

DEPARTMENT OF  
CITY PLANNING  
OFFICE OF HISTORIC RESOURCES  
200 N. SPRING STREET, ROOM 620  
LOS ANGELES, CA 90012-4801  
(213) 978-1200

CULTURAL HERITAGE COMMISSION

RICHARD BARRON  
PRESIDENT  
ROELLA H. LOUIE  
VICE-PRESIDENT

GLEN C. DAKE  
GAIL KENNARD  
OZ SCOTT

FELY C. PINGOL  
COMMISSION EXECUTIVE ASSISTANT  
(213) 978-1294

Date **APR 23 2010**

Los Angeles City Council  
Room 395, City Hall  
200 North Spring Street  
Los Angeles, California 90012

ATTENTION: Patrice Lattimore, Legislative Assistant  
Planning and Land Use Management Committee

CASE NUMBER: **CHC-2010-302-HCM**  
**SUN REALTY COMPANY BUILDING**  
**629-633 SOUTH HILL STREET**

At the Cultural Heritage Commission meeting of April 15, 2010, the Commission moved to include the above property in the list of Historic-Cultural Monument, subject to adoption by the City Council.

As required under the provisions of Section 22.171.10 of the Los Angeles Administrative Code, the Commission has solicited opinions and information from the office of the Council District in which the site is located and from any Department or Bureau of the city whose operations may be affected by the designation of such site as a Historic-Cultural Monument. Such designation in and of itself has no fiscal impact. Future applications for permits may cause minimal administrative costs.

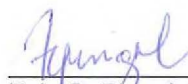
The City Council, according to the guidelines set forth in Section 22.171 of the Los Angeles Administrative Code, shall act on the proposed inclusion to the list within 90 days of the Council or Commission action, whichever first occurs. By resolution, the Council may extend the period for good cause for an additional 15 days.

The Cultural Heritage Commission would appreciate your inclusion of the subject modification to the list of Historic-Cultural Monuments upon adoption by the City Council.

The above Cultural Heritage Commission action was taken by the following vote:

Moved: Commissioner Barron  
Seconded: Commissioner Scott  
Ayes: Commissioners Dake and Louie  
Absent: Commissioner Kennard

**Vote: 4-0**



Fely C. Pingol, Commission Executive Assistant  
Cultural Heritage Commission

Attachment: Staff Report with Findings

c: Councilmember Jan Perry, Ninth Council District  
M & M Holding, LLC (Attn: Moiez Benyamin)  
Charles J. Fisher

CITY OF LOS ANGELES  
CALIFORNIA



ANTONIO R. VILLARAIGOSA  
MAYOR

EXECUTIVE OFFICES

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VINCENT P. BERTONI, AICP  
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JANE BLUMENFELD  
ACTING DEPUTY DIRECTOR  
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EVA YUAN-MCDANIEL  
DEPUTY DIRECTOR  
(213) 978-1273

FAX: (213) 978-1275

INFORMATION  
(213) 978-1270  
www.planning.lacity.org

CO9

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OZ SCOTT  
VACANT

FELY C. PINGOL  
COMMISSION EXECUTIVE ASSISTANT  
(213) 978-1294

Date APR 23 2010

M & M Holding, LLC  
Attn: Moiez Benyamin  
730 N. Bonhill Boulevard  
Los Angeles, CA 90049-2304

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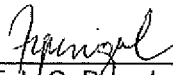
INFORMATION  
(213) 978-1270  
[www.planning.lacity.org](http://www.planning.lacity.org)

**CERTIFIED MAIL**  
**RETURN RECEIPT REQUESTED**

CASE NUMBER: CHC-2010-302-HCM  
SUN REALTY COMPANY BUILDING  
629-633 SOUTH HILL STREET

As you will note from the attached copy of our communication to the Los Angeles City Council, the Cultural Heritage Commission has moved to include the above-referenced property in the list of Historic-Cultural monuments, subject to adoption by the City Council.

In due course, our transmittal will be given a council file number and will be referred to the Council's Planning and Land Use Management Committee for review and recommendation. If you are interested in attending the Council Committee meeting, you should call Patrice Lattimore at (213) 978-1074 for information as to the time and place of the Committee and City Council meetings regarding this matter. Please give Ms. Lattimore at least one week from the date of this letter to schedule this item on the Committee Agenda before you call her.


  
Fely C. Pingol, Commission Executive Assistant  
Cultural Heritage Commission

Attachment: CHC Declaration Letter to Council, Staff Report with Findings, and Additional Finding


C: Notification List  
GIS  
Charles J. Fisher

**Los Angeles Department of City Planning  
RECOMMENDATION REPORT****CULTURAL HERITAGE COMMISSION****CASE NO.: CHC-2010-302-HCM  
ENV-2010-303-CE****HEARING DATE:** April 15, 2010  
**TIME:** 10:00 AM  
**PLACE:** City Hall, Room 1010  
200 N. Spring Street  
Los Angeles, CA  
90012Location: 629-633 South Hill Street  
Council District: 9  
Community Plan Area: Central City  
Area Planning Commission: Central  
Neighborhood Council: Downtown Los Angeles  
Legal Description: FR 5 of Subdivision of Block 19  
Ord's Survey**PROJECT:** Historic-Cultural Monument Application for the  
SUN REALTY COMPANY BUILDING  
**REQUEST:** Declare the property a Historic-Cultural Monument  
**OWNER/  
APPLICANT:** M & M Holding, LLC (Attn: Moiez Benyamin)  
730 N. Bonhill Blvd.  
Los Angeles, CA 90049-2304  
**OWNER'S  
REPRESENTATIVE:** Charles J. Fisher  
140 S. Ave. 57  
Los Angeles, CA 90042**RECOMMENDATION** That the Cultural Heritage Commission:

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

S. GAIL GOLDBERG, AICP  
Director of Planning  
Ken Bernstein, AICP, Manager  
Office of Historic ResourcesLambert M. Giessinger, Preservation Architect  
Office of Historic Resources

Prepared by:

  
Edgar Garcia, Preservation Planner  
Office of Historic Resources**Attachments:** December, 2009 Historic-Cultural Monument Application  
ZIMAS Report

## **FINDINGS**

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

## **CRITERIA**

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

## **SUMMARY**

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

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

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

### DISCUSSION

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

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

### BACKGROUND

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

### CALIFORNIA ENVIRONMENTAL QUALITY ACT ("CEQA") REVIEW

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

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

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

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

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

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

# Los Angeles Department of City Planning RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

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

HEARING DATE: February 18, 2010  
TIME: 10:00 AM  
PLACE: City Hall, Room 1010  
200 N. Spring Street  
Los Angeles, CA  
90012

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

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

REQUEST: Declare the property a Historic-Cultural Monument


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

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

**RECOMMENDATION** That the Cultural Heritage Commission:

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

S. GAIL GOLDBERG, AICP  
Director of Planning

  
\_\_\_\_\_  
Ken Bernstein, AICP, Manager  
Office of Historic Resources



\_\_\_\_\_  
Lambert M. Giessinger, Preservation Architect  
Office of Historic Resources

Prepared by:

  
\_\_\_\_\_  
Edgar Garcia, Preservation Planner  
Office of Historic Resources

Attachments: December, 2009 Historic-Cultural Monument Application  
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## SUMMARY

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

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## CRITERIA

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**FINDINGS**

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

# HISTORIC-CULTURAL MONUMENT APPLICATION

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

## IDENTIFICATION

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

## DESCRIPTION

6. ARCHITECTURAL STYLE ART DECO / ZIGZAG MODERNE
7. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORKSHEET)  
(SEE DESCRIPTION WORKSHEET)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# HISTORIC-CULTURAL MONUMENT APPLICATION

NAME OF PROPOSED MONUMENT SUN REALTY COMPANY BUILDING

10. CONSTRUCTION DATE: FACTUAL 1930 ESTIMATED \_\_\_\_\_

11. ARCHITECT, DESIGNER, OR ENGINEER: CLAUD BEELMAN

12. CONTRACTOR OR OTHER BUILDER: HERBERT M. BARUCH COMPANY AND CONSOLIDATED STEEL COMPANY

13. DATES OF ENCLOSED PHOTOGRAPHS MAY 29, 2009 & JUNE 2, 2009

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

ALTERATIONS: THERE HAVE BEEN NO MAJOR ALTERATIONS TO THE STRUCTURE. LOBBY HAS SOME MINOR CHANGES, BUT IS MOSTLY INTACT. TENANT IMPROVEMENTS HAVE OCCURRED IN THE BUILDING SINCE ITS CONSTRUCTION. DROPPED CEILINGS IN ELEVATOR LOBBIES. FIRST FLOOR STOREFRONTS HAVE BEEN REMODELED SEVERAL TIMES.

