

# Los Angeles Department of City Planning

## RECOMMENDATION REPORT

**CULTURAL HERITAGE COMMISSION**

**CASE NO.: CHC-2012-195-HCM  
ENV-2012-196-CE**

**HEARING DATE:** April 5, 2012  
**TIME:** 3:00 PM  
**PLACE:** City Hall, Room 1010  
200 N. Spring Street  
Los Angeles, CA  
90012

Location: 800 S. La Brea Ave  
Council District: 4  
Community Plan Area: Wilshire  
Area Planning Commission: Central  
Neighborhood Council: Greater Wilshire  
Legal Description: FR 17, Tract TR 4642

**PROJECT:** Historic-Cultural Monument Application for the  
FIRESTONE TIRE BUILDING

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

**APPLICANT:** Art Deco Society of Los Angeles

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

**OWNER:** BFS Retail and Commercial Operations, LLC  
535 Marriott Drive, 9<sup>th</sup> Floor  
Nashville, TN 37214

**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.

MICHAEL J. LOGRANDE  
Director of Planning  
**[SIGNED ORIGINAL IN FILE]**

---

Ken Bernstein, AICP, Manager  
Office of Historic Resources

Prepared by:  
**[SIGNED ORIGINAL IN FILE]**

---

Edgar Garcia, Preservation Planner  
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

## **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 Streamline Moderne style auto-related architecture.

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

The Commission hereby recommends that Council find the proposed designation of the Firestone Tire Building as a Historic-Cultural Monument to be exempt from further analysis under the California Environmental Quality Act pursuant to Title 14 of the California Code of Regulations, Sections 15308 (Class 8) and 15331 (Class 31).

## **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**

Constructed in 1937, this one-story commercial building exhibits character-defining features of the Streamline Moderne style. Located at the intersection of S. La Brea Ave and 8<sup>th</sup> Street, the subject building has two primary facades at the northern and western elevations and is square in plan. The curved northwest corner of the building creates a continuous elevation and is a primary character-defining feature of the building. Constructed of masonry, the building exhibits a bowstring truss roof. The western façade is highlighted by a distinctive, cantilevered overhang that abuts the buildings south wall and the adjacent building. A large, bow tie shaped metal pole sign reading “Firestone” is affixed atop the canopy facing 8<sup>th</sup> Ave. Individual metal box letters spelling out “Firestone” and “Complete Car Service” are attached at the roof line on both facades. The exterior is clad with porcelain enamel panels interrupted by large, open bays for auto access. A string of metal and glass storefront windows punctuate the elevations. The interior consists of a waiting room, office space, and large open auto servicing areas.

Built by the Firestone Tire and Rubber Company, it was used as a retail outlet for the company’s tires and related automotive products. Designed by structural engineer R.E. Ward in 1937, the garage remains one of the flagship stores of the company’s operations in Los Angeles.

An alteration to the garage was an additional roof sign constructed in 1962. While other alterations may have occurred, they appear not to be documented in building permits. The subject building appears to retain sufficient architectural integrity.

## **DISCUSSION**

The Firestone Tire Building property successfully meets one 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 auto-related commercial building designed in the Streamline Moderne, the property qualifies for designation as a Historic-Cultural Monument based on this criterion.

## **BACKGROUND**

At its meeting of February 2, 2012, the Cultural Heritage Commission voted to take the application under consideration. On March 1, 2012, 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 Firestone Tire Building property 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 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-2012-195-HCM  
ENV-2012-196-CE**

**HEARING DATE:** February 2, 2012  
**TIME:** 10:00 AM  
**PLACE:** City Hall, Room 1010  
200 N. Spring Street  
Los Angeles, CA  
90012

Location: 800 S. La Brea Ave  
Council District: 4  
Community Plan Area: Wilshire  
Area Planning Commission: Central  
Neighborhood Council: Greater Wilshire  
Legal Description: FR 17, Tract TR 4642

**PROJECT:** Historic-Cultural Monument Application for the  
FIRESTONE TIRE BUILDING

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

**APPLICANT:** Art Deco Society of Los Angeles

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

**OWNER:** BFS Retail and Commercial Operations, LLC  
535 Mariott Drive, 9<sup>th</sup> Floor  
Nashville, TN 37214

**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.

MICHAEL J. LOGRANDE  
Director of Planning

**[SIGNED ORIGINAL IN FILE]**

---

Ken Bernstein, AICP, Manager  
Office of Historic Resources

**[SIGNED ORIGINAL IN FILE]**

---

Lambert M. Giessinger, Preservation Architect  
Office of Historic Resources

Prepared by:  
**[SIGNED ORIGINAL IN FILE]**

---

Edgar Garcia, Preservation Planner  
Office of Historic Resources

Attachments: Historic-Cultural Monument Application



## **SUMMARY**

Constructed in 1937, this one-story commercial building exhibits character-defining features of the Streamline Moderne style. Located at the intersection of S. La Brea Ave and 8<sup>th</sup> Street, the subject building has two primary facades at the northern and western elevations and is square in plan. The curved northwest corner of the building creates a continuous elevation and is a primary character-defining feature of the building. Constructed of masonry, the building exhibits a bowstring truss roof. The western façade is highlighted by a distinctive, cantilevered overhang that abuts the buildings south wall and the adjacent building. A large, bow tie shaped metal pole sign reading “Firestone” is affixed atop the canopy facing 8<sup>th</sup> Ave. Individual metal box letters spelling out “Firestone” and “Complete Car Service” are attached at the roof line on both facades. The exterior is clad with porcelain enamel panels interrupted by large, open bays for auto access. A string of metal and glass storefront windows punctuate the elevations. The interior consists of a waiting room, office space, and large open auto servicing areas.

Built by the Firestone Tire and Rubber Company, it was used as a retail outlet for the company’s tires and related automotive products. Designed by structural engineer R.E. Ward in 1937, the garage remains one of the flagship stores of the company’s operations in Los Angeles.

An alteration to the garage was an additional roof sign constructed in 1962. While other alterations may have occurred, they appear not to be documented in building permits. The subject building appears to retain sufficient architectural integrity.

## **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.

## **FINDINGS**

Based on the facts set forth in the summary and application, the Commission determines that the application is complete and that the property may be 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 FIRESTONE TIRE BUILDING
2. STREET ADDRESS 800 S. LA BREA AVENUE  
CITY LOS ANGELES ZIP CODE 90038 COUNCIL DISTRICT 4
3. ASSESSOR'S PARCEL NO. 5084-003-001
4. COMPLETE LEGAL DESCRIPTION: TRACT TRACT No. 4642, WILSHIRE HIGHLANDS, AS PER MAP IN BOOK 50, PAGES 42 AND 43 OF MAPS FILED, IN THE OFFICE OF THE LOS ANGELES COUNTY RECORDER.  
BLOCK N/A LOT(S) 117 AND 263 ARB. NO. N/A
5. RANGE OF ADDRESSES 800 THRU 808 S. LA BREA AVENUE AND 5220 THRU 5230 W. 8<sup>TH</sup> STREET
6. PRESENT OWNER BFS RETAIL AND COMMERCIAL C/O TAX DEPARTMENT  
STREET ADDRESS 535 MARRIOTT DRIVE, 9<sup>TH</sup> FLOOR  
CITY NASHVILLE STATE TN ZIP CODE 37214 PHONE (615) 937-3952 EMAIL: \_\_\_\_\_  
OWNER IS: PRIVATE  PUBLIC
7. PRESENT USE RETAIL TIRE STORE AND GARAGE ORIGINAL USE RETAIL TIRE STORE AND GARAGE

## DESCRIPTION

8. ARCHITECTURAL STYLE STREAMLINE MODERNE
9. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORKSHEET)  
(SEE DESCRIPTION WORKSHEET)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# HISTORIC-CULTURAL MONUMENT APPLICATION

NAME OF PROPOSED MONUMENT FIRESTONE TIRE BUILDING

10. CONSTRUCTION DATE: FACTUAL 1937 ESTIMATED \_\_\_\_\_

11. ARCHITECT, DESIGNER, OR ENGINEER: R. E. WARD

12. CONTRACTOR OR OTHER BUILDER: OWNER BUILD

13. DATES OF ENCLOSED PHOTOGRAPHS OCTOBER 29, 2011

14. CONDITION:  EXCELLENT  GOOD  FAIR  DETERIORATED  NO LONGER IN EXISTENCE

ALTERATIONS: AN ADDITIONAL ROOF SIGN WAS ADDED IN 1962.

15. THREATS TO SITE  NONE KNOWN  PRIVATE DEVELOPMENT  VANDALISM  PUBLIC WORKS PROJECT

16. IS THE STRUCTURE  ON ITS ORIGINAL SITE  MOVED  UNKNOWN

**17. SIGNIFICANCE**

BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE; INCLUDE DATES, EVENTS, AND PERSONS ASSOCIATED WITH SITE (SEE OPTIONAL SIGNIFICANCE WORKSHEET) BUILT IN 1937, THIS UNIQUE STREAMLINE MODERNE GARAGE BUILDING WAS BUILT BY THE FIRESTONE TIRE AND RUBBER COMPANY AS A RETAIL OUTLET FOR THE COMPANIES TIRES AND RELATED PRODUCTS. THE 12,250 SQUARE FOOT BUILDING WAS DESIGNED TO BE THE MOST MODERN OF PUBLIC GARAGE FACILITIES, USING THE THEN POPULAR STREAMLINE MODERNE STYLE AND THE USE OF PORCELAIN STEEL TO CREATE A FACILITY THAT CALLED OUT THE UPMOST IN MODERN STYLE TO SELL THE UPMOST IN MODERN TIRE AND RUBBER AUTOMOTIVE PRODUCTS. THE BUILDING HAS BEEN CONTINUALLY USED BY THE FIRESTONE COMPANY FOR ALMOST 75 YEARS AND REMAINS AS ONE OF THE FLAGSHIP STORES OF THE COMPANIES OPERATIONS. THE BUILDING REMAINS UNDER THE OWNERSHIP OF FIRESTONE'S PARENT COMPANY. IT IS AN EXCELLENT UNALTERED EXAMPLE OF A STREAMLINE MODERNE GARAGE BUILDING, DESIGNED BY THE STRUCTURAL ENGINEER, R. E. WARD, THE BUILDING IS NOTED FOR ITS UNUSUAL DESIGN IN SUCH PUBLICATIONS AS DAVID GEBHARD AND ROBERT W. WINTER'S "ARCHITECTURE IN LOS ANGELES-A COMPLEAT GUIDE".

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, LOS ANGELES COUNTY SUBDIVISION MAPS, LOS ANGELES TIMES ARTICLES, CULTURAL RESOURCES SECTION OF THE WILSHIRE/LA BREA PROJECT EIR PREPARED BY CHATTEL ARCHITECTURE, PLANNING AND PRESERVATION, CONTEMPORARY BROCHURES ON PORCELAIN STEEL BUILDINGS AND THE HISTORIC PROPERTY SURVEY REPORT FOR THE WESTSIDE SUBWAY EXTENSION.

DATE FORM PREPARED JANUARY 11, 2012 PREPARER'S NAME CHARLES J. FISHER

ORGANIZATION ART DECO SOCIETY OF LOS ANGELES 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 FIRESTONE TIRE BUILDING IS A 1 STORY,  
NAME OF PROPOSED MONUMENT NUMBER OF STORIES

STREAMLINE MODERNE, SQUARE PLAN AUTO SERVICE BUILDING  
ARCHITECTURAL STYLE (SEE LINE 8 ABOVE) PLAN SHAPE (SEE CHART) STRUCTURE USE (RESIDENCE, ETC)

WITH A PORCELAIN STEEL FINISH AND STEEL 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

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

THE ENTRY FEATURES A TWO LARGE OPEN AUTO BAY DOORS AND GLASS AND STEEL DOOR TO THE WAITING ROOM  
DOOR LOCATION (RECESSED, CENTERED, OFF-CENTER, CORNER, ETC.)

WITH A STEEL FRAMED GLASS COMMERCIAL TYPE DOOR. ADDITIONAL CHARACTER DEFINING ELEMENTS  
ENTRY DOOR STYLE (SEE CHART)

OF THE STRUCTURE ARE PORCELAIN ENAMEL PANELS COVERING THE UPPER PORTIONS OF THE TWO STREET FACING  
IDENTIFY ORIGINAL FEATURES SUCH AS PORCHES (SEE CHART); BALCONIES; NUMBER AND SHAPE OF DORMERS (SEE CHART);

FACADES (WEST AND NORTH) WITH LARGE SERVICE BAY DOORWAYS IN BOTH FACADES. THE WEST FAÇADE IS  
NUMBER AND LOCATION OF CHIMNEYS; SHUTTERS; SECONDARY FINISH MATERIALS; PARAPETS; METAL TRIM; DECORATIVE TILE OR CAST STONE; ARCHES;

DISTINGUISHED BY A LARGE CANTILEVERED OVERHANG OF THE TRUSS SUPPORTED ROOF. THE GLASS ENCLOSED  
ORNAMENTAL WOODWORK; SYMMETRY OR ASYMMETRY; CORNICES; FRIEZES; TOWERS OR TURRETS; BAY WINDOWS; HALFTIMBERING; HORIZONTALITY;

WAITING ROOM IS SITUATED AT THE NORTHWEST CORNER OF THE BUILDING WITH THE ENTRY DOOR FACING WEST. THE WINDOWS  
VERTICALITY; FORMALITY OR INFORMALITY; GARDEN WALLS, ETC.

