

# Los Angeles Department of City Planning

## RECOMMENDATION REPORT

**CULTURAL HERITAGE COMMISSION**

**CASE NO.: CHC-2010-302-HCM  
ENV-2010-303-CE**

**HEARING DATE:** April 15, 2010  
**TIME:** 10:00 AM  
**PLACE:** City Hall, Room 1010  
200 N. Spring Street  
Los Angeles, CA  
90012

Location: 629-633 South Hill Street  
Council District: 9  
Community Plan Area: Central City  
Area Planning Commission: Central  
Neighborhood Council: Downtown Los Angeles  
Legal Description: FR 5 of Subdivision of Block 19  
Ord's Survey

**PROJECT:** Historic-Cultural Monument Application for the  
SUN REALTY COMPANY BUILDING

**REQUEST:** Declare the property a Historic-Cultural Monument

**OWNER/  
APPLICANT:** M & M Holding, LLC (Attn: Moiez Benyamin)  
730 N. Bonhill Blvd.  
Los Angeles, CA 90049-2304

**OWNER'S  
REPRESENTATIVE:** Charles J. Fisher  
140 S. Ave. 57  
Los Angeles, CA 90042

**RECOMMENDATION**      **That the Cultural Heritage Commission:**

1. **Declare** the property a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.7
2. **Adopt** the report findings.

S. GAIL GOLDBERG, AICP  
Director of Planning

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Ken Bernstein, AICP, Manager  
Office of Historic Resources

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Lambert M. Giessinger, Preservation Architect  
Office of Historic Resources

Prepared by:

**[SIGNED ORIGINAL IN FILE]**

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Edgar Garcia, Preservation Planner  
Office of Historic Resources

**Attachments:** December, 2009 Historic-Cultural Monument Application  
ZIMAS Report

## **FINDINGS**

The building “embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction” as an example of Art Deco style commercial architecture.

## **CRITERIA**

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures or sites in which the broad cultural, economic, or social history of the nation, State or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, State or local history or which embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction, or a notable work of a master builder, designer or architect whose individual genius influenced his age.

## **SUMMARY**

Built in 1930 and located in the Downtown area, this 13-story commercial building exhibits character-defining features of Art Deco style architecture. The subject building is rectangular in plan with a primary façade facing South Hill Street and flanked by adjacent buildings. The primary facade is clad in concrete and green terra cotta. The elevation consists of seven bays with five recessed narrow middle bays delineated with pronounced vertical banding between steel casement windows with fixed panes. On the ground floor, an off-center entryway features a double-glass paned and metal door leading to square vestibule. The two modernized storefronts feature large display windows. A non-original marquee with lettering spelling “Los Angeles Jewelry Center” bisects the length of the building between the ground floor and second level. The second floor level features a band of Art Deco style geometric floral leaf shields within each vertical band. The fourth through twelfth floors feature a middle inset bay setback from the base, creating two tower wings facing Hill Street. Fluted pilasters score the top and bottom of each of the upper wings on the symmetrical façade. Each vertical window band is recessed from the front terra cotta façade with decorative dark green horizontal bands between each floor. The recessed center bay’s decorative terra cotta parapet features highly stylized geometric sunburst, chevron, and floral designs. The last two upper floors feature double-height ziz-zag style metal railings on the windows. The roof of the subject building contains a slightly setback parapet with identical ornamentation as the 13<sup>th</sup> floor. Significant interior spaces include ornate Art Deco style metal elevator doors and an ornate brass mailbox and office directory panel in the main lobby. Marble walls and terrazzo flooring are also found throughout the interior of the subject building.

The proposed Sun Realty Company Building historic monument was designed by architect Claud Beelman (1884-1963). Beelman once formed part of the architectural firm Curlett & Beelman Architects which also included Alexander Curlett (1880-1942). This firm is responsible for the design of several Historic-Cultural Monuments (HCMs) such as the Park Plaza Hotel (HCM #267; 1924), Garfield Building (HCM #121; 1925), and Barker Brothers Building (HCM #356; 1925). The subject building was constructed as the real estate headquarters of the Sun Drug Company, a chain of drug stores located throughout Southern California.

The subject building appears significant as a well-preserved example of Art-Deco style architecture and for its association with the commercial development of Downtown in the early part of the 20<sup>th</sup> century.

## **DISCUSSION**

The Sun Realty Company Building property successfully meets two of the specified Historic-Cultural Monument criteria: “embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction.” As a significant commercial building designed in the Art Deco style, the property qualifies for designation as a Historic-Cultural Monument based on these criteria.

Staff of the Office of Historic Resources acknowledges that there are significant alterations to the ground floor of the subject building and encourages the property owner to properly restore and rehabilitate the subject building using the Secretary of Interior’s Standards. Staff is available to provide assistance in this capacity to the property owner regarding any future work on the subject building.

## **BACKGROUND**

At its meeting of February 18, 2010, the Cultural Heritage Commission voted to take the application under consideration. On April 1, 2010, the Cultural Heritage Commission toured the subject property.

## **CALIFORNIA ENVIRONMENTAL QUALITY ACT (“CEQA”) REVIEW**

State of California CEQA Guidelines, Article 19, Section 15308, Class 8 “*consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for protection of the environment.*”

State of California CEQA Guidelines Article 19, Section 15331, Class 31 “*consists of projects limited to maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction of historical resources in a manner consistent with the Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic buildings.*”

The designation of the Sun Realty Company Building as a Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code (“LAAC”) will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of irreplaceable historic structures. The Secretary of the Interior’s Standards of Rehabilitation are expressly incorporated into the LAAC and provide standards concerning the historically appropriate construction activities which will ensure the continued preservation of the subject property.

The use of Categorical Exemption Class 8 in connection with the proposed designation is consistent with the goals of maintaining, restoring, enhancing, and protecting the environment

**Sun Realty Company Building**

**CHC-2010-302-HCM**

**Page 4 of 4**

through the imposition of regulations designed to prevent the degradation of Historic-Cultural Monuments.

The use of Categorical Exemption Class 31 in connection with the proposed designation is consistent with the goals relating to the preservation, rehabilitation, restoration and reconstruction of Historic buildings in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving Rehabilitating, Restoring, and Reconstructing Historic Buildings.

# Los Angeles Department of City Planning

## RECOMMENDATION REPORT

**CULTURAL HERITAGE COMMISSION**

**CASE NO.: CHC-2010-302-HCM  
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**OWNER'S  
REPRESENTATIVE:** Charles J. Fisher  
140 S. Ave. 57  
Los Angeles, CA 90042

**RECOMMENDATION**      **That the Cultural Heritage Commission:**

1. **Take the property under consideration** as a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.10(c)4 because the application and accompanying photo documentation suggest the submittal may warrant further investigation.
2. **Adopt** the report findings.

S. GAIL GOLDBERG, AICP  
Director of Planning  
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Ken Bernstein, AICP, Manager  
Office of Historic Resources

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**FINDINGS**

Based on the facts set forth in the summary and application, the Commission determines that the application is complete and that the property is significant enough to warrant further investigation as a potential Historic-Cultural Monument.

# HISTORIC-CULTURAL MONUMENT APPLICATION

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

## IDENTIFICATION

1. NAME OF PROPOSED MONUMENT SUN REALTY COMPANY BUILDING
2. STREET ADDRESS 629 S. HILL STREET  
CITY LOS ANGELES ZIP CODE 90014 COUNCIL DISTRICT 9  
ASSESSOR'S PARCEL NO. 5144-003-029
3. COMPLETE LEGAL DESCRIPTION: TRACT RESUBDIVISION OF BLOCK 19 OF ORD'S SURVEY AS PER MAP IN BOOK  
5, PAGE 156 OF MISCELLANEOUS RECORDS, IN THE OFFICE OF THE COUNTY RECORDER OF LOS ANGELES COUNTY.  
BLOCK 19 LOT(S) 5 ARB. NO. N/A  
RANGE OF ADDRESSES 629 THRU 633 S. HILL STREET
4. PRESENT OWNER M & M HOLDING, LLC, ATTN: MOIEZ BENYAMIN  
STREET ADDRESS 730 N. BONHILL BOULEVARD  
CITY LOS ANGELES STATE CA ZIP CODE 90049-2304 PHONE (213) 624-1335  
OWNER IS: PRIVATE  PUBLIC
5. PRESENT USE OFFICE BUILDING ORIGINAL USE OFFICE BUILDING

## DESCRIPTION

6. ARCHITECTURAL STYLE ART DECO / ZIGZAG MODERNE
7. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORKSHEET)  
(SEE DESCRIPTION WORKSHEET)  
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# HISTORIC-CULTURAL MONUMENT APPLICATION

NAME OF PROPOSED MONUMENT SUN REALTY COMPANY BUILDING

10. CONSTRUCTION DATE: FACTUAL 1930 ESTIMATED \_\_\_\_\_
11. ARCHITECT, DESIGNER, OR ENGINEER: CLAUD BEELMAN
12. CONTRACTOR OR OTHER BUILDER: HERBERT M. BARUCH COMPANY AND CONSOLIDATED STEEL COMPANY
13. DATES OF ENCLOSED PHOTOGRAPHS MAY 29, 2009 & JUNE 2, 2009
14. CONDITION:  EXCELLENT  GOOD  FAIR  DETERIORATED  NO LONGER IN EXISTENCE
- ALTERATIONS: THERE HAVE BEEN NO MAJOR ALTERATIONS TO THE STRUCTURE. LOBBY HAS SOME MINOR CHANGES, BUT IS MOSTLY INTACT. TENANT IMPROVEMENTS HAVE OCCURRED IN THE BUILDING SINCE ITS CONSTRUCTION. DROPPED CEILINGS IN ELEVATOR LOBBIES. FIRST FLOOR STOREFRONTS HAVE BEEN REMODELED SEVERAL TIMES.
15. THREATS TO SITE:  NONE KNOWN  PRIVATE DEVELOPMENT  VANDALISM  PUBLIC WORKS PROJECT
16. IS THE STRUCTURE  ON ITS ORIGINAL SITE  MOVED  UNKNOWN

## SIGNIFICANCE

17. BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE; INCLUDE DATES, EVENTS, AND PERSONS ASSOCIATED WITH SITE (SEE OPTIONAL SIGNIFICANCE WORKSHEET) THIS ART DECO BUILDING IS A GOOD EXAMPLE OF A MAJOR OFFICE DESIGNED BY THE PROMINENT ARCHITECT, CLAUD BEELMAN. AND BUILT FOR THE SUN REALTY COMPANY, OWNED BY ISADOR EISNER. EISNER, WHO WAS BORN IN POLAND IN 1879, HAD COME TO THE UNITED STATES IN 1897, ARRIVING IN CALIFORNIA AROUND 1903, WHEN HE BECAME A US CITIZEN. EISNER WORKED HIS WAY UP TO HEAD THE SUN DRUG COMPANY BY 1918. THE COMPANY RAPIDLY BECAME ONE OF THE LARGEST IN SOUTHERN CALIFORNIA. EISNER FORMED THE SUN REALTY COMPANY TO MANAGE THE MAY SUN DRUG STORE LEASES. EISNER SOON BEGAN INVESTING IN DOWNTOWN REAL ESTATE AND HAD A LARGE HEADQUARTER BUILDING CONSTRUCTED IN 1922. EISNER HIRED CURLETT AND BEELMAN TO DESIGN THAT BUILDING AND CONTINUED WITH THE FIRM AND LATER WITH BEELMAN AFTER THE FIRM DISSOLVED IN 1928. THESE VARIOUS BUILDINGS, INCLUDING THE GARFIELD BUILDING (HCM 121) WERE TO SERVE A MAJOR PART IN CREATING THE CENTRAL CITY LANDSCAPE OF TODAY. AS THE GREAT DEPRESSION DEEPENED IN THE 1930s, SUN REALTY ULTIMATELY WENT INTO RECEIVERSHIP.
18. SOURCES (LIST BOOKS, DOCUMENTS, SURVEYS, PERSONAL INTERVIEWS WITH DATES) LOS ANGELES CITY BUILDING PERMITS PER ATTACHED. LA COUNTY ASSESSORS RECORDS, RECORDED DEEDS, CENSUS RECORDS, LA CITY DIRECTORIES, VARIOUS LOS ANGELES TIMES ARTICLES.
19. DATE FORM PREPARED DECEMBER 13, 2009 PREPARER'S NAME CHARLES J. FISHER
- ORGANIZATION OWNER'S REPRESENTATIVE STREET ADDRESS 140 S. AVENUE 57
- CITY HIGHLAND PARK STATE CA ZIP CODE 90042 PHONE (323) 256-3593
- E-MAIL ADDRESS: ARROYOSECO@HOTMAIL.COM

# DESCRIPTION WORK SHEET

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

THE SUN REALTY COMPANY BUILDING IS A 13 STORY,  
NAME OF PROPOSED MONUMENT NUMBER OF STORIES

ART DECO/ZIG-ZAG MODERNE, RECTANGULAR PLAN OFFICE BUILDING  
ARCHITECTURAL STYLE (SEE LINE 8 ABOVE) PLAN SHAPE (SEE CHART) STRUCTURE USE (RESIDENCE, ETC)

WITH A TERRA COTTA FINISH AND CONCRETE TRIM.  
MATERIAL (WOOD SIDING, WOOD SHINGLES, BRICK, STUCCO, ETC) MATERIAL (WOOD, METAL, ETC.)

ITS FLAT ROOF IS COVERED WITH ROLLED COMPOSITION GLASS AND STEEL,  
ROOF SHAPE (SEE CHART) MATERIAL (CLAY TILE, ASPHALT OR WOOD SHINGLES) WINDOW MATERIAL

CASEMENT, FIXED PANE AND LEADED GLASS WINDOWS ARE PART OF THE DESIGN.  
WINDOW TYPE (DOUBLE HUNG (SLIDES UP & DOWN), CASEMENT (OPENS OUT), HORIZONTAL SLIDING, ETC)

THE ENTRY FEATURES A SQUARE VESTIBULE THAT IS THE SAME HEIGHT AND WIDTH OF THE ENTRY.  
DOOR LOCATION (RECESSED, CENTERED, OFF-CENTER, CORNER, ETC.)