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

16. IS THE STRUCTURE  ON ITS ORIGINAL SITE  MOVED  UNKNOWN

## SIGNIFICANCE

17. BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE; INCLUDE DATES, EVENTS, AND PERSONS ASSOCIATED WITH SITE (SEE OPTIONAL SIGNIFICANCE WORKSHEET) THIS ART DECO BUILDING IS A GOOD EXAMPLE OF A MAJOR OFFICE DESIGNED BY THE PROMINENT ARCHITECT, CLAUD BEELMAN. AND BUILT FOR THE SUN REALTY COMPANY. OWNED BY ISADOR EISNER. EISNER, WHO WAS BORN IN POLAND IN 1879, HAD COME TO THE UNITED STATES IN 1897, ARRIVING IN CALIFORNIA AROUND 1903, WHEN HE BECAME A US CITIZEN. EISNER WORKED HIS WAY UP TO HEAD THE SUN DRUG COMPANY BY 1918. THE COMPANY RAPIDLY BECAME ONE OF THE LARGEST IN SOUTHERN CALIFORNIA. EISNER FORMED THE SUN REALTY COMPANY TO MANAGE THE MAY SUN DRUG STORE LEASES. EISNER SOON BEGAN INVESTING IN DOWNTOWN REAL ESTATE AND HAD A LARGE HEADQUARTER BUILDING CONSTRUCTED IN 1922. EISNER HIRED CURLETT AND BEELMAN TO DESIGN THAT BUILDING AND CONTINUED WITH THE FIRM AND LATER WITH BEELMAN AFTER THE FIRM DISSOLVED IN 1928. THESE VARIOUS BUILDINGS, INCLUDING THE GARFIELD BUILDING (HCM 121) WERE TO SERVE A MAJOR PART IN CREATING THE CENTRAL CITY LANDSCAPE OF TODAY. AS THE GREAT DEPRESSION DEEPEDED IN THE 1930s, SUN REALTY ULTIMATELY WENT INTO RECEIVERSHIP.

18. SOURCES (LIST BOOKS, DOCUMENTS, SURVEYS, PERSONAL INTERVIEWS WITH DATES) LOS ANGELES CITY BUILDING PERMITS PER ATTACHED. LA COUNTY ASSESSORS RECORDS, RECORDED DEEDS, CENSUS RECORDS, LA CITY DIRECTORIES, VARIOUS LOS ANGELES TIMES ARTICLES.

19. DATE FORM PREPARED DECEMBER 13, 2009 PREPARER'S NAME CHARLES J. FISHER

ORGANIZATION OWNER'S REPRESENTATIVE STREET ADDRESS 140 S. AVENUE 57

CITY HIGHLAND PARK STATE CA ZIP CODE 90042 PHONE (323) 256-3593

E-MAIL ADDRESS: ARROYOSECO@HOTMAIL.COM

# DESCRIPTION WORK SHEET

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

THE SAME DETAILS THAT ARE IN TERRA COTTA AT THE FRONT PARAPET LEVEL ARE CAST IN CONCRETE AT THE REAR OF  
IDENTIFY GARAGE; GARDEN SHELTER, ETC.

THE ROOF AREA. MUCH OF THE REAR AND SIDE GLASS IS WIRED INDUSTRIAL TYPE.

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

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

CEILING IN PENTHOUSE.  
IDENTIFY NOTABLE MATURE TREES AND SHRUBS

HISTORIC-CULTURAL MONUMENT APPLICATION

**CITY OF LOS ANGELES  
SIGNIFICANCE WORK SHEET**

TYPE OR HAND PRINT IN ALL, CAPITAL, BLOCK LETTERS

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

**ARCHITECTURAL SIGNIFICANCE**

THE SUN REALTY COMPANY BUILDING IS AN IMPORTANT EXAMPLE OF  
NAME OF PROPOSED MONUMENT  
ART DECO / ZIGZAG MODERNE ARCHITECTURE  
ARCHITECTURAL STYLE (SEE LINE 8)

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

**AND/OR**

**HISTORICAL SIGNIFICANCE**

THE SUN REALTY COMPANY BUILDING WAS BUILT IN 1930  
NAME OF PROPOSED MONUMENT YEAR BUILT  
CLAUD BEELMAN AND ISADOR EISNER WAS IMPORTANT TO THE  
NAME OF FIRST OR OTHER SIGNIFICANT OWNER

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

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

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



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

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

TRACT NO. 521 M.B. 15-167

TRACT NO. 7281 M.B. 109-39

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

LOT B OF THE GEORGE W. WALKER PROPERTY M.R. 84-45

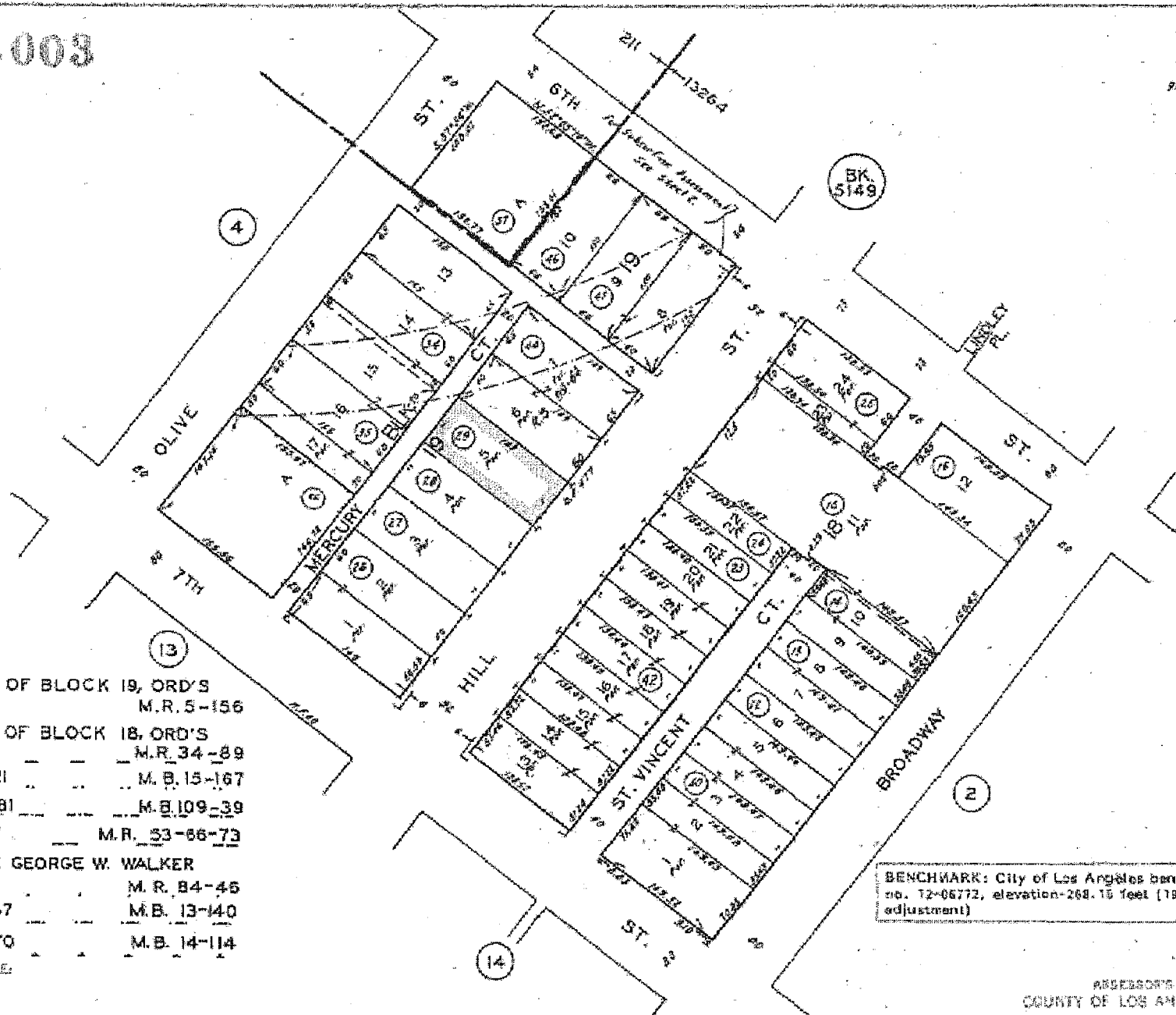
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TRACT NO. 170 M.B. 14-114

FOR INFO - SEE: 5144-4, 548

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

ASSESSOR'S MAP  
COUNTY OF LOS ANGELES, CALIF.



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

*By Charles J. Fisher*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NEW SUN DRUG STORE TO BE OPENED TODAY.  
*Los Angeles Times (1886-1923); Feb 28, 1918;*  
*ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)*

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

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

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

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**PLANS TO AID CHILDREN**

The Los Angeles Times (1886-Current File); Oct 15, 1923;  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1983)

PG. 11

## PLANS TO AID CHILDREN

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

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

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

#### **MAY BE INCREASED**

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

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

#### **PROVIDE SCHOOLING**

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



Isidor Eisner

committee may provide tuition fees for three or four years.