CURVE AT THE NORTHWEST CORNER THE SAME AS THE PORCELAIN ABOVE THEM. THE CANTILEVERED ROOF DOMINATES THE  
ADDITIONAL DEFINING ELEMENTS

SOUTHWEST PORTION OF THE BUILDING PROVIDING A COVERING FOR THAT AUTO ENTRY BAY. THE CORBELLED UNDERSIDE  
ADDITIONAL DEFINING ELEMENTS

DESCENDS BY EACH PLANE INTO THE BAY OPENING WITH EACH LEVEL HIGHLIGHTED BY NEON LIGHT FIXTURES. THE ROOF ABUTS  
ADDITIONAL DEFINING ELEMENTS

THE BUILDING'S SOUTH WALL AND THE ADJACENT STRUCTURE TO THE SOUTH. A PORCELAIN COVERED BULKHEAD IS AT THE BASE  
ADDITIONAL DEFINING ELEMENTS

OF ALL OF THE WINDOWS. THE NORTH FACING ENTRY IS FLANKED BY FLUSH SQUARED PILASTERS WITH THREE BANDS AT THE TOP.  
ADDITIONAL DEFINING ELEMENTS

THE LOWEST BANDS ARE A CONTINUATION OF A LENTIL BAND AT THE TOP OF THE WINDOWS. THE TOP BANDS CONTINUES OVER  
ADDITIONAL DEFINING ELEMENTS

THE BAY OPENING WITH ONLY THE CENTER BAND BEING EXCLUSIVE TO THE PILASTERS. BOTH BAY ENTRIES USE STEEL "SCISSORS"  
ADDITIONAL DEFINING ELEMENTS

TYPE SECURITY COVERS WHEN THE BUILDING IS CLOSED. ANOTHER CONTRASTING PORCELAIN BAND FOLLOWS THE  
ADDITIONAL DEFINING ELEMENTS

ROOFLINE. THE ROOF IS DOMINATED BY A LARGE BOW TIE SHAPED NEON SIGN SAYING "FIRESTONE" AND INDIVIDUAL  
ADDITIONAL DEFINING ELEMENTS

NEON CANNED LETTERS ARE ALONG THE OUTER EDGE OF THE ROOF SPELLING OUT "FIRESTONE" AND "COMPLETE  
ADDITIONAL DEFINING ELEMENTS

CAR SERVICE". THERE APPEAR TO BE SEVERAL RECTANGULAR SKYLIGHTS ON THE ROOF AS WELL.  
ADDITIONAL DEFINING ELEMENTS

SECONDARY BUILDINGS CONSIST OF THERE ARE NO SECONDARY BUILDINGS.  
IDENTIFY GARAGE; GARDEN SHELTER, ETC.

SIGNIFICANT INTERIOR SPACES INCLUDE A LARGE AUTOMOBILE SERVICE BAY TAKES UP MOST OF THE INTERIOR  
IDENTIFY ORIGINAL FEATURES SUCH AS WOOD PANELING; MOLDINGS AND TRIM, SPECIAL GLASS WINDOWS,

WITH THE REMAINDER BEING THE WAITING ROOM AND SOME OFFICE SPACE  
ORNATE CEILINGS; PLASTER MOLDINGS; LIGHT FIXTURES; PAINTED DECORATION; CERAMIC TILE; STAIR BALUSTRADES; BUILT-IN FURNITURE, ETC.

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 FIRESTONE TIRE BUILDING IS AN IMPORTANT EXAMPLE OF

NAME OF PROPOSED MONUMENT

STREAMLINE MODERNE

ARCHITECTURAL STYLE (SEE LINE 8)

ARCHITECTURE

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 FIRESTONE TIRE BUILDING WAS BUILT IN 1937

NAME OF PROPOSED MONUMENT

YEAR BUILT

FIRESTONE TIRE AND RUBBER AND STREAMLINE MODERNE ARCHITECTURE

NAME OF FIRST OR OTHER SIGNIFICANT OWNER

WAS IMPORTANT TO THE

DEVELOPMENT OF LOS ANGELES BECAUSE THE FIRESTONE TIRE AND RUBBER COMPANY, WHICH WAS  
FOUNDED IN 1900 BY HARVEY FIRESTONE, WAS ONE OF THE LARGEST AND MOST INFLUENTIAL TIRE  
COMPANIES IN THE WORLD. THE COMPANY BEGAN IN AKRON OHIO. AN EARLY CONTRACT WITH FORD MOTOR  
COMPANY (1905) MADE THE SMALL AKRON, OHIO TIRE COMPANY A MAJOR PLAYER IN THE NEW WORLD OF  
THE AUTOMOBILE. THE FORD CONTRACT RESULTED IN THE IMMEDIATE EXPANSION OF THE SMALL COMPANY'S  
PRODUCTION CAPACITY. ALL MODEL "T" S AND MODEL "A" S CAME EQUIPPED WITH FIRESTONE TIRES WHICH  
CONTINUED TO SUPPLY VIRTUALLY ALL FACTORY FORD TIRES UNTIL THE MID-1990S. THIS RELATIONSHIP WAS  
MOSTLY DUE TO A CLOSE PERSONAL FRIENDSHIP BETWEEN HARVEY FIRESTONE AND HENRY FORD. THE  
FORD CONTRACT ALLOWED FIRESTONE TO GROW QUICKLY, BECOMING A BOOMING RIVAL TO FELLOW AKRON  
BASED TIRE COMPANY, GOODYEAR. BY THE END OF WORLD WAR I, FIRESTONE WAS MARKETING TIRES IN ALL  
48 STATES SEVERAL FOREIGN. IT BUILT AN ART DECO STYLE FACTORY IN ENGLAND IN 1928. THE COMPANY  
HAD BEEN MARKETING MOST OF ITS TIRES THROUGH LOCAL GAS STATIONS AND REPAIR GARAGES, BUT BY THE  
20S, HAD ALSO BEGUN TO OPEN ITS OWN RETAIL GARAGES. THIS EXPANSION SLOWED DOWN DURING THE  
GREAT DEPRESSION, WHEN NEW CAR SALES TOOK A NOSE DIVE AND MOTORISTS MADE THEIR TIRES LAST  
LONGER TO PUT OFF THE COST OF REPLACING THEM. BY THE LATE 1930S, THE ECONOMY WAS SLOWLY  
STARTING TO PICK UP AND FIRESTONE BEGAN TO BUILD NEW RETAIL OUTLETS. THE STORE AT 8<sup>TH</sup> AND LA  
BREA AVENUE WAS BUILT IN 1937 TO REPLACE AN EARLIER OUTLET AT 9<sup>TH</sup> AND LA BREA. THE COMPANY

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

CHOSE THE STREAMLINE MODERNE DESIGN USING PORCELAIN COVERED STEEL AS THE MAIN SURFACE OF THE BUILDING. THE MAJORITY OF THE EXTERIOR IS A MUSTARD COLORED RECTANGULAR SHEETS WITH RED (PAINTED OVER THE ORIGINAL BLACK PORCELAIN) TRIM FOR HORIZONTAL BANDS AT THE ROOF LINE, LOWER BULKHEADS AND LENTILS ABOVE THE BAY ENTRY AND WINDOWS. THE CANTILEVERED OVERHANG OF THE DRAMATIC ENGINEERED TRUSS ROOF GAVE THE BUILDING A MOST DRAMATIC AND ULTRA-MODERN LOOK, MAKING IT THE FLAGSHIP STORE FOR THE COMPANIES LOS ANGELES OPERATIONS. THE USE OF PORCELAIN STEEL IN AUTOMOTIVE BUILDINGS DATES BACK A DECADE BEFORE WITH THE MATERIAL FIRST APPEARING IN SERVICE STATION CONSTRUCTION, USUALLY IN PREFABRICATED BUILDINGS. THIS ENABLED THE STATIONS TO BE BUILT ALONG THE SAME GENERAL LINES, WITH VARIATIONS FOR EACH OF THE DIFFERENT OIL COMPANIES. THE FIRESTONE TIRE BUILDING ON LA BREA UTILIZES THE MATERIAL AS A SIGNIFICANT DESIGN ELEMENT, ALONG WITH THE DESIGN OF THE ROOF AND THE COPIOUS USE OF NEON LIGHTING TO ACCENT THE BUILDING AT NIGHT. IN A WAY, THE BUILDING SERVES AS ITS OWN SIGNAGE BY CALLING ATTENTION TO ITSELF AS A MEANS OF MARKETING THE PRODUCT (FIRESTONE TIRES). VERY LITTLE HAS BEEN FOUND ON R. E. WARD, THE STRUCTURAL ENGINEER FOR THE BUILDING. ACCORDING TO THE ORIGINAL BUILDING PERMIT, HE HAD CALIFORNIA STATE LICENSE No. 2768 AS AN ENGINEER. IT'S POSSIBLE THAT THE ACTUAL DESIGN OF THE BUILDING MAY HAVE BEEN DRAWN UP BY AN IN-HOUSE ARCHITECT AT FIRESTONE'S HEADQUARTERS IN AKRON, BUT ONLY WARD IS CREDITED WITH THE DESIGN OF THE BUILDING. SINCE NO CONTRACTOR IS CALLED OUT ON THE PERMIT, IT WOULD INDICATE THAT THE FIRESTONE COMPANY SERVED AS THE GENERAL CONTRACTOR FOR THE PROJECT. WHATEVER IT'S ORIGINS, THE DESIGN IS UNIQUE AND APPEARS JUST AS FRESH TODAY AS IT WAS IN 1937. THE BUILDING IS STILL OWNED AND OPERATED BY THE COMPANY AND STANDS AS A VISIBLE REMINDER OF WHAT WAS ONCE ON THE CUTTING EDGE OF COMMERCIAL DESIGN. THE BUILDING IS CALLED OUT AS A HISTORIC RESOURCE IN THE ENVIRONMENTAL IMPACT REPORTS FOR BOTH THE "WILSHIRE LA BREA PROJECT", JUST TO THE NORTH, AND THE WESTSIDE SUBWAY EXTENSION PROJECT. IT IS ALSO CITED IN "ARCHITECTURE IN LOS ANGELES, THE COMPLEAT GUIDE", BY DAVID GEBHART AND ROBERT W. WINTER. AN ATTACHMENT DESCRIBES THE USE OF PORCELAIN IN COMMERCIAL BUILDINGS DURING THE 1930s.

---

---

---

---

---

Firestone

Firestone

COMPLETE CAR SERVICE

COMPLETE CAR SERVICE

Michelin  
La Brea Firestone

COMPLETE CAR SERVICE  
4 WHEEL ALIGNMENT

COMPLETE CAR SERVICE  
WAXING POLISHING ELECTRICAL SERVICES  
WHEEL BALANCE  
OIL CHANGES  
TUNE UP  
BRAKES  
BATTERIES  
FLUIDS  
TIRE ROTATIONS  
WAXING POLISHING

