambino, Chairman

Attachment No. 2

Documentation in Support of Landmark Designation for 538 West Whiting Avenue

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code

Other
Review Code

Reviewer

Date

Listings

Page 1 of 34

*Resource Name or #: (Assigned by recorder) _____

Other Identifier: _____

*P2. Location: ☐ Not for Publication ☐ Unrestricted

*a. County _____ and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad _____ Date _____ T _____; R _____; ☐ of _____ ☐ of Sec _____; _____ B.M.

c. Address 538 W. Whiting Avenue City Fullerton Zip 92832

d. UTM: (Give more than one for large and/or linear resources) Zone _____, _____ mE/ _____ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)

*P3a. **Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

Located at 538 West Whiting Avenue, the single-story William N. Rollo House is situated on the south side of the street between Richman and Drake Avenues. In 1997, West Whiting Avenue was designated a residential preservation zone (R-1P), and the well-maintained residence is located within a mid-1920s single-family development with period revivals that are more prevalent than bungalows. The block includes a rare example of a Spanish Colonial Revival bungalow court, San Souci Court (501 West Whiting Avenue), a Fullerton Local Landmark at the northwest corner of Whiting and Richman Avenues.

The single-story, 1,280-square-foot Spanish Colonial Revival residence was designed and built by notable local contractor

Continued on page 4

*P3b. **Resource Attributes:** (List attributes and codes) _____

P5a. Photograph or Drawing (Photograph required for buildings, structures, and



*P4. **Resources Present:** ☒ Building
☐ Structure ☐ Object ☐ Site ☐ District ☐
Element of District ☐ Other (Isolates, etc.)

P5b. Description of Photo: (view, date, accession #) **Front (north)**
elevation of house _____

*P6. **Date Constructed/Age and Source:** ☒ Historic ☐
Prehistoric ☐ Both

*P7. **Owner and Address:**

Julie Vandergrift
538 W. Whiting Avenue
Fullerton, CA 92832

*P8. **Recorded by:** (Name, affiliation, and address)

Fullerton Heritage
P.O. Box

Fullerton, CA 92834

*P9. **Date Recorded:** July, 2024

*P10. **Survey Type:** (Describe) _____

*P11. **Report Citation:** (Cite survey report and other sources, or enter "none.") _____

*Attachments: ☐ NONE ☒ Location Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record
☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record
☐ Artifact Record ☐ Photograph Record ☐ Other (List): _____

BUILDING, STRUCTURE, AND OBJECT RECORD

*Resource Name or # (Assigned by recorder)

*NRHP Status Code

Page 2 of 34

B1. Historic Name: William N. Rollo House

B2. Common Name:

B3. Original Use: Single-family residence

B4. Present Use: Single-family residence

*B5. Architectural Style: Spanish Colonial Revival

*B6. Construction History: Constructed in 1927; patio cover added at unknown date; change out of 11 windows and door, like for like, in 2006

*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date:

Original Location:

*B8. Related Features: One-car garage; patio with roof

B9a. Architect:

b. Builder: Philip Schmoker

*B10. Significance: Theme 1920s residential development

Area Fullerton

Period of Significance: 1920s

Property Type: residential

Applicable Criteria

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The home at 538 West Whiting Avenue is being nomination for Fullerton Local Landmark status for its association with William Ness Rollo (1867-1964), an experienced glass manufacturer who established the Western Glass Company (later the Mississippi Glass Company) in Fullerton in 1924. The firm, which would employ thousands of Fullerton workers well into the 1970s, eventually became the world's largest manufacturer of rolled, figured, and wired glass, with the Fullerton facility the only flat glass plant on the West Coast. The company's glass would be installed in countless buildings throughout Southern California, including thousands of homes and businesses in Fullerton.

Continued on page 6

B11. Additional Resource Attributes: (List attributes and codes)

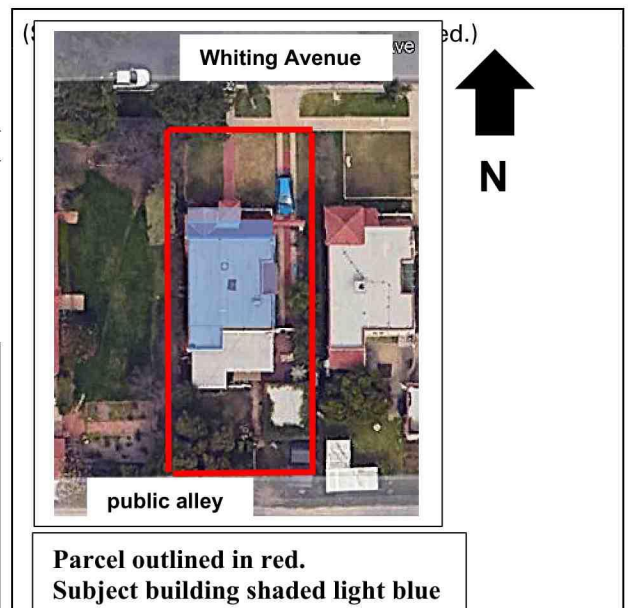
*B12. References:

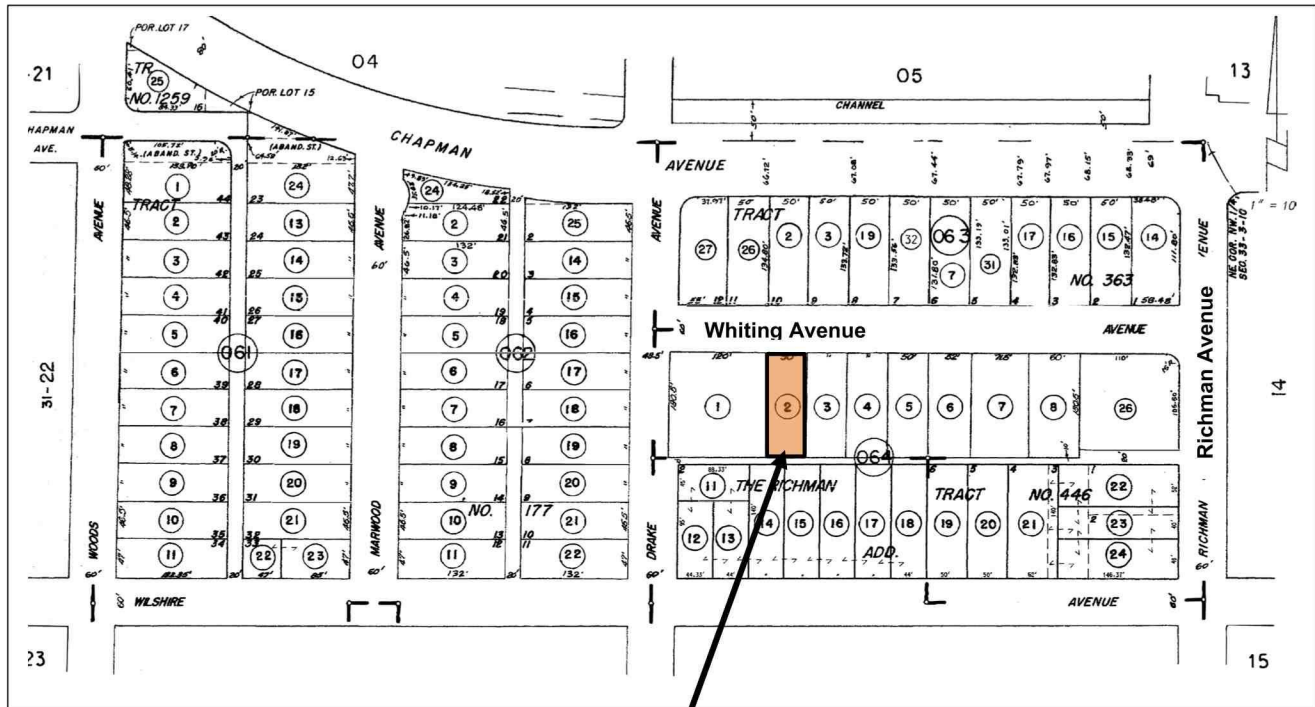
B13. Remarks:

*B14. Evaluator:

*Date of Evaluation:

(This space reserved for official comments.)





538 W. Whiting Avenue



CONTINUATION SHEET

Property Name: William N. Rollo House

Page 4 of 34

Continuation of P3a

Philip N. Schmoker as a speculative home in 1927, designed to be built and then quickly sold. Schmoker constructed two additional residences on West Whiting Avenue – 520 and 534 West Whiting Avenue – and a garage at 545 West Whiting Avenue. The attractive Rollo House reflects the simple and restrained styling that was the hallmark of Schmoker’s Spanish-styled dwellings.

Access to the home is via a brick walkway from the concrete sidewalk that leads to a brick front stoop and the original wooden front door with a metal speakeasy. Steps off the front stoop lead to a small, enclosed patio on the east side. A large three-band (24-lite) stationary window on the east side provides light for the living room. Schmoker favored arches and five are positioned across the front façade, including two arched windows on the west side. The front façade’s dominant feature is a striking rectangular-shaped tower, positioned between two wings, that rises above the roof line. The newer roof, which replaced the original 1927 one, is composed of wavy red tiles.

On the east side, a ribbon driveway, partially filled in with bricks, runs under an archway that leads to a contributing rear detached garage. The garage’s original swing-out doors have been replaced with a single roll-up wooden door. The garage is also accessible through a glass and wood door on the west side. Additional access to the home is through an east side entrance, which features a glass and wood 8-lite door positioned between two, tall casement windows. The dwelling originally had no air-conditioning, and the side door and windows provided both light and cooling breezes. The rear (south) side of the home features a wooden covered patio, along with a bulkhead door that leads down to a half cellar used for storage and maintenance equipment.

The interior layout, still intact, was a common arrangement used by Schmoker and other contractors in the 1920s and 1930s. The public areas are positioned on the east side of the dwelling, the private areas on the west side. The front entrance leads directly into the living room, followed by an arched entryway into a formal dining room, which, in turn, leads into the kitchen and back door. A narrow hallway, accessed from the living and dining rooms, provides access to a series of rooms – a den/office, now used as a bedroom, a bathroom, and two bedrooms, each with a closet – that are positioned along the west side of the dwelling.

Aside from ceramic tile in the bathroom and new flooring in the remodeled kitchen, the flooring is original narrow planked oak with wide baseboard molding. Interior wood elements, including built-ins and windows remain unpainted. The solid wooden doors retain the original glass knobs. The home’s casement, double-hung and stationary windows were replaced but match the original wooden ones.

Schmoker’s residences always contained multiple built-ins, which are in various rooms around the home. Positioned on each side of the living room fireplace – each below a window – is a built-in secretary and storage cabinets, with a built-in bookcase on the opposite side. The hallway contains a built-in linen closet, and the middle bedroom contains an arched glass-front built-in.

The dwelling retains a high degree of historic integrity, especially in terms of design, materials, and workmanship. Schmoker preferred home exteriors with little or no embellishment, and there is a tendency to add decorative elements to make his homes appear more Spanish. That attempt is seen on the exterior in the replacement of the ribbon driveway and concrete walkway and porch with brick; the addition of wrought iron decorative elements; and scrolled wrought iron lettering (“five thirty eight”) above the entranceway. In the interior, blue ceramic tile around

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 5 of 34

the fireplace mantle, elaborate ceiling fixtures, and a painting of a compass on the living room ceiling have been added. These features, however, are removable and do not detract from the original character of the home. The residence still looks very much as it did in the 1920s, conveying Philip Schmoker's architectural intent. The original layout is intact, and aside from a remodeling in the kitchen and bathroom, the remaining rooms retain their charm and historic character. The dwelling's exterior is also enhanced by tropical landscaping; the dwelling's interior, by using period appropriate antiques. Overall, the home is in excellent condition.