WITH A DOUBLE GLASS AND METAL DOOR. ADDITIONAL CHARACTER DEFINING ELEMENTS  
ENTRY DOOR STYLE (SEE CHART)

OF THE STRUCTURE ARE WIDE VERTICAL BANDING BETWEEN WINDOWS CREATING A VERTICAL FLOW TO THE  
IDENTIFY ORIGINAL FEATURES SUCH AS PORCHES (SEE CHART); BALCONIES; NUMBER AND SHAPE OF DORMERS (SEE CHART);

STRUCTURE THAT HELPS IT APPEAR TALLER THAN IT IS, WITH AN INSET CENTER SECTION ABOVE THE SIXTH FLOOR.  
NUMBER AND LOCATION OF CHIMNEYS; SHUTTERS; SECONDARY FINISH MATERIALS; PARAPETS; METAL TRIM; DECORATIVE TILE OR CAST STONE; ARCHES;

FLUTED PILASTERS SCORE THE TOP AND BOTTOM OF EACH OF THE UPPER WINGS ON THE SYMMETRICAL FAÇADE.  
ORNAMENTAL WOODWORK; SYMMETRY OR ASYMMETRY; CORNICES; FRIEZES; TOWERS OR TURRETS; BAY WINDOWS; HALFTIMBERING; HORIZONTALITY;

EACH VERTICAL WINDOW BAND IS RECESSED FROM THE FRONT GREET TERRA COTTA FAÇADE WITH DECORATIVE DARK  
VERTICALITY; FORMALITY OR INFORMALITY; GARDEN WALLS, ETC.

GREEN HORIZONTAL BANDS BETWEEN EACH FLOOR. A DECORATIVE TERRA COTTA PARAPET IS AT THE TOP OF THE  
ADDITIONAL DEFINING ELEMENTS

RECESSED CENTER WITH SET BACK CONTINUATIONS OF THE VERTICAL BANDS, WHICH HAVE RIBBED TERRA COTTA FACING AT THE  
ADDITIONAL DEFINING ELEMENTS

SIDES OF EACH WINDOW. DECORATIVE DARKER GREEN TERRA COTTA SHIELDS FORM A BAND AT THE BASE OF THE CENTRAL  
ADDITIONAL DEFINING ELEMENTS

PENTHOUSE. A SINGLE FLAG POLE IS ATOP THE CENTER OF THE ROOF. A SECOND BAND OF SYMMETRICAL LEAF SHIELDS IS  
ADDITIONAL DEFINING ELEMENTS

LOCATED AT THE SECOND FLOOR LEVEL. DETAILS INCLUDE CURLED ENDS OF THE SIDE VERTICAL BANDS ON THE SIDE FLANKS OF  
ADDITIONAL DEFINING ELEMENTS

THE WINDOWS. THE DECORATIVE SHIELDS INCLUDE VARIOUS ABSTRACT PLANT IMAGES WITH SMALL CHEVRONS AND STARBURSTS.  
ADDITIONAL DEFINING ELEMENTS

THE SAME DETAILS THAT ARE IN TERRA COTTA AT THE FRONT PARAPET LEVEL ARE CAST IN CONCRETE AT THE REAR OF

THE ROOF AREA. MUCH OF THE REAR AND SIDE GLASS IS WIRED INDUSTRIAL TYPE.  
IDENTIFY GARAGE, GARDEN SHELTER, ETC.

SIGNIFICANT INTERIOR SPACES INCLUDE ORNATE CAST ELEVATOR DOORS IN MAIN LOBBY. MARBLE WALLS  
IDENTIFY ORIGINAL FEATURES SUCH AS WOOD PANELING; MOLDINGS AND TRIM, SPECIAL GLASS WINDOWS.

IN UPPER FLOOR LOBBIES. TERRAZZO FLOORING, BRASS MAILBOX AND OFFICE DIRECTORY PANEL, TALL CATHEDRAL  
ORNATE CEILINGS; PLASTER MOLDINGS; LIGHT FIXTURES; PAINTED DECORATION; CERAMIC TILE; STAIR BALUSTRADES; BUILT-IN FURNITURE, ETC.

CEILING IN PENTHOUSE.  
IDENTIFY NOTABLE MATURE TREES AND SHRUBS

HISTORIC-CULTURAL MONUMENT APPLICATION

**CITY OF LOS ANGELES  
SIGNIFICANCE WORK SHEET**

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

*Complete One or Both of the Upper and Lower Portions of This Page*

**ARCHITECTURAL SIGNIFICANCE**

THE SUN REALTY COMPANY BUILDING IS AN IMPORTANT EXAMPLE OF

NAME OF PROPOSED MONUMENT

ART DECO / ZIGZAG MODERNE ARCHITECTURE

ARCHITECTURAL STYLE (SEE LINE 8)

AND MEETS THE CULTURAL HERITAGE ORDINANCE BECAUSE OF THE HIGH QUALITY OF ITS DESIGN AND THE RETENTION OF ITS ORIGINAL FORM, DETAILING AND INTEGRITY.

**AND/OR**

**HISTORICAL SIGNIFICANCE**

THE SUN REALTY COMPANY BUILDING WAS BUILT IN 1930

NAME OF PROPOSED MONUMENT

YEAR BUILT

CLAUD BEELMAN AND ISADOR EISNER WAS IMPORTANT TO THE

NAME OF FIRST OR OTHER SIGNIFICANT OWNER

20. DEVELOPMENT OF LOS ANGELES BECAUSE CLAUD BEELMAN WAS AN ICONIC ARCHITECT WHO'S 40-YEAR PLUS CAREER IS DOCUMENTED BY SOME OF THE BEST EXAMPLES OF THE EVOLVING COMMERCIAL ARCHITECTURE OF LOS ANGELES FROM THE BEAUX ARTS TO THE EARLY 20<sup>TH</sup> CENTURY, WHILE WORKING WITH ALECK CURLETT, TO THE ART MASTERPIECES SUCH AS THE EASTERN COLUMBIA BUILDING (HCM 294) AND THE SUN REALTY BUILDING, TO THE TALL SKYSCRAPERS OF THE 1950S AND SIXTIES, INCLUDING THE CALIFORNIA BANK BUILDING, WHICH, IN 1958, WAS THE FIRST TO TOP THE LONG-STANDING 150 FOOT HEIGHT LIMIT THAT LOS ANGELES HAD HELD COMMERCIAL BUILDINGS TO FOR MANY YEARS. BEELMAN WAS ALWAYS PUSHING THAT LIMIT AS IT WAS. MANY OF HIS DESIGNS WERE BUILT AT THAT LIMIT, AND HE STOVE FOR WAYS TO PUSH ABOVE IT BY INCORPORATING ROOFTOP SERVICING STRUCTURES INTO THE ACTUAL DESIGN OF THE BUILDING, SUCH AS THE CLOCK TOWER OF THE EASTERN COLUMBIA BUILDING, WHICH HOUSED THE BUILDINGS FURNACE AND BOILERS, PUSHING THE HEIGHT UP TO 237 FEET. AT THE SAME TIME, BEELMAN DESIGNED THE SUN REALTY BUILDING AS THE FLAGSHIP OF THE COMPANY THAT HAD SUPPLIED A NUMBER OF HIS PROJECTS IN PREVIOUS YEARS. HE CHOSE GLADDING McBEAN AS THE SUPPLIER FOR TERRA COTTA TO SHEATH BOTH STRUCTURES AND TO CREATE THE LARGE ART PIECES THAT WERE INCORPORATED INTO THE FACADES. BEELMAN'S DESIGNS REMAIN FRESH TO THE PRESENT DAY. HIS VERSATILITY IS FOUND IN THE USE OF VARIUS STYLES TO REFLECT THE NEEDS OF HIS VARIED CLIENTS. AS A CLIENT, ISADOR EISNER HAD MADE HIS OWN MARK ON THE DEVELOPMENT OF LOS ANGELES. BORN IN POLAND ON FEBRUARY 26, 1879, HE CAME TO THE UNITED STATES IN 1897 AND BECAME A US CITIZEN IN 1903. HE HAD BEEN WORKING AS A TAILOR IN LOS ANGELES WHEN HE WAS HIRED AS A MANAGER FOR THE SUN DRUG COMPANY. HE SOON ADVANCED WITHIN THE BUSINESS TO BE IN CHARGE OF ALL OF THE BRANCHES, CONSTANTLY OPENING NEW

**CITY OF LOS ANGELES**  
**SIGNIFICANCE WORK SHEET**  
CONTINUED

OUTLETS IN VARIOUS LOCATIONS THROUGHOUT SOUTHERN CALIFORNIA AS WELL AS SAN FRANCISCO AND FRESNO. BY 1918, EISNER HAD TAKEN OVER THE FULL OPERATION OF THE COMPANY. HE FORMED THE SUN REALTY COMPANY TO RUN THE REAL ESTATE HOLDINGS AND BEGAN LEASING OR BUYING PROPERTIES THROUGHOUT THE DOWNTOWN AREA. IN 1922, HE CONTRACTED WITH CURLETT AND BEELMAN TO DESIGN THE COMPANY'S OFFICE BUILDING AT SOUTHEAST CORNER OF HILL STREET AND 7<sup>TH</sup>. THE PARCEL WAS SURROUNDED BY THE SPRECKELS BUILDING, WHICH HAS SEPARATE FACADES ON BOTH STREETS. HE THEN HAD SEVERAL OTHER BUILDINGS DESIGNED, INCLUDING THE HARRIS NEWMARK BUILDING (HCM 345) IN 1926 AND THE GARFIELD BUILDING (HCM 121) IN 1928. THE SUN DRUG COMPANY WAS SOLD TO OWL DRUG COMPANY IN 1925, LEAVING EISNER TIME TO DEVOTE TO THE REAL ESTATE HOLDINGS. DURING THE 1920s, REAL ESTATE IN LOS ANGELES WAS A BOOMING BUSINESS AND DOWNTOWN OFFICE SPACE COMMANDED THE HIGHEST OF RENTS. EISNER SET OUT TO BUILD A RECOGNIZABLE HEADQUARTERS BUILDING THAT WOULD BECOME AN EASY ADVERTISEMENT FOR THE GROWING FIRM. THE WORK BEGAN IN 1930 AND THE BUILDING WAS COMPLETED BEGINNING OF 1931. HOWEVER, SUN REALTY WAS SOON TO BE CAUGHT UP IN THE FALLOUT FROM THE OCTOBER 1929 STOCK MARKET CRASH THAT USHERED IN THE GREAT DEPRESSION. BY THE END OF 1931, MANY FIRMS HAD TO DOWNSIZE OR CLOSE THEIR DOORS. SUDDENLY THERE WAS A GLUT OF DOWNTOWN OFFICE SPACE AS MANY BUILDINGS LOST TENANTS AND WERE UNABLE TO RE-LEASE THE SPACE. RENTS FELL AND SUN REALTY WAS SUDDENLY IN A POSITION OF BEING OVEREXTENDED, CAUSING THE FIRM TO BE FORCED INTO RECEIVERSHIP. IN THE SEVERAL CONGRESSIONAL HEARINGS THAT FOLLOWED IT WAS FOUND THAT THERE WAS NO MISMANAGEMENT OF THE COMPANY. RATHER, IT WAS THE OVERALL HARD TIMES THAT HAD BROUGHT ABOUT THE COLLAPSE OF THE FIRM. ULTIMATELY, EISNER HAD TO SELL ALL OF THE LAND AND LEASES TO SETTLE THE DEBTS. AT THE TIME OF THE COLLAPSE, EISNER HAD BEEN SERVING ON THE LOS ANGELES WATER AND POWER COMMISSION. HE SOON WAS APPOINTED TO THE METROPOLITAN WATER DISTRICT BOARD AND HAD A MAJOR IMPACT ON THE INFRASTRUCTURE IMPROVEMENTS THERE. HE WAS ALSO HEAVILY INVOLVED WITH CHARITY WORK, AS A MAJOR DONOR TO BOTH JEWISH AND NON-JEWISH ORGANIZATIONS. THIS WORK CONTINUED AFTER THE COLLAPSE OF SUN REALTY. IN HIS LATER YEARS, HE WAS THE PRESIDENT OF THE ROOSEVELT BUILDING COMPANY AND WORKED WITH VICTOR ROSSETTI AND PRESTON HODGEKIS TO ESTABLISH THE FOUNDER'S FIRE AND MARINE INSURANCE COMPANY IN 1946. WHILE IN SAN FRANCISCO, HE WAS STRUCK BY AN AUTOMOBILE IN FEBRUARY OF 1947. HE DIED OF HIS INJURIES IN PALO ALTO ON MARCH 10, 1947 AT THE AGE OF 68. AT THE TIME OF HIS DEATH, HIS ESTATE WAS WORTH ABOUT \$1,000,000.00, SOME OF WHICH HE HAD WILLED TO THE LOS ANGELES ORPHANS HOME, WHICH WAS HIS FAVORITE CHARITY.