995-1218

IL CHANGE



WAXING POLISHING

WAXING POLISHING





2010

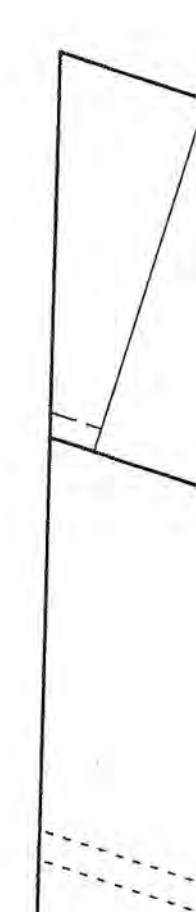
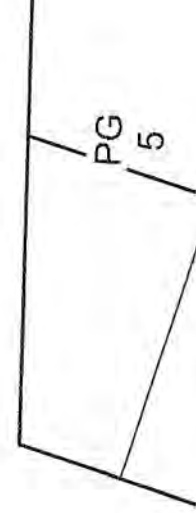
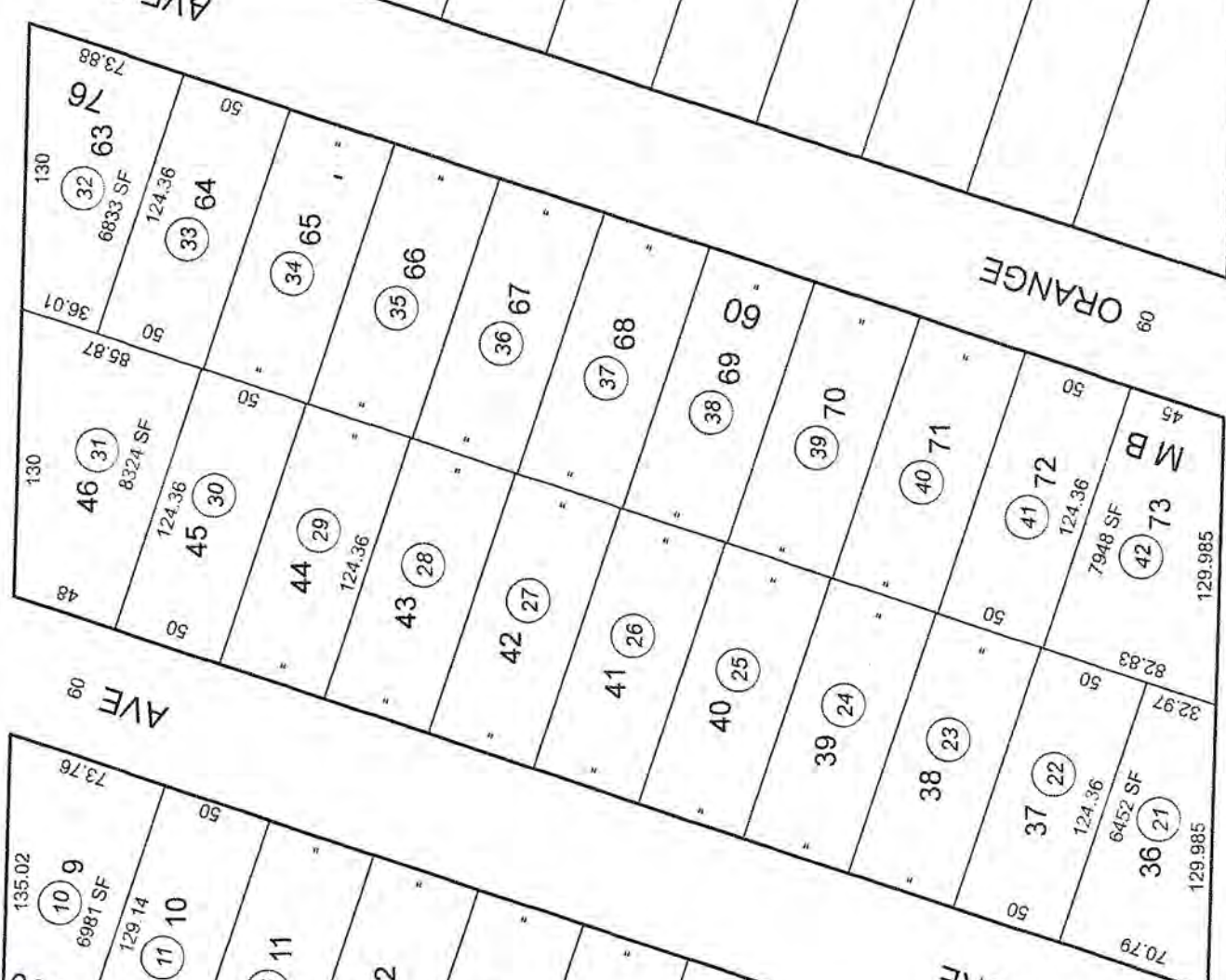
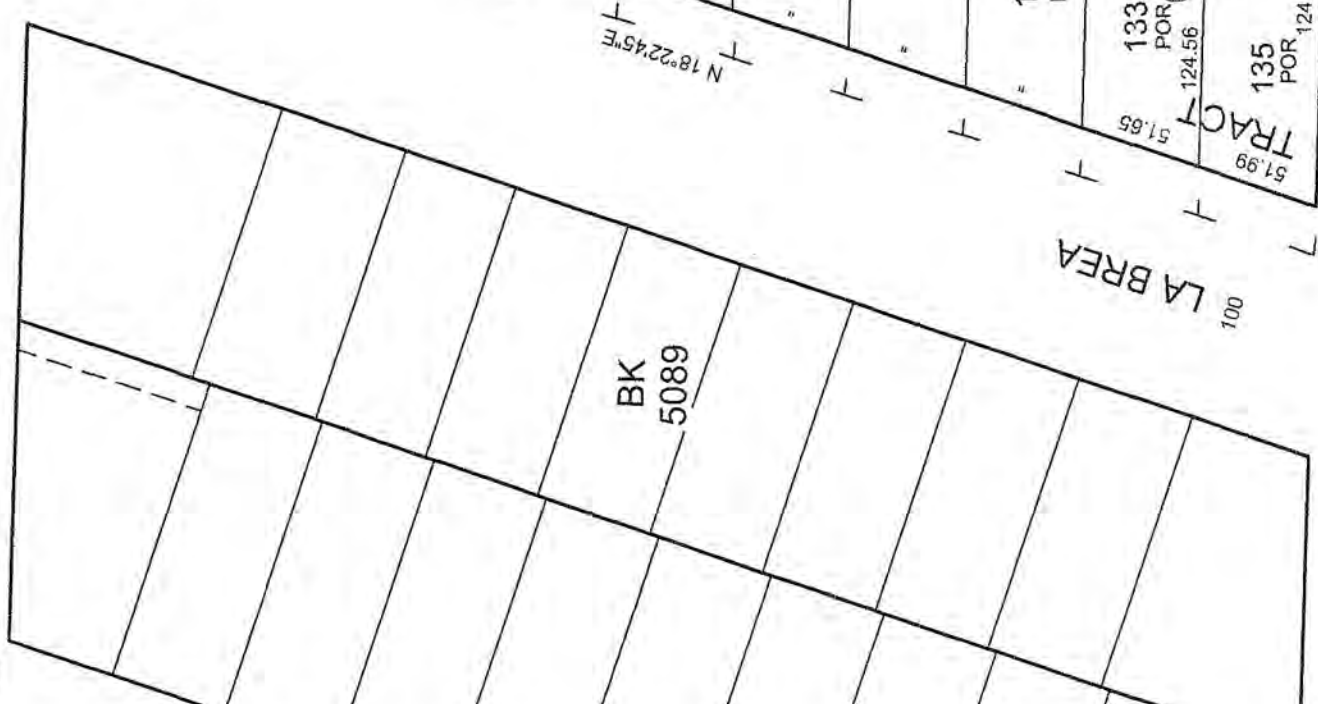
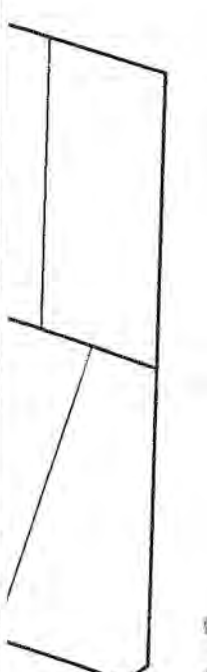
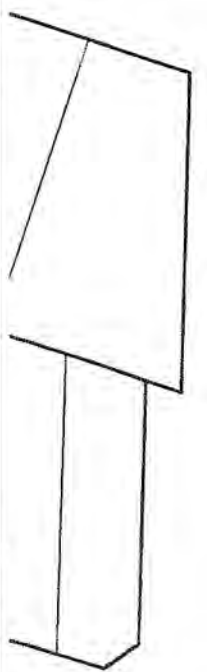
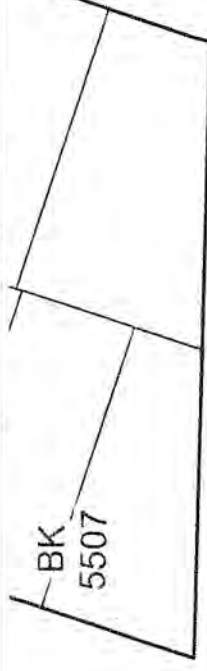
MAPPING AND GIS SERVICES SCALE 1" = 80'

8TH

ST 8

8 9TH

ST 8







# City of Los Angeles Department of City Planning



## 1/4/2012 PARCEL PROFILE REPORT (modified version)

### PROPERTY ADDRESSES

800 S LA BREA AVE

### ZIP CODES

90036

### RECENT ACTIVITY

None

### CASE NUMBERS

### Address/Legal Information

PIN Number 132B181 271  
 Lot/Parcel Area (Calculated) 6,161.0 (sq ft)  
 Thomas Brothers Grid PAGE 633 - GRID D3  
 Assessor Parcel No. (APN) 5084003001  
 Tract TR 4642  
 Map Reference M B 50-42/43  
 Block None  
 Lot FR 117  
 Arb (Lot Cut Reference) None  
 Map Sheet 132B181

### Jurisdictional Information

Community Plan Area Wilshire  
 Area Planning Commission Central  
 Neighborhood Council Greater Wilshire  
 Council District CD 4 - Tom LaBonge  
 Census Tract # 2162.00  
 LADBS District Office Los Angeles Metro

### Planning and Zoning Information

Special Notes None  
 Zoning C2-1  
 Zoning Information (ZI) None  
 General Plan Land Use General Commercial  
 General Plan Footnote(s) Yes  
 Hillside Area (Zoning Code) No  
 Baseline Hillside Ordinance No  
 Baseline Mansionization Ordinance No  
 Specific Plan Area None  
 Special Land Use / Zoning None  
 Design Review Board No  
 Historic Preservation Review No  
 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 No  
 Streetscape No  
 Sign District No  
 Adaptive Reuse Incentive Area None  
 CRA - Community Redevelopment Agency None  
 Central City Parking No  
 Downtown Parking No  
 Building Line None  
 500 Ft School Zone No  
 500 Ft Park Zone No

### Assessor Information

Assessor Parcel No. (APN) 5084003001  
 APN Area (Co. Public Works)\* 0.298 (ac)  
 Use Code 2600 - Auto Service Body and Fender Repair  
 Assessed Land Val. \$279,104  
 Assessed Improvement Val. \$131,929  
 Last Owner Change 05/20/02  
 Last Sale Amount \$9  
 Tax Rate Area 67  
 Deed Ref No. (City Clerk) 860632  
 557267  
 3633  
 1161245

### Building 1

Year Built 1937  
 Building Class CX  
 Number of Units 0  
 Number of Bedrooms 0  
 Number of Bathrooms 0  
 Building Square Footage 9,500.0 (sq ft)  
 Building 2 No data for building 2  
 Building 3 No data for building 3  
 Building 4 No data for building 4  
 Building 5 No data for building 5

### Additional Information

Airport Hazard None  
 Coastal Zone None  
 Farmland Area Not Mapped  
 Very High Fire Hazard Severity Zone No  
 Fire District No. 1 No  
 Flood Zone None  
 Watercourse No

Hazardous Waste / Border Zone Properties No  
 Methane Hazard Site Methane Zone  
 High Wind Velocity Areas No  
 Special Grading Area (BOE Basic Grid Map A-13372) No  
 Oil Wells None  
 Alquist-Priolo Fault Zone No  
 Distance to Nearest Fault 4.02197 (km)  
 Landslide No  
 Liquefaction No

### Economic Development Areas

Business Improvement District None  
 Federal Empowerment Zone None  
 Renewal Community No  
 Revitalization Zone None  
 State Enterprise Zone None  
 Targeted Neighborhood Initiative None

### Public Safety

Police Information  
 Bureau West  
 Division / Station Wilshire  
 Reporting District 745  
 Fire Information  
 Division 2  
 Battalion 18  
 District / Fire 61  
 Station  
 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.

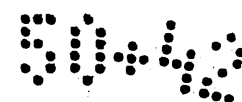
## **DATA NOT AVAILABLE**

# TRACT No 4642

SHEET No. 1

IN THE CITY AND COUNTY OF LOS ANGELES.

18  
50  
42  
maps



Being a subdivision of a portion of the HENRY H. GIRD, 891 Acre allotment of the RANCHO LA CIENEGA, as per District Court Case No. 1161.

By W. Taylor Cashier  
500

SURVEYED BY ENGINEERING SERVICE Co.  
DEC. 1921. SCALE 1"=100'

The bearing of the South Line of Wilshire Boulevard as shown on Tract No. 3556, recorded in Map Book 41 Pages 52 and 53, was taken as the basis of the bearings shown upon this map.

I, Thos. A. Jordan, hereby certify that I am a Civil Engineer and that this map consisting of two sheets correctly represents a survey made under my supervision December 1921, and that all monuments shown thereon actually exist and their positions are correctly shown.

Thos. A. Jordan

State of California }  
County of Los Angeles } ss.

On this 14 day of December in the year one thousand nine hundred and twenty one before me W. Taylor Cashier a Notary Public in and for said County of Los Angeles, State of California residing therein, duly commissioned and sworn personally appeared Thos. A. Jordan, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.

IN WITNESS whereof I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

W. Taylor Cashier  
Notary Public in and for Los Angeles Co., State of Calif.

We, hereby certify that we are the owners of or interested in the land included within the subdivision shown on the annexed map, and that we are the only persons whose consent is necessary to pass a clear title to said land, and we consent to the making of said map and subdivision as shown within the colored border line, and hereby dedicate to the public use all the streets and alleys shown on said map within said subdivision.

Los Angeles Trust & Savings Bank

W. R. Hervey Vice Pres.

J. D. Carson Asst. Sect.

Los Angeles Trust & Savings Bank, Mfg. & Ice Corp.

W. R. Hervey Pres.

J. D. Carson Asst. Sect.

E.P.B.

E.P.B.

State of California }  
County of Los Angeles } ss.

On this 13th day of December in the year one thousand nine hundred and twenty one before me Pauline Hudson a Notary Public in and for said County of Los Angeles, State of California, residing therein, duly commissioned and sworn personally appeared W. R. Hervey known to me to be the Vice President and J. D. Carson known to me to be the Asst. Secretary of the Los Angeles Trust & Savings Bank, the corporation that executed the within instrument and known to me to be the persons whose names are subscribed therein and acknowledged to me that such corporation executed the same.

IN WITNESS whereof I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

Pauline Hudson  
Notary Public in and for Los Angeles Co., State of Calif.

State of California }  
County of Los Angeles } ss.

On this 13th day of December in the year one thousand nine hundred and twenty one before me Pauline Hudson a Notary Public in and for said County of Los Angeles, State of California, residing therein, duly commissioned and sworn personally appeared W. R. Hervey known to me to be the Vice President and J. D. Carson known to me to be the Asst. Secretary of the Los Angeles Trust & Savings Bank, the corporation that executed the within instrument and known to me to be the persons whose names are subscribed therein and acknowledged to me that such corporation executed the same.

IN WITNESS whereof I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

Pauline Hudson  
Notary Public in and for Los Angeles Co., State of Calif.

I hereby certify that I have examined the land included within the tract or subdivision shown on the annexed map and that I consider the same suitable for residence or commercial purposes.

John A. ...  
City Engineer

Date 1922 By Chief Deputy

Title Insurance and Trust Company  
581 552 - January 4, 22  
Los Angeles

Trust & Savings Bank, a corporation  
is

John A. ...

Jan 13<sup>th</sup>

TRACT No. 4642

20<sup>th</sup> December 1





## **Firestone to Erect Store Building**

*Los Angeles Times (1923-Current File); Apr 4, 1937;*

ProQuest Historical Newspapers: Los Angeles Times (1881-1987)  
pg. E7

---

# **Firestone to Erect Store Building**

A \$30,000 reinforced brick and concrete store building will be built at 755 South La Brea avenue for the Firestone Tire & Rubber Company.

The structure will be one story and is to cover a ground area ninety-eight by 125 feet.