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 6 of 34

Continuation of B2

Although only a building contractor for three years in Fullerton (1927-1930), the builder and designer of the West Whiting dwelling, Philip N. Schmoker (1893-1975), left a lasting impression on the Fullerton built environment. He built and constructed some of the most remarkable Spanish Colonial Revival dwellings in the city, and the Rollo House is an excellent example of his craftsmanship and detailing applied to a middle-class dwelling. Remarkably, Schmoker never designed and built two identical residences. He built two buildings – the Arthur W. Cleaver, Sr. House (519 West Fern Drive) and the Miller Manufacturing Building (343 East Santa Fe Avenue) – previously designated Fullerton Local Landmarks, and one structure listed on the National Register of Historic Places: the Brea American Legion Building (495 South Brea Boulevard), now the Brea Museum and Historical Center.

Schmoker appeared to have been heavily influenced by Southern California architect Irving J. Gill (1870-1936), an early pioneer of the modern movement in architecture. Like Gill, Schmoker preferred the Spanish Colonial Revival style, but abstained from the elaborate use of Spanish elements. Unlike other Fullerton contractors who specialized in embellished Spanish Colonial Revival residences, such as Ernest S. Gregory and Mortimer Carroll, Schmoker favored simple geometric shapes, flat roofs, and unadorned plaster and stucco walls, with exteriors and interiors always painted white or near white. He often relied on arched doorways and windows, along with arcades, to provide a sculptural element. He refrained from the typical use of colorful ceramic tiles, wrought iron, and varied rooflines, avoiding the mixing of unnecessary materials. Designed for efficiency, his interiors featured simple lighting fixtures and fireplace mantels, fluid transitions between rooms, white plastered walls with unpainted wood elements, and multiple built-ins. The result was a series of refined and elegant residences that significantly differed from other Fullerton Spanish Colonial Revival dwellings. Schmoker's homes are instantly recognizable for their modernist leanings.

Historic Background

After accepting the position as general manager of the soon-to-be-built Western Glass Company plant in Fullerton, William Ness Rollo (1867-1964) moved permanently from Streator, Illinois, to Fullerton, in 1924. Accompanying him was his entire family, including his wife, two sons, two daughters-in-law, and one granddaughter. Family members initially rented homes around town, with William N. Rollo, his wife, and youngest son, William Harry Rollo, leasing a duplex at 545-547 West Wilshire Avenue.¹

In 1927, building contractor Philip N. Schmoker, then new to Fullerton, began the construction of two similarly styled speculative Spanish Colonial Revival homes at 534 and 538 West Whiting Avenue. William N. Rollo made the decision to purchase the dwelling at 538 West Whiting, and he commissioned Schmoker to design and build a six-room Cottage-style home down the street at 520 West Whiting for his youngest son, William H. Rollo.²

William N. Rollo and his wife, Sarah, resided in the 538 West Whiting home for decades. Mrs. Rollo passed away at the residence in 1957, at the age of 89.³ William continued to reside in the dwelling until around 1963, when the home was sold to Elizabeth (1905-1989) and Roy Bert Crawford (1900-1975), a farmer and truck driver later employed by the Fullerton Municipal Airport. Around 1978, the home was sold to Edward E. Lane III, a sales account manager with the Boeing Company. The current owner purchased the home in 2018.

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 7 of 34

The home was included in the *1978 Fullerton Historic Survey*.



Photo of house in the *1978 Fullerton Historic Survey*

Western Glass Company/Mississippi Glass Company

In 1923, the Bastanchury Ranch Company sold thirty acres of its vast ranchland at the intersection of Commonwealth Avenue and the Santa Fe Railroad tracks to the City of Fullerton for the purpose of establishing an industrial center.⁴ Two miles from Fullerton, the land was surveyed and cut into industrial tracts that were to be sold or leased to manufacturing companies. Oversight of the new industrial site fell to the Fullerton Chamber of Commerce Industrial Committee whose members quickly produced a 32-page booster booklet mailed nationwide to attract new businesses to the city.⁵ The town's attempt to build a "modern industrial district" in what is now southwest Fullerton was successful, with two firms – the Newton Process Manufacturing Company and the Vitavac Process Corporation of America (later Hunt Foods, Inc.) – quickly establishing manufacturing plants at the new industrial site.

In late 1923, it was announced that the Western Glass Company, headquartered in Streator, Illinois, had agreed to build a large manufacturing facility covering eight acres in the center of the industrial site. At the time, there was a shortage of glass manufacturers in Southern California,⁶ and the arrival of a new industry in Fullerton was met with considerable excitement.⁷ Experienced glassman and Scottish native William Ness Rollo was selected to head the \$500,000 project and then assume the role of general manager. Rather than construct new buildings, Rollo, along with construction superintendent Willard D. French, contracted with Union Iron Works of Los Angeles to fabricate and install seven steel factory buildings that went up only in a few days [Figure 1].⁸ The new glass plant opened on

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 8 of 34

September 15, 1924, and workers began manufacturing glass 24-hours a day.⁹ A marvel of engineering at the time, the manufactory was often toured by businessmen and residents who were struck by the gigantic dimensions of the plant, which had its own monorail and electrical facility [**Figures 2-3**].¹⁰

When completed, the new plant, the second branch of Western Glass, was one of the largest in the southwest, producing figured, ribbed, and wired glass for the entire West Coast in addition to cities in the East [**Figure 4**]. To provide for future expansion, the company purchased an additional five acres from the Bastanchury Ranch Company,¹¹ and over the next decades, the glass factory would sprawl across the industrial site [see **1927 Sanborn Fire Insurance Map, page 28**]. The Fullerton plant was scheduled to initially employ 130 workers, expected to increase to 175, and William N. Rollo immediately endeared himself to local residents by giving a hiring preference to Fullerton men.¹² Rollo, and later his son Arthur, would serve as general managers of the plant until 1953.

The Great Depression severely reduced glass sales in America, and in 1932, the owners of the Western Glass Company sold its facility to the Mississippi Glass Company, which had no West Coast plant. Established in 1873 in St. Louis, the Mississippi Glass Company started as a major producer of beer bottles for the Anheuser-Busch Brewing Company. Although very successful, the firm shifted its product line in 1884 to plate glass, especially wire glass, eliminating all container manufacturing.¹³

One of the first users of the continuous process of rolled glass manufacturing, the Mississippi Glass Company quickly dominated the wire glass industry in America. Essentially a sheet of plate glass with wire netting embedded into it, wire glass was fire resistant and significantly stronger than the typical glass used in buildings, and it was quickly accepted by insurance companies, engineers, and the United States government.¹⁴ Mississippi Glass heavily advertised its products, often pointing out important buildings that incorporated its products in the design and construction of high-rises [**Figures 5-6**]. With the purchase of the Fullerton plant, the firm gained control of the West Coast wire glass industry, and the Mississippi Glass Company would eventually become the largest producer of wire glass in the world.

In the 1920s, the company expanded into decorative glass, but after World War II with the advent of midcentury modern architecture and its emphasis on expansive glass windows and walls, sliding glass doors, and the integration of the natural environment, Mississippi Glass sales exploded. One new glass line after another was introduced: Prestlite, Astralite, Coolite, Bevelite, Dewlite, Luxlite, Magnalite, etc.¹⁵ The firm advertised extensively in architectural journals and women's magazines, including *Sunset*, *Good Housekeeping*, and *House and Home*, pointing out how its patterned and textured glass could enhance home interiors. It distributed free decorative glass catalogs that showcased its dozens of clear, opaque, and colored glasses that came in a wide variety of patterns, shapes, and sizes. Notable photographers, such as Julius Schulman, were hired to take shots of homes and businesses that incorporated its glass into their building design. The company also cornered the market on washboards and shower doors [**Figures 7-10**]. Mississippi Glass became the preferred glass for many architects and developers, including Joseph Eichler [**Figure 11**], and its glass varieties were featured in many of the *Arts & Architecture's* Case Study Homes, most notably the Eames Case Study House Number 8, a National Historic Landmark.

By 1954, the Fullerton Mississippi Glass facility was the only flat glass plant on the West Coast, shipping to markets in eleven western states [**Figure 12**].¹⁶ The 100,000-square foot production area included the initial 1924 all-steel buildings as well as new structures and equipment added over the decades. A new warehouse was constructed in

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 9 of 34

1956;¹⁷ a new batch mixing plant in 1957;¹⁸ and new offices (1901 Raymer Avenue) in 1963.¹⁹ The busy plant also supplied glass to nearby Fullerton manufacturing companies, most notably Arcadia Metal Products, Inc. (801 South Acacia Avenue), which produced very popular steel and aluminum sliding glass doors. Mississippi Glass was used in the construction of countless homes and businesses in Fullerton and Southern California, and over the decades, the Fullerton plant employed thousands of workers. The firm lasted in Fullerton well into the 1970s, making it one of the longest-lived companies in the city's history.

General Manager William Ness Rollo (1867-1964)

William N. Rollo was born April 9, 1867 in Beath, Fife, Scotland, one of eight children born to coal miner James Rollo (1825-1902) and Margaret Penman (1826-1898). In 1883, at the age of 16, he emigrated with his family to the United States, arriving in Chicago. On January 17, 1889, at the age of 22, he married Pennsylvania-native Sarah Ella Schwaner (1868-1957). The couple had three sons who preceded them in death: James P. Rollo (1889-1918), who died of the flu during the influenza epidemic;²⁰ Arthur Edward Rollo (1890-1953); and William Harry Rollo (1891-1946).

William N. Rollo worked for the Chicago, Burlington and Quincy Railroad before being hired as a bookkeeper by the Western Glass Company in 1901. He stayed with the company after it was sold to the Mississippi Glass Company in 1932, retiring in 1937. During his 36 years with the firm, Rollo held several positions, eventually working up to Treasurer.

Rollo purchased a family home in Streator, Illinois (210 South Everett Street) and became an active member of the community. In 1898, he joined Streator Lodge No. 602 of the International Order of Odd Fellows, remaining a lifetime member.²¹ Sarah Rollo joined the female wing of the fraternal organization, the Rebekahs. In 1918, he was appointed to the Streator Police and Fire Committee by Mayor Essington, and later served as the Committee's Chairman. Possessed of a lovely singing voice, he was second bass in the Imperial Quartette, performing at events around town.²² When his oldest son, James, came of working age, he was employed as an office manager at the Western Glass Company. When James died, his younger brother, William Harry, assumed the position. The third son, Arthur Rollo, was office manager of the American Bottle Company.

In late 1923, Rollo was appointed general manager of a new Western Glass Company branch, expected to be constructed in Fullerton in 1924. Living in temporary quarters in Fullerton, Rollo oversaw the entire establishment of the new glass factory, including the taking out of required permits; the fabrication and installation of new plant facilities; the ordering of specialized equipment and supplies; the hiring and training of new workers, etc. After the plant was up and running, Rollo sold his home in Streator, Illinois, moving permanently with his family to Fullerton in 1924. Rollo hired his two sons to work at the Fullerton plant, with Arthur serving as chief clerk, and William Harry as foreman. Both sons would hold a variety of positions but remain employees of the company until their deaths. When the Western Glass Company was purchased by the Mississippi Glass Company in 1932, the men retained their positions. After a few years as general manager of Western Glass, Rollo turned to banking, serving on the Board of Directors of the Bank of America and the Fullerton Building-Loan Association; later he was Director of the First Federal Savings and Loan Association in Fullerton.

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 10 of 34

Engaging and out-going, Rollo, who had a lilting Scottish brogue, was quickly elected President of the Fullerton Chamber of Commerce. He and his wife joined the Fullerton Odd Fellows Lodge, with Sarah often hosting the Rebekahs at their West Whiting Avenue residence. Rollo also became an active member of the Fullerton Rotary Club. The Rollos retained a fondness for Streator, Illinois, and often attended picnic reunions with former Streatorites held in Anaheim, Long Beach, and Los Angeles.²² Rollo's two grandchildren, Lucille and Wesley Rollo, would graduate from Fullerton Union High School in 1936. Wesley would graduate from Fullerton College in 1937.