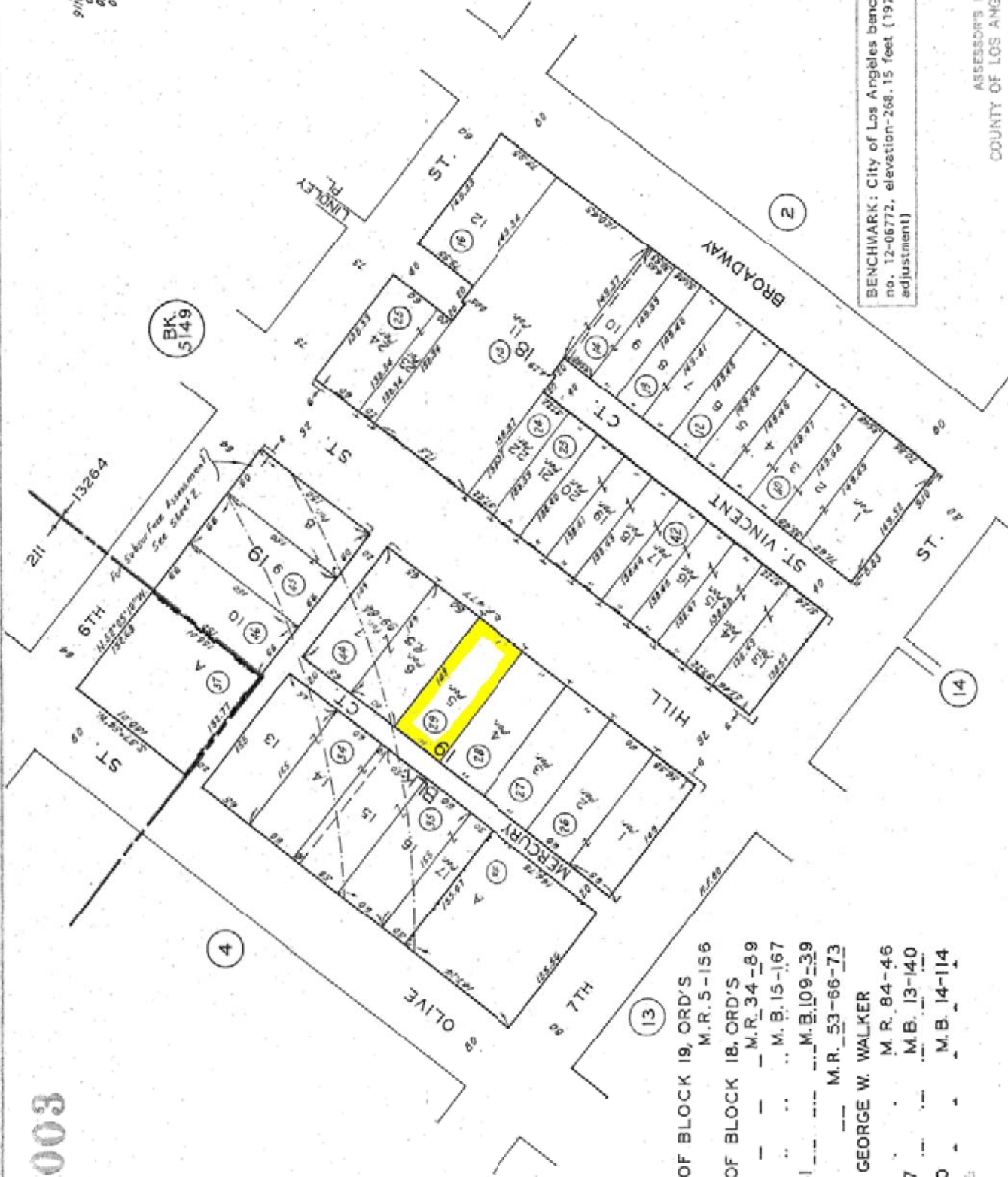
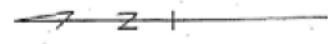
CITY NATION

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 86070000  
 86070000  
 86070000  
 86070000

2003

5144 3  
 SHEET 1  
 SCALE 1" = 100'



BK  
 5149

BENCHMARK: City of Los Angeles benchmark  
 no. 12-06772, elevation-268.15 feet (1975  
 adjustment)

ASSESSOR'S MAP  
 COUNTY OF LOS ANGELES, CALIF.

CODE  
 13264  
 211

SUBDIVISION OF BLOCK 19, ORD'S  
 SURVEY M.R. 5-156

SUBDIVISION OF BLOCK 18, ORD'S  
 SURVEY M.R. 34-89

TRACT NO. 521 M.B. 15-167

TRACT NO. 7281 M.B. 109-39

ORD'S SURVEY M.R. 53-66-73

LOT B OF THE GEORGE W. WALKER  
 PROPERTY M.R. 84-46

TRACT NO. 187 M.B. 13-140

TRACT NO. 170 M.B. 14-114

FOR PREV. ASSM'T SEE:  
 5144-4, 5&6



**City of Los Angeles  
Department of City Planning**

12/16/2009

**PARCEL PROFILE REPORT**

**PROPERTY ADDRESSES**

631 S HILL ST  
633 S HILL ST

**ZIP CODES**

90014

**RECENT ACTIVITY**

None

**CASE NUMBERS**

CPC-4026  
CPC-28563  
CPC-2008-4502-GPA  
CPC-2005-361-CA  
CPC-2005-1124-CA  
CPC-2005-1122-CA  
CPC-1986-606-GPC  
ORD-164307-SA1520  
ORD-153595  
ENV-2008-4505-ND  
ND-79-726-ZC  
AFF-66045  
AFF-60193  
AFF-4686

**Address/Legal Information**

PIN Number:	129A209 166
Lot Area (Calculated):	8,973.7 (sq ft)
Thomas Brothers Grid:	PAGE 634 - GRID E4
Assessor Parcel No. (APN):	5144003029
Tract:	SUBDIVISION OF BLOCK 19 ORD'S SURVEY
Map Reference:	M R 5-156
Block:	None
Lot:	FR 5
Arb (Lot Cut Reference):	None
Map Sheet:	129A209 129A211

**Jurisdictional Information**

Community Plan Area:	Central City
Area Planning Commission:	Central
Neighborhood Council:	Downtown Los Angeles
Council District:	CD 9 - Jan Perry
Census Tract #:	2077.10
LADBS District Office:	Los Angeles Metro

**Planning and Zoning Information**

Special Notes:	None
Zoning:	C5-4D
Zoning Information (ZI):	ZI-2374 Los Angeles State Enterprise Zone ZI-2385 Greater Downtown Housing Incentive Area ZI-1117 MTA Project ZI-940 Central Business District Redevelopment Project Regional Center Commercial
General Plan Land Use:	See Plan Footnotes
Plan Footnote - Site Req.:	Central City
Additional Plan Footnotes:	None
Specific Plan Area:	No
Design Review Board:	No
Historic Preservation Review:	None
Historic Preservation Overlay Zone:	None
Other Historic Designations:	None
Other Historic Survey Information:	None
Mills Act Contract:	None
POD - Pedestrian Oriented Districts:	None
CDO - Community Design Overlay:	None
NSO - Neighborhood Stabilization Overlay:	None
Streetscape:	No
Sign District:	No
Adaptive Reuse Incentive Area:	Downtown Adaptive Reuse Incentive Area
CRA - Community Redevelopment Agency:	Central Business District Redevelopment Project City Center Redevelopment Project
Central City Parking:	Yes
Downtown Parking:	Yes
Building Line:	None
500 Ft School Zone:	Active: ALLIANCE College Ready Academy High School No. 5 Active: ALLIANCE College Ready Middle Academy No. 2

500 Ft Park Zone:

Active: Pershing Square Park

**Assessor Information**

Assessor Parcel No. (APN): 5144003029  
APN Area (Co. Public Works)\*: 0.205 (ac)  
Use Code: Not Available  
Assessed Land Val.: \$1,339,142  
Assessed Improvement Val.: \$2,556,545  
Last Owner Change: 08/24/99  
Last Sale Amount: \$4,400,044  
Tax Rate Area: 3264  
Deed Ref No. (City Clerk): NP286848  
75  
705291-3  
402322  
389316  
311472  
311284-85  
3005  
1924  
1594  
1188470

**Building 1:**

1. Year Built: 1930  
1. Building Class: AX  
1. Number of Units: 0  
1. Number of Bedrooms: 0  
1. Number of Bathrooms: 0  
1. Building Square Footage: 89,300.0 (sq ft)

**Building 2:**

2. Year Built: Not Available  
2. Building Class: Not Available  
2. Number of Units: 0  
2. Number of Bedrooms: 0  
2. Number of Bathrooms: 0  
2. Building Square Footage: 0.0 (sq ft)

**Building 3:**

3. Year Built: Not Available  
3. Building Class: Not Available  
3. Number of Units: 0  
3. Number of Bedrooms: 0  
3. Number of Bathrooms: 0  
3. Building Square Footage: 0.0 (sq ft)

**Building 4:**

4. Year Built: Not Available  
4. Building Class: Not Available  
4. Number of Units: 0  
4. Number of Bedrooms: 0  
4. Number of Bathrooms: 0  
4. Building Square Footage: None

**Building 5:**

5. Year Built: Not Available  
5. Building Class: Not Available  
5. Number of Units: 0  
5. Number of Bedrooms: 0  
5. Number of Bathrooms: 0  
5. Building Square Footage: 0.0 (sq ft)

**Additional Information**

Airport Hazard: None  
Coastal Zone: None  
Farmland: Area not Mapped  
Very High Fire Hazard Severity Zone: No  
Fire District No. 1: Yes  
Fire District No. 2: Yes  
Flood Zone: None  
Hazardous Waste / Border Zone Properties: No  
Methane Hazard Site: None  
High Wind Velocity Areas: No



Hillside Grading:	No
Oil Wells:	None
Alquist-Priolo Fault Zone:	No
Distance to Nearest Fault:	1.00799 (km)
Landslide:	No
Liquefaction:	No

**Economic Development Areas**

Business Improvement District:	Downtown Center
Federal Empowerment Zone:	None
Renewal Community:	No
Revitalization Zone:	Central City
State Enterprise Zone:	Los Angeles State Enterprise Zone
Targeted Neighborhood Initiative:	None

**Public Safety**

Police Information:	
Bureau:	Central
Division / Station:	Central
Report District:	152
Fire Information:	
District / Fire Station:	9
Batallion:	1
Division:	1
Red Flag Restricted Parking:	No

## CASE SUMMARIES

Note: Information for Case Summaries is Retrieved from the Planning Department's Plan Case Tracking System (PCTS) Database.

**Case Number:** CPC-2008-4502-GPA  
**Required Action(s):** GPA-GENERAL PLAN AMENDMENT  
**Project Description(s):** PLAN AMENDMENT, PLAN MAP AMENDMENT

**Case Number:** CPC-2005-361-CA  
**Required Action(s):** CA-CODE AMENDMENT  
**Project Description(s):** CODE AMENDMENT TO UPDATE RESIDENTIAL STANDARDS AND INCENTIVIZE HOUSING IN THE CENTRAL CITY AREA.

**Case Number:** CPC-2005-1124-CA  
**Required Action(s):** CA-CODE AMENDMENT  
**Project Description(s):** TO REQUIRE PROJECTS IN THE CENTRAL CITY COMMUNITY PLAN TO COMPLY WITH DESIGN AND STREETScape GUIDELINES

**Case Number:** CPC-2005-1122-CA  
**Required Action(s):** CA-CODE AMENDMENT  
**Project Description(s):** INCENTIVES FOR HTE PRODUCTION OF AFFORDABLE AND WORKFORCE HOUSING IN THE CENTRAL CITY PLAN AREA

**Case Number:** CPC-1986-606-GPC  
**Required Action(s):** GPC-GENERAL PLAN/ZONING CONSISTENCY (AB283)  
**Project Description(s):** GENERAL PLAN/ZONE CONCISTENCY - CENTRAL CITY AREA - COMMUNITYWIDE ZONE CHANGES AND COMMUNITY PLAN CHNAGES TO BRING THE ZONING INTO CONSISTENCY WITH THE COMMUNITY PLAN. INCLUDING CHANGESOF HEIGHT AS NEEDED

**Case Number:** ENV-2008-4505-ND  
**Required Action(s):** ND-NEGATIVE DECLARATION  
**Project Description(s):** PLAN AMENDMENT, PLAN MAP AMENDMENT

**Case Number:** ND-79-726-ZC  
**Required Action(s):** ZC-ZONE CHANGE  
**Project Description(s):** Data Not Available

## DATA NOT AVAILABLE

CPC-4026  
CPC-28563  
ORD-164307-SA1520  
ORD-153595  
AFF-66045  
AFF-60193  
AFF-4686

## **Claud W. Beelman, Architect (1884-1963)**

*By Charles J. Fisher*

The Son of a carriage builder, Claud Wilbur Beelman was born in Bellefontaine, Ohio, on January 20, 1884, to David and Rosa Beelman. By the age of 17, he was working with his older brother, William, as a painter in his father's carriage shop.

In 1909, he married fellow "Buckeye" Laurene Taft, and the couple moved to Indianapolis, where Beelman began work as a draftsman for a local architectural firm. Their daughter, Helen, was born there on September 23, 1911. By World War I, the family was back in Toledo, where Claud was now working as an architect.

After a brief architectural practice in Forth Worth, Texas, The Beelmans relocated to Los Angeles, where he went in partnership with Aleck Curlett. The firm of Curlett and Beelman specialized in large Downtown office buildings, using the popular Beaux Arts style.

Many of these structures were known as "height limit" buildings, as they were at the level that the city held all buildings to for fear of earthquake failure. The limit was 150 feet or about 13 stories. These structures included the Union Oil Building (1922), The California Bank Building (1922), the South Park Loft Building {HCM 748} (1924), Barker Brothers Building {HCM 357} (1925), Harris Newmark Building {HCM 345} (1926) and the Foreman and Clark Building {HCM 953} (1928).

The Renaissance Revival styled Security Building (1928), that the firm designed in Phoenix, Arizona, is listed on the National Register of historic places, as are a number of the California edifices

The partnership was also the designer of the Elks Club No. 99 {HCM 267}, which was built in the Art Deco style in 1925. That building is now the Park Plaza Hotel, overlooking Mc Arthur Park.

The partnership ended in 1928 and Beelman opened his own office in the Union Bank Building. One of the firms biggest clients was the Sun Realty Company, which had commissioned several buildings under Curlett and

Beelman and continued to use Claud Beelman for their new structures, such as the Garfield Building {HCM 121} (1928) and the company's flagship building, The Sun Realty Building (1930).

Beelman had already been taking on smaller solo projects, such as the French Norman style Heinsbergen Building {HCM 275}, that he designed in 1927. A 1929 French Norman design for a large hotel project at Hollywood and Fuller never materialized as the Great Depression killed that project.

The end of the partnership also gave Beelman the opportunity to use the new Art Deco style, which made those two buildings stand out for their new design. In the case of the Sun Realty Building, Beelman chose a Art Deco variation now known as Zig-Zag Moderne and clad the building in green terra cotta.

In 1922, Beelman had asked the City for clarification on what constituted a "height limit building" and the City stated that equipment structures on the roof are not counted as a part of the 150 feet.