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

The fund in whose honor the endowment was established is the son of U. S. Dist. Att. Louis Eisner. He is also the grandson of Meyer Lerner of the United States Shipping Board.

Drug Chain Has Great Growth in Southwest.  
Los Angeles Times (1889 Current File); Dec. 2, 1922.  
Pre-Quest Historical Newspapers Los Angeles Times (1881 - 1926)  
p. 172

## Drug Chain Has Great Growth in Southwest

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

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

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

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

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## DAILY TRADE TALK

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

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

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

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

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

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

Group 6, including Alameda, Contra Costa, San Joaquin, Calaveras and Tuolumne counties. Alameda vegetable crops are 50 per cent of normal, the fruit crops 75 per cent to 85 per cent of normal and the grain crops 50 per cent of normal. Manufacturing and trade are slack and collections slow. In Contra Costa county business has been hurt by drought and foot-and-mouth disease. Many of the dairymen lost their herds and some may not restock their dairy ranches. Hay and grain crops are short and agriculture generally is depressed. This has had its effect on the retail trade which is slow. Another cause of the slowness in the retail trade is the slowing up of manufacturing in the Richmond section of the county where some of the establishments are reducing forces.

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

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

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

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

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

#### OWL DRUG POSITION

The Owl Drug Company yesterday paid its thirty-fifth consecutive semiannual dividend payment on the outstanding 2 per cent preferred stock of the company, covering the six months period ended June 30.

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

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

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

In addition to eighty-five stores now in operation there are also under construction additional stores in San Francisco, Los Angeles and Chicago. With the enlarged business and the expansion program of the company now under way the gross volume of sales for 1924 will approximate \$25,000,000.

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

After July 31 the option time for the present stockholders to exercise their rights expires. The remaining unsold portion will then be offered to the general public through the company's offices, 511 Mission street, San Francisco.

#### ROAD BOND ISSUE

An issue of \$252,400 Kern County Road District Improvement No. 28 noncallable 5 per cent bonds is offered today on a yield basis of 6.40 per cent by Hanks, Huntley & Co., Southern California investment bankers. The bonds are dated June 23, 1924, will mature serially \$1260 annually from 1926 to 1945, inclusive, and are entirely exempt from Federal income

(Continued on Page 15, Col. 1)

## DAILY TRADE TALK GIVEN

(Continued from Fourteenth Page)

taxes and surtax and from California personal property tax.

The issue pays for nine miles of eighteen-foot highway running through the heart of the rich Wood Patch section of Kern county and providing an important farming community with modern roadway access to the great markets of the State. The road district lies about fifteen miles southeast of Bakersfield, comprises 28,800 acres (forty-five square miles) of the Wood Patch, and is approximately 90 per cent under cultivation. It embraces some of the best agricultural land in the State.

### PERSONNEL CHANGES

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

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

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

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

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

J. Warren Roach appointed assistant cashier, Redlands branch.

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

### PURCHASING ACTIVITY

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

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

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

### OFF FOR CONVENTION

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

### HOWARD DENIES RUMOR

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

Eisner to Head One Committee in Jewry Appeal  
*Los Angeles Times (1896-Current File); Jan 4, 1935;*  
ProQuest Historical Newspapers Los Angeles Times (1851 - 1986)  
pg. A8

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

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

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

Guests at the reception included J. T. Baruh, A. Brownstein, Louis M. Cole, Irving H. Heilman, Marco Newmark, Judge Koltzer, Louis Isaacs, C. Shtauels, S. M. Newmark, I. Eisner, H. W. Louis and Rabbi Herman Lisauer.

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

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

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# SCRAPERS TO BE BUILT

(Continued from First Page)

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

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

A lease has been secured by the Hollywood Business Properties, Inc., on property at 1738 North Hudson avenue and the company plans the erection of a twelve-story Class-A hotel building. B. Marcus Fritzen, architect, has been commissioned to prepare preliminary plans for the project, which it is estimated, will cost \$1,000,000.

The other Hollywood structure will rise on the northeast corner of Sunset Boulevard and Morningside avenue for the Vine and Sunset Holding Corporation. Plans and specifications just completed by Architect S. Charles Lea call for a Class-A height-limit apartment building covering an area 108x128 feet. Of steel frame construction, it will cost approximately \$600,000.

## STORE BUILDING

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

The Needham building to cost approximately \$1,500,000 is to be erected by Sam S. Silvenstein to house wholesalers and manufacturers of garments. It is planned for the wholesale garment section of the city. Alec Curlett, architect, has prepared the plans and arrangements for the construction now are in progress.

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

## DOWNTOWN BUILDING

April 1 has been designated as the date for erection of another height-limit structure in the downtown area. It will rise at 623 South Hill street, immediately north of the Harris & Frank Store Building and is to be built for the Sun Finance and Investment Company, a subsidiary of the Sun Realty Corporation. A two-story building at present occupies the site. Plans are not yet complete, but recent information indicates the structure will cost about \$800,000 and probably will be of reinforced concrete construction. Claud Beelman has been given the architect's commission.

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

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

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

Architect Kenneth MacDonald is preparing drawings for a Class-A

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

## LARGE EXPENDITURE

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

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

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

Complete plans for the hotel building in the Hollywood area have not been discussed, but it is understood that it will cost about \$5,000,000.

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

THIRD SKYSCRAPER WAITS  
 EXPIRATION OF LEASES

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

With one \$2,000,000 limit-height office building announced yesterday, ground broken last week for a second, a third nearing completion and numerous apartment-houses under construction in the area, approximately \$5,000,000 in construction work is either under way or planned for the "Miracle Mile" district of Wilshire Boulevard. This work is declared to be the forerunner of a \$30,000,000 expenditure program for this and the Hancock Park area in the next few months following the expiration of leases in Hancock Park, July 1.

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

Wilshire Boulevard and approved plans for a 210,000 sq. ft. building on the south side of Wilshire Boulevard extending from the present office building on the site as soon as possible. The lease has more than 18 months to run, it is reported. This sale of the property for approximately \$1,200,000 per front foot

through the realty office of A. W. Jones developer of the "Miracle Mile" is declared to establish a high mark for property in this section of the city. The transaction marks for the first time two developments of business properties. A. W. Jones and Richard E. Jones, president of the Sun Realty Company.

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



ANARCHOS.

**GROUND BROKEN**  
 Ground was broken last week for the \$1,000,000 Wilshire-Beverly building which will occupy an entire block on the south side of Wilshire Boulevard extending from Olive to Cotnam streets. Completion of this structure is expected by September 1. A total of 100,000 square feet of floor space will be provided in the structure. The firm of Skirpan, Walls & Dimmock is the architect, and C. L. Park the contractor. The building will be featured by the extensive use of glass, the upper stories using it almost entirely for facing. Dr. Gregory, pipe crawler, has already done his share for space in this building. She left last week for Europe and upon her return will establish a fashion salon in the new location.

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

**APARTMENT-HOUSE DEVELOPMENT**

Apartment-house development under construction at the present time in the territory directly adjacent to the "Miracle Mile" total \$1,000,000. These developments include two structures for \$1,000,000; six apartment buildings being built by Grant Miller, \$350,000; three apartment buildings for Frank Meyer, \$150,000; and one structure for Levy & Corback, \$50,000. Five other apartment-houses under construction on Cochran avenue, between Wilshire Boulevard and Third Street total \$200,000.

**MOORPARK CENTER OF BIG PAYING PROJECT**

MOORPARK, April 19. (Special.)—Some \$100,000 have been received on the improvement to Los Angeles avenue between Moorpark and 60th, as an estimated cost of \$1,000,000. This also was received on the project to build a water storage reservoir at Moorpark, at an estimated cost of \$1,000,000. The board of supervisors will award contracts as soon as all bids have been passed on and recommendations made by County Engineer Charles W. Paul.

**LOCAL TILE SENT EAST FOR PLUNGE**

New York Adopts Ideas Used in Hollywood for Swimming Pool

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

The order, for a specially designed swimming pool the end terra cotta, was received by Gladding, McBean & Co., clay products manufacturer, through its New York office. The tile, of a steel translucent blue, is to be produced in the Gladding plant in the company and will be used to build the swimming pool on the Sands Point (Long Island) estate of Mrs. Cecilia Belmont, wealthy actress society matron.

Inspired in the design of the pool, which is reported to have been inspired by a similar one in a Beverly Hills home, is an elaborate system of underwater flood lighting, according to Edward C. Belmont, sales manager of Gladding, McBean. Other notable features of the pool, he is said, will make it comparable on a smaller scale to the famous Aqua Caliente plants which is reputed to be the most beautiful in the world. American continental and other has attracted the attention of leading architects throughout the United States.

The tile, glazes and terra cotta for the swimming pool were also ordered by this firm in Los Angeles, it was reported.