After the economy began picking up following the Great Depression, Fullerton and other Southern California Companies experienced labor strikes. On July 27, 1937, 59 Fullerton Mississippi Glass workers, affiliated with the Flat Glass Workers Local No. 20,928 of the American Federal of Laborers, walked out. Aware that they were working in dangerous conditions, the glass workers demanded a 15- cents an hour wage increase, overtime pay, an 8-hour workday (shifts were 14 to 16 hours), and union status for foremen using tools, who were often called upon to fill in for line workers.²³ When Rollo offered a 5-cent an hour wage increase and no other concessions, the union asked for a coastwide boycott against Mississippi Glass, which was granted.²⁴ Concerned with the situation, the Mississippi Glass Company sent Vice-President Richard M. Paxton (1871-1949) to Fullerton to settle the dispute. The union workers accepted a 10- to 13-cent wage increase, had their other demands met, and returned to work on September 20, 1937.²⁵ William N. Rollo, then aged 70, retired, and his son, Arthur E. Rollo replaced him as general manager, serving as head of the plant until his death from a heart attack in 1953.²⁶

William N. Rollo passed away in 1964, at the age of 94, at Saint Jude Hospital, a forty-year resident of Fullerton.²⁷ Rollo, his wife, and other members of the family are buried at Loma Vista Memorial Park.

Home Designer and Builder: Philip Nason Schmoker (1893-1975)

Philip Nason Schmoker (1893-1975), who professionally went by P.N. Schmocker, worked as a successful building contractor in Fullerton for only three years – 1927 to 1930 – but his often-spectacular residences would leave a lasting impression on the built environment. He concentrated primarily on middle-class single-family dwellings, most often designed in a Spanish Colonial Revival style noted for their refined and unadorned interiors and exteriors.

Born on April 30, 1893, in Anthony, Kansas, Philip Nason Schmoker [Figure 13] was the youngest of three sons (one died in infancy) born to William Frederick Schmoker (1864-1919), a farmer of Swiss-German ancestry, and Ida Chaney (1868-1926). Schmoker spent some of his teenage years in Banner, Oklahoma, educated through four years of high school. Around 1915, the family migrated to Southern California. William, Ida, and Philip moved to Whittier; the second son, Albert H. Schmoker (1889-1976), settled into La Habra.

At the age of 19, Philip Schmoker married Clara Blanche Halstead (1893-1919) in Whittier on October 22, 1912. The couple moved to Ontario where Schmoker worked as a factory laborer in the Hotpoint Company factory.²⁸ In 1903, Earl H. Richardson (1871-1934) invented the Hotpoint Iron, the first electric iron to be heated at the front point, not the center, and the lightweight iron would eventually become the first commonly available electric appliance in America. Richardson opened a manufacturing plant in Ontario, and by 1913, Hotpoint was employing twenty-five percent of the workforce in Ontario. During this period, Schmoker became an ordained minister, working at the iron factory during the week, and ministering on nights and weekends. On his World War I draft registration form, he noted that his religious background was a factor in his anti-war stance.²⁹

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 11 of 34

When World War I started, there was a high demand for shipyard workers, and Schmoker and his father both moved to Long Beach. Schmoker would have a particularly difficult year in 1919. His wife Clara, who had been an invalid for a number of months, passed away at their home (623 Chestnut Avenue) on April 15, 1919, at the age of 26.³⁰ Two months later, his father became violently ill while working at the Long Beach Shipbuilding Company's yard on June 18, 1919, and died shortly later in a hospital.³¹

Schmoker and his widowed mother lived together (400 Esther Street) for several months before Schmoker remarried in 1920, and his second wife, Leora Elizabeth Musgrove (1887-1981), moved into the household. The couple would have two sons – Phillip Donald (1921-2005), known as Don, and Robert Frederick (1924-2007) – and move to 1925 Cherry Avenue. Later, Don would graduate from Fullerton Union High School in 1940, attend Fullerton College, and become a flight instructor at Sequoia Field in Visalia during World War II. Robert graduated from Fullerton Union High School in 1942, then joined the United States Navy.

During this period, Schmoker became a devout member of the International Bible Students Association organized by Charles Taze Russell (1852-1916), the founder of what is now known as the Bible Student Movement. (After Pastor Russell's death, Jehovah's Witnesses and other independent Bible student groups developed from the movement.) In the early 1920s, he began delivering free religious lectures at various halls and meeting places throughout Southern California, including San Pedro, Long Beach, Riverside, and Santa Ana. His topics ranged from "The World's Distress, Its Meaning" to "Earthquakes, Fulfillment of Prophecy" to "Destiny of the Heathen and Unbelieving" [Figure 14].³²

Ambitious, Schmoker moved up from shipyard carpenter to building carpenter to building contractor. He began designing and building his first residences in Long Beach in 1919. He initially designed and built Craftsman bungalows but quickly switched to Spanish Colonial Revival residences that often used Pueblo Revival influences. Extant Schmoker houses in Long Beach include dwellings at 3119 Colorado Street (1923); 4824 East Broadway (1923); and 254 Roycroft Avenue (1924). He also built a small two-bedroom, one-bathroom Spanish bungalow at 124 North Via de Roma Walk as his personal residence.

In 1926, Fullerton rancher Harry Gantz (1887-1949) and his wife, famous film director Lois Weber (1879-1939), decided to develop a Fullerton subdivision called Brookdale Heights that encompassed the 300 and 400 blocks of West Brookdale Place. Each provided part of the financing, with Gantz taking over the advertising and selling of the lots and Weber overseeing the street design and construction of the first homes. Weber announced that she personally would be overseeing the building of two speculative bungalows in the tract, but she completed only the home at 329 West Brookdale Place, with Gantz overseeing the dwelling at 344 West Brookdale Place.³³ To complete the project, Gantz commissioned Schmoker to design and build the West Brookdale Place residence. The result was a unique and beautifully styled Spanish Colonial Revival dwelling very different from other Spanish-styled dwellings being constructed at the time. The residence brought considerable attention to Smocker, a newcomer to Fullerton, and he built other homes in the new subdivision, including 425, 432, and 433 West Brookdale Place.

With the success of the Brookdale Place residence, Schmoker began constructing speculative houses around Fullerton. The town was experiencing a residential building boom at the time, and he quickly found construction work as a local building contractor. He set up an office at 130 West Commonwealth (later 109), initially driving from Long Beach to Fullerton, but eventually purchased a home at 127 West Brookdale Place, adding a duplex at the rear of the property in 1928.³⁴

In 1927, real estate and insurance agent Harry H. Crooke – who was also mayor of Fullerton – formed the Skyline Park Syndicate with accountant Harry Ustick. The two men undertook the development of a nine-block area just to the east of Hillcrest Park. An east Fullerton response to successful residential developments in the Golden Hill area,

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 12 of 34

Skyline Park (Tract 838) was one of the most highly publicized developments in Fullerton during the 1920s. Improvements in the residential subdivision were begun in June of 1927, at a cost of \$90,000, and were finished in mid-February of 1928. Impressed by Schmoker's work, Crooke and Ustick hired him to build residences "on spec" for potential homebuyers; they also commissioned Schmoker to build houses for those who had purchased lots in the tract. Crooke intended for Skyline Park to be a showcase for Spanish-styled architecture, and nearly all the homes that Schmoker constructed in the subdivision were of a Spanish Colonial Revival architectural style, with an occasional Cottage-style dwelling, including those at 401 Cannon Lane, and 1301, 1311, 1316, and 1317 Luanne Avenue. Crooke and Ustick were so delighted with Schmoker's designs that they featured his homes in advertisements for Skyline Park [Figure 15].

Schmoker's most impressive building in the Skyline Park development was the 16-room Spanish Colonial Revival home built for Alex Glen and Alma Wright, owners of the Orange County Rock Company, in 1929. The Wright House at 401 Cannon Lane, known locally as the Bridgestone Mansion, cost \$30,000, more than any other dwelling Schmoker would build.³⁵ Although the interior was severely altered in the 2010s, the home still reflects its original grand and graceful style and remains the most significant building in Skyline Park.

Crooke and Ustick quickly formed a building partnership with Schmoker, and the men would construct other homes around Fullerton, including 403 East Virginia Road (1929) and 617 North Highland Avenue (1928), while advertising themselves as a building team [Figure 16]. Schmoker worked primarily in the Spanish Colonial Revival style, varying each home, but he also designed and constructed some interesting Cottages (e.g., 432 W. Brookdale Place, 520 West Whiting Avenue). He was at his construction peak in 1928, rapidly building 20 residences around Fullerton, using the business slogan: "Large or small, we build them all."³⁶ He also offered one hundred percent financing. In 1928, he constructed his only major industrial building, the Miller Manufacturing Building, now a Fullerton Local Landmark.³⁷ That same year, he was awarded a \$30,000 contract to construct an addition to the Ford Grammar School.³⁸

He received his most noteworthy commission from Arthur W. and Kathryn Cleaver, owners of the Sanitary Laundry (221-225 West Santa Fe Avenue), in 1929. The Cleavers were taking in \$40,000 to \$60,000 a month from Seal Beach oil leases, and the wealthy couple had the funds necessary to construct a unique and distinctive Spanish Colonial Revival home at 519 West Fern Drive, complete with a ballroom in the basement.³⁹ A Fullerton Local Landmark, the expansive Cleaver House remains a visual landmark in the Upper Golden Hill neighborhood.

Schmoker advertised extensively in the *Fullerton News Tribune*, optimistically entering 1929 with many planned projects [Figure 17]. The 1929 Stock Market Crash, however, ended his building business in Fullerton. His last major project was the two-story Spanish Colonial Revival Brea American Legion Building, now the Brea Museum and Historical Center, in 1930, listed on the National Register of Historic Places in 1984.⁴⁰

After the 1929 Crash, Schmoker sold his Fullerton residence and moved his family to a house he had constructed at 2300 West Orangethorpe Avenue (later 1321 South Gilbert Street), then a rural unincorporated area. His wife Leora, a member of the Fullerton Ebell Club, became very active in the Orangethorpe Parent-Teacher Association. He was hired as a superintendent for the Los Angeles Construction Company headquartered on West Pico Boulevard. During World War II, he served as construction superintendent for Camp Elliott, a Marine training center in San Diego.⁴¹ After World War II, he worked for Pasadena architects John Cyril Bennett (1891-1957) and his son, Robert Edward Bennett (1915-2003), who had formed a partnership, Bennett & Bennett.⁴²

Schmoker lived on South Gilbert Street until his death on February 11, 1975, at the age of 81. He and his wife are buried at Rose Hills Memorial Park in Whittier.

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 13 of 34

Bibliographic References

¹Son Arthur E. Rollo was at 308 Drake Avenue, and his widowed daughter-in-law, Leona Mae Rollo (1888-1979), and granddaughter Lucille were at 237 West Wilshire Avenue. Leona was the widow of William N. Rollo's oldest son, James P. Rollo (1889-1918), who died during the 1918 influenza epidemic.

²"July Building Nearly \$70,000," *Fullerton News Tribune*, July 30, 1927.

³"Sarah Rollo," *Santa Ana Register*, January 19, 1957, 11.

⁴"Industries to be Urged Here," *Fullerton News Tribune*, January 5, 1923; "Fullerton Industrial Site," *Fullerton News Tribune*, June 9, 1923; "Industrial Tract Drawing Big Firms," *Santa Ana Register*, May 26, 1923.

⁵*Miss Fullerton Invites You: Fullerton, Heart of Orange County*. (Fullerton: Fullerton Chamber of Commerce, 1932). Copy on file, Local History Room, Fullerton Public Library.