---



**THE FOLLOWING DEALERS ARE PREPARED TO SERVE YOU**

- DOWNTOWN**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 1185 S. Figueroa—PR. 0353  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 800 E. 8th St.—VA. 5181  
 THE MAY COMPANY  
 Bldg., 8th & Hill—TU. 8211  
 OPELLE TIRE SERVICE  
 1382 S. Flower—PR. 5655  
 MOTOR TIRE SERVICE  
 2619 Santa Fe—KI. 2118  
 L. A. RUBBER & ASBESTOS  
 124 E. 3rd St.—MU. 2211  
 FLOWER ST. SUPER SERVICE  
 2407 S. Flower St.
- SOUTH**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 5401 S. Vermont—TH. 1182  
 E. E. WHITE  
 6000 S. San Pedro
- EAST**  
 FRED W. SHATFORD  
 Whittier at Atlantic Blvd.  
 TROUT SUPER SERVICE  
 4th and 50th—Angelus 0444
- WEST**  
 EDDIE MILLER  
 Pico & Alvarado—FE. 3362  
 EDDIE EDGEOMB  
 Wash. at Western—PA. 3146  
 GARLAND & JONES  
 4000 W. 6th St.—DR. 9030  
 STEWART AUTO SUPPLY & SERVICE STORE  
 2908 S. Vermont—Republic 9218  
 CONNERS SUPER SERVICE  
 9th at Hoover—DR. 9026
- WILSHIRE DISTRICT**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 9th and La Brea—OREgon 1218
- ALHAMBRA**  
 GEORGE W. REEVES  
 1130 N. Atlantic  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 844 E. Main St.—Phone 4065
- FULLERTON**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 Spadra & Chapman—Ph. 204
- HOLLYWOOD**  
 MILLER BROS.  
 6380 Sunset—GR. 4111
- BEVERLY HILLS**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 8555 Wilshire Blvd.—WG. 6358  
 CR. 1158
- COMPTON**  
 CHARLES PALMER  
 425 E. Compton Blvd.
- CULVER CITY**  
 STUDIO SUPER SERVICE, INC.  
 10181 W. Wash.—Ph. 5020
- EL MONTE**  
 CEBY'S SERVICE  
 100 E. Valley Blvd.—Ph. 721
- INGLEWOOD**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 333 Market St.—Ph. 502  
 PL. 3169
- HUNTINGTON PARK**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 Rita and Gage—JE. 6214  
 FRANK BONELLI  
 2431 E. Florence  
 JA. 8438
- GLENDALE**  
 PSENNER-PAUFF, INC.  
 620 S. Brand—DO. 452
- FIRESTONE AUTO SUPPLY & SERVICE STORES**  
 401 S. Brand—DO. 414
- LONG BEACH**  
 CHRISTENSEN  
 AUTO SUPPLY CO.  
 841 E. Anaheim
- FIRESTONE AUTO SUPPLY & SERVICE STORES**  
 7th & Locust Sts.—48229
- MONTEREY PARK**  
 ROGERS SUPER SERVICE  
 237 So. Garfield  
 465 W. Garvey
- PASADENA**  
 PENN OIL & SUPPLY CO.  
 100 W. Union
- SANTA ANA**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 108 E. 1st St.—Phone 4820
- ARCADIA**  
 BOB'S SUPER SERVICE  
 Baldwin & Duarte Rd.—Phone 484
- SAN FERNANDO**  
 VALLEY TIRE SHOP  
 Pets Andres
- SAN PEDRO**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 13th & Pacific—Phone 585
- SANTA MONICA**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 Lincoln & S. M.—Ph. 24216
- TEJUPA CITY**  
 DARRELL D. McDANIEL  
 2101 Las Tunas—Ph. Aih. 9208
- TORRANCE**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 1454 Marcellina—Phone 478
- WHITTIER**  
 R. F. DANIELS SERVICE, INC.  
 202 W. Hadley—Ph. 42614



By  
**CAREFUL DRIVING**  
*and with TIRES THAT ARE*  
**TRIPLE-SAFE**

NEVER before have motorists given so much attention to the subject of tire safety. That is why car owners by the thousands are changing over to Firestone Tires, the only tires made that are TRIPLE-SAFE. What does TRIPLE-SAFE mean? It means—

1. PROTECTION AGAINST BLOWOUTS. Firestone Tires run up to 28% cooler because every fiber of every cord in every ply is saturated with liquid rubber. This patented Gum-Dipping process counteracts internal friction and heat that ordinarily cause blowouts.
2. PROTECTION AGAINST PUNCTURES. Two extra layers of Gum-Dipped cords under the tread add great strength to the tire and give extra protection against punctures.
3. PROTECTION AGAINST SKIDDING. The scientific tread design gives longer non-skid mileage and will stop your car up to 25% quicker.

Help prevent highway accidents by making your car tire-safe for your vacation trip. Join the Firestone SAVE A LIFE Campaign today by equipping your car with a set of new Firestone TRIPLE-SAFE Tires—the safest tires that money can buy.

<b>BATTERIES</b> ASK ABOUT OUR "CHANGE-OVER" PRICE	<b>FIRESTONE AUTO RADIO</b> Includes Essential Control Panel <b>\$39.95</b> BOSTON-BUILT DASH MOUNTABLE AVAILABLE	<b>SEAT COVERS</b> Covers & Reel-ins <b>89c UP</b> Covers & Reel-ins <b>\$1.69 UP</b>	<b>SAFE-FLEX FAN</b> <b>\$7.95</b>
---	--	---	---------------------------------------

**Firestone HIGH SPEED TIRE**

4.75-19	\$10.05	6.25-16	\$13.75
4.75-19	10.60	6.00-16	15.55
5.00-17	10.80	6.25-16	17.40
5.00-19	11.40	6.50-16	19.15
5.25-17	12.25	7.00-16	20.80
5.25-18	12.70	7.50-16	26.40

**HEAVY DUTY**

4.75-19	\$13.05	6.25-16	\$20.45
5.50-16	16.25	6.50-16	21.15
5.50-17	16.55	7.00-16	24.45
6.00-16	18.60	7.50-16	32.00
6.00-17	18.60	8.25-16	38.90

OTHER SIZES PROPORTIONATELY LOW

**25% MORE TIRE MILEAGE**

With Firestone Sealrite Tubes air pressure remains constant. You save the time and work of periodic inflation. You get extra safety because you avoid unequal inflation and loss of air pressure. Your tire will give up to 25% longer mileage.

**YOU CANNOT AFFORD TO DRIVE WITHOUT TRIPLE-SAFE TIRES ON YOUR CAR!**

Ab Jenkins has driven 1,500,000 miles without an accident on Firestone Triple-Safe Tires. He broke 72 world records on Firestone Tires. For 18 consecutive years Firestone Tires have been on the winning cars in the Indianapolis Race. Such records prove Firestone Tires the safest tires built.

Last year highway accidents cost the lives of more than 28,000 men, women and children and a million more were injured! More than 40,000 of these deaths and injuries were caused directly by punctures, blowouts and skidding due to smooth, worn, unsafe tires!



Right is section cut from a new Firestone Tire. Note the thick, non-skid protection against skidding, blowouts and punctures. Come in and see a demonstration.

Left is section cut from a smooth, worn tire, with non-skid protection worn off. Tires in this condition are liable to punctures, blowouts and skidding.

**JOIN THE FIRESTONE Save a Life CAMPAIGN TODAY**

**Firestone TRIPLE-SAFE TIRES**

Listen to the Voice of Firestone featuring Margaret Sparks, Monday evenings over Nationwide N. B. C. Red Network

# 18 CONSECUTIVE WINS at INDIANAPOLIS Prove

**Firestone  
 TRIPLE-SAFE TIRES  
 GIVE YOU  
 GREATEST BLOWOUT  
 PROTECTION**

*Gum-dipped cords*

**PROVIDE THE EXTRA MARGIN  
 OF SAFETY ON THE SPEEDWAY  
 OR THE HIGHWAY**



**THE MASTERPIECE OF  
 TIRE CONSTRUCTION**

For eighteen years, each brick on the surface of the Indianapolis speedway; each tortuous, twisting turn; the terrific heat; the gruelling speeds, have all tried to make Firestone Tires "give up." Every year Firestones have proved their safety and dependability by having been on the winning car of this race. SUCH IS PROOF OF PERFORMANCE.



## ONLY Firestone TIRES ARE TRIPLE-SAFE

### 1. Protection from Blowouts

Firestone's patented Gum-Dipping process, whereby every fibre of every cord of every ply is insulated with pure liquid rubber, counteracts internal friction and heat, the greatest enemies of tire life. Tests prove Firestone Tires run up to 28° cooler.

### 2. Protection from Punctures

Another patented process—that of having two extra Gum-Dipped plies under the tread—protects Firestone Tires from punctures. These extra plies, in addition, bind the tread and the body of the tire into one inseparable unit.

### 3. Protection from Skids

Firestone's scientific tread design offers 37% more angles to the road in stopping your car. The center of the tread is ribbed to give you longer non-skid mileage. Tests prove Firestone Tires stop your car up to 25% quicker.

**YOU, TOO, NEED THE *Direr Safety* CHAMPIONS DEMAND  
 EQUIP YOUR CAR with FIRESTONES TODAY!**

### Firestone HIGH SPEED TIRES

Size	Price	Size	Price
4.50-20	89.65	5.50-17	813.95
4.50-21	10.05	6.00-16	15.55
4.75-19	10.60	6.50-16	19.15
5.25-18	12.70	7.00-17HD	24.90

**LOW AS 81c A WEEK**

Size	Per Week	Size	Per Week
4.50-20	80.81	5.50-17	81.18
4.50-21	.84	6.00-16	1.29
4.75-19	.89	6.50-16	1.79
5.25-18	1.06	7.00-17HD	2.06

**BY EVERY TEST**

# Firestone TRIPLE SAFE TIRES ARE BEST!

Listen to the Voice of Firestone featuring Margaret Speaks, Monday evenings over Nationwide N.B.C. Red Network

## THE FOLLOWING DEALERS ARE PREPARED TO SERVE YOU

- |  |  |  |   |   |
|--|--|--|---|---|
| <p><b>DORNTOWN</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 1185 S. Figueroa—PR. 0263</p> <p>FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 802 E. 5th St.—VA. 8181</p> <p>THE MAY COMPANY<br/>                 86wys. 8th &amp; Hill—TU. 8211</p> <p>OPPEL TIRE SERVICE<br/>                 1362 S. Flower—PR. 5653</p> <p>MOTOR TIRE SERVICE<br/>                 2819 Santa Fe—KI. 2118</p> <p>L. A. RUBBER &amp; ASBESTOS<br/>                 121 E. 3rd St.—MU. 2211</p> <p>FLOWER ST. SUPER SERVICE<br/>                 2107 S. Flower St.</p> <p><b>SOUTH</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 5051 S. Vermont—TH. 1182</p> <p>E. E. WHITE<br/>                 6000 S. San Pedro</p> <p><b>EAST</b><br/>                 FRED W. SHATFORD<br/>                 Whitaker at Atlantic Blvd.</p> <p>FROUT SUPER SERVICE<br/>                 4th and 80th—A-Negros 0464</p> | <p><b>WEST</b><br/>                 EDDIE MILLER<br/>                 Pico &amp; Alvarado—E. 3362</p> <p>EDDIE EDGEcomb<br/>                 Wash. at Western—PA. 3145</p> <p>GARLAND &amp; JONES<br/>                 4500 W. 4th St.—DN. 5050</p> <p>STEWART AUTO SUPPLY &amp; SERVICE STORES<br/>                 2908 S. Vermont—R-Republic 9219</p> <p>CONNOR'S SUPER SERVICE<br/>                 9th at Hoover—OR. 9026</p> <p>C. AND J. SUPER SERVICE<br/>                 Catalina at Jefferson</p> <p><b>WILSHIRE DISTRICT</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 9th and La Brea—OR-egon 1218</p> <p>VINCENT LOOS SUPER SERVICE<br/>                 802 So. La Brea, Corner Sixth</p> <p><b>ALHAMBRA</b><br/>                 GEORGE W. REEVES<br/>                 1150 N. Atlantic</p> <p>FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 844 E. Main St.—Phone 4088</p> | <p><b>HOLLYWOOD</b><br/>                 MULLER BROS.<br/>                 6300 Sunset—GR. 4111</p> <p><b>FULLERTON</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 Spadra &amp; Chapman—Ph. 204</p> <p><b>BEVERLY HILLS</b><br/>                 NIGHT'S TOWER<br/>                 SUPER SERVICE<br/>                 9718 Melrose at Robertson</p> <p>FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 9955 Wilshire Blvd.—WO. 42536<br/>                 Ct. 1118</p> <p><b>COMPTON</b><br/>                 CHARLES PALMER<br/>                 425 E. Compton Blvd.</p> <p><b>CULVER CITY</b><br/>                 STUDIO SUPER SERVICE, INC.<br/>                 10181 W. Washington—Ph. 5029</p> <p><b>EL MONTE</b><br/>                 CHEF'S SERVICE<br/>                 100 E. Valley Blvd.—Ph. 721</p> <p><b>INGLEWOOD</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 333 Market St.—Ph. 502<br/>                 P.L. 2169</p> | <p><b>HUNTINGTON PARK</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 Rita and Gage—E. 6214</p> <p>FRANK BONELLI<br/>                 2421 E. Florence—J.E. 9438</p> <p><b>GLENDALE</b><br/>                 PSENNER-PAUFF, INC.<br/>                 920 S. Brand—DO. 462</p> <p>841 E. Anaheim</p> <p>FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 401 S. Brand—DO. 414</p> <p><b>LONG BEACH</b><br/>                 CHRISTENSEN<br/>                 AUTO SUPPLY CO.<br/>                 841 E. Anaheim</p> <p>FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 7th &amp; Locust Sts.—82229</p> <p><b>MONTEREY PARK</b><br/>                 ROGERS SUPER SERVICE<br/>                 405 W. Garfield<br/>                 405 W. Garfield</p> <p><b>PASADENA</b><br/>                 PENN OIL &amp; SUPPLY CO.<br/>                 100 W. Union</p> | <p><b>SANTA ANA</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 108 E. 1st St.—Phone 6820</p> <p><b>ARCADIA</b><br/>                 BOB'S SUPER SERVICE<br/>                 Baldwin &amp; Duarte Rd.—Phone 494</p> <p><b>SAN FERNANDO</b><br/>                 VALLEY TIRE SHOP<br/>                 Pete Andrea</p> <p><b>SAN PEDRO</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 13th and Pacific—Phone 888</p> <p><b>SANTA MONICA</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 Lincoln &amp; S. M.—Ph. 24810</p> <p><b>TEMPLE CITY</b><br/>                 DARRELL D. McDANIEL<br/>                 2101 East Temple—Ph. A-10 5028</p> <p><b>TORRANCE</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 1424 Marcellina—Phone 478</p> <p><b>WHITTIER</b><br/>                 R. F. DANIELS SERVICE, INC.<br/>                 202 W. Hadley—Ph. 62814</p> |
|--|--|--|---|---|



# DON'T WAIT FOR PAY DAY!

TO REPLACE *Smooth* WORN TIRES



Buy 4 New  
**Firestone**  
 STANDARD TIRES  
 for only **1.63** per week  
**NO Cash DOWN**

Here's your chance to get new tire safety with no large cash outlay! Avoid skidding dangers this winter with these first grade quality tires. No money down — pay as you earn. Drive in and open a Budget Account NOW! There's no red tape — no delay. Five minutes and your account is open.

**FIRST GRADE QUALITY at VOLUME PRODUCTION PRICES**

Firestone's efficient methods of manufacture and distribution enable you to buy these outstanding tires at such low prices. Get the PLUS Safety of 4 new Firestone Gum-Dipped Tires today and pay only the price of a pack of cigarettes per day.

**FIRESTONE STANDARD TIRE \***

SIZE	Per Week	
	1 Tire	4 Tires
4.40-21	\$ .65	\$1.63
4.50-21	.75	1.81
4.75-19	.79	1.91
5.25-18	.95	2.28
5.50-17	1.04	2.50
6.00-16	1.16	2.79

Other sizes proportionately low.