**Co-ordination in Business Codes to Be Effected**

Construction, architects and engineers are expected to coordinate their professional codes in Southern California, following the suggestion of James Collins, director of the State Department of Professional and Vocational Standards. At Cotnam's suggestion several meetings of members of the different professions have been held and committees of engineers and architects are to be selected to appoint representatives to attend meetings whose charges involving the different professions may be authorized.

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

SKYSCRAPER START SLATED APRIL FIRST  
*Los Angeles Times (1898-Current File); Feb. 2, 1930;*  
From Queen Historical Newspapers Los Angeles Times (1881 - 1986)  
pg. 51

SKYSCRAPER START  
SLATED APRIL FIRST



Sun Realty Building

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# FINANCIAL

## BUILDING-LOAN GROUP REPORTS

Consolidated Statement of Associations Lined

Liquid Position Improves in First Quarter

State Institutions Take in \$300,000 a Day

Consolidated statement of condition of California building loan associations as of March 31. Total assets show an increase of \$1,000,000 over the first quarter of the current year. The institutions as a group materially strengthened their liquid position.

The statement, just released by State Building and Loan Commissioner Williams, was secured voluntarily by the California Building-Loan League through mail data as required.

**CASH ACCOUNT JUMP**  
While the total combined resources of the institutions increased \$1,000,000, or 4 per cent, during the first quarter, an aggregate of \$300,000,000 on March 31, last, loans showed a gain of but \$3,322,000, or 1 per cent from the period previous to 31, 1929, to March 31, according to a total of \$296,678,000 on the latter date. On the other hand, cash on hand amounted to \$10,000,000, representing an increase for the quarter of \$1,200,000, or 12.5 per cent.

Comparing with the balance of \$10,000,000, or 4 per cent, in total assets the consolidated statement discloses that the investment in investment certificates amounted to \$24,000,000, or 8 1/2 per cent; a total of \$24,000,000, or 8 1/2 per cent, in real estate, including \$10,000,000, or 3 1/2 per cent, in California and Nevada securities, and the California stock associations, \$24,000,000, or 8 per cent, in \$7,000,000.

**SPARE A DAY**  
Mortgage institutions with a program of the first quarter show an average of 100,000,000 and all have increased in the first quarter of 1930,000. The average for the first quarter of 1929 was 100,000,000.

Interest and dividends paid out by the associations on investments, certificates, mortgages, stocks and capital stock during the first quarter were estimated to amount to \$1,000,000, which is 100,000,000 per cent increase.

More than 80 per cent of the resources of the California associations are loaned on real estate in and out of construction, including in the majority of cases. The resources are used in construction, and other construction, such as electric, water, sewer, telephone, and other public utilities. The funds are placed out of the state's banks, banks in the neighboring and national banks, and elsewhere in the state in the various banks of the country.

## Tile Company Orders Point Up

Increase in building construction activity predicted for the late summer months is becoming evident, it reports from Glendale, Wilshire and Culver products manufacturers, Los Angeles, indicates.

Among recent large orders received by the company, George F. Smith, general sales manager, yesterday reported: Terra cotta facades of two schools planned for the new Westchester and other buildings on Hill and on Broadway, between Hill and Broadway, terra cotta of a green shade for the new Sun Beach and Flaming buildings at 525 South Hill street, terra cotta and face brick for the new Yale and Yale hotels, Los Angeles, with tile for the California Bank addition on Spring, between Hill and Broadway, terra cotta for the new Southern California Trust Building at Fifth and Grand, and 100,000 square feet of glazed and tile for the Exchange Bank Hotel at Hollywood. The company has also just completed terra-cotta facades for the new Eastern California Stock Exchange and headquarters building, which are under way in Los Angeles.

## Sheet and Tube Schedule Fixed

**TODDINGTON, July 18.**—Yonkers Sheet and Tube Company's operations in the Yonkers town district will remain unchanged until such as 60 per cent. Operations of Yonkers Steel Tube Company also will remain the same at 65 per cent, with tube production at 10 per cent and sheet production at 20 per cent.

Two of the largest Yonkers sheet and tube plants will enter into a new agreement with an change in their production schedule. Yonkers Sheet Company's plant operations at Yonkers, while General Yonkers Company's output will rise at 10 per cent, 10 per cent below 1929 level, a 10 per cent. Yonkers Sheet Company will then work at 35 per cent, against 25 per cent, 1929.

## MARKET STREET RAIL PROFITS REPORTED

**CHICAGO, July 18.**—Market Street railway's profits for the twelve months ended June 30 last, were reported here today as \$1,857,322 after charges, but before depreciation and taxes, less an amount of \$48,822 in the preceding twelve months. After depreciation, depreciation and taxes, profits were \$1,278,500, or against \$1,216 in 1929, 1928.

## INSTITUTE COURSES CHANGED

Local Exchange School Board Announces Shift for Coming Year

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

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

New courses to be offered during the coming term are "the work of the average stock," a study which is being expanded and sponsored by the Los Angeles Association of Investment House, and "average practice," a course planned especially for pattern and average stock who desire to become familiar with the most technicalities of the average practice. Other new courses are "the financial system of the United States," and the "history of securities," which will be offered in the form of both an introductory and advanced course in collaboration. Persons who wish to call for a plan in "average practice" and in "public practice."

NOMINATION OF I. EISNER ANNOUNCED  
Los Angeles Times (1936 Current File); Aug 19, 1936;  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1985)  
p. A1

## NOMINATION OF I. EISNER ANNOUNCED

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

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

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

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

### 'Viola Dana' Wants to be Viola Dana

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

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

Mrs. Flynn, who recently divorced "Lefty" Flynn, football player and film actor, is the daughter of Emil A. Fluehrth, 1626 1/2 Argyle avenue. Her address is 1824 Stearns Drive. She was born June 28, 1897, according to the petition, which was filed by Attorney Walter S. Coen.



VIOLA DANA

#### PIONEERS TO BE GUESTS

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

Hospital Project to Be Furthered by Charity Ball  
Los Angeles Times (1936 Current File), Feb. 1, 1931,  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)  
pg. A6

## Hospital Project to Be Furthered by Charity Ball

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

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

The list of patrons and patronesses includes Messrs. and Misses Alex Brownstein, Louis B. Mayer, Ben Strauss, Harry Rapp, Adolph Sieroty, Sam Behrendt, I. Eisner, Adolph Fleishman, Gus Meerhaef, Karl Triest, I. Irving Lipsitch and Rabbi and Mrs. Edgar F. Magnin.

### LECTURE TO DEAL WITH POETS

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

## SUN COMPANY'S AFFAIRS AIREP

Joseph P. Loeb Takes Stand  
in Senatorial Quiz

Realty Concern Receiver's  
Attorney Testifies

Defends Efforts to Salvage  
Bond Investments

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

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

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

The Sun company went into receivership April 11, 1932, under a plan that had been worked out, Loeb said, at numerous conferences among the several groups interested, including the S. W. Straus & Co., who sold the \$16,000,000 in bonds involved, one of two local banks with claims, and other creditors. The company owned and operated large downtown office buildings, including what the witness described as some of the finest locations in the city.

### RECEIVERSHIP SET-UP

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

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

### AS TO CLOSING RECEIVERSHIP

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

Loeb countered with the explanation again that bondholders were represented at the conferences, and later two of the largest groups of bondholders had deposited with the committee from 75 per cent to 78 per cent of the bonds involved, indicating not only acquiescence but active co-operation. He also gave the opinion, as had Miscoff, that should the matter have been permitted to have gone to foreclosure rather than receivership, or even now, most of the bondholders would get nothing, and the rest only a little.

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

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

### LOEB SIGHTS HOPE

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

(Continued on Page 4, Column 3)

# CITIES ASK FEDEL AID FOR WORKS

**San Diego and Ontario File Applications With Advisory Board**

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

In one application, San Diego seeks \$100,000 with which to strengthen and reconstruct the Hodges Reservoir Dam. As ordered by the State Engineer on August 14, 1931, the city stated that it is unable to defray the cost out of ordinary annual income.

The southern city seeks a grant in its second application with which to complete a water project on which it already has spent approximately \$400,000. It has a water rate and bonds available for the work and asks a grant of 50 per cent of the cost of the project.

Ontario asks money for the establishment of land and the construction of a large-diameter main of the articulated sludge type.

# NEWS OF THE CAFES

**MARTINI'S Cafe Opera, Los Angeles!** Latest dining and dancing restaurant, opened last night in a cozy group of rooms. Although Gilbert's orchestra is said to have gone over big with the party patron. And, of course, the foot-velvet floor is an evolution from past parties of these many years of catering to local gentlemen.

It is announced that a combination football and Armistice Day celebration is to be held for tomorrow night. Lancers' dance and in effect as a public policy every Wednesday and Saturday.

# GOV. BALZAR ARRIVES FOR TREATMENT

**Nevada Executive Under Medical Observation After Visit to Mayo Brothers**

Accompanied by his private physician, Gov. Balzar of Nevada arrived here yesterday from Rochester, N. Y., where he had been treated for a long time.