This determination was stretched to the limit in 1930, when Beelman designed his most widely known work, the Eastern-Columbia Building. Working with a mechanical engineer, R. M. Storms, the design had the furnace and boilers at the top of the building, leaving the basement available for retail sales. This design scheme allowed for the buildings iconic clock tower to rise considerably above to height limit to bring the building to 235 feet above the street. The setup was so cost-effective that the heating cost of the entire building in December 1930 was a meager \$30.34.

Beelman also contracted with Gladding-McBean for the blue-green terra cotta that sheathed both the Eastern-Columbia Building and the Sun Realty Building, which was being built at the same time.

The depression years slowed down, but never stopped the work that Beelman's office was putting out. The building boom in Downtown Los came to a halt by 1931, but the office handled a number of major remodeling projects during the mid 1930s, including a large addition to the Ambassador Hotel in 1935.

In 1933, Beelman partnered with Allison and Allison for the design of the Hollywood Post Office, a W.P.A. project, which opened in 1937. Another

W.P.A. project that Beelman did was the Fine Arts Building (Renamed the Millard Sheets Center in 1994) at the Los Angeles County Fair Grounds in Pomona, in 1937.

In 1936, he designed a Moderne styled showroom for Noll Auto Company, a Packard dealer on Figueroa Street, in Highland Park. During the 1960s, after serving as a Rambler dealer, the building was covered over with a boxy stucco design and became a real estate office. In 1989, that covering was removed revealing the original stainless steel Beelman design.

The architect was also a pioneer in commercial parking structures, starting with a multi story garage for the May Company in 1926. A 1952 project was for a 12-story, 1,000 car garage for Savoy Auto Parks & Garages, Inc., wrapped around an existing corner building at 6<sup>th</sup> Street and Grand Avenue.

The post war building boom saw a major increase in business for Beelman, who took on Herman Spackler as a partner to run the office.

Beelman had begun traveling with his wife in the late 1930s. After Laurene's death in 1948, he married Ann the following year. At this time he took on his only single family residential design for his new bride. The house, located on Beverly Glen, in Westwood, is designed in a traditional style that he referred to as Williamsburg, after the historic Virginia town by that name. The couple were soon taking numerous trips around the world.

However, Beelman never retired. In 1956 he formed Claud Beelman and Associates and took on some of the largest projects in Southern California.

His 1958 design for the California Bank Building on Spring Street was an important milestone, as the 18 story edifice was the first to be constructed above the old Los Angeles height limit, which had been repealed in 1956. The large clearances on all of the floors gave the 267 foot high building the height of one with almost 22 stories.

That project was followed by the 16 story Pacific Indemnity Building on Wilshire Boulevard at Vermont, which also included a connected parking structure for 414 automobiles. During this time, Beelman also designed a six-story office building at Wilshire and Crenshaw for Tidewater Oil Company.

In 1961, Beelman began what was to be his last major project, the 22 story Union Bank Building in Downtown Los Angeles. During the same year, he was injured in an auto accident. Never fully recovering, he passed away on January 30, 1963, just ten days after his 79<sup>th</sup> birthday.

The Union Bank Building was completed on Wilshire Boulevard two months after the architect's death, as a final monument to an architect whose innovative designs shaped much of Los Angeles for over 40 years.

**NEW SUN DRUG STORE TO BE OPENED TODAY.**

*Los Angeles Times (1886-1922); Feb 28, 1918;*  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)  
pg. 116

**NEW SUN DRUG STORE  
TO BE OPENED TODAY.**

**LATEST ESTABLISHMENT IN  
CHAIN LOCATED AT FOURTH  
AND SPRING.**

Tomorrow the Sun Drug Company will open its new store at Fourth and Spring streets, in the large corner room of the Herman W. Hellman Building. This store, which is the largest and most elaborate of the ten "Sun" stores already established, will embody many features that make for greater convenience to the buying public. The vast shelving and display space provides for assembling enormous stocks of every article that a modern drug store is expected to carry, together with many lines that heretofore have not been available. One of the largest stocks of kodaks and camera accessories and supplies in the West will be found in a separate department, and the rubber goods stock with kindred merchandise will be housed in a special room. The large balcony is devoted to one of the most elaborate prescription departments in America. A fifty-foot soda fountain and luncheonette flanks the north wall and a very large candy department is conveniently located. The progress of the Sun Drug Company and its recent rapid rise to the forefront of America's drug-selling institutions is a matter of pride to residents of Los Angeles, since this organization is a home product in every way. The store managers are well-known Los Angeles druggists, and the owners are Los Angeles capitalists, headed by I. Eisner.

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**PLANS TO AID CHILDREN**

*The Los Angeles Times (1896-Current File); Oct 15, 1923;  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)*  
PE III

## PLANS TO AID CHILDREN

### *Isidor Eisner's Early Struggles Cause Him to Start Endowment Fund for Help of Orphans*

The memory of his own struggles and poverty during boyhood has caused Isidor Eisner, president of the Sun Realty Company and the Sun Drug Company of California, to establish a \$10,000 endowment fund for children discharged from the Orphans' Home of Los Angeles. The endowment was established by Mr. Eisner shortly after the birth of his grandson, Robert Eisner Lissner, as a celebration of this event.

The money will be used to help toward independence the boys and girls discharged from the Orphans' Home. Each will receive a cash gift equal to \$100 upon being discharged.

#### **MAY BE INCREASED**

Announcement of the gift was made yesterday by Herman W. Block of New York, vice-chairman of the child care committee of the Federation for the Support of Jewish Philanthropic Societies and trustee of the Hebrew Sheltering Guardian Society. The announcement also stated that as the local institution grows and more children are discharged the endowment will be increased either by Mr. Eisner or by his estate.

The initial fund of \$10,000 will be in the hands of three trustees, who will constitute an after-care committee to distribute annually to children who have left the institution whatever money, not exceeding \$100, they may need during periods of stress. At the end of three years each boy or girl discharged from the home will receive in bulk either the entire sum or the difference between what has been advanced to them and the \$100.

#### **PROVIDE SCHOOLING**

In instance, where a child shows an aptitude for technical or professional study or shows a desire for college training, the after-care



Isidor Eisner

committee may provide tuition fees for three or four years.

Mr. Eisner came to this country twenty-five years ago. His first job was as an apprentice in a tailoring shop. He took over the Sun Drug Company five years ago and at present owns a chain of thirty drug stores on the Pacific coast.

The baby in whose honor the endowment was established is the son of U. S. Dist. Atty. Louis Lissner. He is also the grandson of Meyer Lissner of the United States Shipping Board.



Drug Chain Has Great Growth in Southwest.  
*Los Angeles Times (1856-Current File)*; Dec 2, 1923;  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)  
pg. V2

## ***Drug Chain Has Great Growth in Southwest***

Operating almost exclusively in Southern California cities and towns, the Sun Drug Company has opened its thirty-eighth drug store, which makes the chain one of the most progressive and modern systems of its kind in the world. Through the firm's affiliations with large institutions in the East that have a combined purchasing power of more than \$50,000,000, the purchasing offices of the Sun Company in New York are enabled to buy drugs and various sundries in enormous quantities and therefore great economies are effected.

Only one of the chain of stores is located in the northern part of the state, namely in San Francisco. Stockholders in the firm are all prominent business men of Southern California and have backed the company to the extent of several million dollars.

More than 300,000 customers are served per month at the soda and lunch fountains only, according to statistics compiled by officials, and the total business for 1922 was more than \$6,000,000. The tremendous growth of communities in Southern California will increase these figures enormously and the profit-sharing system that prevails in the organization will reward managers and executives who share in the responsibilities of the firm.

The prescription department of the entire chain system is under the direction of R. R. Zane, who was formerly with the Eli Lilly Company of Indiana for twenty-two years.

## DAILY TRADE TALK

### Business Conditions in California as the Bankers See Them; Owl Drug Position; Buying; Bonds

A banker's view of business conditions in California was made available at the C. B. A. convention held recently in the Yosemite, and while the banker and the merchant and the manufacturer and the wholesaler do not always see through the same lens the man behind the finances usually has a very good idea of what it is all about, and why. The information given to the convention by the various groups representing different sections of the State with particular reference to the agricultural counties has been summarized as follows:

**Group No. 1, including twenty one counties in Northern California:** The outlook gives no cause for pessimism. Plantings were no as large this year as last but the areas planted promise to yield good crops and at good prices. In some localities the shortage of water prevented a grain harvest but in most such cases the grain could be cut for hay at as good or better a yield per acre than the grain itself would have brought. The fruit crop is estimated to be from 50 per cent to 60 per cent of normal, though the freeze made deeper inroads into some of the counties. Lumbering is slow and feed and livestock conditions are poor. Farmers are paying less for labor than last year and are getting better results. Practically all of the counties except Plumas report a shortage of water with its attendant losses to growers of hay, grain, and livestock.

**Group 2, including San Benito, San Mateo, Monterey, Santa Cruz and Santa Clara counties:** Canned goods of Santa Clara county have moved satisfactorily and inventories are lower than for some years past. The prune and apricot crop will be 80 per cent of normal and pears will be normal with prices somewhat better than last year. In Monterey county conditions are satisfactory except for some ill effects of drought that are being felt in the southern part of the county.

**Group 4, including the extreme southern counties:** Building conditions are good in San Diego.

**Group 5, including Los Angeles, Inyo and Ventura counties:** The report made up in optimism what it lacked in detail. "We have been a little short of water but we shall not go thirsty. The white spot is still white and so are all the little white spots. We are doing very well, root and branch."

**Group 6, including Alameda, Contra Costa, San Joaquin, Calaveras and Tuolumne counties:** Alameda vegetable crops are 90 per cent of normal, the fruit crops 75 per cent to 80 per cent of normal and the grain crops 50 per cent of normal. Manufacturing and trade are slack and collections slow. In Contra Costa county business has been hurt by drought and foot-and-mouth disease. Many of the dairymen lost their herds and some may not restock their dairy ranches. Hay and grain crops are short and agriculture generally is depressed. This has had its effect on the retail trade which is slow. Another cause of the slowness in the retail trade is the slowing up of manufacturing in the Richmond section of the county where some of the establishments are reducing forces.

San Joaquin county is in good condition. Crops are at least normal and wool, mutton and dairy products are on a profitable basis and promise to be more profitable. There has been but a small carry-over of canned and dried fruit. In Tuolumne and Calaveras counties the lumber business is below normal, though there is a good de-

mand for boxes and box lumber. Mining is quiet. There is little snow in the mountains, so little that the hydro-electric companies will not have enough water for the late summer.

**Group 7, including San Luis Obispo and Santa Barbara counties:** With some 50,000 acres under irrigation, the outlook is not bad. There is good crop of sugar beets and heavy shipment of lettuce. The walnut crop is about normal.

**Group 8, including Lake, Marin, Mendocino and Sonoma counties:** Affected by lack of rainfall, but with grain crops in good condition. Pears two-thirds normal. Prunes two-thirds normal. Cattle ranges backward.

**Group 10, including the northern coast counties:** Lumber depressed and if dullness continues it will result in laying off of men and reduction in wages. Dairy business hurt by epidemic and quarantines. Range feed drying up. Wool outlook good.

#### OWL DRUG POSITION

The Owl Drug Company yesterday paid its thirty-fifth consecutive semiannual dividend payment on the outstanding 8 per cent preferred stock of the company, covering the six months period ended June 30.

A letter by the president, C. A. Henry, accompanying the dividend checks reports a very substantial business for the first half of this year.

The Owl Drug Company, though originating in San Francisco over thirty-four years ago, is now a national institution, operating factories and stores in New York, Chicago, Milwaukee, St. Paul, Denver and other important eastern cities, also throughout all Pacific Coast States.

The announcement further states that since the last dividend date the Company has acquired all of the capital stock of the Sun Drug Company of Los Angeles, as well as the merchandise, fixtures, good will and leaseholds of that company, which company operated a large number of retail stores in all important cities in Southern California, including Los Angeles, Long Beach, Pasadena and San Diego.

In addition to eighty-five stores now in operation there are also under construction additional stores in San Francisco, Los Angeles and Chicago. With the enlarged business and the expansion program of the company now under way the gross volume of sales for 1924 will approximate \$20,000,000.

The notice to the stockholders further provides for the immediate issuance of the unsubscribed portion of the treasury preferred stock to the present stockholders in ratio of one share of preferred stock for every two shares each stockholder now owns.

After July 31 the option time for the present stockholders to exercise their rights expires. The remaining unsold portion will then be offered to the general public through the company's offices, 611 Mission street, San Francisco.

#### ROAD BOND ISSUE

An issue of \$252,400 Kern County Road District Improvement No. 25 noncallable 6 per cent bonds is offered today on a yield basis of 5.40 per cent by Banks, Huntley & Co., Southern California investment bankers. The bonds are dated June 23, 1924, will mature serially \$1250 annually from 1926 to 1945, inclusive, and are entirely exempt from Federal income

(Continued on Page 18 Col. 5)

## DAILY TRADE TALK GIVEN

(Continued from Fourteenth Page)

taxes and surtax and from California personal property tax.

The issue pays for nine miles of eighteen-foot highway running through the heart of the rich Weed Patch section of Kern county and providing an important farming community with modern roadway access to the great markets of the State. The road district lies about fifteen miles southeast of Bakersfield, comprises 23,800 acres (forty-five square miles) of the Weed Patch, and is approximately 90 per cent under cultivation. It embraces some of the best agricultural land in the State.

### PERSONNEL CHANGES

The following personnel changes were announced by the Pacific-Southwest Trust and Savings Bank following a meeting of the board of directors:

I. L. Rouse, credit manager, central office, appointed junior vice-president.

R. C. Lewis, cashier for Long Beach, appointed Long Beach vice-president.

O. H. Ady, assistant cashier, Long Beach, appointed cashier for Long Beach.

C. J. Enos, assistant manager, Coalinga, promoted to manager.

J. Warren Roach appointed assistant cashier, Redlands branch.

Don C. Fobl, manager, Wilmington branch, appointed a member of the executive board, Wilmington branch.