**BRAKES OVERHAULED**

The closest thing to a reline you ever had. A complete checking and overhaul of your braking system, at this low price. Regular \$3.50 value. Remember, Safe Brakes May Save a Life. Drive in today for this bargain!

Brakes Relined **81¢ PER WEEK**

**PREPARE NOW FOR COLD WEATHER**



**Firestone EXTRA POWER ALL-RUBBER SEPARATOR BATTERY**

To overcome cold starting difficulties, and take care of additional electrical equipment. As low as **\$118 PER WEEK**

By Every Test  
**Firestone** TRIPLE SAFE TIRES  
 Are Best

THE FOLLOWING DEALERS ARE PREPARED TO SERVE YOU

- |   |   |   |  |  |
|---|---|---|--|--|
| <p><b>DOWNTOWN</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 1155 S. Figueroa—Ph. 2343<br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 500 E. 8th St.—VA. 8181<br/>                 THE MAY COMPANY<br/>                 Bkwy. 8th &amp; Hill—TU. 4211<br/>                 OPELLE TIRE SERVICE<br/>                 1262 S. Flower—PR. 5555<br/>                 MOTOR TIRE SERVICE<br/>                 2819 Santa Fe—KI. 2118<br/>                 L. A. RUBBER &amp; ASBESTOS<br/>                 124 E. 3rd St.—MU. 2111<br/>                 LOWER ST. SUPER SERVICE<br/>                 2907 S. Flower St.</p> <p><b>SOUTH</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 501 S. Vermont—TK. 1132<br/>                 E. E. WHITE<br/>                 6000 S. San Pedro</p> <p><b>EAST</b><br/>                 FRED W. SHATFORD<br/>                 Whittier at Atlantic Blvd.<br/>                 TROUT SUPER SERVICE<br/>                 4th and 24th—Angels 054</p> | <p><b>WEST</b><br/>                 EDDIE MILLER<br/>                 Pico &amp; Alvarado—FE. 3352<br/>                 EDDIE EDGECOMB<br/>                 Wash. at Western—PA. 3146<br/>                 GARLAND &amp; JONES<br/>                 4000 W. 6th St.—DR. 9030<br/>                 STEWART AUTO SUPPLY &amp; SERVICE STORES<br/>                 2008 S. Vermont—RRepublic 5219<br/>                 CONNER'S SUPER SERVICE<br/>                 8th at Hoover—DR. 9028<br/>                 C. AND J. SUPER SERVICE<br/>                 Catalina at Jefferson</p> <p><b>WILSHIRE DISTRICT</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 9th and La Brea—ORegon 1218<br/>                 VINCENT LOOS—SUPER SERVICE<br/>                 602 S. La Brea, Corner 54th</p> <p><b>ALHAMBRA</b><br/>                 GEORGE W. REEVES<br/>                 1132 No. Atlantic<br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 84 E. Main St.—Phone 4055</p> <p><b>FULLERTON</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 84th &amp; Chapman—Ph. 504</p> | <p><b>HOLLYWOOD</b><br/>                 MULLER BROS.<br/>                 6300 Sunset—GR. 4111</p> <p><b>BEVERLY HILLS</b><br/>                 NIGHT'S TOWER<br/>                 SUPER SERVICE<br/>                 8718 Melrose at Robertson<br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 8555 Wilshire Blvd.—WO. 62536<br/>                 GR. 1154</p> <p><b>COMPTON</b><br/>                 CHARLES PALMER<br/>                 425 E. Compton Blvd.</p> <p><b>CULVER CITY</b><br/>                 STUDIO SUPER SERVICE, INC.<br/>                 10181 W. Washington—Ph. 5200<br/>                 HAMBURGER MOTOR SERVICE<br/>                 6043 West Adams. Ph. 2510</p> <p><b>EL MONTE</b><br/>                 CHET'S SERVICE<br/>                 100 E. Valley Blvd.—Ph. 721</p> <p><b>INGLEWOOD</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 538 Market St.—Ph. 305. PL. 2148</p> | <p><b>HUNTINGTON PARK</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 Rita and Gage—JE. 6214<br/>                 FRANK BONELLI<br/>                 2411 E. Florence—JE. 9438</p> <p><b>GLENDALE</b><br/>                 PSENNER-PAUFF, INC.<br/>                 420 S. Brand—Douglas 452<br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 401 E. Brand—OO. 414</p> <p><b>LONG BEACH</b><br/>                 CHRISTENSEN AUTO SUPPLY CO.<br/>                 641 E. Anaheim<br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 7th &amp; Locust 511—62229</p> <p><b>MONTEREY PARK</b><br/>                 ROGERS SUPER SERVICE<br/>                 327 So. Garfield<br/>                 445 W. Garvey</p> <p><b>PASADENA</b><br/>                 PENN OIL &amp; SUPPLY CO.<br/>                 150 W. Union</p> | <p><b>SANTA ANA</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 100 E. 1st St.—Phone 4820</p> <p><b>ARCADIA</b><br/>                 BOB'S SUPER SERVICE<br/>                 Baldwin &amp; Duarte Rd.—Phone 64</p> <p><b>SAN FERNANDO</b><br/>                 VALLEY TIRE SHOP<br/>                 Pata Andrea</p> <p><b>SAN PEDRO</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 13th and Pacific—Phone 888</p> <p><b>SANTA MONICA</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 Lincoln &amp; S. M.—Ph. 24210</p> <p><b>TEMPLE CITY</b><br/>                 DARRELL D. McDANIEL<br/>                 2101 Las Tunas—Ph. Ath. 5206</p> <p><b>TORRANCE</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 1654 Marcellina—Phone 478</p> <p><b>WHITTIER</b><br/>                 R. F. DANIELS SERVICE, INC.<br/>                 222 W. Hartzler—Ph. 42514</p> |
|---|---|---|--|--|



TESTS PROVE

# Firestone

TRIPLE-SAFE TIRES  
 WILL *Stop* YOUR CAR

## UP TO 25% QUICKER

and here's how:



NO SPINNING  
NO SKIDDING

To protect your life and the lives of others, you'll want to be able to stop quickly and surely in an emergency. The scientific tread design of Firestone Triple-Safe Tires gives you this safety assurance.

ONLY

# Firestone

TIRES ARE

## TRIPLE-SAFE

PROTECTION FROM SKIDDING

BLOW-OUT PROTECTION

PUNCTURE PROTECTION

**As low as 85¢ per week**

4.50x16 16.15	5.50x17 15.00
4.50x17 16.25	4.80x16 15.00
4.75x17 16.25	4.80x16 15.00
4.75x18 17.25	7.00x17 18.00
4.80x18 18.00	5.50x17 15.00
4.80x17 18.00	4.80x16 15.00
4.75x17 18.00	4.80x16 15.00
4.75x18 18.00	7.00x17 18.00

Other sizes proportionately low.

BUY TIRES, BATTERIES & AUTO SUPPLIES on our BUDGET PLAN!

*By Every Test*

# Firestone

TRIPLE SAFE TIRES

*Are Best!*

- THE FOLLOWING DEALERS ARE PREPARED TO SERVE YOU**
- |   |  |   |   |
|---|--|---|---|
| <p><b>DOWNTOWN</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 1185 S. Figueroa—PR. 0583<br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 200 E. 8th St.—VA. 3181<br/>                 THE WAY COMPANY<br/>                 267 1/2 W. Hill—TU. 5211<br/>                 OPELLE TIRE SERVICE<br/>                 1382 E. Flower—PR. 5459<br/>                 MOTOR TIRE SERVICE<br/>                 2619 Santa Fe—ML. 2113<br/>                 L. A. RUBBER &amp; ASBESTOS<br/>                 126 E. 3rd St.—ML. 2211<br/>                 LOWER ST. SUPER SERVICE<br/>                 2407 S. Flower St.</p> <p><b>SOUTH</b><br/>                 FIRESTONE AUTO. SUPPLY &amp; SERVICE STORES<br/>                 3401 S. Vermont—TH. 1182<br/>                 E. E. WHITE<br/>                 6000 S. San Pedro</p> <p><b>EAST</b><br/>                 FRED W. SHATFORD<br/>                 Whittier at Atlantic Blvd.<br/>                 TROUT SUPER SERVICE<br/>                 4th and 80th—A/Ngetua 0444.</p> <p><b>PAST</b><br/>                 EDDIE MILLER<br/>                 Pico &amp; Alvarado—E. 2562<br/>                 EDDIE EDGECOMB<br/>                 422 W. Western—PA. 3145<br/>                 GARLAND &amp; JONES<br/>                 422 W. 4th St.—DR. 7223<br/>                 STEWART AUTO SUPPLY &amp; SERVICE STORE<br/>                 3804 E. Vermont—E/Quinto 5219</p> | <p><b>CONNER'S SUPER SERVICE</b><br/>                 C. AND J. SUPER SERVICE<br/>                 Catalina at Jefferson</p> <p><b>WILSHIRE DISTRICT</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 9th and La Brea—DR. 1218<br/>                 VINCENT LOOS SUPER SERVICE<br/>                 602 S. La Brea, Corner Sixth</p> <p><b>ALHAMBRA</b><br/>                 GEORGE W. REEVES<br/>                 1120 N. Atlantic</p> <p><b>FIRESTONE AUTO SUPPLY &amp; SERVICE STORES</b><br/>                 844 E. Main St.—Phone 4055</p> <p><b>BEVERLY HILLS</b><br/>                 HIGHT'S TOWER SUPER SERVICE<br/>                 2710 Marston at Robertson</p> <p><b>FIRESTONE AUTO SUPPLY &amp; SERVICE STORES</b><br/>                 8255 Wilshire Blvd.—WC. 8256<br/>                 CR. 11158</p> <p><b>COMPTON</b><br/>                 CHARLES PALMER<br/>                 425 E. Corcoran Blvd.</p> <p><b>CULVER CITY</b><br/>                 STUDIO SUPER SERVICE, INC.<br/>                 HAMBURGER MOTOR SERVICE<br/>                 9035 West Adams. PH. 2612</p> <p><b>FULLERTON</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 Raefers &amp; Chapman—Ph. 204</p> | <p><b>HOLLYWOOD</b><br/>                 MULLER BROS.<br/>                 6300 Sunset—GR. 4111</p> <p><b>EL MONTE</b><br/>                 CHET'S SERVICE<br/>                 100 E. Valley Blvd.—Ph. 721</p> <p><b>INGLEWOOD</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 232 Market St.—Ph. 502, PL. 3168</p> <p><b>HUNTINGTON PARK</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 8th and Gage—JE. 6214<br/>                 FRANK BONELLI<br/>                 2431 E. Florence—JE. 9438</p> <p><b>GLENDALE</b><br/>                 PRENNER-PAUFF, INC.<br/>                 620 E. Brand—Doubles 402<br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 401 S. Brand—DO. 414</p> <p><b>LONG BEACH</b><br/>                 CHRISTENSEN<br/>                 AUTO SUPPLY CO.<br/>                 841 E. Kinghome</p> <p><b>FIRESTONE AUTO SUPPLY &amp; SERVICE STORES</b><br/>                 719 S. Locust St.—86229</p> <p><b>MONTEREY PARK</b><br/>                 ROGERS SUPER SERVICE<br/>                 237 So. Garfield<br/>                 466 W. Garvey</p> | <p><b>PASADENA</b><br/>                 PENN OIL &amp; SUPPLY CO.<br/>                 100 W. Union</p> <p><b>SANTA ANA</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 126 E. 1st St.—Phone 4620</p> <p><b>ARCADIA</b><br/>                 BOB'S SUPER SERVICE<br/>                 Baldwin &amp; Duarte Rd.—Phone 484</p> <p><b>SAN FERNANDO</b><br/>                 VALLEY TIRE SHOP<br/>                 Pete Andres</p> <p><b>SAN PEDRO</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 13th and Pacific—Phone 886</p> <p><b>SANTA MONICA</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 Lincoln &amp; S. Mt.—Ph. 2619</p> <p><b>TEMPLE CITY</b><br/>                 DARELL D. McDANIEL<br/>                 2701 Las Tunas—Ph. Alt. 9208</p> <p><b>TORRANCE</b><br/>                 FIRESTONE AUTO SUPPLY &amp; SERVICE STORES<br/>                 1644 Marcelina—Phone 478</p> <p><b>WHITTIER</b><br/>                 R. F. DANIELS SERVICE, INC.<br/>                 202 W. Haddley—Ph. 4214</p> |
|---|--|---|---|

**Here's  
 A REAL TEST!  
 87 SPEED RECORDS BROKEN TO PROVE  
 Firestone  
 TRIPLE-SAFE TIRES are  
 THE SAFEST TIRES  
 BUILT!**



The most grueling torture ever devised for tires...  
 Tremendous speeds... terrific heat... rough,  
 abrasive surfaces couldn't break down the Triple-  
 Safe of the Firestone Tires on Ab Jenkins' car. You, too, need the tire  
 safety champions demand. Equip your car with Firestones today!

Ab Jenkins, World's Safest Driver, Establishes  
 87 New Records for Safety, Speed, Mileage and  
 Endurance... He Drove 3,774 Miles in 24  
 Hours on the Sharp Granite-Like Surface of  
 the Bonneville Salt Beds at Average Speed of  
 137.27 Miles an Hour.

**BLOW-OUT PROTECTION**

Patented Gum-Dipping process impregnates every fibre  
 of every cord of every ply with pure, liquid rubber - adding  
 8 lbs. of rubber to every 100 lbs. of cotton  
 fabric. Blow-out hazard is eliminated by this  
 process which stops internal friction and heat



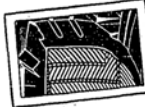
**SKID PROTECTION**

Scientific tread design gives 37% more angles  
 and projections against skidding - stopping  
 your car up to 25% quicker. The four  
 ribs in the center, where most of the  
 wear occurs, allow longer non-skid  
 mileage.



**PUNCTURE PROTECTION  
 and SHOCK ABSORPTION**

Two extra Gum-Dipped plies under the tread - another  
 Firestone Patented process, protect the inside of the tire  
 and the tube from punctures and road  
 shocks which destroy tire life, and weld  
 the tread and body of the tire into one  
 inseparable unit.