# IN BULLDOZER SUFFER ROOMS

Scattered U.S.C. football spectators will probably take over the Bulldogs' main auditorium today. The football game will be held in the stadium at 7:30 p.m. on Saturday night. The stadium is being prepared for the game by the U.S.C. football team. The stadium is being prepared for the game by the U.S.C. football team.

# DRIVING SPOT

Spectator's Tavern, which serves mainly game and game, continues to be a favorite spot for spectators of the football game. The Tavern is located on Huntington Drive, where police are advised to make regulations and cover early.

# LUNCHROOM FREE CUT

Many hundreds of shoppers and many in the downtown area are daily enjoying their shopping meals at lunchrooms. The lunchrooms are being prepared for the game by the U.S.C. football team.

# AT CASE DE PARIE

The suitability of making advertising contracts as the City of San Diego is being prepared for the game by the U.S.C. football team.

# VOLUNTEERS FOUNDER

**MRS. BOOTH, IN CITY**

Mrs. Edith Booth, second in command and co-founder with her husband, Gen. Edith Booth, of the Volunteers of America, arrived last night in the Southern from New York. She will remain here today, being tonight in Boston and San Francisco.

# REPRODUCED WITH PERMISSION OF THE COPYRIGHT OWNER.

# Girl Pilot Paid Final Tribute



Miss Flo Ann Ross

For Miss Flo Ann Ross, 22-year-old student pilot, who was fatally slain Sunday when her plane crashed at Fresno, California. Her funeral services were conducted yesterday afternoon in the Little Church of the Flowers at Fresno. Her body was buried in Fresno.

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# JUDGE RULES CHARITY FUNDS NOT ATTACKABLE

"It is not within contemplation of the law to have charity funds pay the prior debts of those not in possession and distress. This burden should be placed on the taxpayers. Now should a judgment creditor be permitted to take the food and necessities of life from the mouths of the poor?"

# NEWSPAPERMAN LAY PLANS TODAY FOR CONVENTION

Plans for the forty-sixth annual convention of California newspapermen will be made by the board of directors of the California Newspaper Publishers' Association, Inc., at its quarterly session here today and tomorrow.

# GOVERNMENT HEAD ACTION WAITS

**Dr. Bryan's Resignation to Be Taken Up Later**

**Governor's Chairman Awaits Until End of Week**

**Ill Health Assigned as Cause of Governor's Decision**

While Judge William M. Bowen, chairman of the board of governors of the Los Angeles Association, has not yet taken up the resignation of Dr. Bryan, the resignation of Dr. Bryan, chairman of the board of governors of the Los Angeles Association, has not yet taken up the resignation of Dr. Bryan.

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# Week to Aid Bli of State

New week has been proclaimed by Gov. Ralph S. Hearnes. What the Week, and he has appointed Mrs. M. L. Mott as State chairman.

Details of work done by the week will be on display in the State Building throughout the week, and demonstrations will be conducted by women and men, and beauty operators. Display programs have been arranged to be presented by blind students and speakers before women's clubs. (Women's service clubs and other organizations.)

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# Autopsy Shows Mystery Death Due to Suicide

Autopsy surrounding the discovery of the body of a man in Fresno, Calif., yesterday was completed yesterday when an autopsy performed at the county coroner's office was established as William McPherson, 26 years of age, of 1111 West Park street, Fresno, according to County Coroner William McPherson.

Presence of wounds on the chest and a deep cut in the chest at first led police detectives to believe that the man might have been murdered.

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## OIL MEN SCORE RECEIVERSHIPS

O'Donnell and St. Clair for  
Quick Liquidation

Plan Harmful to Industry,  
Business Veterans Say

Views Given as Testimony at  
Senatorial Quiz

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

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

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

### GENERALLY DESTRUCTIVE

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

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

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

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

### DEGES QUICK LIQUIDATION

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

St. Clair, president of the Union Oil Company, was called to the stand and asked to express his views. He said that in his opinion properties operated by receiverships have an advantage over the going concerns in the industry, and that they seem to regard themselves as something sacred, thus frequently taking advantage of the others in the industry. His observation was, for instance, that the receivership properties are kept in as good order or condition as the day when the receiver took hold. The going concern, on the other hand, must keep up replacements and renewals at very heavy expense. Renewal of production resources are also very important.

### EXPERIENCE STRESSED

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

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

### AGAIN, IN REPLY TO A QUESTION:

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

And he pointed as he contemplated it.

### "SICK CAT"

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

(Continued on Page 2, Column 1)

# RECEIVERS SHIPS RAPPED AT QUIZ

Practice Harmful, Assert  
O'Donnell and St. Clair

Loeb Gives Stockholders'  
Views to Senators

Sun Realty Affairs Sifted  
at Afternoon Session

(Continued from First Page)  
adjust affairs, the better it would be for the creditors.

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

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

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

The committee took up the Sun Realty receivership the latter part of the afternoon and called to the stand H. F. Metcalf of Pasadena, who was appointed receiver for the organization. His salary, he said, was \$1000 per month for the first ten months and \$900 for the second ten months thus far, under a reduction that all took. I. Eisner, he said, head of the company, was appointed assistant receiver at a salary of \$1000 and then \$1200 per month under the same schedule. The feeling of all concerned, he said, was that Eisner's services were indispensable. He said Eisner had worked extremely hard.

### BLAMES VALUE DECREASE

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

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

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

### SAYS PROTESTS IGNORED

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

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

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

He said he objected to having a "pale picture painted to the stockholders, leading them to believe they were going to realize at least 18 per cent. He said that at least \$44,000,000 of stock in the Sunset Pacific was sold due to statements in the press that the assets had been \$18,000,000 under the old receivership.

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

ficial appraiser, was it?"

Loeb admitted that it was not. Hebert pointed out that previous testimony showed the going value to have been \$29,000,000.

On the proposed reorganization of the Julian Petroleum and the Sunset Pacific Oil Company, after Loeb had given his version of the finances, Senator McAdoo said that as he saw it, the Associated Oil Company could "afford to be so generous" because its original interest in the Sunset set-up cost about \$300,000, representing bonds and notes fixed at \$10,000,000, which ultimately it proposed to be reduced to a first mortgage of about \$5,000,000.

Rossetti, Hotchkis Head New Insurance Unit Formed Here  
Los Angeles Times (1936 Current File); Apr 16, 1946;  
ProQuest Historical Newspapers Los Angeles Times (1881 - 1946)

PE 8

## Rossetti, Hotchkis Head New Insurance Unit Formed Here

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

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

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

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

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

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

## Isador Eisner Dies in North

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

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

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

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

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

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

## Release of Pupils for Church Upheld

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

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

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

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

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

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

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

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

## Winters Inquest Names No Killer

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

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

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

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

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

1946 Form 1

PLANS AND SPECIFICATIONS and other data must also be filed

BUILDING DIVISION

**DEPARTMENT OF BUILDING AND SAFETY**

**1**

**Application for the Erection of Buildings**

**CLASS "A" Steel Frame**

To the Board of Building and Safety Commissioners of the City of Los Angeles:  
 Application is hereby made to the Board of Building and Safety Commissioners of the City of Los Angeles, through the office of the Superintendent of Building, for a building permit in accordance with the description and for the purposes 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 issuance 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.

TAKE TO ROOM No. 248 (2ND FLOOR)

CITY CLERK PLEASE VERIFY

TAKE TO ROOM No. 5 (MAIN ST. FLOOR)

ENGINEER PLEASE VERIFY

Lot No. 5 Block 107  
 (Description of Property) St. Hill and Survey  
Map Reel: Book 5 P. 156  
 District No. 6 M. B. Page \_\_\_\_\_ F. B. Page \_\_\_\_\_  
 No. 629 So. Hill Street \_\_\_\_\_  
 (Location of Job) 1st St. 1/2

C. K. City Clerk  
 By \_\_\_\_\_  
 C. K. City Engineer  
 By \_\_\_\_\_

USE INK OR INDELIBLE PENCIL

- Purpose of Building: Storage Offices No. of Rooms: 2 Plans No. of Families: None
- Owner's name: See Realty Co. Phone: 7K 3343
- Owner's address: 727
- Architect's name: David P. ... Phone: 277-2011  
Not to be filled in unless with name of Certified Architect or Licensed Engineer under State Act
- Contractor's name: Not yet Phone: \_\_\_\_\_
- Contractor's address: \_\_\_\_\_
- TOTAL VALUATION OF BUILDING (including all Material, Labor, Finish, etc. Equipment and Appliances in Completed Building) \$ 25,222.00
- Any other building or permit for a building on lot at present? No How used? Unoccupied
- Size of proposed building: 15 x 15 Size of lot: 60 x 120 feet
- Number of stories in height: 1 1/2 Height to highest point: 15.0
- Material of foundation: concrete Character of soil: lava sand
- Material of exterior walls: concrete & stone
- Material of interior construction: steel frame Reinforced concrete
- Material of floors: as
- Material of roof: as
- Will all lathing and plastering comply with Ordinance? as
- What zone is property in? R-1