⁶"Southern California Glass Factory," *American Glass Review*, August 28, 1926, 15-16.

⁷"Glass Plant Locates," *Los Angeles Times*, January 27, 1924, C13; "Illinois Glass Manufacturing Company Purchases Site at Fullerton for Factory," *Los Angeles Times*, February 3, 1924, E15; "Western Glass Company Locates in Fullerton," *Orange County Review*, March 1924, 34; "Glass Factory to Locate in Fullerton," *Santa Ana Register*, January 26, 1924, 5.

⁸"Fullerton Gets Factory," *La Habra Star*, February 1, 1924, 4; "Let Factory Contract," *La Habra Star*, February 6, 1924; "Give Contract for Factory Buildings," *Santa Ana Register*, February 4, 1924, 14; "Steel Buildings Are Erected by Iron Company," *Los Angeles Times*, December 7, 1924, 108.

⁹"Glass Plant at Fullerton Ready to Open Monday," *Anaheim Bulletin*, September 14, 1924, 3; "Commence Production: New Factory at Fullerton All Ready to Turn Out Finished Product," *Los Angeles Times*, September 21, 1924, E12.

¹⁰"Glass Factory is Visited by Kiwanians," *Santa Ana Daily Register*, August 20, 1924, 14; "Glassmen Are Guests at Banquet," *Los Angeles Times*, February 13, 1925, 36; "Glass Factory Inspected by Officers," *Fullerton News Tribune*, September 29, 1924.; "Businessmen of Fullerton Visit Glass Factory," *Fullerton News Tribune*, August 19, 1924. Rollo often gave talks about the company, inviting people to visit the plant: "Rotary Club Hears Pastor on Religion," *Santa Ana Daily Register*, May 27, 1926, 19.

¹¹"Illinois Glass Manufacturing Company Purchases Site at Fullerton for Factory," *Los Angeles Times*, February 8, 1924.

¹²"Fullerton Men Get Preference of Factory Jobs," *Santa Ana Register*, September 6, 1924, 6.

¹³"The Story of the Mississippi Glass Company," In *Glass by Mississippi* Catalog. On file, Local History Room, Fullerton Public Library; Bob Lockhart, Pete Schulz, and Beau Schriever, *The Mississippi Glass Co. Society for Historical Archaeology*, 2017. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://sha.org/bottle/pdf/files/MississippiGlass.pdf

¹⁴Konstandena Kefallinos, *Wire Glass: History of Technology & Development*. Thesis, Columbia University, Graduate School of Architecture, Planning and Preservation, May 2013, 19. Online.

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 14 of 34

¹⁵To help homeowners identify their type of Mississippi Glass, Fullerton Heritage purchased a sample box as well as company catalogs available in the Local History Room, Fullerton Public Library.

¹⁶"Only Flat Glass Plant on West Coast Located in City," *Fullerton News Tribune*, August 25, 1954.

¹⁷"Warehouse OKd," *Los Angeles Times*, February 26, 1956, E1.

¹⁸"Glass Company Will Erect Mixing Plant," *Los Angeles Times*, April 28, 1957, G21.

¹⁹"Glass Plant Builds New Offices Here," *Fullerton News Tribune*, April 30, 1963, 7.

¹⁹"James Rollo Dies Today," *The Times (Streator, Illinois)*, November 8, 1918, 1.

²⁰"Odd Fellows Pay Tribute to 50-Year Members," *The Times (Streator, Illinois)*, April 30, 1958, 3.

²¹"Dreamland Grand Opening," *The Times (Streator, Illinois)*, September 30, 1907, 8.

²²"Streatorites Attend Picnic In Los Angeles," *The Times (Streator, Illinois)*, April 7, 1933, 4; "Streatorites Guests at Semi-Annual Picnic," *The Times (Streator, Illinois)*, 3; "Former Local People Picnic in California," *The Times (Streator, Illinois)*, October 12, 1946, 2

²³"Begin Strike in Fullerton Glass Plant," *Fullerton News Tribune*, July 29, 1937; "Workers Picket Fullerton Plant," *Anaheim Bulletin*, August 4, 1937, 7; "Pickets Patrol Fullerton Plant," *Anaheim Bulletin*, August 7, 1937, 3; "Strike Quiet at Fullerton," *Santa Ana Register*, August 4, 1937, 5; "Strike Situation Still Unchanged," *Anaheim Bulletin*, August 6, 1937; "Picketing Continues Around Glass Plant," *Fullerton News Tribune*, August 11, 1937.

²⁴"Start Boycott on Glass Firm," *Santa Ana Register*, August 25, 1937, 2; "Boycott Opens at Fullerton," *Santa Ana Register*, August 26, 1937, 4.

²⁵"Glass Workers Return to Jobs," *Santa Ana Register*, September 17, 1937, 2; "Fullerton Glass Plant to Reopen Following Strike," *Los Angeles Times*, September 18, 1937, 7.

²⁶"Fullerton Man Taken by Death," *Santa Ana Register*, March 14, 1953, 1; "Glass Executive Dies at Fullerton," *Los Angeles Times*, March 15, 1953, 59; "Former Local Resident Dies," *The Times (Streator, Illinois)*, March 14, 1953, 4.

²⁷"William Rollo Dies at 94," *Fullerton News Tribune*, January 11, 1964; "W. N. Rollo Passes Away at Calif.," *The Times (Streator, Illinois)*, January 13, 1964, 3.

²⁸*Hotpoint: Our Story*. GE Appliances, 2024. <https://www.hotpoint.com/hotpoint-history/>; Allen, David, "History in Flames, as Former Hotpoint Clubhouse Burns in Ontario," *Daily Bulletin*, August 22, 2019; *Hotpoint Clubhouse Concept*, City of Ontario, July 2022, chrome-extension://efaidnbmninnibpcapjcgclclefindmkaj/https://www.ontarioca.gov/sites/default/files/Ontario-Files/Planning/Historic_Preservation/hotpoint_general_electric.pdf

²⁹Registration Card: Phillip N. Schmoker [sic]. 1920. United States World War I Draft Registration Cards, 1917-1918. *FamilySearch.org*.

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 15 of 34

³⁰“Clara Halstead Schmoker,” *Long Beach Daily Telegram*, April 17, 1919. She is buried in the Sunnyside Cemetery in Long Beach.

³¹“Falls Dead While at Work in Shipyard,” *San Pedro News Pilot*, June 19, 1919.

³²“International Bible Students,” *Long Beach Press Telegram and the Long Beach Daily News*, August 9, 1924, 10; “International Bible Student Association,” *Santa Ana Daily Register*, September 29, 1923, 4; “Destiny of the Heathen and Unbelieving,” *Riverside Daily Press*, December 16, 1922, 2.

³³Debora Richey, “Lois Weber: A Touch of Hollywood in Fullerton,” *Fullerton Heritage Newsletter*, 28, no. 2 (June 2022), 4.

³⁴“Begins Duplex Construction,” *Fullerton News Tribune*, April 28, 1928.

³⁵“Beautiful Home Nears Completion in Skyline Park,” *Fullerton News Tribune*, October 22, 1927.

³⁶“Builder Books \$50,000 Home Orders Here,” *Fullerton News Tribune*, December 17, 1927.

³⁷“Begin Work on Plant Here to Cost \$10,000,” *Fullerton News Tribune*, March 10, 1928; “Trade Notes and Shop News,” *Western Machinery News*, April 1928, 183.

³⁸“Permits for Month \$60,000 in Fullerton,” *Santa Ana Register*, July 23, 1928, 5.

³⁹Debora Richey, “The Cleavers Strike Liquid Gold,” *Fullerton Heritage Newsletter*, 30, no. 2 (July 2024), 1, 3-5; “Cleaver Residence Now Is in Midst of Construction Work,” *Fullerton News Tribune*, July 6, 1927; “Work Started on Cleaver’s 16-room Home,” *Fullerton News Tribune*, June 1, 1929.

⁴⁰“Legion Contract Given Approval,” *Santa Ana Register*, February 7, 1930, 10; Kathy Canon, “The Easterly 90 Feet of Said Lot ...,” *Historical Happenings: A Publication of the Brea Historical Society*, 18, no. 5 (May 2001), 1.

⁴¹“Philip Schmoker: Registration Card,” World War II Draft Registration Records. *FamilySearch.org*.

⁴²Bennett & Bennett Architects’ Roster Questionnaire. American Institute of Architects Archives. Copy on file, Local History Room, Fullerton Public Library. Before forming an architectural firm with his son, John Cyril Bennett designed notable buildings in Pasadena, including the Raymond Theatre, the Pasadena Playhouse, and the Pasadena Civic Auditorium.

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 16 of 34

Display Ad 122 -- No Title

Los Angeles Times (1923-1995); Dec 21, 1924; ProQuest Historical Newspapers: Los Angeles Times
pg. E9



*One of the Westype Steel
Buildings of the Western
Glass Co., Fullerton, Cal.*

Mail this

**UNION
IRON
WORKS**

I am interested in
() Expansion
() Warehouses
() Foundries
() Factory Buildings

Kindly send me without obligation
your illustrated book on industrial
buildings.

Name

Address

SPEED is the essence of the situation when industries need new or additional plant facilities.

Union Iron Works engineers and erectors are saving thousands of dollars for the industries of Southern California, large and small, through their ability to supply warehouses, shops and industrial buildings ready for occupancy with the utmost speed.

Westype Steel Buildings are not standardized or ready-built structures. They are in every case individually designed. But because they are largely made up of structural units already fabricated and in stock, they can be erected in less time than it usually takes to plan a building.

Industrial Department
UNION IRON WORKS
OF LOS ANGELES
5125 Santa Fe Ave. -- Humboldt 0600.

We are exclusive agents for Shepard electric hoists
and crane equipment and maintain a
complete service dept.

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.

Figure 1: Union Iron Works advertisement featuring Western Glass Company in Fullerton
Source: *Los Angeles Times*, December 21, 1924

CONTINUATION SHEET

Property Name: William N. Rollo House
Page 17 of 34



Figure 2: Western Glass Company buildings, 1924
Source: Los Angeles Times, November 2, 1924, p. 97

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 18 of 34

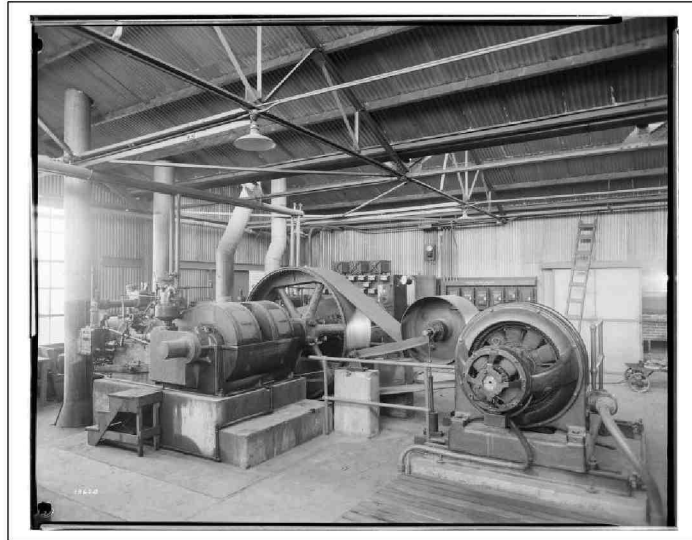


Figure 3: Western Glass Company building interior

Source: Southern California Edison Photographs and Negatives, Huntington Digital Library