**Firestone  
 HIGH SPEED TIRE**

Size	Price	Per Week	Per Week
4.50x20	\$10.15	5.50x17	\$15.95
4.50x21	10.55	6.00x16	18.70
4.75x18	10.85	6.50x16	19.35
4.75x18	15.85	7.00x17	25.00

As low as 85¢ per week

Size	Per Week	Per Week	
4.50x20	10.85	5.50x17	15.16
4.75x18	.85	6.00x16	1.81
4.75x18	1.07	6.50x16	1.61
		7.00x17	2.09

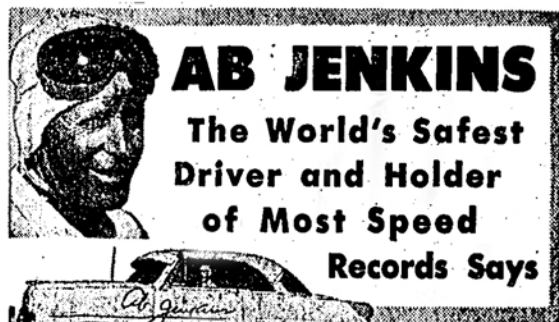
Other sizes proportionately low.

**PREPARE FOR  
 WINTER DRIVING**  
 •  
**TIRES BOUGHT  
 NOW GIVE 30%**  
*More Wear*  
**BUY ON OUR  
 BUDGET PLAN**

**By Every Test  
 Firestone TRIPLE-SAFE TIRES  
 are Best!**

**THE MOST RELIABLE DEALERS SELL & RECOMMEND FIRESTONE TIRES**

- DOWNTOWN**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 118 S. Figueroa—PR. 0563  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 200 E. 8th St.—LA. 8111  
 THE MAY COMPANY  
 Bldg., Eighth & Hill—TU. 8211  
 OELLE TIRE SERVICE  
 1362 S. Flower—PR. 5655  
 MOTOR TIRE SERVICE  
 104 E. 3rd St.—MU. 2511  
 L. A. RUBBER & ASBESTOS  
 2619 Santa Fe—KI. 2118  
 FLOWER ST. SUPER SERVICE  
 2627 S. Flower St.
- SOUTH**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 8421 S. Vermont—TH. 1182  
 E. WHITE  
 6000 S. San Pedro
- EAST**  
 FRED W. SHAFROD  
 Whittier at Atlantic Blvd.  
 TROUT SUPER SERVICE  
 4th and Scott—Alhambra 544
- WEST**  
 EDDIE MILLER  
 Pico & Alvarado—FE. 3162  
 EDDIE EDGECOMB  
 Wash. at Westwood—PA. 3145  
 ORLAND & JONES  
 400 W. 8th St.—DR. 9030  
 STEWART AUTO SUPPLY  
 AND SERVICE STORES  
 2502 S. Vermont—REpublic 9219
- CONNER'S SUPER SERVICE**  
 819 1/2 Hoover—MO. 9255  
 C. AND J. SUPER SERVICE  
 Catalina at Jefferson
- NORTHWEST**  
 RAY & BAYLESS  
 1130 No. Vermont
- SOUTHWEST**  
 OVERHILL SERVICE  
 4444 W. Sixteenth at Overhill Drive
- WILSHIRE DISTRICT**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 9th & La Brea—OLiver 1218  
 VINCENT LOOS SUPER SERVICE  
 602 S. La Brea, Corner Sixth
- ALHAMBRA**  
 GEORGE W. REEVES  
 1130 N. Atlantic  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 84 E. Main St.—Phone 4065
- HOLLYWOOD**  
 MULLER BROS.  
 6362 Sunset—OL. 4111
- FULLERTON**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 Spadra & Chapman—PH. 204
- BEVERLY HILLS**  
 HIGHT'S TOWER  
 SUPER SERVICE  
 6786 Melrose at Robertson  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 8555 Wilshire Blvd.—WO. 62535  
 CR. 11158
- COMPTON**  
 CHARLES PALMER  
 425 E. Compton Blvd.
- CULVER CITY**  
 STUDIO SUPER SERVICE, INC.  
 12181 W. Washington—PR. 5020  
 HANBERGER MOTOR SERVICE  
 6085 West Adams.  
 Phone 2910
- EL MONTE**  
 CHEY'S SERVICE  
 100 E. Valley Blvd.—PH. 721
- INGLEWOOD**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 333 Market St.—PH. 502  
 P.L. 3169
- HUNTINGTON PARK**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 Rita and Gage—JE. 6214  
 FRANK BONELLI  
 2431 E. Florence—JE. 9428
- GLENDALE**  
 PSENNER-PAUFF, INC.  
 820 S. Brand—DO. 452  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 401 S. Brand—DO. 414
- LONG BEACH**  
 CHRISTENSEN  
 AUTO SUPPLY CO.  
 841 E. Anaheim  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 7th & Locust 8th—48229
- MONTEREY PARK**  
 ROGERS SUPER SERVICE  
 425 W. Garvey
- PASADENA**  
 PENN OIL & SUPPLY CO.  
 100 W. Union
- SANTA ANA**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 108 E. 1st St.—Phone 4820
- ARCADIA**  
 BOB'S SUPER SERVICE  
 Baldwin & Duarte Rd.—Phone 4814
- SAN FERNANDO**  
 VALLEY TIRE SHOP  
 Pete Andrus
- SAN PEDRO**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 13th and Pacific—Phone 885
- SANTA MONICA**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 Lincoln & S. M.—Phone 24210
- TEMPLE CITY**  
 DANRELL D. McDANIEL  
 2101 Las Tunas—Ph. Alt. 9208
- TORRANCE**  
 FIRESTONE AUTO SUPPLY & SERVICE STORES  
 1454 Marcellina—Phone 476
- WHITTIER**  
 R. F. DANIELS SERVICE, INC.  
 202 W. Hadley—PH. 42514



"I ALWAYS TAKE MY CAR TO FIRESTONE FOR BRAKE SERVICE"... No Need To Drive with Poor Brakes!

# Firestone BRAKE SPECIAL

a 3<sup>50</sup> Value

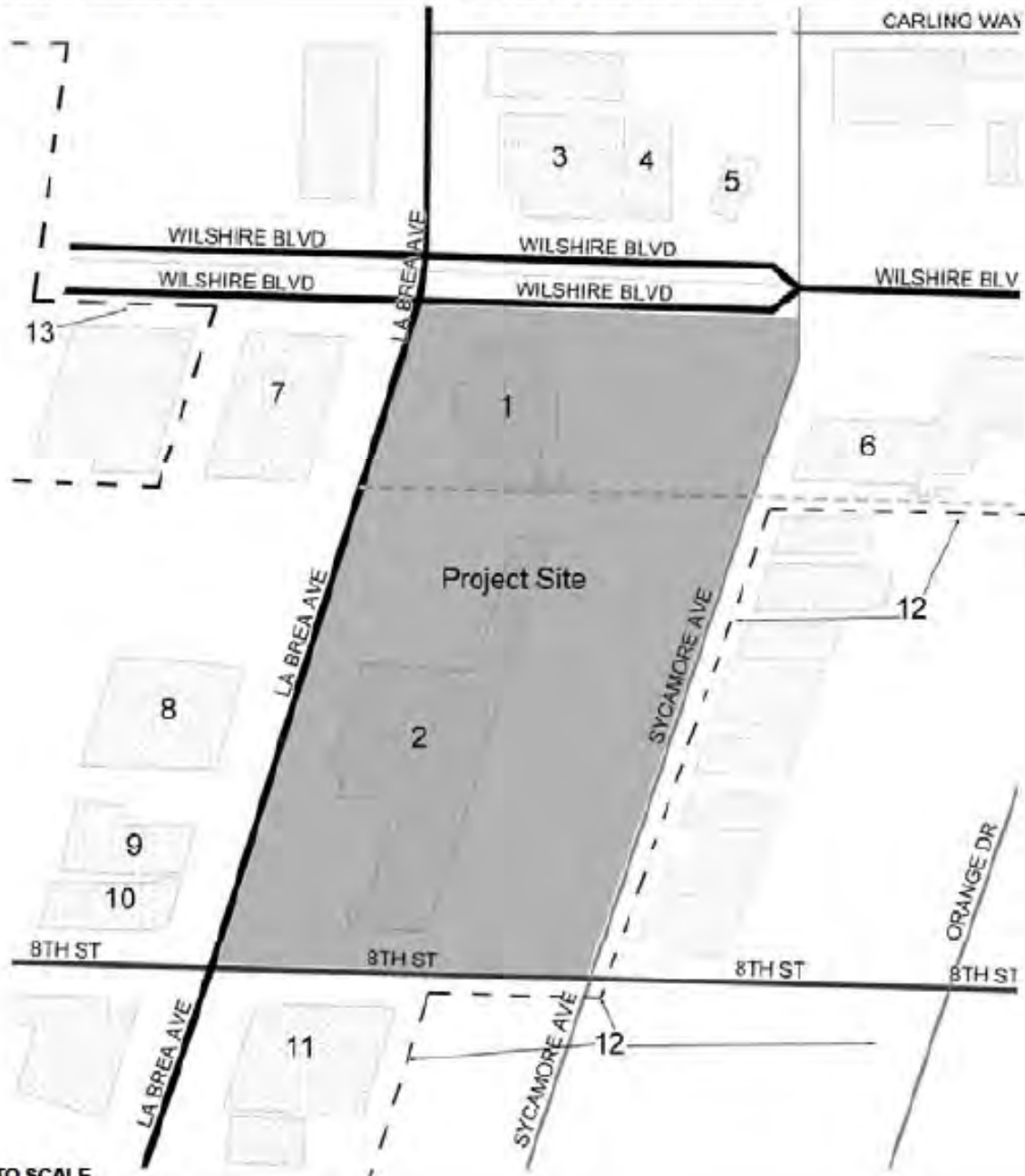
- HERE'S WHAT WE DO**
- 1 Remove Front Wheels and Inspect Brake Drums and Lining.
  - 2 Clean, Inspect and Repack Front Wheel Bearings.
  - 3 Inspect Grease Seals.
  - 4 Check and Add Brake Fluid if Needed.
  - 5 Adjust Brake Shoes to Secure Full Contact with Drums.
  - 6 Carefully Test Brakes.

# 119

ANY MAKE CAR

**LOS ANGELES**  
 1165 S. Figueroa, PR. 0363  
 800 S. La Brea, WA. 1218      52nd & Crenshaw, AX. 37291  
 800 E. 8th St., VA. 8181      10715 W. Pico, AR. 78293  
 ALHAMBRA, 837 E. Main St., CU. 31285      NO. HOLLYWOOD, 4835 Lenkershim, ST. 75085  
 BEVERLY HILLS, 9360 Wilshire, BR. 22538      LONG BEACH, 838 Locust, 88228  
 COMPTON, 101 W. Compton, NE. 61359      PASADENA, 1100 E. Colorado, SY. 35852  
 E. LOS ANGELES, 5050 Whittier, AN. 6728      SAN FERNANDO, 104 S. MacLay, EM. 10178  
 EL MONTE, 425 W. Valley, FO. 89511      SANTA MONICA, 1128 Wilshire, EX. 84210  
 GLENDALE, 401 S. Brand, CH. 51145      SOUTH GATE, 2440 Firestone, LO. 88128  
 HUNTINGTON PARK, 2851 E. Gage, JE. 8214      TORRANCE, 1454 Marcellina, Phone 478  
 INGLEWOOD, 401 E. Hillcrest, OR. 81717      WHITTIER, 15020 E. Whittier, OX. 83410  
**OPEN ALL DAY SATURDAY**

No.	Name	Address	Year Built	Historical Resource?
1	Wilshire Grace Church	5220 Wilshire	1965	No
2	Metroplaza Mall	752 S. La Brea	1945, 1984	No
3	E. Clem Wilson Building / Mutual of Omaha	5217 Wilshire	1930	Yes
4	Security Pacific Bank / Security-First National Bank	5207-5209 Wilshire	1929	Yes
5	Jack-in-the-Box	5201 Wilshire	1997	No
6	N/A	5174 Wilshire	1984	No
7	Bank of America	711 S. La Brea	1942	No
8	Wilshire-La Brea Recreation Center	735 S. La Brea	1938	No
9	AmeriPros Auto Body	747 S. La Brea	1937/1942	No
10	N/A	757 S. La Brea	1925	No
11	Firestone Tire and Repair	800 S. La Brea	1937	Yes
12	Potential Period Revival Residential Historic District	Bounded by Sycamore, Olympic, Highland, and Wilshire	1920-1930	Yes
13	Miracle Mile Historic District	5318-5514 & 5353-5519 Wilshire	1920s	Yes



NOT TO SCALE

SOURCE: Chafel Architecture, Planning & Preservation, Inc. - August 2007

FIGURE IV.C-1

Potential Historical Resources On and In the Vicinity of the Project Site



served as board chairman. This company, which became one of the largest construction companies in southern California, was incorporated in 1952.

The building appears on the 1927 Sanborn map where it is shown as subdivided into three stores, an art studio, and a restaurant. Additional detail is provided in the 1935 aerial photograph where the south elevation is visible.

Although no ground-level historic photographs of the building have been located, examination of the exterior suggests significant alteration to the principal façade. While there are some remnants of the original Zig Zag Moderne architecture, including the fluted piers, angled, corner entrance and chevron decoration, fenestration has been altered, most significantly at the ground level storefronts.

### ***800 La Brea Avenue, Firestone Tire and Rubber***

800 La Brea Avenue, the Firestone Tire retail store, is located on the southeast corner of La Brea Avenue and West 8<sup>th</sup> Street on the opposite side of 8<sup>th</sup> Street from the project site. Constructed in 1937, it is a one-story, masonry building, roughly square in plan with a bowstring truss roof and two primary facades (north and west) clad in porcelain enamel panels. Built in the Streamline Moderne style, a curved wall at northwest corner of building creates a continuous elevation of the north and west façades. These elevations are broken by large, open bays for auto access and by strings of metal and glass storefront windows (the windows also curve at northwest corner of building). The front (west) façade is highlighted by a distinctive, cantilevered overhang that abuts the building's south wall and adjacent building. The corbelled underside of overhang is highlighted by curved rows of neon light fixtures. A large, bow tie-shaped, metal pole sign reading "Firestone" is affixed atop the canopy, while individual metal box letters spelling out "Firestone" and "Complete Car Service" are attached at top of roof edge on both north and west façades. Aerial photographs indicate that there are several rectangular skylights in roof of building.