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

OVER

(Sign Here) David P. ...  
(Owner or Authorized Agent)

FOR DEPARTMENT USE ONLY

PERMIT NO. <b>7989</b>	Plans and Specifications checked and found to conform to Ordinance State Law <u>Charles ...</u> <u>Hastings</u>	Application checked and found O.K. <u>...</u>	RECEIVED APR 9 1936 TOWLED
---------------------------	---	--	----------------------------------

David P. ... 311.75

**FOR DEPARTMENT USE ONLY**

APPLICATION	O.K. <i>J.P.O.</i>
CONSTRUCTION	O.K. <i>J.P.S.</i>
ZONING	O.K.
SET-BACK LINE	O.K.
ORD. 23761 (N. S.)	O.K.
FIRE DISTRICT	O.K. <i>J.P.S.</i>

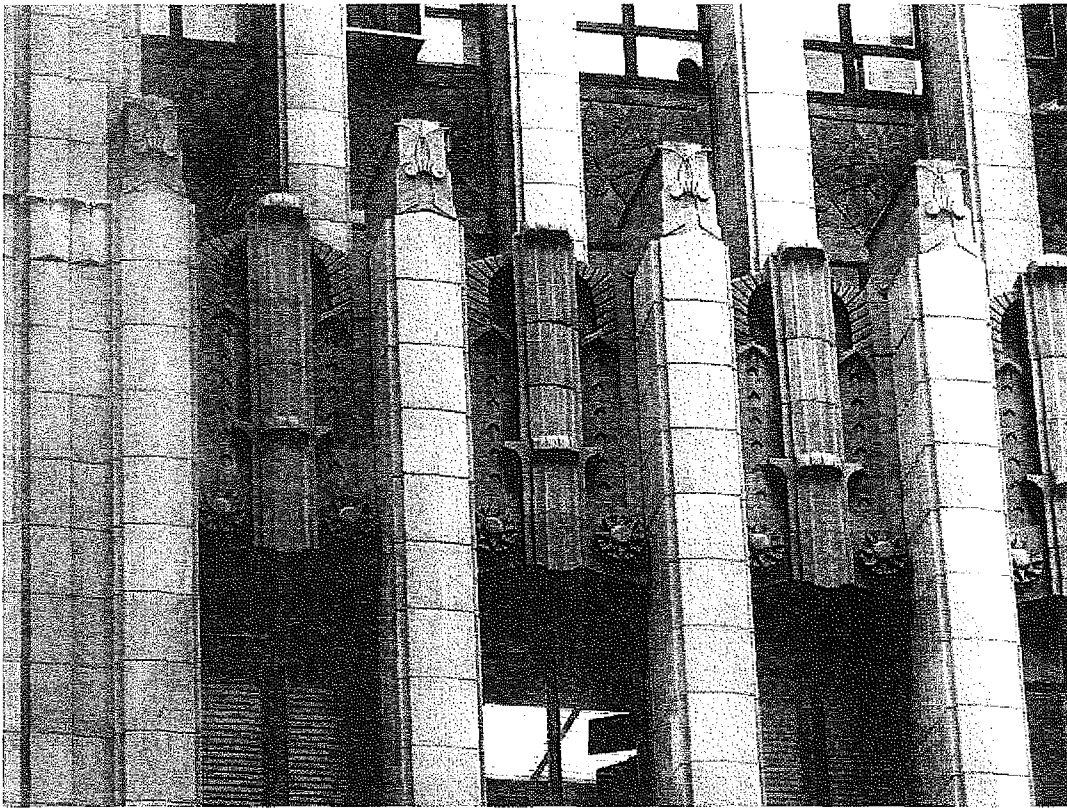
**REMARKS**

*9,300 Bbls. Cement*  
~~785~~ *785 Tons Reinforcing Steel.*

# Sun Realty Company Building Photographs



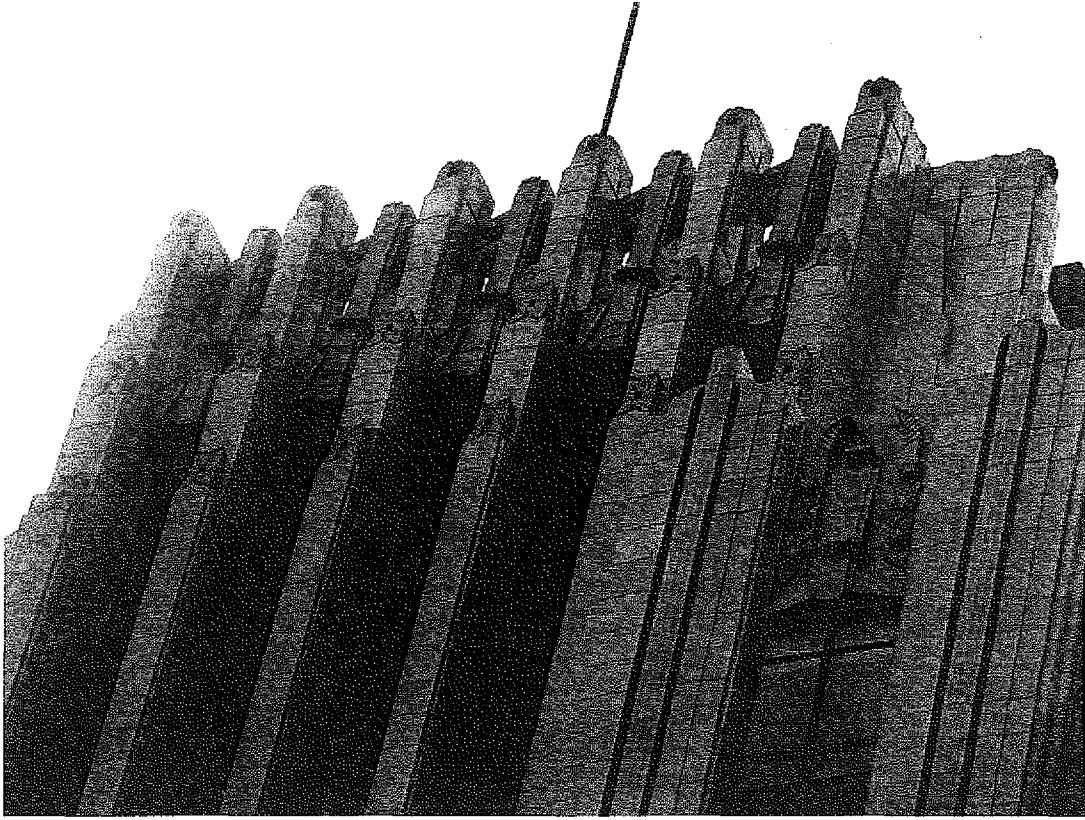
*Sun Realty Company Building, 629-33 S. Hill Street, May 29, 2009 (Photograph by Charles J. Fisher)*



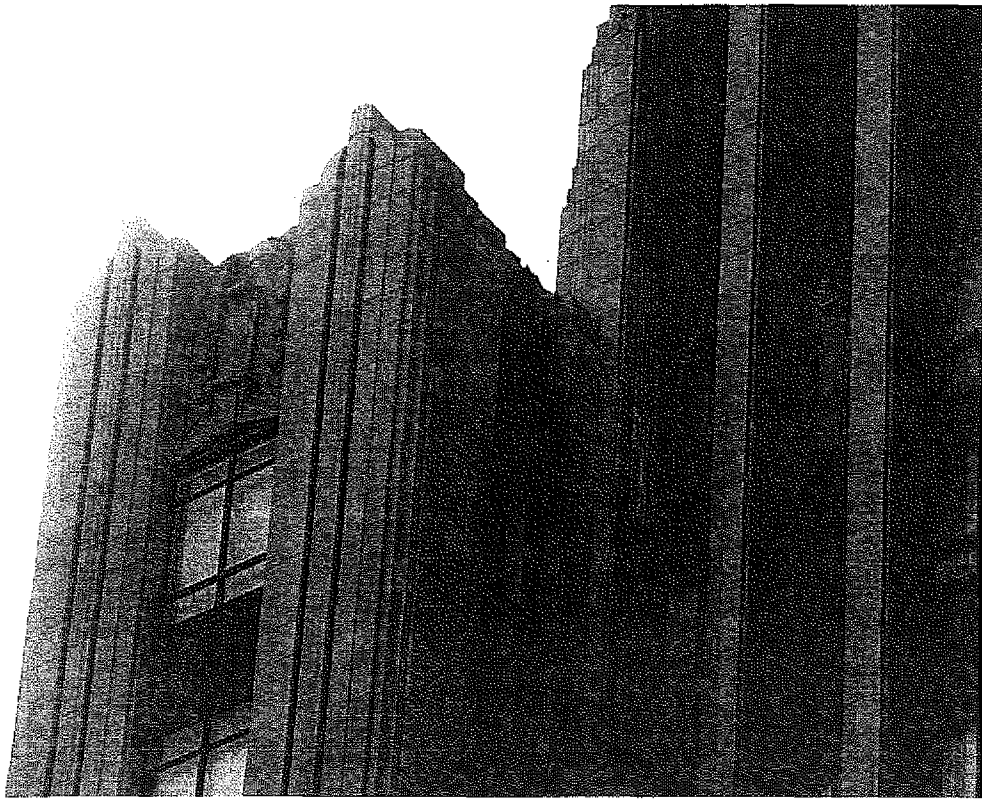
*Sun Realty Company Building, 629-33 S. Hill Street, May 29, 2009 (Photograph by Charles J. Fisher)*