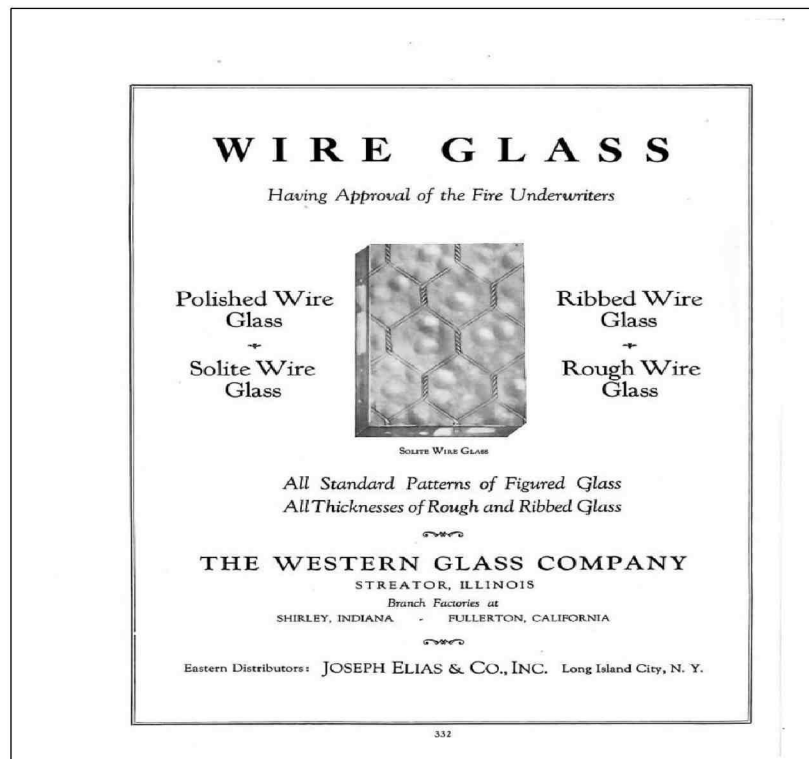


Figure 4: Western Glass company advertisement, 1925

Source: *Yearbook, Architectural and Allied Arts Exposition, 1925*

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 19 of 34

EDWARD WALSH, JR., PRESIDENT,
ST. LOUIS.

E. W. HUMPHREYS, VICE-PRESIDENT,
NEW YORK.

Mississippi Glass Co.

The Leading Factory in the World Devoted Exclusively to the Manufacture of Rough Rolled Glass.

PATENT FLORENTINE.



Sole Manufacturers of Wire Glass

For the American Wire Glass Manufacturing Co.



Practically stone proof and fire proof, Wire Glass is eminently adapted for Railroad Stations and general Skylight purposes, for Elevator Shafts, Partitions, Warehouse, Office and Jail Lights, etc.

Extra Heavy White Rough and Ribbed Glass for Skylights

ROLLED CATHEDRAL GLASS.

Manufacturers, under protection of patents, design patents, and trade-marks, of various well-known styles of Figured Rolled Glass, viz.: Patent Ondoyant, Venetian, Muranese, Figured No. 1 in White and Colors. In this line, attention is called to the New Ornamental Glass,

“PATENT FLORENTINE,”

made in White and Amber colors— $\frac{1}{4}$ inch thick, 30 inches wide; 3-16 inches thick, 42 inches wide, for Doors, Partitions and Windows for Public Buildings, Banks, Offices and Private Residences. Of finest quality, beautiful, brilliant and easily cut.

CHICAGO OFFICE.
No. 1443 Madison Block.
O. J. GUNDLACH, Agent.

For Sale by All Leading Jobbers.

EASTERN OFFICE.
No. 102 Chambers Street, New York.
GILBERT S. KING, Agent.

GENERAL OFFICES AND WORKS, ST. LOUIS, MO.

136

Figure 5: Mississippi Glass Company advertisement, 1925
Source: Fullerton Public Library



Figure 6: Mississippi Glass postcard, 1910
Source: Fullerton Public Library

CONTINUATION SHEET

Property Name: William N. Rollo House


Page 20 of 34

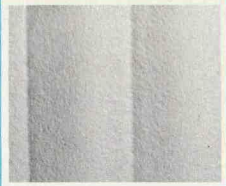
**GLASS TEXTURES
THAT SET THE PACE IN
TODAY'S SMARTEST
HOMES**

In decorative glass by Mississippi you can select from an unusually complete line that fulfills the requirements of any design or specification. Your Mississippi glass distributor, architect, contractor or decorator will gladly show you samples and explain pattern features.


* Structural	* Herringbone
Corrugated	Hylite
Structuralite	Luxlite
* Bandlite	* Magnalite A
* Bevelite	* Magnalite B
Broadlite	Pentecor
Burlap	Pluralite
* Crosslite	Ribbed
Factrolite	Smooth Rough
Florentine	Coolite
Syenite	Polished
Hammered	Misco (Wire)

In addition, varying degrees of obscurity may be obtained by sandblasting one or both surfaces of the glass for maximum glare reduction and striking decorative effects. All patterns other than those marked with an asterisk (*) may be acid etched. Where fire protection is a factor, many patterns are available with wire mesh.

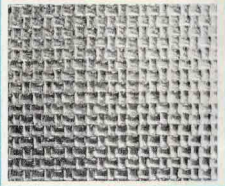




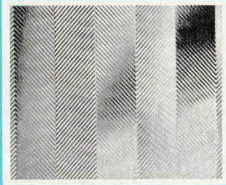
BROADLITE




PLURALITE




BURLAP



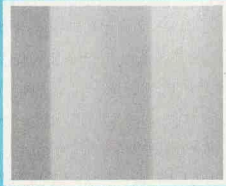
HERRINGBONE
Patent applied for



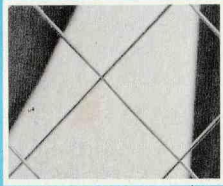
SMOOTH ROUGH



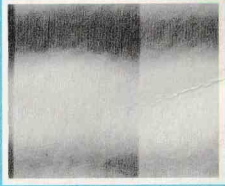
HYLITE



BANDLITE



POLISHED MISCO (WIRE)



CROSSLITE

MISSISSIPPI GLASS COMPANY
88 Angelica Street • St. Louis 7, Mo.

122 E. 42nd Street, New York 17, N. Y.	201 N. Wells Street, Chicago 6, Ill.	Fullerton, California
---	---	--------------------------

DISTRIBUTORS IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

Copyright 1958, Mississippi Glass Co.
Printed in U. S. A. — 10M.9-58
10M.2-62

Figure 7: Mississippi Glass Products, 1958

Source: *Make Your Home Distinctive with Decorative Glass*, 1958. Catalog on file, Fullerton Public Library

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 21 of 34



BORROWING *daylight* is our BUSINESS

90 years ago when Mississippi began making glass, its products were limited both in variety and usage. Today its patterns, are installed in countless buildings throughout the nation, where they achieve the functionality of which only glass is capable. These include heat absorbing glass to tame "raw" sunlight and control room temperatures, skylight glazing to provide large areas of shadowless illumination, classroom fenestration for directing daylight deep into interiors, wire glass for fire retardance and security, and dramatic new textured glass that makes transmitted light a vibrant, interesting part of the decorating scheme for added lustre to living.

As its promise for the future, Mississippi continues to explore new horizons for rolled glass that offer unusual beauty, utility and variety unmatched by any other glazing medium.

 **MISSISSIPPI GLASS COMPANY**
Fullerton, California
ST. LOUIS, MO. • NEW YORK, N. Y. • CHICAGO, ILL.
LARGEST DOMESTIC MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

Figure 8: Mississippi Glass Company advertisement, *Fullerton News Tribune*, April 28, 1964
Source: Fullerton Public Library

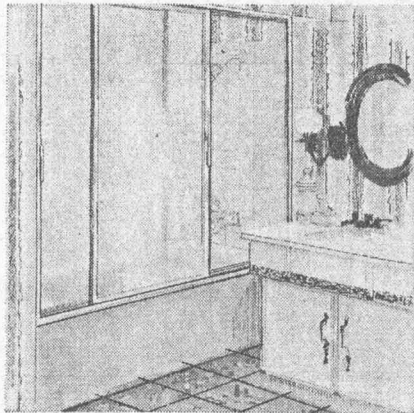
CONTINUATION SHEET


Property Name: William N. Rollo House

Page 22 of 34

PROTEX®
FULLY TEMPERED GLASS

now manufactured in the Fullerton Plant
of Mississippi Glass Company





Ordinary annealed glass shatters into dagger-like fragments that can inflict serious, deep wounds.

PROTEX is fully tempered. If it should ever break, it would craze into small round or hexagonal pieces likely to cause only superficial injury.

Fully tempered glass is rapidly growing in importance as a safety product in homes everywhere. It is four times as strong as ordinary or laminated glass of comparable thickness and is the most economical of safety glass types.

Important as it is in patio doors and in other glass doors throughout the home, PROTEX Fully Tempered Glass is vital in such installations as shower and tub enclosures, interior partitions and wind screens. PROTEX translucent patterns provide the privacy, beauty and strength to bring a desired safety factor to the bath and recreational areas especially. These areas are so critical to all-family protection that safety glass is required here when FHA financing is used.

MISSISSIPPI GLASS COMPANY

Western Manufacturing Plant and Offices,
1901 Raymer, Fullerton, Calif.
Other offices in St. Louis, New York, Chicago, Atlanta,
San Francisco
Largest Domestic Manufacturer of Rolled, Figured and Wired Glass

Figure 9: Mississippi Glass Company advertisement, *Fullerton News Tribune*, April 29, 1969
Source: Fullerton Public Library

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 23 of 34

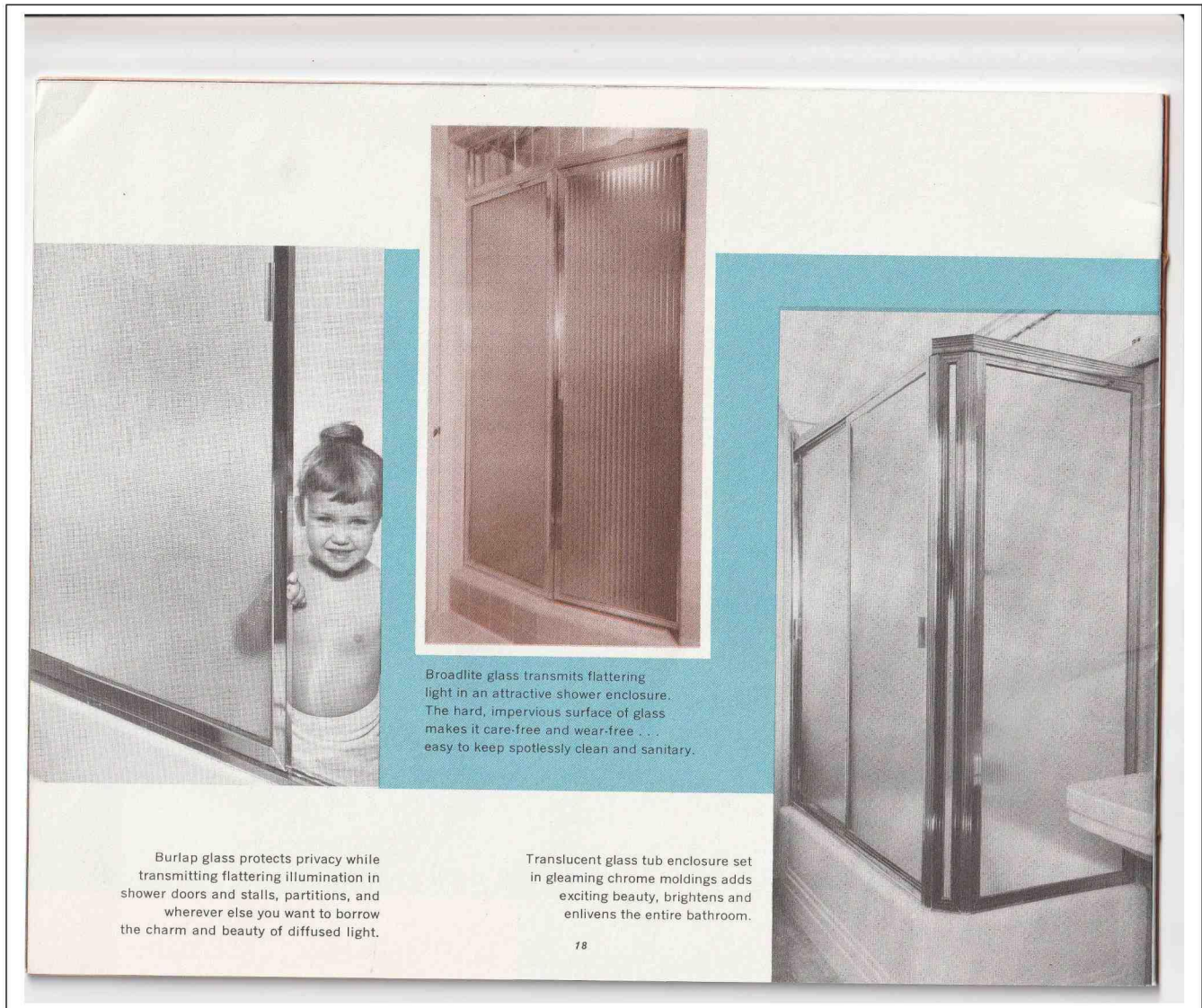


Figure 10: Mississippi Glass Company Shower Doors, 1958

Source: *Make Your Home Distinctive with Decorative Glass*, 1958. Catalog on file, Fullerton Public Library