Firestone received a building permit for the new store in September 1937. This permit was issued for construction of a "public garage" at 800 La Brea Avenue. R.E. Ward was noted as engineer on project. No architect was included on the permit. Subsequent permits were issued in 1938 for installation of "roof sign" and "neon letters on roof."

The building does not appear to have been much altered over the years. There is only one building permit dating from after the initial construction phase; this permit, from 1962, is for a roof sign addition. While other alterations may have occurred, they are not documented in recorded permits. The building appears in aerial photographs after 1937 with a footprint that does not appear to have been altered based on review of later aerial views, such as a 1962 image.

*Porcelain Steel*

## MODERN BUSINESS UNITS

As the latest expression of American Progress, Modern Business Units of Porcelain Steel make possible:

Effective merchandising appeal through the building itself.

The advertising value of identifying a product or a service exclusively with a specific organization.

A means of making idle property profitable.

A solution to the problem of the vacant lot not yet ready for a larger, inflexible structure.

An opportunity to test the value of a vacant lot without losing the building investment.

A building that, through its flexibility, can be changed to fit various types of businesses and can be put to other uses than that for which originally built.

A building that retards the process of aging and provides comparative freedom from maintenance costs.

A building of indefinitely extended usefulness through mobility and one which can, at small cost, be moved from one location to another.

A building of a material that offers a range of color and attractive effects heretofore unattainable.

A building that, because of its beauty and attractiveness, will be sought by tenants.

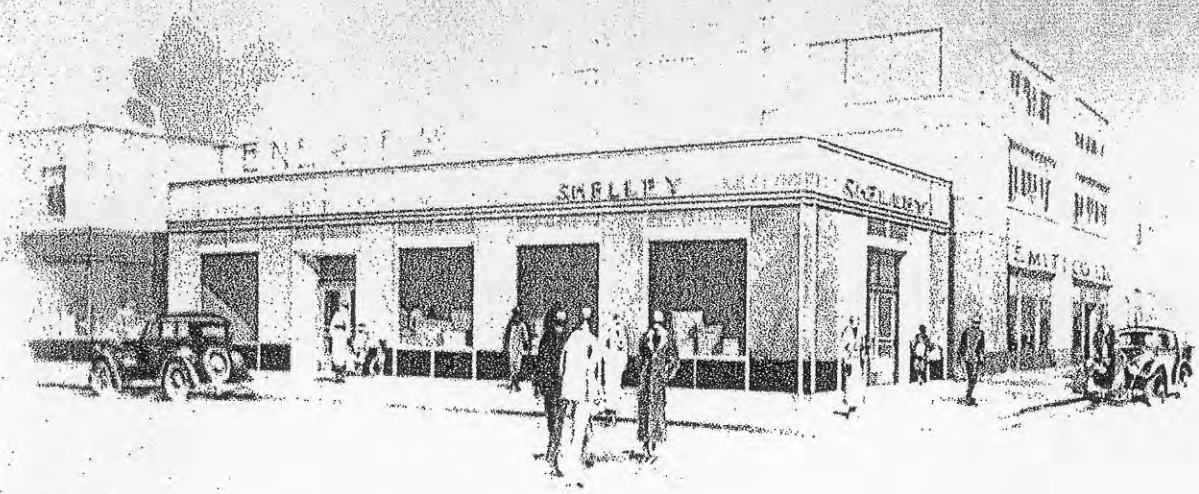
Architectural effects and mechanical adaptations of Modern Business Units are available in a practically unlimited range, impossible to picture within the limits of this book.

PORCELAIN STEEL BUILDINGS

PAGE THREE

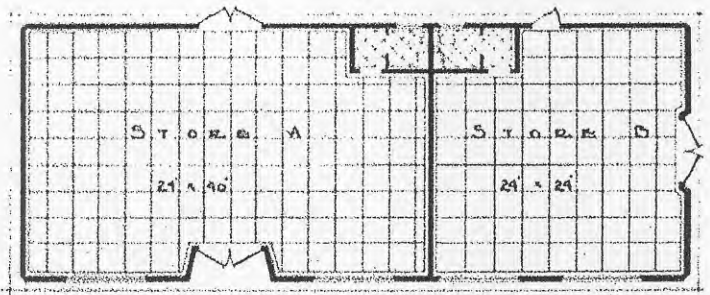
TAT





MODERN  
BUSINESS UNIT  
No. A-3

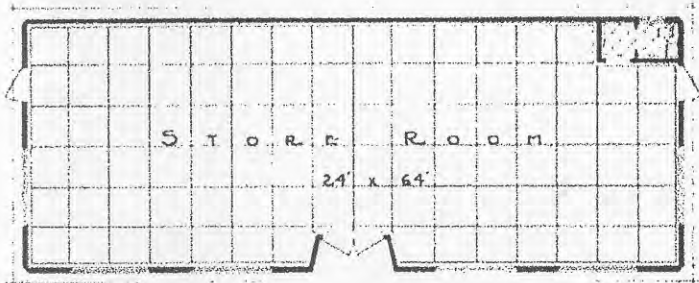
(Outside Dimensions: 25 ft. x 65 ft.)



*This floor plan is only one suggestion of the varied arrangements possible in this Modern Business Unit.*

The unit construction principle used in Porcelain Steel Modern Business Units makes it possible to obtain a variety of window and door openings to fit any desired needs.

*Handwritten signature or initials.*



MODERN  
BUSINESS UNIT  
No. A-1

[Outside Dimensions: 25 ft. x 65 ft.]

*This floor plan is only one suggestion of the varied arrangements possible in this Modern Business Unit*

An effective merchandising appeal through the beauty, color and distinctiveness of design of the structure itself is achieved by Porcelain Steel Modern Business Units.

P O R C E L A I N S T E E L B U I L D I N G S

P A G E F I V E





*Re-packaging a Business Through*  
MODERN BUSINESS UNITS

EVERYONE who has something to sell or a service to offer realizes the importance of the setting or atmosphere through which this product or service is presented.

Likewise, every merchant is aware that the re-styling and re-packaging of the most prosaic and commonplace products result in increased business.

If the sale of a single article of merchandise can be increased through enhancing the attractiveness of the package, surely an entire business can be stimulated by being established in a beautiful, colorful, distinctive "package" — the Modern Business Unit of Porcelain Steel.

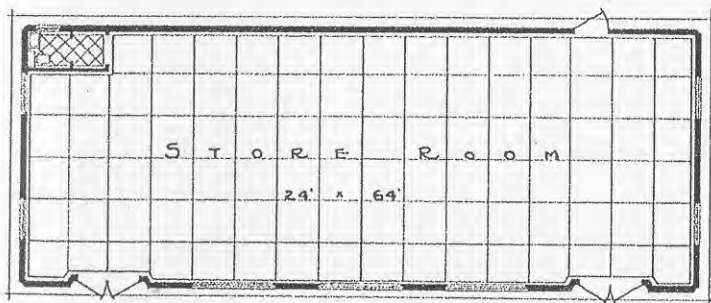
This idea can be applied to the entire range of public service institutions; to the doctor's or dentist's office as well as the grocery or drug store; to the specialty shop as well as the gasoline service station; to the independent merchant as well as the chain organization.

Along with the appearance appeal and style that make for an attractive and effective "package" for an entire business, Modern Business Units of Porcelain Steel offer unusual utility values, such as real movability, flexibility and minimum maintenance costs.

Buildings of the same material and type of construction have been used for a number of years by the White Castle System of restaurants as well as by several oil companies. Their experience, as reflected by actual figures, proves an increased sale of merchandise as well as a definite construction and maintenance economy through the use of these structures.

PORCELAIN STEEL BUILDINGS

P A Q E S L Y



MODERN  
BUSINESS UNIT  
No. A-2

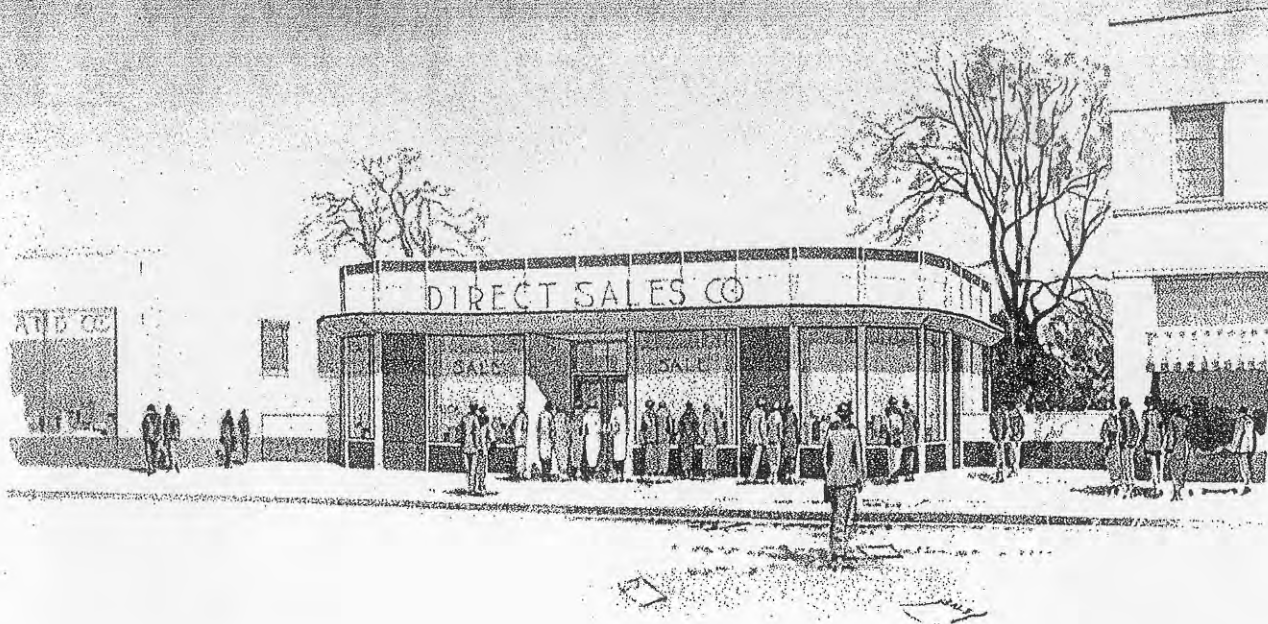
[Outside Dimensions: 25 ft. x 65 ft.]

*This floor plan is only one suggestion of the varied arrangements possible in this Modern Business Unit.*

An ideal solution to the problem of the vacant lot not yet ready for a larger, inflexible structure is offered by Porcelain Steel Modern Business Units.

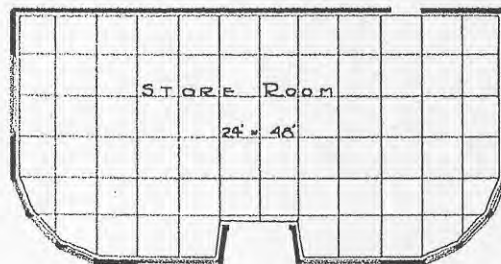
Handwritten initials or signature in the bottom right corner.





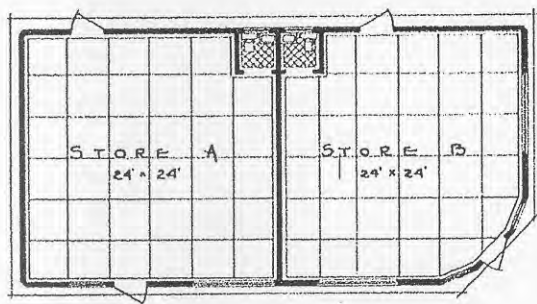
MODERN  
BUSINESS UNIT  
No. B-1

[Outside Dimensions: 25 ft. x 49 ft.]



*This floor plan is only one suggestion of the varied arrangements possible in this Modern Business Unit.*

A practically unlimited range of color, design and attractive effects heretofore unattainable in other materials is made possible by Porcelain Steel Modern Business Units.



*This floor plan is only one suggestion of the varied arrangements possible in this Modern Business Unit.*

## MODERN BUSINESS UNIT No. B-3

[Outside Dimensions: 25 ft. x 49 ft.]

The ease with which Porcelain Steel Modern Business Units may be successfully moved at small cost, present an opportunity to test the value of a vacant lot without losing the building investment.

PORCELAIN STEEL BUILDINGS

P A G E N I N E

**Building Permit History**  
**2143 S. Victoria Avenue**  
**Los Angeles**

- September 10, 1937: Building Permit No. 29955 to construct a 1-story 98' X 125' steel and masonry public garage at 800 S. La Brea Avenue, on Lots 263 & 117 of Tract No 4642, Wilshire Highlands.  
Owner: Firestone Tire and Rubber Company  
Architect: None  
Engineer: R. E. Ward  
Contractor: None  
Cost: \$30,000.00
- February 7, 1938: Building Permit No. 3562 to construct a roof sign.  
Owner: Firestone Tire Co.  
Architect: None  
Engineer: Aaron J. Smith  
Contractor: Boston Neon Signs & Displays (*on rear*)  
Cost: \$2,100.00
- February 21, 1938: Building Permit No. 4852 for neon letters on roof.  
Owner: Firestone Tire Co.  
Architect: None  
Engineer: None  
Contractor: 20<sup>th</sup> Century Lites, Inc.  
Cost: \$250.00
- March 2, 1962: Building Permit No. LA 4150 for a 8' X 24.7' roof sign addition.  
Owner: Firestone Tires  
Architect: None  
Engineer: V. K. Kelly  
Contractor: Triple A Neon  
Cost: \$2,000.00



1

CITY OF LOS ANGELES  
DEPARTMENT OF BUILDING AND SAFETY  
BUILDING DIVISION

Application for the Erection of a Building  
OF  
CLASS ~~CR "A"~~ CR "C"

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 Buildings, 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. ~~L.R.T. #96 9th St~~ 2634 117

Tract TRACT # 4642

Location of building ~~North~~ <sup>35th</sup> ~~St~~ <sup>St</sup> CORNER 8th + LA BREA  
(House Number, and Street)

Approved by  
City Engineer

Between what cross streets ~~7th St~~ 5th + La Brea Ave  
800

Deputy

USE INK OR INDELIBLE PENCIL Public Garage

- Purpose of building: (Store, Residence, Apartment House, Hotel, or any other purpose) Families: Rooms:
- OWNER (Print Name) FIRESTONE TIRE AND RUBBER Co. Phone 4241
- Owner's address: 7525 FIRESTONE BLVD
- Certificated Architect: None State License No. Phone
- Licensed Engineer: R. E. WARD State License No. 42768 Phone 21-2231
- Contractor: None State License No. Phone
- Contractor's address: None
- VALUATION OF PROPOSED WORK (including all labor and material and all permanent lighting, heating, ventilating, water supply, plumbing, fire sprinkler, electrical wiring and of elevator equipment therein or thereon) \$ 30,000.00
- State how many buildings NOW on lot and give use of each. (Store, Residence, Apartment House, Hotel or any other purpose) None
- Size of new building 98 x 125 No. Stories 1 Height to highest point 18'
- Size of lot 98 x 125 Type of soil Sandy loam
- Foundation (Material) CONCRETE Depth in ground 4'
- Material Exterior Walls MASONRY Skeleton framework STEEL (Structural Steel Reinforced Concrete)
- Material of floors CONCRETE Roofing material Composition

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

Plans, Specifications and other data must be filed.