### PURCHASING ACTIVITY

The Credit Clearinghouse weekly report shows a continuance of the stable situation recorded a week ago, with a very slight decrease in purchasing, equal to 0.2 per cent, for the country as a whole.

This slight decrease is more evenly distributed than a week ago, only two sections showing any increase in purchasing activity. These are the middle agricultural section, with an increase of 1.3 per cent. The mountain section records the largest decrease, equal to 1.8 per cent, and the north agricultural section, with an increase of 0.8 per cent. The Pacific Coast shows a decrease of 1.2 per cent, all three States purchasing less than than the preceding week. The East section records a decrease of 0.4 per cent. The South agricultural section is almost stationary, with a decrease of 0.2 per cent.

Payments are slightly lower than a week ago, particularly in the South agricultural and East sections.

### OFF FOR CONVENTION

Gardner Turrill of California Bank, a governor of the local A. I. B., leaves this week to attend the convention of the American Institute of Banking at Baltimore. Mr. Turrill will speak before the convention on the question of "Newspaper Advertising." Turrill is a member of the new school of live young bankers who do not overlook the value of correct and efficient use of newspaper advertising as a means of bringing the bank to the people.

### HOWARD DENIES RUMOR

W. D. Howard, president of the Continental National Bank, authorizes The Times to deny a rumor which was given some currency on Saturday to the effect that a possible merger of the Continental Bank with the Bank of Italy might be effected at an early date. Mr. Howard says that no such deal is pending and that the statement is entirely without foundation in fact.

Eisner to Head One Committee in Jewry Appeal  
*Los Angeles Times (1886-Current File); Jun 4, 1927;*  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)  
pg. A8

## ***Eisner to Head One Committee in Jewry Appeal***

The advanced gifts committee of the United Jewish Appeal will have Isadore Eisner as its chairman, it was announced by Henry W. Louis, chairman of the general campaign committee. Mr. Eisner accepted the post following a reception given at the Town Club in honor of Lewis Brown, English author and lecturer, at which a group of Jewish business men and civic leaders was present.

The task of obtaining subscriptions from a selected list of citizens prior to the actual opening of the drive the 13th inst. will be entrusted to Mr. Eisner, who will be assisted by a committee which he is now selecting.

Guests at the reception included J. Y. Baruh, A. Brownstein, Louis M. Cole, Irving H. Hellman, Marco Newmark, Judge Hollzer, Louis Isaacs, C. Samuels, S. M. Newmark, I. Eisner, H. W. Louis and Rabbi Herman Lisauer.

The first meeting of workers who are to engage in the drive for \$225,000 was called yesterday by Chairman Louis for Wednesday noon at Paulais downtown cafe.

The following have been added to the roster of the general campaign committee by Mr. Louis: Louis Kirstem, J. J. Lieberman, Mrs. Tom May, I. Pattiz, H. D. Stack, Dr. Joseph Ziff. Mrs. Tom May has also been added to the list of vice-chairmen and Mrs. Theodore Strimmiling has been placed on the general women's committee.

# THIRTEEN SKYSCRAPER PROJECTS ASSURED

Los Angeles Times (1886-Current File); Oct 20, 1929; ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)  
pg. D1

# THIRTEEN SKYSCRAPER PROJECTS ASSURED

## HEIGHT-LIMIT STRUCTURES FIGURED AT \$17,650,000

### Office Buildings, Apartments and Hotels Included in List of Developments Planned

Intensive height-limit building activity for Los Angeles during the coming year was forecast last week in a survey which shows that a total of \$17,650,000 will be expended on thirteen such structures during this period. These buildings are:

Stock Exchange Building.....	1,500,000
M. G. Ferguson Building.....	1,000,000
Banks, Huntley & Co. Building.....	1,000,000
Hudson-avenue Hotel.....	1,000,000
Vine and Sunset Hotel.....	800,000
Eastern Building.....	1,500,000
Archer's Temple Hotel.....	1,000,000
San Finance Building.....	800,000
Archer's Hotel.....	1,000,000
Title Guaranty and Trust Building.....	1,500,000
Ninth-street Building.....	750,000
Nevadaville Building.....	1,500,000
Western Union Building.....	1,500,000
<b>Total.....</b>	<b>\$17,650,000</b>

In addition to the structures listed above are many that have been announced but likely will not get under way for more than a year. Included among these are the Hoop-Cooper Hotel, to rise forty stories on Wilshire Boulevard and to cost \$5,000,000; the Federal Building, with a cost ranging from \$1,500,000 to \$2,500,000, and the Betty Compton Hotel, estimated to cost \$6,000,000.

The survey was made last week by Lemuel Freer, manager of buildings for the Pacific Mutual Life Insurance Company. A review of the proposed buildings and their present status of planning or construction follows:

#### GROUND TO BE BROKEN

Ground will be broken tomorrow at 3:30 p.m. to signal the start of construction operations on the new \$1,500,000 Stock Exchange Building. With James E. Shelton acting as master of ceremonies, more than 400 civic leaders and business men, headed by Gov. C. C. Young and Mayor John C. Porter, will attend the event, it was announced by John Earle Jardine, president of the exchange.

The building, to be occupied exclusively by the stock exchange and its departments, will rise at 618 South Spring street on the former site of the Strong & Dickinson Building, raising of which has just been completed. Of Class A steel-frame construction, contract for the fabrication and erection of which was let last week to Consolidated Steel Corporation through P. J. Walker Company, builders, the structure will rise thirteen stories and basement in height and will cover an area 82x47 feet, according to S. E. Lunden, architect. John and Donald B. Parkinson have been retained as consulting architects for the project.

Work is scheduled to begin in about a month on the raising of buildings at the northeast corner of Sixth and Flower streets to make way for the new \$1,500,000 M. G. Ferguson Building. Specifications prepared by Walker & Eisen, architects and engineers, call for a thirteen-story and basement structure, covering an area 115x131 feet. It will be of Class A steel-frame construction. No contracts have yet been awarded.

An early start on erection of the Class A office building at 634 South Spring street for Banks, Huntley & Co., stock brokers, is expected, following award this week of the general contract to Edwards, Wilday & Dixon, and contract for fabrication and erection of steel to Consolidated Steel Corporation.

Designed by John and Donald B. Parkinson, the building will be of modern architecture with set-back

(Continued on Page 3, Column 3)

# SKYSCRAPERS TO BE BUILT

(Continued from First Page)

design, thirteen stories and basement in height and 60x130 feet in size. Specifications call for steel frame construction with probably terra cotta and stone exterior. Cost is estimated at \$1,000,000.

The first of the year will witness the start of construction of three height-limit buildings. Two are hotel-apartment structures in Hollywood and the other is a store and loft building downtown.

A lease has been secured by the Hollywood Business Properties, Inc., on property at 1728 North Hudson avenue and the company plans the erection of a twelve-story Class-A hotel building. B. Marcus Friteca, architect, has been commissioned to prepare preliminary plans for the project, which, it is estimated, will cost \$1,000,000.

The other Hollywood structure will rise on the northeast corner of Sunset Boulevard and Morningside avenue for the Wise and Sunset Holding Corporation. Plans and specifications just completed by Architect S. Charles Lee call for a Class-A height-limit apartment building, covering an area 105x128 feet. Of steel frame construction, it will cost approximately \$600,000.

## STORE BUILDING

Downtown will be erected the new height-limit Eastern Outfitting Company store and loft structure on the northwest corner of Ninth and Broadway. At present there is a one-story structure occupying the site, the lease on which, however, runs out shortly before January 1. Of Class-A steel frame construction, the building will rise twelve stories and will entail a total cost of about \$1,500,000. Claud Beelman, architect, prepared the plans.

The Needlecraft building to cost approximately \$3,500,000 is to be erected by Sam S. Silverstein to house wholesalers and manufacturers of garments. It is planned for the wholesale garment section of the city. Alec Curlett, architect, has prepared the plans and arrangements for the construction now are in progress.

Shortly after the beginning of 1930 it is expected that erection of a thirteen-story and basement Class-A store and office building adjoining Angelus Temple on Glendale Boulevard will be begun. Plans now in preparation by Architect W. H. Wheeler, San Diego, for Aimee Semple McPherson, call for the expenditure of \$1,000,000 on a reinforced concrete building 200x100 feet in size and containing 500 hotel rooms.

## DOWNTOWN BUILDING

April 1 has been designated as the date for erection of another height-limit structure in the downtown area. It will rise at 629 South Hill street, immediately north of the Harris & Frank Store Building, and is to be built for the Sun Finance and Investment Company, a subsidiary of the Sun Realty Corporation. A two-story building at present occupies the site. Plans are not yet complete, but recent information indicates the structure will cost about \$800,000 and probably will be of reinforced concrete construction. Claud Beelman has been given the architect's commission.

The same date has been set for start of a building project which Mr. Beelman also designed. It is the twelve-story and basement Class-A apartment-house, the Aristocrat Hotel, to rise on the northeast corner of Hollywood Boulevard and Fuller avenue for Joseph M. Schenck, Eugene Stark, managing director of the Roosevelt Hotel, and associates. The site measures 300x300 feet. Plans call for the building to be set back 115 feet from Hollywood Boulevard and seventy feet from Fuller avenue. It will be constructed on a three-wing plan, with one apartment to each floor above the first, making a thirty-three apartment total. Each apartment will contain either seven or eight rooms with three and four baths. An underground garage will house seventy cars. Present plans call for an expenditure of \$1,500,000.

No definite date has been set for construction of the other buildings for which plans are being prepared. The majority of them, however, will get under way during the year 1930.

Preliminary plans are now in preparation by John and Donald B. Parkinson for a new Class-A height-limit office building to be erected on the northwest corner of Fifth and Hill streets for the Title Guaranty and Trust Company. This is the present location of the California Club Building, but this structure will be vacated about the first of the year with the club's move to its new home now in course of erection on Hope, near Sixth street.

Architect Kenneth MacDonald is preparing drawings for a Class-A

height-limit store and office building to be erected on Sixth street at a cost of \$750,000.

## LARGE EXPENDITURE

Three other buildings, all of which will entail large expenditures, and one of which is particularly vital to the future of Los Angeles, have been announced as being contemplated, but as yet no definite plans for their construction have been formulated. They are the new Federal building, to house the local branches of the United States government departments; the Western Union building in the downtown business area and the proposed hotel to be erected just north of Hollywood Boulevard and west of La Brea for Betty Compton and associates.

An appropriation of \$1,500,000 was made available recently for the Federal Building, but surveys now being made by John W. Philp, fourth assistant Postmaster-General, and Col. D. P. Quinlan, chief of the field organization of the Federal Interdepartmental Co-ordinating Service, indicate that this is inadequate for the needs of the Post-office and other Federal departments. Both are to submit reports to the Director of the Budget in Washington as to their findings. No location has been proposed by either, but Quinlan has recommended that the site be purchased immediately and the building erected as soon as possible. Both expressed themselves as against making any additions to the present building. The necessary funds are expected to be provided from the public buildings appropriation as soon as plans for the building are completed.

The Western Union is expected to spend about \$1,500,000 on a building in the downtown district. Several sites are under consideration and announcement as to the location and type of building will undoubtedly be forthcoming shortly. Newcomb Carlton, president of the telegraph company, is at present visiting this city.

Complete plans for the hotel building in the Hollywood area have not been discussed, but it is understood that it will cost about \$6,000,000.

# Two Limit-Height Buildings Being Built and Another Announced for Wilshire

Los Angeles Times (1886-Current File); Apr 20, 1930;

ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)

pg. D2

# Two Limit-Height Buildings Being Built and Another Announced for Wilshire

## THIRD SKYSCRAPER WAITS EXPIRATION OF LEASES

### Frontage Price Sets Record Mark; Development of Oil Well Area to be Launched in Few Months

With one \$1,000,000 limit-height office building announced yesterday, ground broken last week for a second, a third nearing completion and numerous apartment-houses under construction in the area, approximately \$5,000,000 in construction work is either under way or assured for the "Miracle Mile" district of Wilshire Boulevard. This work is declared to be the forerunner of a \$50,000,000 expenditure program for this and the Hancock Park area in the district following the expiration of oil-well leases in Hancock Park, which will be provided in the Hancock Park area, now dotted with oil wells, will be launched July 1.

It was learned yesterday that the I. Etner Company, which last week purchased the southeast corner of

Wilshire Boulevard and Cloverdale, plans the erection of a \$1,000,000 limit-height office building on the site as soon as present leases expire. None of the leases has more than eighteen months to run, it is reported. The sale of the property for approximately \$350,000 per front foot

through the realty offices of A. W. Ross, developer of the "Miracle Mile," is declared to establish a high mark for property in this section of the city. This transaction unites for the first time two developers of business properties, A. W. Ross and Isadore Etner, president of the Sun Realty Company.

Following completion of the sale Mr. Ross left for Europe to be away several months. On his re-

#### GROUND BROKEN

Ground was broken last week for the \$1,000,000 Wilshire-Dominguez Building which will occupy an entire block on the south side of Wilshire Boulevard, extending from Cloverdale to Cochran avenues. Completion of this structure is expected by September 1. A total of 100,000 square feet of floor space will be provided in the structure. The firm of Morgan, Walls & Clements is the architect, and C. L. Etner the contractor. This building will be featured by the extensive use of glass, the upper stories using it almost entirely for facing.

Dot Gregson, style creator, was the first lessee for space in this building. She left last week for Europe and upon her return will establish a fashion salon in the new location.

The E. Clem Wilson building at Wilshire Boulevard and La Brea is rapidly nearing completion. It represents an expenditure of approximately \$1,500,000. The formal opening date of this structure will be announced soon by the Charles G. Andrews Company, leasing agents for the building.

#### APARTMENTS BUILT

Apartment-house developments under construction at the present time in the territory directly adjacent to the "Miracle Mile" total \$1,000,000. These developments include two structures for Samuel Pollock, \$270,000; six apartments being built by George Heltzer, \$250,000; three apartment buildings for Frank Murray, \$180,000, and one structure for Levy & Corneak, \$50,000. Five other apartment-houses under construction on Cochran avenue, between Wilshire Boulevard and Third street total \$200,000.