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 24 of 34



CREATES A NEW PRIVATE
WORLD OF *Living* BEHIND
GLEAMING WALLS OF GLASS

The wonderful world of Eichler
is enhanced by partitions of $\frac{7}{32}$ " patterned glass by Mississippi in Bay area residences, Palo Alto, California. Architects: Jones & Emmons and Anshen & Allen.

In these distinguished Eichler Homes owners live, entertain, and relax amidst the elegance of translucent light diffusing glass. Privacy is protected . . . living areas are flooded with "borrowed light" . . . a feeling of spaciousness and friendliness is achieved. And glass never needs painting, wipes clean with a damp cloth. Add lustre to your living with beautiful figured glass by Mississippi. In a wide range of patterns at better distributors of quality glass.

Write for free idea booklet, "Make Your Home Distinctive with Decorative Glass". Address Dept. 3

KEEP AMERICAN WORKERS BUSY
BUY UNITED STATES GOODS

MISSISSIPPI
GLASS COMPANY
88 Angelica St. • St. Louis 7, Mo.
NEW YORK • CHICAGO • FULLERTON, CALIFORNIA

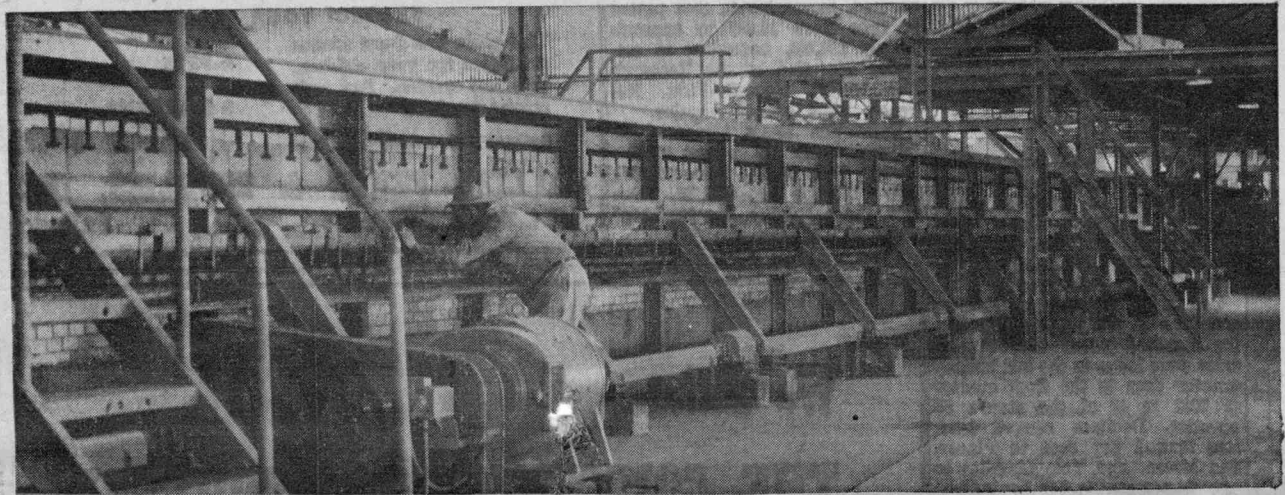
WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

Figure 11: Mississippi Glass Company advertisement featuring Eichler Homes, 1960s
Source: Fullerton Public Library

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 25 of 34



GLASS PRODUCTION — Pattern and figured, plain and wired glass manufactured at the Mississippi Glass Company moves over a 300 feet long electric annealing lehr pictured above. Built of insulating brick and carborundum refractories, the lehr is divided into 24 control zones for the gradual cooling of the molten glass coming out of the furnace. Glass is drawn by rolling machines which employ two 12-inch diameter water cooled rolls of 60-inch length before moving onto the lehr.

Figure 12: Mississippi Glass Plant, Fullerton, 1954
Source: *Fullerton News Tribune*, August 25, 1954



Figure 13: Philip N. Schmoker
Source: *Find a Grave*

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 26 of 34

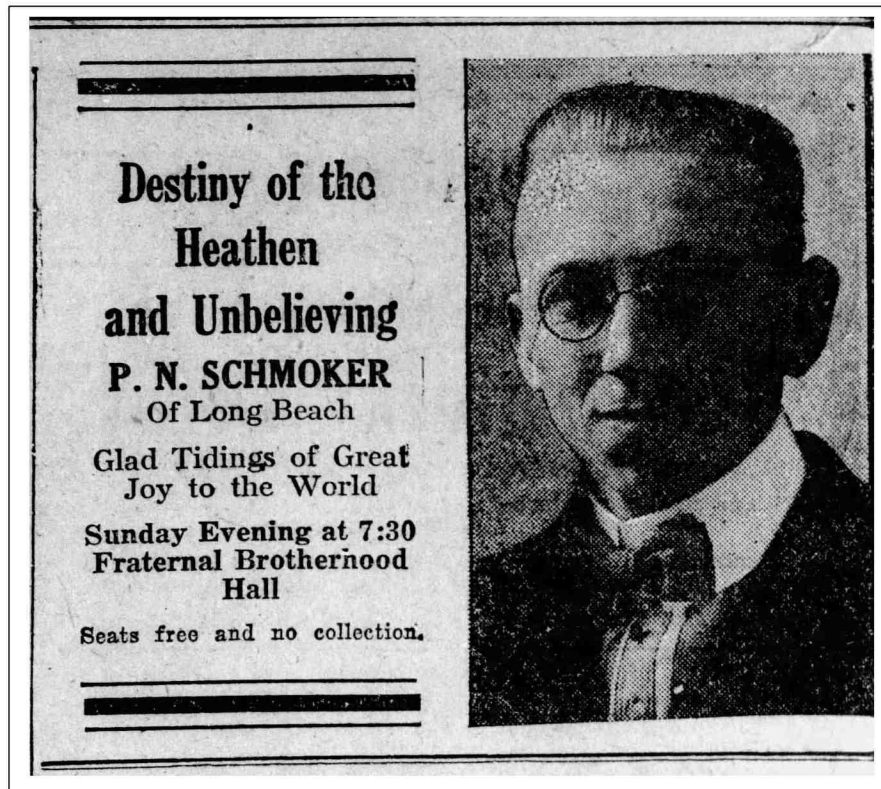


Figure 14: Philip N. Schmoker
Source: *Riverside Daily Press*, December 16, 1922

The Transformation of Aircastles Into Castles In The Air

SKYLINE PARK

THE EXTREMELY-EXCLUSIVE TRACT OF FULLERTON

CLOSE IN . . . REASONABLY PRICED . . . CAREFULLY PLANNED
HIGHLY RESTRICTED . . . THE ANSWER TO YOUR HILARIOUS DREAM

Everything Underground—No Unsightly Telephone and Light Wires and Poles
All Paved . . . All Improvements In . . . Twenty Beautiful Homes on Tract

GROWTH OF SKYLINE
It has been astounding . . . Already twenty homes have been built of rare architectural attractiveness and sit above the local and distal and dirt-trail traffic congestions, yet within walking distance of the business section and only four blocks from the High School and Junior College.

ONLY SKYLINE OFFERS
Such beautiful vistas of trees and foliage; unobstructed panoramas of beauty and color, moonshine and sun; suburban atmosphere, as where distance is your garden—only in Skyline Park can one revel to such a degree in this untroubled beauty and luxury.

Drive up North Harvard Avenue to this delightful, exclusive, highly restricted tract, and see the many new homes—then choose your site

Lots at Popular Prices \$1650 to \$3500

SKYLINE PARK SYNDICATE

H. H. CROOK, Trustee

FULLERTON, CALIFORNIA

Figure 15: *Fullerton News Tribune* advertisement for Skyline Park featuring Schmoker designed/built homes
Source: *Fullerton News Tribune*, May 19, 1929

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 27 of 34

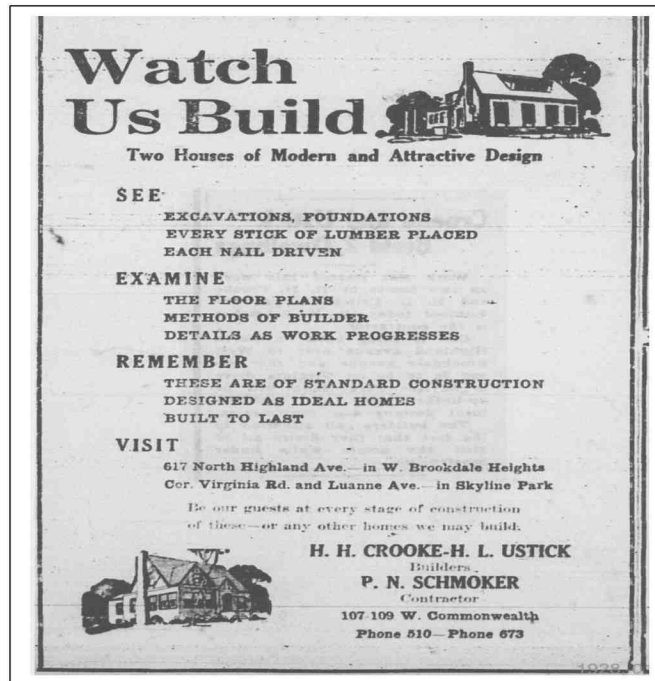


Figure 16: Crooke, Ustick, Schmoker advertisement
Source: *Fullerton News Tribune*, January 28, 1928