Sign here *Walter D. ...*  
By *R. E. Ward*  
(City or Authorized Agent)

PERMIT NO.  29955  PLANS	FOR DEPARTMENT USE ONLY 5123			Fee 83.00  Stamp here when Permit is issued  SEP 10 1937  Inspector <i>Ward</i>
	Plans and Specifications checked <i>Shawyer</i>	Zone C-3	Fire District No. 3	
	Corrections noted <i>Charles 9/10</i>	Bldg. Line <i>No</i>	Street Widening <i>No</i>	
	Plans, Specifications and Application submitted and approved <i>Shawyer</i>	Application checked and approved <i>9/10/37</i>		
For Plans See	Filed with	SPRINKLER	Inspected	

CERTIFICATE NO. 29955

**FOR DEPARTMENT USE ONLY**

Application <i>130</i>	Flr District <i>130</i>	Bldg. Line <i>130</i>	Forced Draft Ventil.
Construction	Zoning	Street widening	

(1) **REINFORCED CONCRETE**  
 Barrels of Cement *230*  
 Tons of Reinforcing Steel *15 TON*

(2) The building referred to in this Application will be more than 100 feet from \_\_\_\_\_ Street  
 Sign here \_\_\_\_\_  
(Owner or Authorized Agent)

(3) This building will be not less than 10 feet from any other building used for residential purposes on this lot.  
 Sign here \_\_\_\_\_  
(Owner or Authorized Agent)

(4) There will be an unobstructed passageway at least 10 feet wide, extending from any dwelling on lot to a Public Street or Public Alley at least 10 feet in width.  
 Sign here \_\_\_\_\_  
(Owner or Authorized Agent)

**REMARKS:**

**PLAN CHECKING**  
 RECEIPT NO. *13312*  
 VALUATION \$ *30000.00*  
 FEE PAID \$ *40.00*

*[Signature]* (Signed)  
 BUILDING OR WORK.  
 NO GENERAL CONTRACT FOR THIS  
 I hereby certify that there is



CITY OF LOS ANGELES  
DEPARTMENT OF BUILDING AND SAFETY  
BUILDING DIVISION

Application to Alter, Repair, Move or Demolish

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 Department 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 contract for 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, on 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 each permit.

REMOVED FROM

REMOVED TO

Lot.....

Tract.....

Location of building } 800 South La Brea  
(House Number and Street)

Location of existing building }  
(House Number and Street)

Section what streets }

Approved by  
City Engineer.

Deputy.

Purpose of PRESENT building: Store Families Rooms

Use of building AFTER alteration or moving: Same Families Rooms

OWNER (Print Name): Firststone Tire Co. Name

Owner's Address: 800 BLK La Brea

Certificated Architect: [Signature] State License No. Phone

Licensed Engineer: Aaron J. Smith State License No. 1496 Phone

Contractor: [Signature] State License No. Phone

Contractor's Address: .....

VALUATION OF PROPOSED WORK: [Signature] \$2100<sup>00</sup>

State how many buildings NOW on lot and give use of each. (Residence, Hotel, Apartment House, or any other purpose) DOUBLE FEES

Type of existing building: 1 1/2 x 170 Number of stories high: 1 Height to highest point: 29'

Class of building: A Material of existing walls: Concrete Exterior framework: Steel (Wood or Steel)

Describe briefly and fully all proposed construction and work:

Roof sign

J.O. 51713

Fill in Application on other Side and Sign Statement (OVER)

DEPARTMENT USE ONLY			Fee: 18.00 ✓
Standard Specifications checked	Zone: 63	Fire District: 3	DOUBLE FEES
Specifications verified	Other: [Signature]	Street Widening: [Signature]	
Plans, Specifications and Applications checked and approved	Application checked and approved		FEB - 7 1918
[Signature]	[Signature]		Inspector: [Signature]

29955



PLANS, SPECIFICATIONS, and other data must be filed if required.

**NEW CONSTRUCTION**

Size of Addition Mass Size of Lot x Number of Stories when complete .....  
 Material of Foundation ..... Width of Footing ..... Depth of footing below ground .....  
 Width Foundation Wall ..... Size of Redwood Sill x Material Exterior Walls .....  
 Size of Exterior Studs x Size of Interior Bearing Studs x  
 Joists: First Floor x Second Floor x Rafters x Roofing Material .....

I have carefully examined and read both sides of this completed Application and know the same is true and correct. I hereby certify and agree, if a Permit is issued, that all the provisions of the Building Ordinances and State Laws are complied with whether herein specified or not; also certify that plans and specifications, if required to be filed, will conform to all of the provisions of the Building Ordinances and State Laws.

Sign Here Boston Mass Sign of Prop  
(Owner or Authorized Agent)  
 By Arthur C. Lech

**FOR DEPARTMENT USE ONLY**

Application <u>Mass</u>	Fire District <u>.....</u>	Bldg. Line <u>.....</u>	Termite Inspection <u>.....</u>
Construction <u>.....</u>	Zoning <u>.....</u>	Street Widening <u>.....</u>	Forced Draft Ventil <u>.....</u>
(1) <b>REINFORCED CONCRETE</b>		(2) The building (and, or, addition) referred to in this application is, or will be when moved, more than 100 feet from	
Barrels of Cement <u>.....</u>		Sign Here <u>.....</u> <small>(Owner or Authorized Agent)</small>	
Tons of Reinforcing Steel <u>.....</u>		(4) There will be an unobstructed passageway at least (10) feet wide, extending from any dwelling on lot to a Street or Public Alley at least 10 feet in width.	
(3) No required windows will be obstructed.		Sign Here <u>.....</u> <small>(Owner or Authorized Agent)</small>	
Sign Here <u>.....</u> <small>(Owner or Authorized Agent)</small>		Sign Here <u>.....</u> <small>(Owner or Authorized Agent)</small>	

**REMARKS:**

**PLAN CHECKING**  
 RECEIPT NO. 18640  
 VALUATION \$ 2100  
 FEE PAID \$ 590

I hereby certify that there is no general contractor for this building or work.  
 (Signed) Arthur C. Lech

3

CITY OF LOS ANGELES DEPARTMENT OF BUILDING AND SAFETY BUILDING DIVISION

Application to Alter, Repair, Move or Demolish

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.

REMOVED FROM

REMOVED TO

Lot. Tract. Lot. Tract.

Present location of building } 800 - S. La Brea Ave. (House Number and Street) New location of building } Same (House Number and Street) Between what cross streets } 8th & 9th

Approved by City Engineer Deputy.

1. Purpose of PRESENT building Service Garage Families Rooms 2. Use of building AFTER alteration or moving Same Families Rooms 3. Owner (Print Name) Firestone Tire Co. Phone 4. Owner's Address 800 - S. La Brea Ave.

5. Certificated Architect State License No. Phone 6. Licensed Engineer State License No. Phone 7. Contractor 20th Century Site Inc. State License No 37845 Phone TH-3456 8. Contractor's Address 6818 Avalon Blvd.

9. VALUATION OF PROPOSED WORK (Including all labor and material and all permanent lighting, heating, ventilating, water supply, plumbing, fire sprinkler, electrical wiring and/or elevator equipment therein or thereon) \$ 250.00

10. State how many buildings NOW on lot and give use of each. 1 - Garage (Residence, Hotel, Apartment House, or any other purpose)

11. Size of existing building x Number of stories high 1 Height to highest point 27'

12. Class of building A Material of existing walls Cement exterior framework Reinforced (Wood or Steel)

Describe briefly and fully all proposed construction and work: New letters on roof

Fill in Application on other Side and Sign Statement (OVER)

PERMIT NO. 4852 FOR DEPARTMENT USE ONLY Plans and Specifications checked, Corrections verified, Application checked and approved, SPRINKLER, Inspector

PLANS, SPECIFICATIONS, and other data must be filed if required.

**NEW CONSTRUCTION**

Size of Addition  x Size of Lot  x Number of Stories when complete .....  
 Material of Foundation Width of Footing Depth of footing below ground .....  
 Wall Foundation Wall Size of Redwood Sill  Material Exterior Walls .....  
 Size of Exterior Studs  x Size of Interior Bearing Studs  .....  
 Joists: First Floor  x Second Floor  x Rafters  x Roofing Material .....

I have carefully examined and read both sides of this completed Application and know the same is true and correct and hereby certify and agree, if a Permit is issued, that all the provisions of the Building Ordinances and State Laws will be complied with, whether herein specified or not; also certify that plans and specifications, if required to be filed, will conform to all of the provisions of the Building Ordinances and State laws.

Sign Here *20<sup>th</sup> Century Siles Inc.*  
(Owner or Authorized Agent)  
 By *Geo. Bethers*

**FOR DEPARTMENT USE ONLY**

Application <i>111</i>	Fire District	Bldg. Line	Termite Inspection
Constructor	Zoning	Street Widening	Forced Draft Ventil.
(1) <b>REINFORCED CONCRETE</b> Barrels of Cement ..... Tons of Reinforcing Steel .....		(2) The building (and, or, addition) referred to in this Application is, or will be when moved, more than 100 feet from ..... Street Sign Here..... <small>(Owner or Authorized Agent)</small>	
(3) No required windows will be obstructed. Sign Here..... <small>(Owner or Authorized Agent)</small>		(4) There will be an unobstructed passageway at least ten (10) feet wide, extending from any dwelling on lot to a Public Street or Public Alley at least 10 feet in width. Sign Here..... <small>(Owner or Authorized Agent)</small>	

REMARKS:



3

APPLICATION TO ALTER - REPAIR - DEMOLISH AND FOR CERTIFICATE OF OCCUPANCY

Form 54

CITY OF LOS ANGELES DEPT. OF BUILDING AND SAFETY

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only. 2. Plot Plan Required on Back of Original.

1. LEGAL LOT DESCR.	TRAC. 263	BLK.	TRACT 4642	ADDRESS APPROVED	MIB			
2. BUILDING ADDRESS	800 So. La Brea			DIST. OFF.	5123			
3. REVERSE SIDE STREETS	AND 9th St.			ZONE	C-2-1			
4. PRESENT USE OF BUILDING	Garage			FIRE DIST.	II			
5. OWNER'S NAME	Firestone Tires			INSIDE	KEY			
6. OWNER'S ADDRESS	P.O.			ZONE	COR. LOT			
7. CERT. NO.	Above			STATE LICENSE	PHONE			
8. LIC. ENGR.	V. K. Kelly			STATE LICENSE	PHONE			
9. CONTRACTOR	Triple A Neon			STATE LICENSE	PHONE			
10. CONTRACTOR'S ADDRESS	11160 Cumpston			P.O.	ZONE			
11. SIZE OF EXISTING BLDG.	STORIES	HEIGHT	NO. OF EXISTING BUILDINGS ON LOT AND USE	BLDG. AREA	DISTRICT OFFICE			
200 x 100	1	18	1 - garage	NC	L. A.			
12. MATERIAL	<input type="checkbox"/> WOOD	<input type="checkbox"/> METAL	<input type="checkbox"/> CONC. BLOCK	ROOF	<input type="checkbox"/> WOOD	<input checked="" type="checkbox"/> STEEL	ROOFING	SPRINKLERS
EXT. WALLS:	<input type="checkbox"/> STUCCO	<input type="checkbox"/> BRICK	<input checked="" type="checkbox"/> CONCRETE	CONST.	<input type="checkbox"/> CONC.	<input type="checkbox"/> OTHER	Steel	REQ'D. SPECIFIED
13. VALUATION: TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING.	\$ 2,000.00			VALUATION APPROVED	Wald			AFFIDAVITS
14. SIZE OF ADDITION	STORIES	HEIGHT	APPLICATION CHECKED	Valencia				
15. NEW WORK: (Describe)	EXT. WALLS	ROOFING	PLANS CHECKED	Roof sign addition			DWELL. UNITS	
8' x 24.7"			CORRECTIONS VERIFIED	8' x 24.7"			SPACES PARKING	
I certify that in doing the work authorized hereby I will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.			PLANS APPROVED	INS			GUEST ROOMS	
Signed <i>V.K. Kelly</i>			APPLICATION APPROVED				FILE WITH	
This Form When Properly Validated is a Permit to Do the Work Described.			INSPECTOR				CONT. INSP.	

SPACES (Available) (See Available)

CRITICAL SOIL

TYPE	GROUP	MAX. OCC.	P.C.	S.P.C.	G.P.I.	B.P.	I.F.	O.S.	C/O
Proj. Sign	KA	4150	5			10			

			NAR--2-62	16000	C - 2 CK	5.00
			NAR--2-62	16001	C - 1 CK	10.00

CASHIER'S USE ONLY P.C. No. GRADING CRIT. SOIL CONS.

CA 4120

10.00	C - 1 CK	1001	SRS
2.00	C - S CK	1000	THE FIRST PLAYS

# Firestone Tire Building Photographs



*Firestone Tire Building, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*



*Firestone Tire Building, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*





*Firestone Tire Building, roof sign added in 1962, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*



*Firestone Tire Building, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*



*Firestone Tire Building, roof canopy, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*



*Firestone Tire Building, porcelain wall, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*





*Firestone Tire Building, original signage, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*



*Firestone Tire Building, 8<sup>th</sup> Street facade, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*



*Firestone Tire Building, 8<sup>th</sup> Street bay door, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*



*Firestone Tire Building, garage interior showing skylights, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*





*Firestone Tire Building, curve at corner, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*



*Firestone Tire Building, both facades, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)*