#### MOORPARK CENTER OF BIG PAVING PROJECT

MOORPARK, April 19. (Exclusive)—Sealed bids have been received on the improvement to Los Angeles avenue between Moorpark and Simi, at an estimated cost of \$100,000. Bids also were received on the project to build a water storage reservoir at Moorpark, at an estimated cost of \$5500. Bids were received also on the storm sewer that is to be built at Piru at a cost of about \$10,000. The Board of Supervisors will award contracts as soon as all bids have been passed on and recommendations made by County Engineer Charles W. Pettit.

## LOCAL TILE SENT EAST FOR PLUNGE

New York Adopts Ideas  
Used in Hollywood for  
Swimming Pool

Adoption by New York of the latest Hollywood ideas in swimming pools is recorded in an order for materials received in Los Angeles this week from one of the most prominent eastern architects, Edgar L. Williams, of Park avenue, New York.

The order, for a specially designed turquoise blue tile and terra cotta, was received by Gladding, McBean & Co., clay products manufacturers, through its New York office. The tile of a rich translucent blue, is to be produced in the Glenside plant of the company and will be used to build the swimming pool on the Sands Point (Long Island) estate of Mrs. Christian Holmes, wealthy eastern society matron. Incorporated in the design of the pool, which is reported to have been inspired by a similar one in a Beverly Hills home, is an elaborate system of underwater Neon tube lighting, according to Seward C. Simons, sales manager of Gladding, McBean. Other unique features of the pool, it is said, will make it comparable on a smaller scale to the famous Agua Caliente plunge, which is reported to be the most beautiful on the North American continent and which has attracted the attention of leading architects throughout the United States.

The tile, faience and terra cotta for the Mexican unit were also designed by this firm in Los Angeles, it was revealed.

## Co-ordination in Business Codes to Be Effected

Contractors, architects and engineers are expected to co-ordinate their professional codes in Southern California, following the suggestion of James Collins, director of the State Department of Professional and Vocational Standards. At Collins' suggestion several meetings of members of the different professions have been held, and contractors, engineers and architects' associations are to be asked to appoint regular delegates to attend meetings where disputes involving the different professions may be arbitrated.

Among the associations which are taking part in the co-operation movement are the Southern California chapter of the Associated General Contractors, Los Angeles section; American Society of Civil Engineers, Los Angeles chapter; American Association of Engineers, Southern California chapter; American Institute of Architects, State Association of California Architects and the Los Angeles Builders' Exchange.

SKYSCRAPER STAR SLATED APRIL FIRST  
*Los Angeles Times (1886-Current File); Feb 2, 1930;*  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)  
pg. D1

**SKYSCRAPER START  
SLATED APRIL FIRST**



**Sun Realty Building**

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# FINANCIAL

## BUILDING-LOAN GROUP REPORTS

Consolidated Statement of  
Associations Issued

Liquid Position Improves in  
First Quarter

State Institutions Take in  
\$300,000 a Day

Consolidated statement of condition of California's 225 building-loan associations as of March 31, 1930, reveals that, due to the fact that there was only a small number of real-estate loans placed during the first quarter of the current year, the institutions as a group materially strengthened their liquid position.

The statement, just released by State Building and Loan Commissioner Whitmore, was issued yesterday by the California Building-Loan League through Neill Daniels, its secretary.

**CASH ACCOUNT JUMPS**  
While the total combined resources of the institutions increased \$22,762,225, or 5 per cent, during the first quarter to an aggregate of \$200,958,388 on March 31, last, loans showed a gain of but \$8,522,182, or 2 per cent, from the period December 31, 1929, to March 31, amounting to a total of \$425,223,079 on the latter date. On the other hand, cash on hand amounted to \$30,460,654 representing an increase for the three months of \$12,965,122, or 75.5 per cent.

Contrasting with the increase of \$2,762,225, or 2 per cent, in total resources the consolidated statement disclosed that the investment in investment certificate accounts climbed \$24,490,778, or 6.8 per cent, to a total of \$351,941,025. Guarantee capital stock increased \$1,115,461, or 3 per cent, to \$22,026,815; undivided profits, \$411,335, or 20 per cent, to \$2,821,100; and surplus accounts of the various stock associations, \$541,656, or 8 per cent, to \$7,293,428.

### \$300,000 A DAY

Making comparisons over a year's period, the report indicates that the associations show an average gain in resources for each quarter of \$250,000 and an average increase for each business day of \$300,000. The average net gain in the number of investors for each business day is about 261.

Interest and dividends paid out by the associations on investment certificates, membership shares and capital stock during the year under review is estimated to amount to about \$22,000,000, which is \$207,000 for each business day.

More than 88 per cent of the resources of the California associations are loaned on real estate to aid in the construction, purchase or refinancing of homes. The money received for circulation, it is pointed out, directly benefits architects, contractors, carpenters and other craftsmen such as plasterers, cement masons, bricklayers, painters, electricians, etc. The funds are checked out of one of the city's banks, passed to the contractors and material dealers and eventually are back again in the various banks of the city.

## Tile Company Orders Point Up

Increase in building construction activity predicted for the late summer months is becoming evident, a report from Gladding, McLean & Co., clay products manufacturers, Los Angeles, indicates.

Among recent large orders received by the company, George P. Pack, general sales manager, yesterday listed: Terra cotta facing on orchid shade for the new Fox Theater and office buildings on Hill and on Broadway, between Sixth and Seventh; terra cotta of a green shade for the new Sun Realty and Finance Building at 639 South Hill street; terra cotta and face brick for the new Title and Trust Building, Phoenix, Ariz.; terra cotta for the California Bank addition on Spring, between Sixth and Seventh; terra cotta for the new Southern California Edison Building at Fifth and Grand, and 90,000 square feet of glazed roof tile for the Kamehameha High School at Honolulu. The company has also just completed terra-cotta facings for the new Eastern Outfitting, Stock Exchange and Bank-Rumley high-limit structures in Los Angeles.

## Sheet and Tube Schedule Fixed

**YOUNGSTOWN, July 19.**—Youngstown Sheet and Tube Company's operations in the Youngstown district will remain unchanged next week at 60 per cent. Operations of Sharon Steel Heat Company also will remain the same at 60 per cent with high production at 60 per cent, pipe production at 50 per cent, and sheet production at 50 per cent.

Two of the largest Youngstown steel fabricators will enter next week with no change in their production schedules. Trucon Steel Company's plant continues at capacity, while General Pipefitting Company's output will hold at approximately 10 per cent below this time a year ago. Carnegie Steel Company will open next week at 50 per cent, against 58 per cent this week.

## MARKET STREET RAIL PROFITS REPORTED

**CHICAGO, July 19.**—Market Street Railway's profits for the twelve months ended June 30, last, were reported here today at \$948,373 after charges, but before depreciation and Federal taxes, as against \$498,610 in the preceding twelve months. Basic profits before depreciation and Federal taxes were \$423,207, as against \$1,314 in June, 1929.

## INSTITUTE COURSES CHANGED

Local Exchange School  
Head Announces Shift for  
Coming Year

Los Angeles Stock Exchange Institute has drawn up a tentative schedule of courses for the ensuing year which contains some radical changes from the curriculum that has been followed to date, Edwin L. Harbach, president, announced yesterday.

The proposed changes include the dividing of the present course in "brokerage practice" into two separate classes of instruction; "stock exchange organization and procedure," to be offered in the first semester, and "brokerage practice," to be given in the second semester.

New courses to be offered during the coming term are "the work of the resister's agent," a study which is being organized and sponsored by the Los Angeles Association of Investment House Cashiers, and "brokerage law," a course planned especially for partners and executives who desire to become familiar with the legal technicalities of the brokerage business. Other new courses are "the financial system of the United States" and the "selling of securities," which will be offered in the form of both an elementary and advanced course in salesmanship. Present plans also call for a class in "effective business correspondence" and in "public speaking."

NOMINATION OF I. EISNER ANNOUNCED  
Los Angeles Times (1886-Current File), Aug 19, 1930;  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)  
PE. A1

## NOMINATION OF I. EISNER ANNOUNCED

*Mayor Sends His Name to  
Council for Vacant Place  
on Water District Board*

Mayor Porter yesterday sent to the City Council the nomination of I. Eisner to succeed to the vacancy on the Metropolitan District board created by the transfer of O. T. Johnson, Jr., to the Board of Water and Power Commissioners. The Council referred the nomination to its Water and Power Committee.

Eisner is head of the Sun Realty Company, 727 West Seventh street. He is a long-time resident of Los Angeles, and while he has been prominent in civic affairs has never been identified with political factions.

According to rumors circulated about the City Hall a few days ago, Eisner had been selected by Mayor Porter as a nominee to the Board of Water and Power Commissioners. This nomination contemplated a vacancy. The term of Dr. John R. Haynes, recently re-elected president of the commission, expired July 1, last, while reports have been current that E. M. Seofield, another commissioner, will resign. Mayor Porter is uncommunicative on the involved situation.

## 'Viola Dana' Wants to be Viola Dana

Mrs. Viola C. Flynn, known on the screen as Viola Dana, and sister of Shirley Mason, another mo-

tion picture actress, yesterday filed a petition to change her name to Viola Dana, her screen name, which she says she has used for several years.

Mrs. Flynn, who recently divorced "Lefty" Flynn, football player and film actor, is the daughter of Emil A. Flugrath, 1628½ Argyle avenue. Her address is 1024 Stearns Drive. She was born June 28, 1897, according to the petition, which was filed by Attorney Walter S. Coon.



VIOLA DANA

### PIONEERS TO BE GUESTS

Pioneers of Los Angeles county are to be guests this evening at a reception tendered by Sister Korbel at Korbel Hall, East First and State streets, Boyle Heights.

Hospital Project to Be Furthered by Charity Ball  
*Los Angeles Times (1886-Current File); Feb 8, 1931;*  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)  
pg. A6

## **Hospital Project to Be Furthered by Charity Ball**

The addition of a hospital unit to the Hebrew Sheltering Home for the Aged, where more than 100 persons between the ages of 71 and 104 years are domiciled, has been undertaken by the Junior Auxiliary of the home, an organization of approximately 350 members.

Mrs. Abraham Mark, president, announces that, as a fund-raising project, a charity ball will be held in the Sala de'Oro of the Biltmore on Wednesday evening, the 18th inst. Mrs. Louis B. Mayer is chairman of entertainment. Mrs. H. Lew Zuckerman is chairman of the ball, and Mrs. J. A. Stodol is "ice-chairman."

The list of patrons and patronesses includes Messrs. and Mmes. Alex Brownstein, Louis B. Mayer, Ben Strauss, Harry Rapf, Adolph Sieroly, Sam Behrendt, I. Eisner, Adolph Fleishman, Gus Meertief, Karl Triest, I. Irving Lipsitch and Rabbi and Mrs. Edgar F. Magmin.

### **LECTURE TO DEAL WITH POETS**

"A Group of English Poets," is the subject of the seventh lecture in the series on "Contemporary Literature" by Helen E. Haines, to be given at the Central Library, 530 South Hope street, on Tuesday at 7:30 p.m. Miss Haines will read from and discuss the works of Robert Bridges, John Donne, Robert Gray, D. H. Lawrence, John Massfield, Humbert Wolfe, and others.

## SUN COMPANY'S AFFAIRS AIRED

*Joseph P. Loeb Takes Stand  
in Senatorial Quiz*

*Realty Concern Receiver's  
Attorney Testifies*

*Defends Efforts to Salvage  
Bond Investments*

Almost an entire day of testimony, featured by wrangling, bickering and vast explanations, iterations and reiterations, with frequent sorties into the realm of legal procedures and terminology, was devoted to the Sun Realty Company receivership in yesterday's hearing before the United States Senatorial committee.

Joseph P. Loeb of the law firm of Loeb, Walker & Loeb, now attorneys for the receiver, took the witness stand when the hearing opened in the morning and was still testifying when Chairman Ashurst abruptly adjourned the hearing in late afternoon.

Just before adjournment Attorney Neblett, for the committee, took up the Hercules Gasoline Company receivership, for which Loeb's firm also were attorneys.

The Sun company went into receivership April 11, 1932, under a plan that had been worked out, Loeb said, at numerous conferences among the several groups interested, including the S. W. Straus & Co., who sold the \$10,000,000 in bonds involved, one of two local banks with claims, and other creditors. The company owned and operated large downtown office buildings, including what the witness described as some of the finest locations in the city.

### RECEIVERSHIP SET-UP

With the plan worked out, a petition for receivership was filed in the United States District Court, a diversity of citizenship interest having been set up, and the matter came before United States District Judge Holzner. The set-up for the receivership, Loeb said, contemplated the appointment of H. F. Metcalf of Pasadena as receiver, the appointment of I. Eisner, president of the company, as co-receiver (actually changed to assistant receiver,) and the selection of the Loeb firm as attorneys for the receiver. Judge Holzner was so informed by the group which had worked the plan out, and the court carried out the wishes of the group, he said. Loeb took exception to the inference that the judge merely rubber-stamped the plan.

Loeb affirmed the testimony given the day previous by Metcalf that all of the interests involved desired particularly the retention of Eisner because of his ability and familiarity with the operations of the company.

### AS TO CLOSING RECEIVERSHIP

Questions from some of the Senatorial committee soon indicated a feeling that the receivership should be brought to an end and also that bondholders had not been adequately informed as to the receivership proposed.

Loeb countered with the explanation again that bondholders were represented at the conferences, and later two of the largest groups of bondholders had deposited with the committee from 73 per cent to 78 per cent of the bonds involved, indicating not only acquiescence but active co-operation. He also gave the opinion, as had Metcalf, that should the matter have been permitted to have gone to foreclosure rather than receivership, or even now, most of the bondholders would get nothing, and the rest only a little.

But, interposed Senator Hebert, the receivership is 'in the red' and interest is piling up, and what was the receiver doing about it—what could he do about it? Was it not a fact that if the receivership continued on and on the entire body of the estate would be dissipated?

Loeb replied that the money in the bank under the receivership had grown from some \$40,000 to around \$400,000 that adjustments were being made to reduce ground rentals where the buildings stand, and that everyone was co-operating to try to make a go of it.