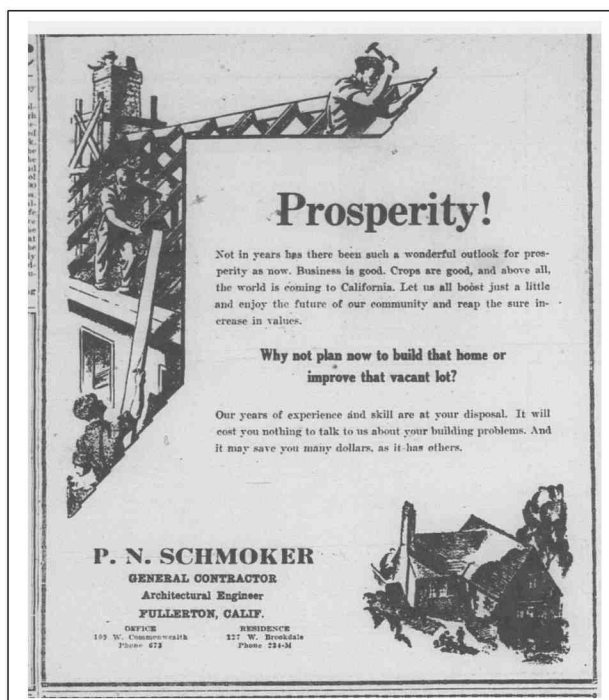
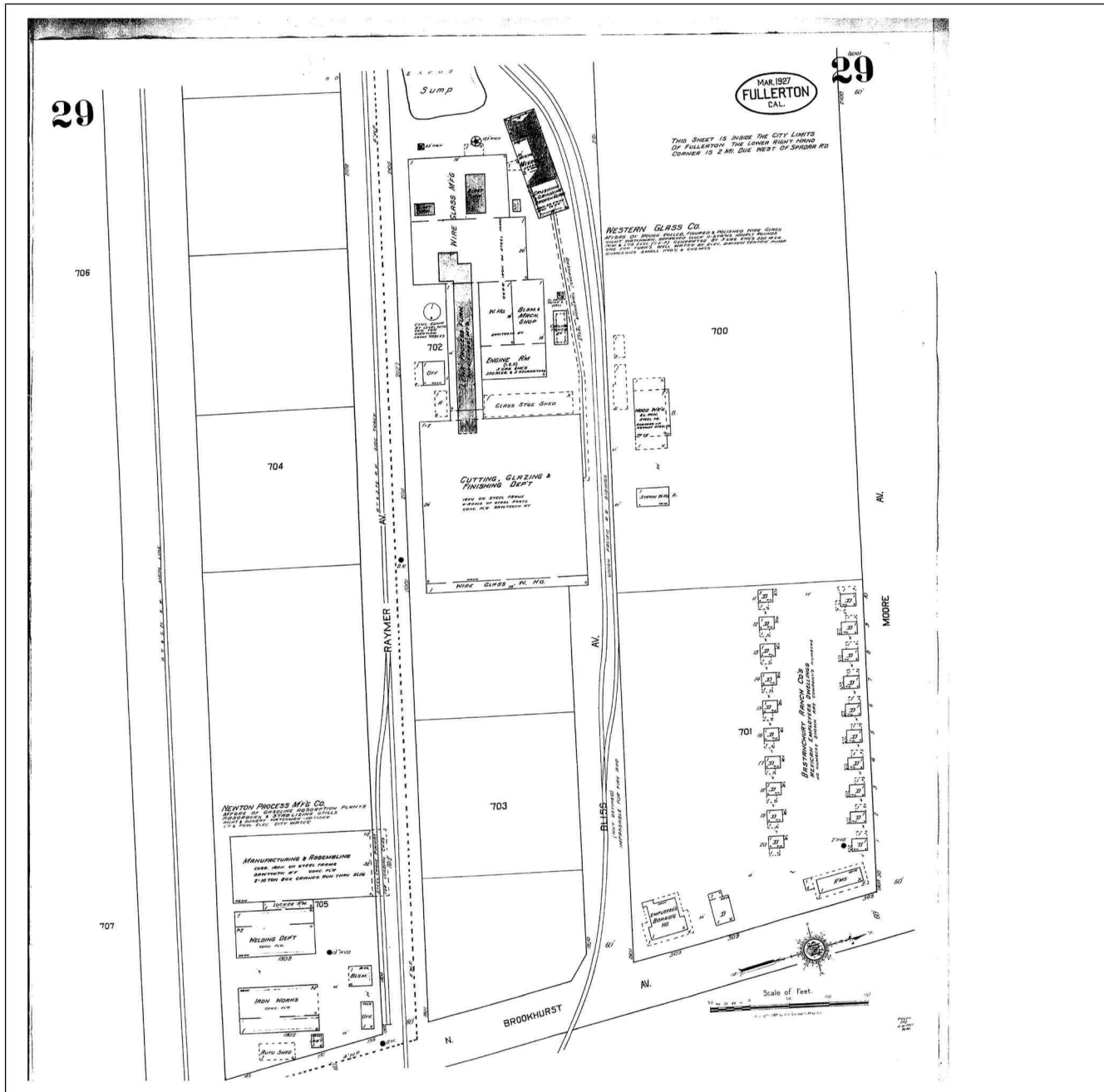


Figure 17: Philip N. Schmoker advertisement
Source: *Fullerton News Tribune*, March 13, 1929