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



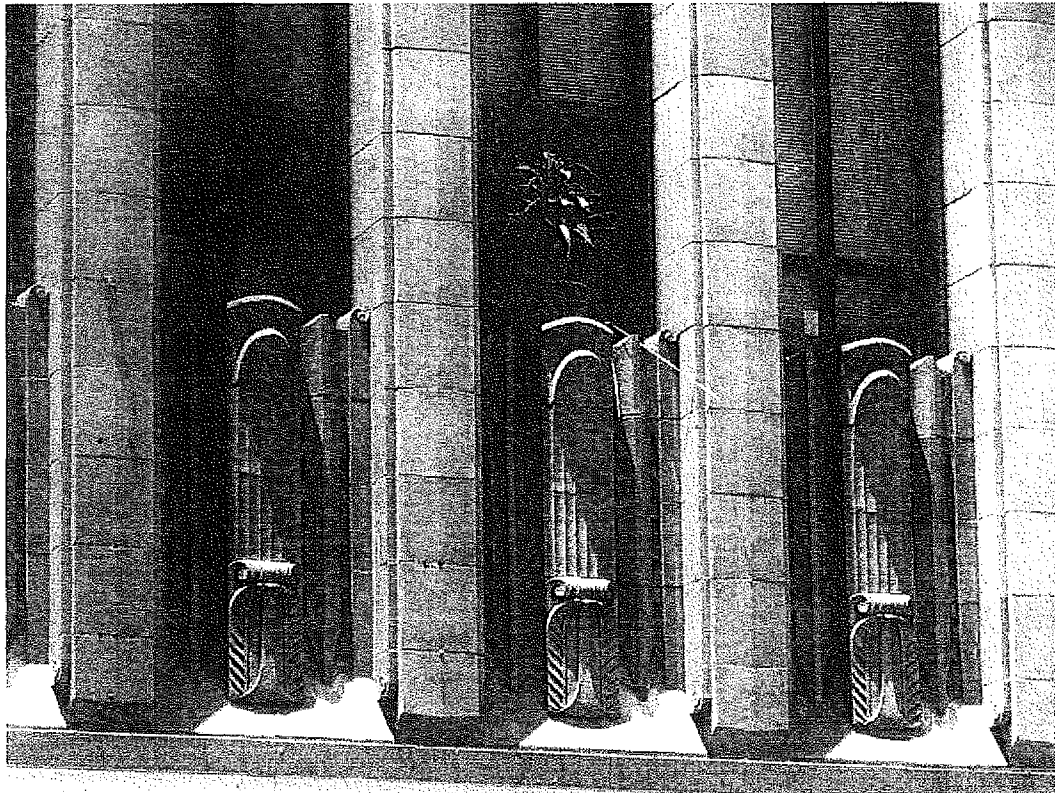
*Sun Realty Company Building, 629-33 S. Hill Street, May 29, 2009 (Photograph by Charles J. Fisher)*



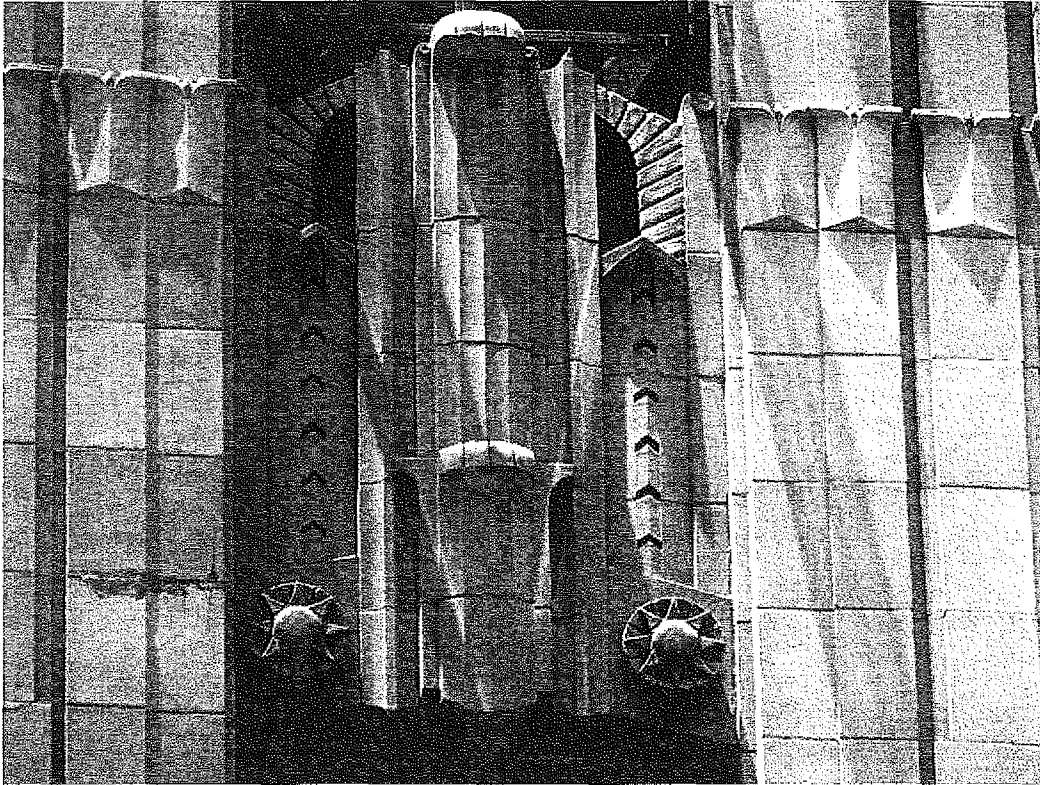
*Sun Realty Company Building, 629-33 S. Hill Street, May 29, 2009 (Photograph by Charles J. Fisher)*



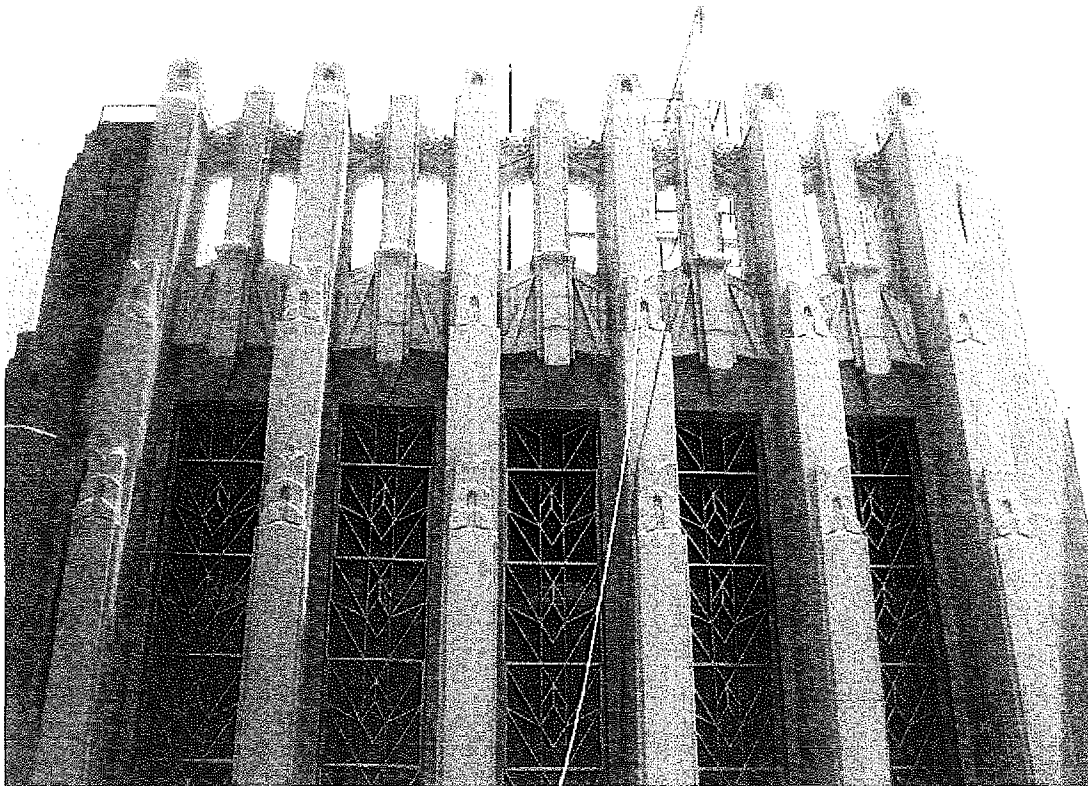
*Sun Realty Company Building, 629-33 S. Hill Street, May 29, 2009 (Photograph by Charles J. Fisher)*