### LOEB SIGHTS HOPE

What good would it do to let the affairs go to a foreclosure, Loeb wanted to know. What would the bondholders stand to get out of it? He predicted that bondholders and creditors would be wiped out and

(Continued on Page 8, Column 2)

# CITIES ASK FEDERAL AID FOR WORKS

San Diego and Ontario File Applications With Advisory Board

San Diego and Ontario applied yesterday to the California Advisory Board, Federal Public Works Administration, for funds with which to construct public works projects.

In one application, San Diego asks \$160,000 with which to strengthen and reconstruct the Hodges Reservoir Dam, as ordered by the State Engineer on August 15, 1931. The city stated that it is unable to defray the cost out of ordinary annual income.

The southern city seeks a grant in its second application with which to complete a water project on which it already has spent approximately \$4,000,000. It has \$1,718,975 in cash and bonds for the work and asks a grant of 30 per cent of the cost of the project.

Ontario asks \$80,000 for the acquisition of land and the construction of a sewage-disposal plant of the activated sludge type.

## NEWS OF THE CAFES

Martin's Cafe Opera, Los Angeles' latest dining and dancing emporium last night to a capacity group of merrymakers. Arthur Gibson's orchestra is said to have gone over big with the many patrons. And, of course, the food—well, there is no deviation from past policies of these many years of catering to local gourmets.

It is announced that a combination football and Armistice Day celebration is scheduled for tomorrow night at the Bonanza dance as in effect as a regular policy every Wednesday and Saturday.

## BIRTHDAY DINNER

For a wonderful dinner, regular patrons of Rick Tock Tea Room in Hollywood say, "Don't miss their annual birthday dinner next Wednesday." On the day from 5 to 8 p.m. the popular establishment celebrates its third anniversary with a special menu of unusual excellence featuring turkey. Patrons are advised to make reservations and come early.

## IN BILTMORE SUPPER ROOM

Stanford-U.S.C. football celebrants will practically take over the Biltmore supper room this weekend. Tonight will witness the regular weekly pre-game "University Night" and tomorrow evening will be "Victory Night" for the after-dinner parties. Jay Whidden and his dance band are preparing a smart entertainment program for what promises to be the biggest week-end of the entire season. In featured roles will be Loyce Whiteman, Jane Johns and Lee Norton.

## INVITING SPOT

Sportmen's Tavern, which serves exclusively game and game birds, continues to prove an inviting spot for epicures of the Southland who are just beginning to realize the difference between a dining establishment, said to be the only one of its kind in the world. Reservations should be made twenty-four hours in advance. The Tavern is found on Huntington Drive, three miles east of Arcadia.

## LUNCHEON PRICE CUT

Many thousands of shoppers and workers in the downtown area are daily enjoying their noonday meals at Boos Bros. Cafeterias since the announcement of a special luncheon at a reduced price. An excellent menu is offered each week day from 11 to 4 o'clock, and the three large street level cafeterias have made a host of new friends through this moderate priced luncheon. No change has been made in the quality or variety of the foods served, according to G. H. Jensen, president of the Boos Brothers Cafeteria Company.

## AT CAFE DE PAREE

The advisability of making advance reservations at the Cafe De Pारे for Saturday evenings is urged by the management. During the past month several "capacity houses" have been played to on week ends by Jimmy Blittick's orchestra, which has recently been installed at this popular rendezvous.

To avoid disappointment a telephone call will turn the trick, Pete Debus, proprietor and host, points out. With the return of cooler weather, increasing interest is being shown in the afternoon tea dances being held daily at the cafe, starting at 12:30. Wednesday and Saturday afternoon, floor show features have been added to the program. During the evenings three floor shows are put on at two-hour intervals.

# Girl Killed Final Tribute



Miss Flo Ann Ross

For Miss Flo Ann Ross, 18-year-old student pilot, who was injured fatally last Sunday when her plane crashed at Fresno, Christian Science funeral services were conducted yesterday afternoon in the Little Church of the Flowers at Forest Lawn Memorial Park. Interment followed at Forest Lawn.

Miss Ross was a graduate of Belmont High School and lived at 1228 North Hoover street. She leaves her mother, Mrs. Betty Ross, a sister, Miss Evelyn Ross, and a brother, Harold Gay Ross.

# GOV. BALZAR ARRIVES FOR TREATMENT

Nevada Executive Under Medical Observation After Visit to Mayo Brothers

Accompanied by his private physician, Gov. Balzar of Nevada arrived here yesterday from Rochester, Minn., where he had consulted with specialists of the Mayo Brothers clinic.



Gov. Balzar

Following an examination yesterday at the clinic of Dr. Albert Soland, the following statement on the condition of Gov. Balzar was issued by Dr. George Kibb, his private physician:

"We are dealing with a small growth in the chest to be carefully studied and treated. There are no alarming symptoms. The Governor's general health is good. His condition does not require hospitalization. He is residing at the Alexandria and receiving daily treatments from the Dr. Albert Soland clinic in Los Angeles.

"The Governor will probably resume his duties at the Nevada capital within a very short time."

# Newspapermen Lay Plans Today for Convention

Plans for the forty-sixth annual convention of California newspapermen will be made by the board of directors of the California Newspaper Publishers' Association, Inc., at its quarterly session here today and tomorrow. John B. Long, general manager, announced yesterday. This convention will be held in Santa Barbara January 19-20-21.

The meeting of the state advisory council and executive committee, comprising the board of directors, will be presided over by Dan L. Beebe, publisher of the Oroville Mercury-Register and president of the association.

Proposed newspaper codes and printing codes are scheduled to be discussed by the publishers as well as the mounting costs of production, which are leading to an upward trend in advertising and circulation rates.

# MUSEUM ACTION WAITS

Dr. Bryan's Resignation to Be Taken Up Later

Governors' Chairman Away Until End of Week

Ill Health Assigned as Cause of Curator's Decision

With Judge William M. Bowen, chairman of the board of governors of the Los Angeles Museum, not expected back from a trip east until the end of this week, it is likely that no action can be taken on the resignation of Dr. William A. Bryan, director of the institution, will be taken until some time next week.

This was indicated yesterday when it was learned that meetings of the government of the institution are held upon call of the chairman, these being no set dates. As Dr. Bryan's letter tendering his resignation has been on his two weeks, it is expected Judge Bowen will call a meeting upon his return to the city.

## BOARD PERSONNEL

The board of governors is composed of Judge Bowen, chairman; John R. Quinn, chairman of the Board of Supervisors; Howard Robertson, secretary; Dr. Owen C. Coy, Rockwell D. Hunt, William Preston Harrison, William A. Spalding, Col. George J. Dennis and Dr. Ford A. Carpenter.

Although Dr. Bryan has refused to say anything for publication it is understood his resignation is based on a desire to quit the job he has held twelve years because of ill health. Five years ago he took a leave of absence of almost a year for a needed rest.

## BY REGULATION

Under the regulations governing the museum it was necessary for Dr. Bryan to resign, who act in the matter and then forward the results to the Board of Supervisors.

It was learned yesterday that many of the members of the government desire that Dr. Bryan continue at his post if he can do so without impairing his health. Dr. Bryan, himself, refused to state what his action will be if his resignation is not accepted.

# LANKERSHIM CASE DIARY RULING DUE

Court to Decide if Jury May Examine Journal Kept by Nurse

Whether the jury in the suit of Mrs. Irene Herbert, Long Beach nurse, against the executors of the estate of Col. J. B. Lankershim, pioneer capitalist, to compel them to pay her \$500,000 in accordance with a promissory note signed by the multimillionaire developer, may examine a diary kept by Mrs. Herbert is to be decided today by Superior Judge Edmunds.

With the jury excused, Attorneys Roland C. Sheffield and Kenneth Sperry for Mrs. Herbert and J. Wiseman Macdonald and Milton Schwartz for the executors spent the day yesterday in arguing to the jurist concerning the admissibility of the diary as evidence as well as other points on which the court had reserved ruling.

Dr. L. Bendickson, in charge of precious documents at the Huntington Library, is expected to offer testimony today from his examination of the note, which Mrs. Herbert maintains Col. Lankershim executed to repay her for services she rendered him during the latter years of his life.

# Judge Rules Charity Funds Not Attachable

"It is not within contemplation of the law to have charity funds pay the prior debts of those now in poverty and distress. This burden should not be placed on the taxpayers. Nor should a judgment creditor be permitted to be allowed to take the food and necessities of life from the mouths of the poor for past debts." Municipal Judge Scheinman declared yesterday in ordering the release of an attachment for \$28,119 against the amount due J. L. Edwards of 918 South Wall street from the county charities for work done under an R.F.C. work order. In effect, the order holds that money given in charity is not subject to attachment for debt.

The attachment was filed with the County Assessor by Lewis E. Seebach of 281 East Fifth street, following a Small Claims Court judgment of \$45 for rent against Edwards and his wife. The money due Edwards, the Public Defender, who represented him, established, was paid out of R.F.C. funds by the county charities bureau.

# SUN COMPANY'S AFFAIRS AIRED

(Continued from First Page)

The buildings go back to the owners of the land on which the buildings stood, under long-time leases. The only thing the bondholders and other creditors could do would be to try to organize some sort of set-up, which would have to be financed, and carry on just as the receivership is carrying on. In fact, he said, they were doing virtually that very thing through the receivership. As he saw it, there is hope that the affair will ultimately work out if the receivers are given the chance to work it out. Creditors and landlords, he said, have acquired a new social outlook, as a result of which they are far more willing to work together with debtors for mutual benefit. When at one time it was proposed to let the things go to liquidation there were protests from all groups concerned, Loeb said.

## COSTS PILING UP

Senator Ashurst wanted to know why the owners of the land could not foreclose, or did not, and take over the buildings. Loeb felt there was nothing to stop them except that they are not particularly anxious to take over large buildings under present conditions, and have them on their hands. As to what the future might hold forth, he was hopeful, but for a specific prediction he deferred to the committee of Senators, themselves.

As the hearing dragged on Ashurst finally cautioned that at the rate they were going they were piling up a record so voluminous that the committee's entire appropriation would be eaten up by the cost of printing it. They must hurry. All members of the committee were attorneys, he said, and were well aware of an attorney's tendency to "go off on a never-ending parable."

What he wanted to know, he said, being a rank amateur in financial matters, was: What good is a bond issue if a bondholder is prevented by a blanket injunction from foreclosing in event of a default? "Well," commented Senator Herbert, "not that in recent years the modern trend of government?"

And laughter filled the courtroom. Loeb explained that there is nothing to stop the bondholder from coming into court and petitioning for leave to declare a default.

And off they went again into a mass of trustees, indentures, equities in redemption, unlawful detainers, lessors, lessees, and post facto something or other.

They were in the midst of the Hercules receivership, for which the attorneys and receiver were awarded \$19,500 in fees, which award is being contested, when the hearing was adjourned until this morning. Today it is expected that the Guarantee Building and Loan case will be brought up.

# VOLUNTEERS FOUNDER MRS. BOOTH, IN CITY

Maud Ballington Booth, second in command and co-founder with her husband, Gen. Ballington Booth, of the Volunteers of America, arrived last night in the Southland from New York. She will remain here today, going tonight to Folsom and San Quentin prisons. Though she will not be heard in any public meeting, she is to deliver a number of radio addresses. She will speak over KPOX from the Los Angeles studios today, from 12:10 to 12:30 p.m.

## OIL MEN SCORE RECEIVERSHIPS

O'Donnell and St. Clair for Quick Liquidation

Plan Harmful to Industry, Business Veterans Say

Views Given as Testimony at Senatorial Quiz

Thomas A. O'Donnell and L. P. St. Clair, veteran figures in the petroleum industry, appeared yesterday before the Senatorial committee investigating receiverships and turned thumbs down on receiverships in oil properties as they have generally effected the industry as a whole.

O'Donnell smiled indulgently from behind forty-three years of active experience in the oil business as he expressed some of his opinions in response to questions from Attorney Neblett. He was formerly president of the American Petroleum Institute.

In a general observation—and he explained that his remarks were not directed at the handling of any particular receivership—he said the petroleum industry had suffered from overexpansion, among other things, and that many of the loosely organized companies failed.

### GENERALLY DESTRUCTIVE

"It has been my observation," he said, "that receiverships in the petroleum industry generally have been very destructive to the industry. The average receivership returns little to the creditors."

He felt that frequently receiverships have been conducted selfishly for the benefit of receivers and to the detriment of the creditors and to the industry as a whole.

The oil company operating under a receivership becomes an active competitor to going companies in the market, often after obtaining certain advantages from the courts under which they operate to the harm of the industry. The most difficult competitor, he said, is the company operating under a receiver who wants to keep the receivership alive at the expense of the creditors and the industry as a whole.

In fairness to receiverships now in California, he said, he had no specific knowledge of misdeeds, but was speaking only generally.

### URGES QUICK LIQUIDATION

"I have the personal belief," he said, "that receiverships should be quickly terminated, the assets disposed of for what the creditors can realize. I believe that receiverships frequently have been prolonged, long after they should have been liquidated. I do not believe that the judiciary is in a position properly to supervise these industries."

St. Clair, president of the Union Oil Company, was called to the stand and asked to express his views. He said that in his opinion properties operated by receiverships have an advantage over the going concerns in the industry, and that they seem to regard themselves as something sacred, thus frequently taking advantage of the others in the industry. His observation was, for instance, that the receivership properties are never in as good order or condition as the day when the receiver took hold. The going concern, on the other hand, must keep up replacements and renewals at very heavy expense. Renewal of production resources are also very important.

### EXPERIENCE STRESSED

Asked if he thought that a receivership of an oil property or business could be properly handled if placed in the hands of a man who had had no experience in oil properties, St. Clair said that it takes years of experience to become skilled in management of that type.

"Without such experience you would be due for some pretty difficult times," he remarked in his easy-going style of testifying.

Again, in reply to a question:

"I have sometimes thought that I would like to be a receiver and go before the court with a request, which would probably be so involved that all the judge could do would be to approve, instead of having to argue it out with a hard-boiled board of directors."

And he beamed as he contemplated it.