CONTINUATION SHEET

Property Name: William N. Rollo House
Page 28 of 34



1927 Sanborn Fire Insurance Map showing the layout of the Western Glass Company factory
Source: Fullerton History Room

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 29 of 34



Photo 1: North (front) elevation of the house



Photo 2: Partial north (front) elevation of the house

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 30 of 34



Photo 3: East side of the house

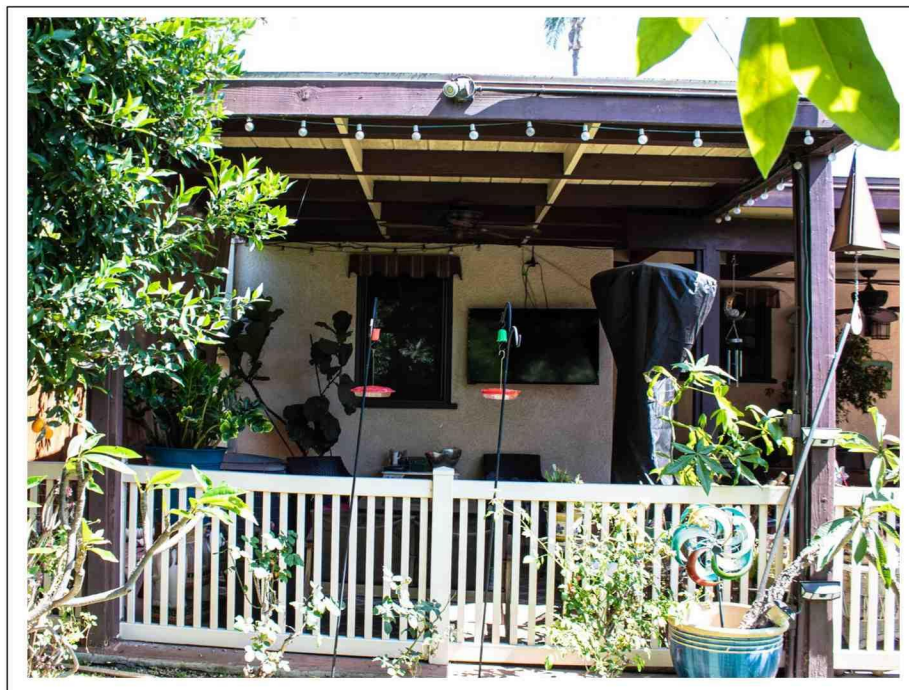


Photo 4: South (back) side of the house

CONTINUATION SHEET

Property Name: William N. Rollo House
Page 31 of 34

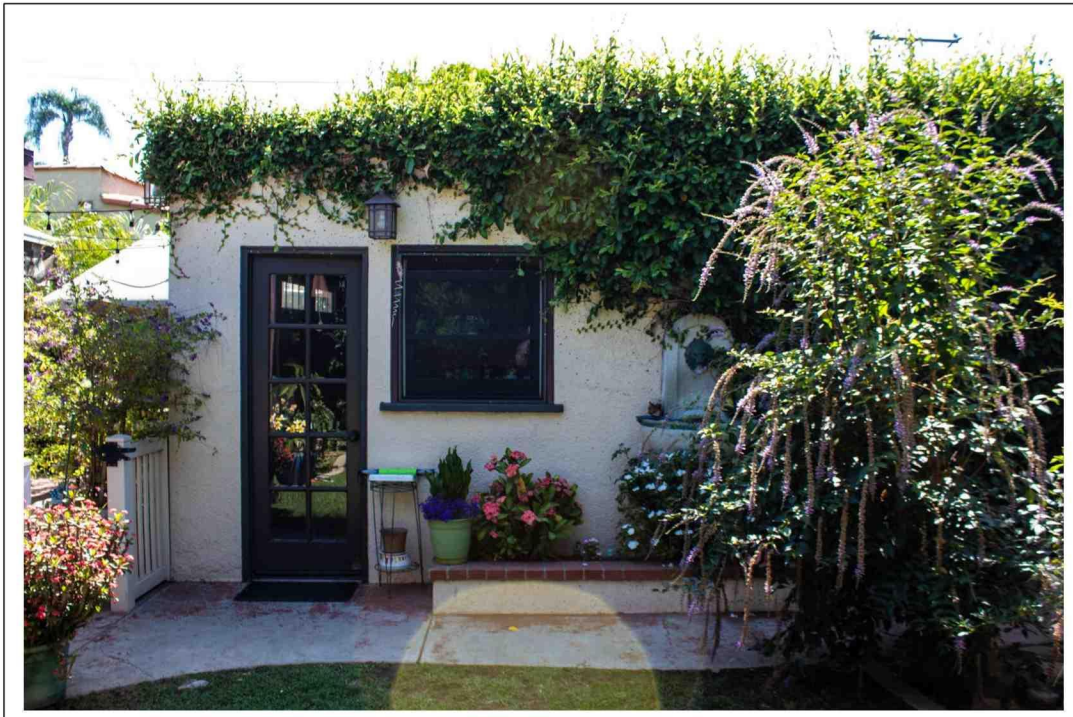


Photo 5: West side of garage in back portion of the property

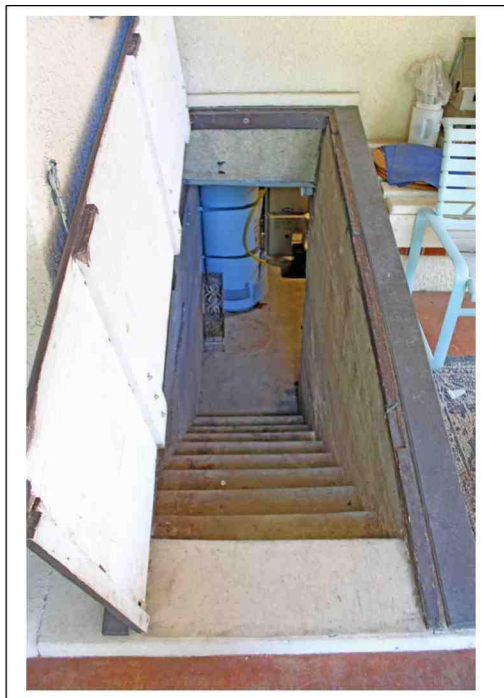


Photo 6: Stairs leading to cellar in back side of house

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 32 of 34

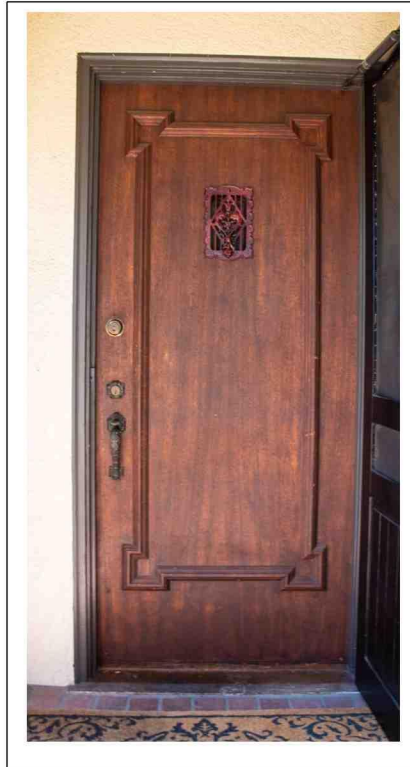


Photo 7: Front door to house

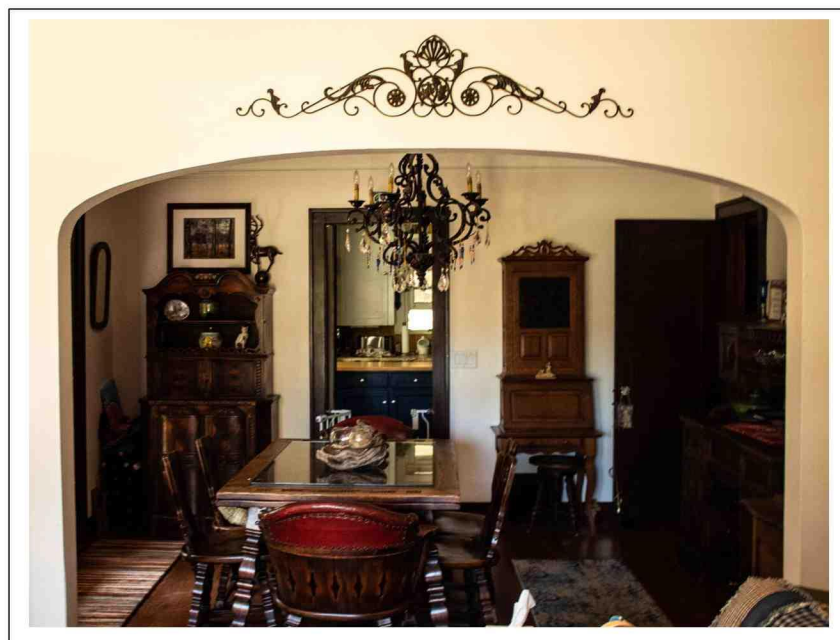


Photo 7: Archway between living room and dining room

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 33 of 34



Photo 8: Built-in wood secretary in living room of the house

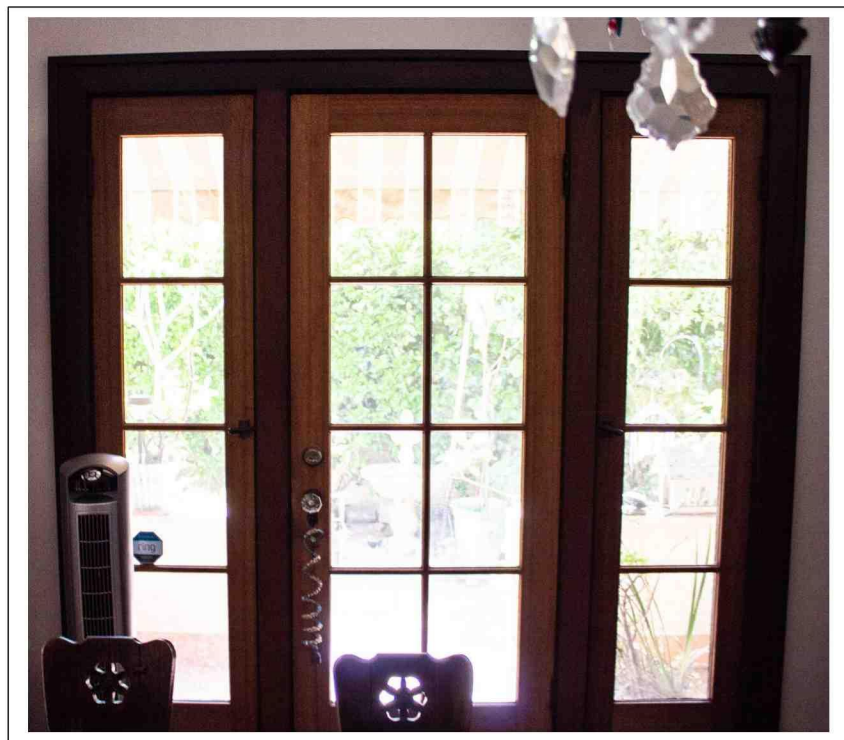


Photo 9: Exit door with long casement windows located on east side in dining room

CONTINUATION SHEET

Property Name: William N. Rollo House

Page 34 of 34



Photo 10: Interior door of house



Photo 11: Cabinet in bedroom of house



Photo 12: Doorknob on doors in house

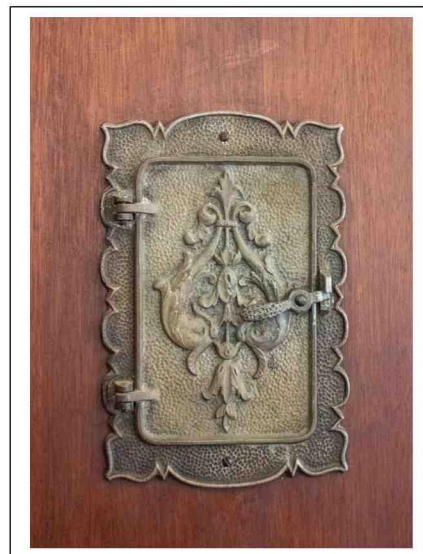


Photo 13: Speakeasy design on inside of front door

Attachment No. 3

PowerPoint Presentation



Landmarks Commission Public Hearing

PRJ2024-00010

**Local Landmark Designation
538 West Whiting Avenue**



Project Location – 538 W. Whiting Avenue





Project Description

- Request to designate 538 West Whiting Avenue as a local landmark (Historical Landmark No. HL-111) on the Fullerton Local Register of Historical Resources
- Corresponding General Plan Revision to The Fullerton Plan:
 - Add listing to Table 6, City of Fullerton Local Register of Historical Resources
 - Add location to Exhibit 4, Map of Historical Resources



Exterior Photos



Photo 1: North (front) elevation of the house

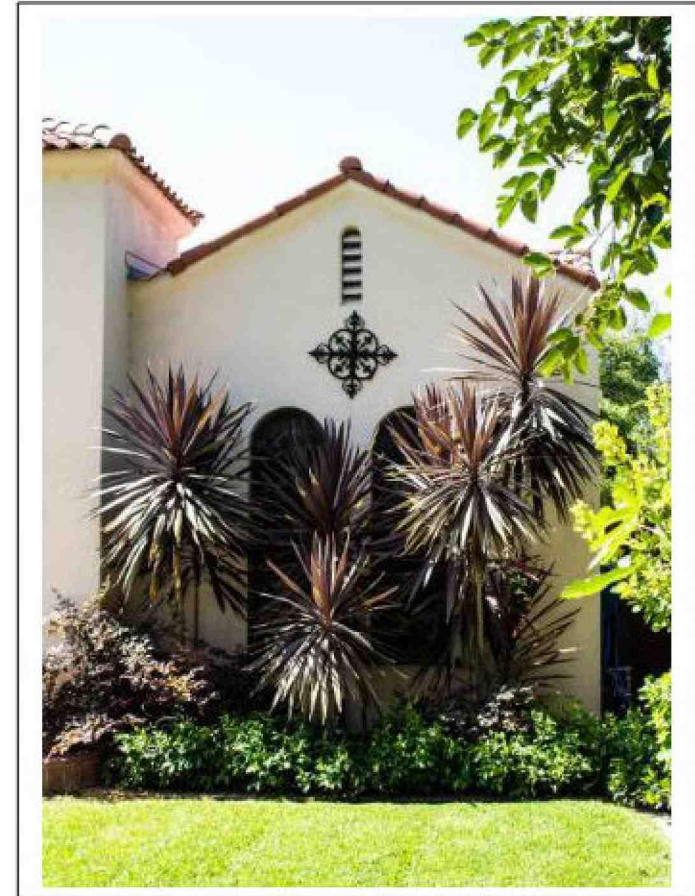


Photo 2: Partial north (front) elevation of the house



Exterior Photos



Photo 3: East side of the house

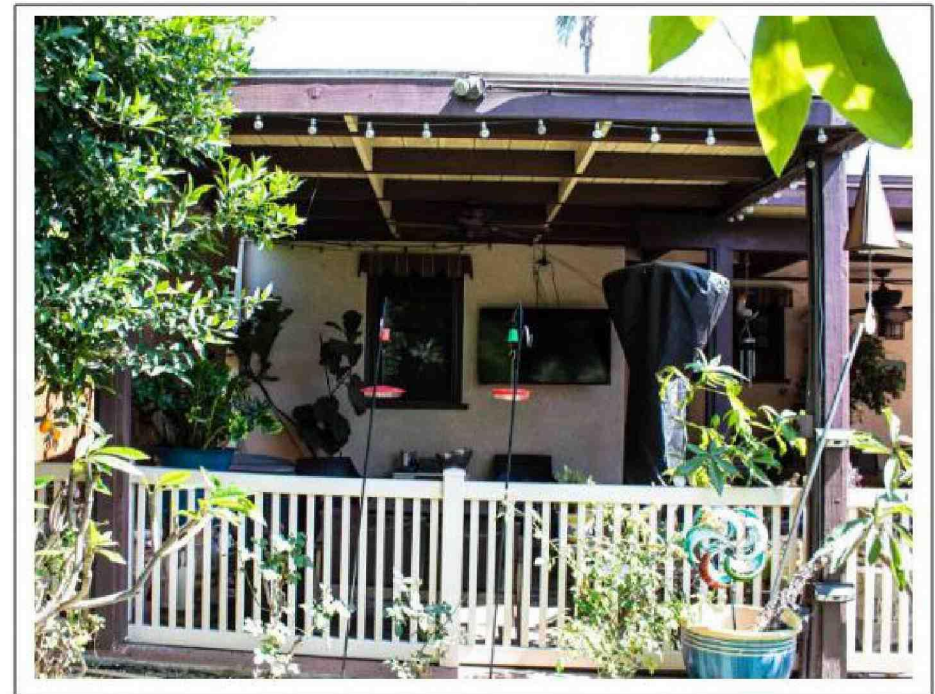


Photo 4: South (back) side of the house



Designation Criteria

1. Character, interest or value as part of the heritage of the city.
2. Site of a historic event.
3. **Identified with persons who significantly contributed to the city.**
4. Example of an architectural style or way of life important to the city.
5. Example of the best remaining architectural types in an area.
6. Work of a person who has influenced the heritage of the city, state or nation.
7. **Displays outstanding attention to architectural design, detail, materials, or craftsmanship.**
8. Relationship to other landmarks, where the preservation of one has a bearing on the preservation of another.
9. Property, by its location or characteristics, is an established and familiar visual feature of a neighborhood.
10. Natural environment that contributes to the well being of the community.



Designation Criteria

3. Identified with persons who significantly contributed to the city.

- Notable glass manufacturer, William Ness Rollo (Western Glass Company)

7. Displays outstanding attention to architectural design, detail, materials, or craftsmanship.

- Excellent example of the Spanish Colonial Revival architectural style
- Includes large three-band (24-lite) stationary windows on the east side providing light for the living room.
- Five arches are positioned across the front façade, including two arched windows on the west side.
- Front façade's dominant feature is a striking rectangular-shaped tower, positioned between two wings, that rises above the roof line.
- Dwelling retains a high degree of historic integrity, especially in terms of design, materials, and workmanship.



Recommended Actions

- Adopt Resolution No. PC-2024-35 designating the property located at 538 West Whiting Avenue as Historical (Local) Landmark No. HL-111 and recommending the City Council approve a General Plan Revision to make corresponding amendments to Table 6 and Exhibit 3 of The Fullerton Plan
- Project is Categorically Exempt from CEQA per Section 15331, Historic Resource Preservation

General Plan Consistency:

Consistent with The Fullerton Plan goals and policies that encourage raising the awareness of the value of historic resources and reinforcing the character and sense of place.



Landmarks Commission Public Hearing

PRJ2024-00010

**Local Landmark Designation
538 West Whiting Avenue**