### "SICK CAT"

He also expressed the opinion that the sooner a receivership in the industry is liquidated or reorganized and taken out of receivership, after giving ample time for the receiver to

(Continued on Page 2, Column 1)

# RECEIVERSHIPS RAPPED AT QUIZ

Practice Harmful. Assert  
O'Donnell and St. Clair

Loeb Gives Stockholders'  
Views to Senators

Sun Realty Affairs Sifted  
at Afternoon Session

(Continued from First Page)

adjust affairs, the better it would be for the creditors.

"You start out with a sick cat anyhow," he observed, "and I have not seen them improve very much."

"You soon have a dead cat?" asked Senator McAdoo.

"Yes."

Asked as to what salary a receiver for such an organization as the Julian company should get, he asked to be excused from answering the question directly, and after Senators and counsel and witness had maneuvered about, he said he knew of many very capable men in the oil business who drew \$12,000 to \$15,000 a year and he believed they could handle an organization on the scale of the Julian. Well rounded out men—with demonstrated managerial ability are getting now down to \$10,000 per year, he said. If such a man after a couple of years demonstrated real ability he naturally would get more pay.

The committee took up the Sun Realty receivership the latter part of the afternoon and called to the stand H. F. Metcalf of Pasadena, who was appointed receiver for the organization. His salary, he said, was \$1000 per month for the first ten months and \$900 for the second ten months thus far, under a reduction that all took. I. Eisner, he said, head of the company, was appointed assistant receiver at a salary of \$2000 and then \$1800 per month under the same schedule. The feeling of all concerned, he said, was that Eisner's services were indispensable. He said Eisner had worked extremely hard.

## BLAMES VALUE DECREASE

As he saw it, he said, the trouble that came on the company was not due in any way to misdirection, but was caused largely by heavy depreciation in values, a falling off in rentals, and other factors inherent in the general economic situation. He told of the activities under the receivership, of seeking co-operation of all concerned, obtaining of reductions in ground rentals, and the generally friendly working together of all interests.

Senator Hebert called attention to previous testimony urging quick liquidation or reorganization of receiverships, and Metcalf said that in his opinion had such a policy been followed in the Sun case, the outcome would have been fatal to the best interests of all concerned. He expressed optimism as to the final outcome as matters are now developing.

Arthur M. Loeb, who has been prominent in stockholders' activities of the Julian affairs and subsequent developments, occupied the witness stand during all the morning session. He was selected, he said, to speak for the stockholders, and gave the committee his views on the events surrounding the receivership, the reorganization and attendant involved legal proceedings. His was the burden of the outraged stockholder that was laid at the feet of the committee.

## SAYS PROTESTS IGNORED

The gist of his story was that the stockholders could get nowhere with their protests of this proposed action or that, and that throughout the involved developments stockholders' protests, as he knew them and lodged them, were either overridden or shunted from here to there without avail. He poured forth his story in the manner of one finally given an opportunity to release pent-up tales that had long awaited telling. His was the layman's view of what went wrong and why. He told of being instrumental in launching certain suits, and added that shortly after "a slugger was sent to my office, beat me up and put out one of my eyes."

He asserted that after the receivers for the Julian company had filed their report in 1929 showing assets in the company of something over

\$19,000,000 some of the inside members of the organization told him confidentially that the true value was not over \$8,000,000. Loeb said he protested to the court and the receivers over the matter without avail.

He said he objected to having a rosy picture painted to the stockholders, leading them to believe they were going to realize at least 10 per cent. He said that at least \$44,000,000 of stock in the Sunset Pacific was sold due to statements in the press that the assets had been \$19,000,000 under the old receivership.

Senator Hebert interposed the question: "That valuation of \$8,000,000 never was fixed by an of-

ficial appraiser, was it?"

Loeb admitted that it was not.

Ebert pointed out that previous testimony showed the going value to have been \$29,000,000.

On the proposed reorganization of the Julian Petroleum and the Sunset Pacific Oil Company, after Loeb had given his version of the finances, Senator McAdoo said that as he saw it, the Associated Oil Company could "afford to be so generous" because its original interest in the Sunset set-up cost about \$500,000, representing bonds and notes fixed at \$10,000,000, which ultimately it proposed to be reduced to a first mortgage of about \$5,000,000.

**Rossetti, Hotchkis Head New Insurance Unit Formed Here**

*Los Angeles Times (1880-Current File), Apr 16, 1946;  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)  
pg. 8*

## Rossetti, Hotchkis Head New Insurance Unit Formed Here

Formation of the first fire and marine insurance company in Los Angeles by a group of prominent California businessmen headed by Victor H. Rossetti and Preston Hotchkis, was announced here yesterday.

The company will be known as the Founders' Fire & Marine Insurance Co., and will have capital of \$4,000,000 to be divided \$1,000,000 capital and \$3,000,000 of surplus. The company will be capitalized at 100,000 shares of \$10 par stock to be sold on a private subscription basis at \$40 a share.

Victor H. Rossetti, president of the Farmers & Merchants National Bank of Los Angeles has been elected chairman of the board of directors and Preston Hotchkis, president of Central Business Properties, Inc., has been named president.

In a joint statement making the announcement, the two executives pointed to the tremendous growth of the Pacific Southwest in recent years and to the vast development of Los Angeles Harbor as one of the foremost ports of the world. "In view of this continued expansion we feel that the formation of a major fire-marine company in this area is particularly timely," they said.

Directors of the new company in addition to Rossetti and Hotch-

kis are Fred H. Bixby, president, Fred H. Bixby Co.; Frank E. Buck, president, Golden State Co., Ltd., San Francisco; Asa V. Call, president, Pacific Mutual Life Insurance Co.; Allen L. Chickering, attorney, Chickering & Gregory, San Francisco; I. Eisner, president, Roosevelt Building Co.; S. M. Griffith, president, Griffith Co.; Frank L. King, president, California Bank; Oscar Lawler, attorney, Lawler, Felix & Hall; Jonathan B. Lovelace, president, Capital Research Co.; John A. McCone, president, Joshua-Hendy Iron Works; A. J. McFadden, rancher, Santa Ana; Harvey S. Mudd, president, Cyprus Mines Corp.; Stuart O'Melveny, president, Title Insurance & Trust Co.; Neil Petree, president, Barker Bros. Corp.; Alden G. Roach, president, Consolidated Steel Corp.; George M. Wallace, president, Security-First National Bank of Los Angeles; and P. G. Winnett, president, Bullock's, Inc.



## Isador Eisner Dies in North

Isador Eisner, 68, former owner of the Sun Drug chain and real estate operator who owned many large downtown store and office buildings, died Monday in Palo Alto, it was learned yesterday.

Mr. Eisner, whose home was at 809 N. Roxbury Drive, Beverly Hills, was injured when struck by an automobile in San Francisco a month ago.

Born in Western Poland, Mr. Eisner came to Los Angeles 50 years ago and eventually founded the chain of Sun drugstores which were later acquired by the Owl Drug Co.

In addition to his extensive business interests, Mr. Eisner was active in welfare work and was a director of the Federation of Jewish Welfare Organizations for years. He also served as a Los Angeles representative on the board of directors of the Metropolitan Water District for many years.

He leaves his widow, Mrs. Lella J. Eisner; a daughter, Mrs. Sanford Lowengart of Menlo Park, Cal., and three grandchildren, Robert, Richard and John Lissner of Beverly Hills.

Private funeral services will be conducted today and will be followed by cremation with Malinow & Simons' Mortuary in charge.

## Release of Pupils for Church Upheld

It is within the tenets of the Constitution for the Los Angeles school system to release children from classes for religious training, with the permission of parents. This was the decision yesterday of the District Court of Appeal in ruling on a test case appealed from Superior Court, in which the Board of Education and its members were named as defendants.

The opinion, written by Justice Pro Tem. Louis C. Drapeau, upheld the Superior Court on all points. It stated in part: "No one who keeps pace with the trends of modern society can deny that indoctrination of the youth of the State in faith and morality is of the utmost necessity and importance."

## Eisner Estate Estimated at \$1,000,000

An estate with a value which is believed to exceed \$1,000,000 was left in trust for members of his family by the late Isidor Eisner, former owner of the Sun Drug chain, it was disclosed yesterday when his will was filed for probate.

Mr. Eisner, 68, died in Palo Alto last March 10 following injuries received in a San Francisco automobile accident.

Dated Jan. 22, 1947, the document gives the Vista del Mar Jewish Orphans Home of Southern California \$5000 outright. All the remainder is incorporated into a trust.

From this trust the will specifies, \$10,000 a year is to be paid the widow, Mrs. Lelia J. Eisner; \$8800 to a daughter, Mrs. Myna E. Lovengart of Menlo Park; \$3800 each to two grandsons, Robert and Richard Lissner; \$1200 each to a brother, Harry Eisner, a nephew, David Eisner, and Mrs. Helen M. Nerdrum, the decedant's secretary.

The widow and daughter are left one-third each of all the remaining income, while the two grandsons are bequeathed one-sixth each. The widow, daughter and Victor H. Rossetti, banker, are named executors and trustees.

## Winters Inquest Names No Killer

The slim clues with which detectives hope to solve the murder of Evelyn Winters, 49, were offered to a Coroner's jury yesterday, but the members of the panel returned a verdict that they also were unable to pin the crime on anyone.

Miss Winters, who, testimony indicated, divided her time between the public library and assorted taverns, was found beaten to death March 11 at the railroad right of way near Ducommun St.

The last known man to see her alive, James J. Tierman Jr., a bowling alley pinboy who met her at the library, acknowledged that he saw her at 7 p.m. on March 10 as she left the hotel room they had briefly shared, asserting:

"I'm going to go out and talk to someone."

**All Applications Must be Filled Out by Applicant**

BDg Form 1

PLANS AND SPECIFICATIONS  
and other data must also be filed

BUILDING DIVISION

**1**

**DEPARTMENT OF BUILDING AND SAFETY**

**Application for the Erection of Buildings**

**CLASS "A" Steel Frame**

To the Board of Building and Safety Commissioners of the City of Los Angeles:  
Application is hereby made to the Board of Building and Safety Commissioners of the City of Los Angeles, through the office of the Superintendent of Building, for a building permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which are hereby agreed to by the undersigned applicant and which shall be deemed conditions entering into the exercise of the permit:  
First: That the permit does not grant any right or privilege to erect any building or other structure therein described, or any portion thereof, upon any street, alley, or other public place or portion thereof.  
Second: That the permit does not grant any right or privilege to use any building or other structure therein described, or any portion thereof, for any purpose that is, or may hereafter be prohibited by ordinance of the City of Los Angeles.  
Third: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

Lot No. 5 Block 107  
(Description of Property) St. Hill Ord Survey

TAKE TO ROOM No. 248 (2ND FLOOR)  
CITY CLERK PLEASE VERIFY

TAKE TO ROOM No. 5 (MAIN ST. FLOOR)  
ENGINEER PLEASE VERIFY

District No. 9 M. B. Page          F. B. Page         

No. 629 So Hill Street           
(Location of Job) Let 6th + Hill

G. K. City Clerk  
G. K. City Engineer  
BY          Deputy

USE INK OR INDELIBLE PENCIL

- Purpose of Building: Stores & Offices No. of Rooms 20 Plans          No. of Families None
- Owner's name Sun Realty Co Phone 7K 3343
- Owner's address 727 1/2 St
- Architect's name Not to be filled in unless with name of Certified Architect or Licensed Engineer under State Act Phone VA 2018
- Contractor's name Not let yet Phone
- Contractor's address
- TOTAL VALUATION OF BUILDING {including all Material, Labor, Finish- ing, Equipment and Appliances in Completed Building} \$ 12,220.00
- Any other building or permit for a building on lot at present? Yes How used? Auto Garage
- Size of proposed building          x 150 Size of lot 60 x 100 feet
- Number of stories in height 1 1/2 Height to highest point 15.6' 0"
- Material of foundation concrete Character of soil lava gravel
- Material of exterior walls concrete & brick terra cotta
- Material of interior construction 2nd frame - Reinforced concrete
- Material of floors lt
- Material of roof lt
- Will all lathing and plastering comply with Ordinance? es
- What zone is property in? 2' 1/2

I have carefully examined and read the above application and know the same is true and correct, and hereby certify and agree, if a permit is issued, that all of the provisions of the Building Ordinances will be complied with, whether herein specified or not; also certify that plans and specifications herewith filed conform to all of the provisions of the Building Ordinances and State Laws.

         OVER (Sign Here)          (Owner or Authorized Agent)

FOR DEPARTMENT USE ONLY

PERMIT NO. <b>7989</b>	Plans and Specifications checked and found to conform to Ordinance & State Laws <u>Charles</u> <u>4/11/30</u> <u>Heaton</u>	Application checked and found O.K. <u>        </u> <u>        </u> Clerk	RECEIVED APR 9 1930 TWOULU L. J. Wick
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                  311.75

FOR DEPARTMENT USE ONLY

APPLICATION	O.K. <i>J.P.O.</i>
CONSTRUCTION	O.K. <i>J.P.O.</i>
ZONING	O.K.
SET-BACK LINE	O.K.
ORD. 33761 (N. S.)	O.K.
FIRE DISTRICT	O.K. <i>J.P.O.</i>

REMARKS

*9300 Bbls. Cement.*  
*~~100~~ 785 Tons Reinforcing Steel.*

# Sun Realty Company Building Photographs



*Sun Realty Company Building, 629-33 S. Hill Street, May 29, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building, 629-33 S. Hill Street, May 29, 2009 (Photograph by Charles J. Fisher)*



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*Sun Realty Company Building, 629-33 S. Hill Street, May 29, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building 2<sup>nd</sup> floor terra cotta, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*





*Sun Realty Company Building terra cotta shield, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building, rear concrete facade, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building, rear concrete facade, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building, casement window in front facade, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Co. Building hardware & glass in rear window, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building, penthouse windows, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building, front entry, 629-33 S. Hill Street, 2008 (Google Street View)*



*Sun Realty Company Building, main lobby directory, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building, elevator door, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building, elevator light 12<sup>th</sup> floor, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building, 12<sup>th</sup> floor elevator lobby, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building, door at rear of main lobby, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



*Sun Realty Company Building, 629-33 S. Hill Street, May 29, 2009 (Photograph by Charles J. Fisher)*