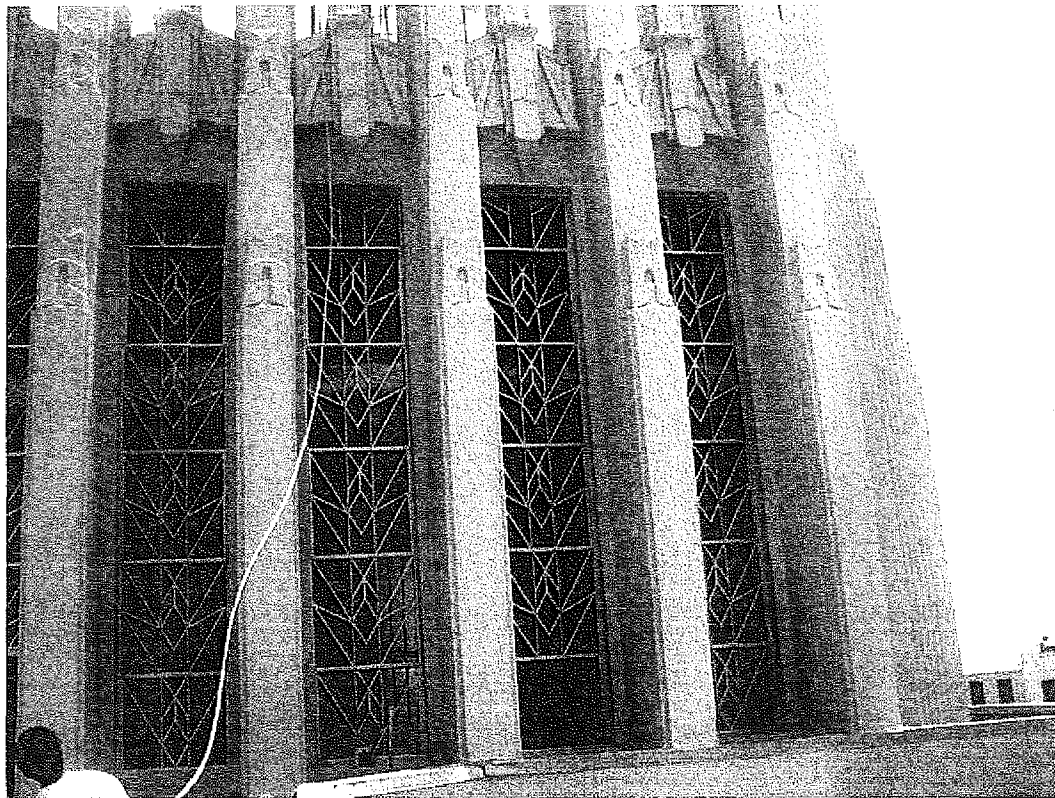
*Sun Realty Company Building 2<sup>nd</sup> floor terra cotta, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



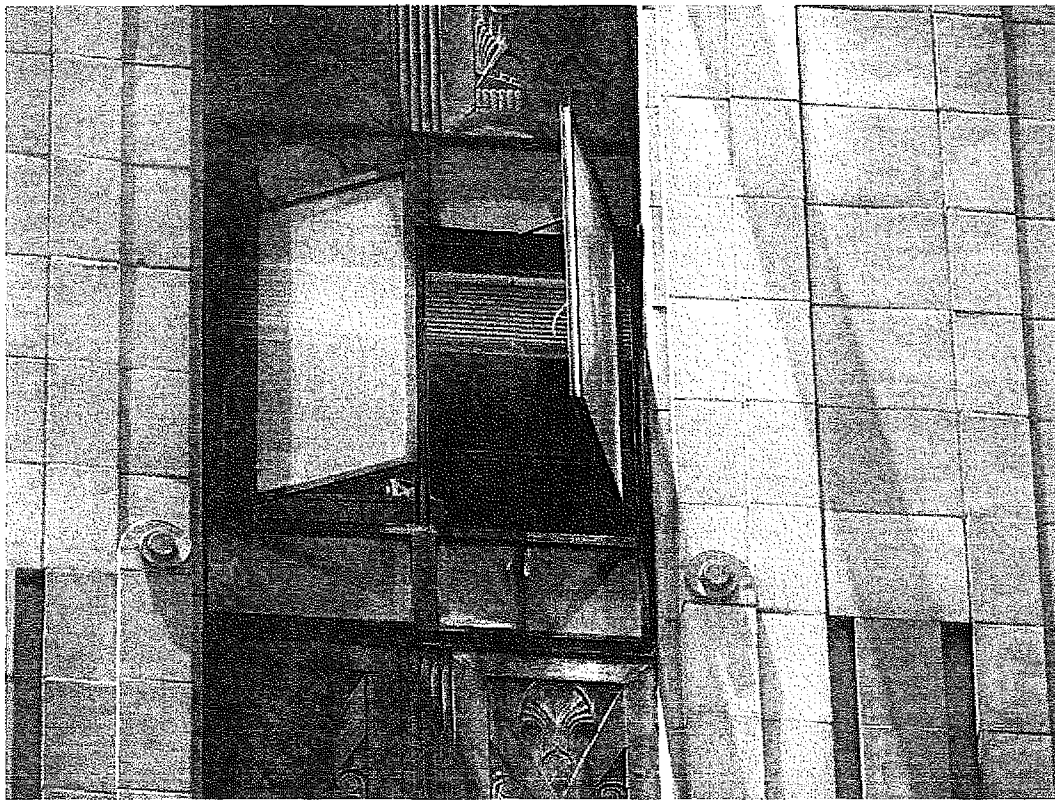
*Sun Realty Company Building terra cotta shield, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



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



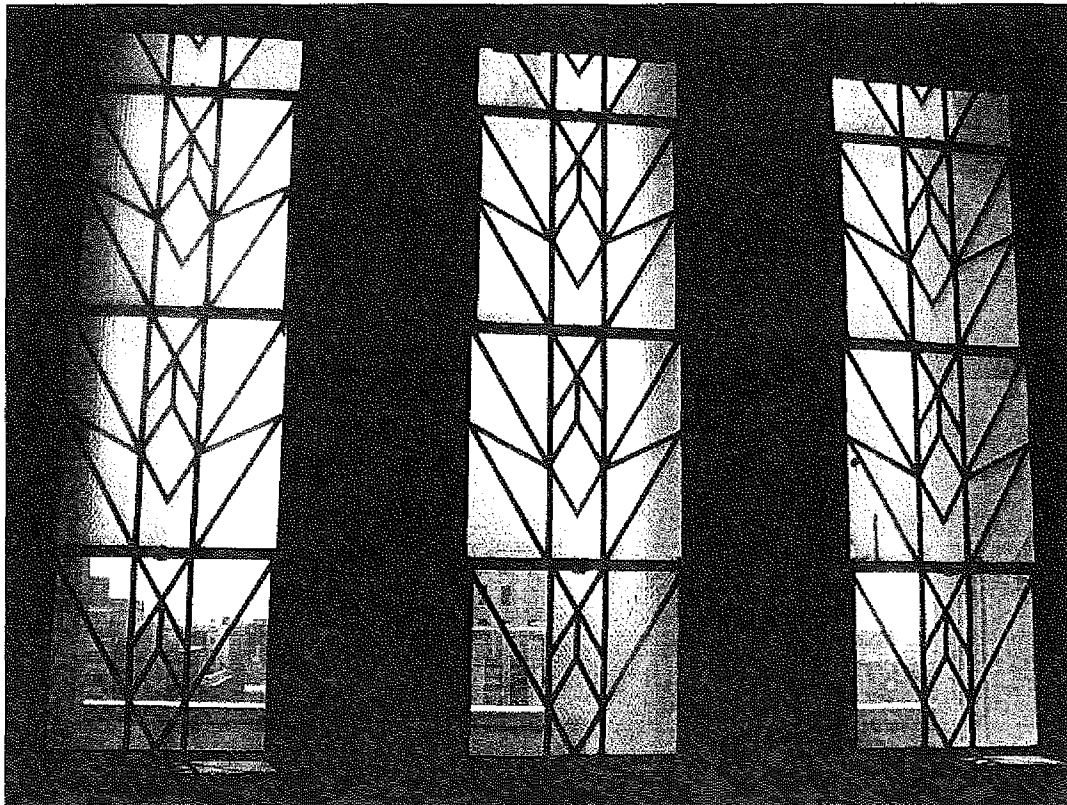
*Sun Realty Company Building, rear concrete facade, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



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



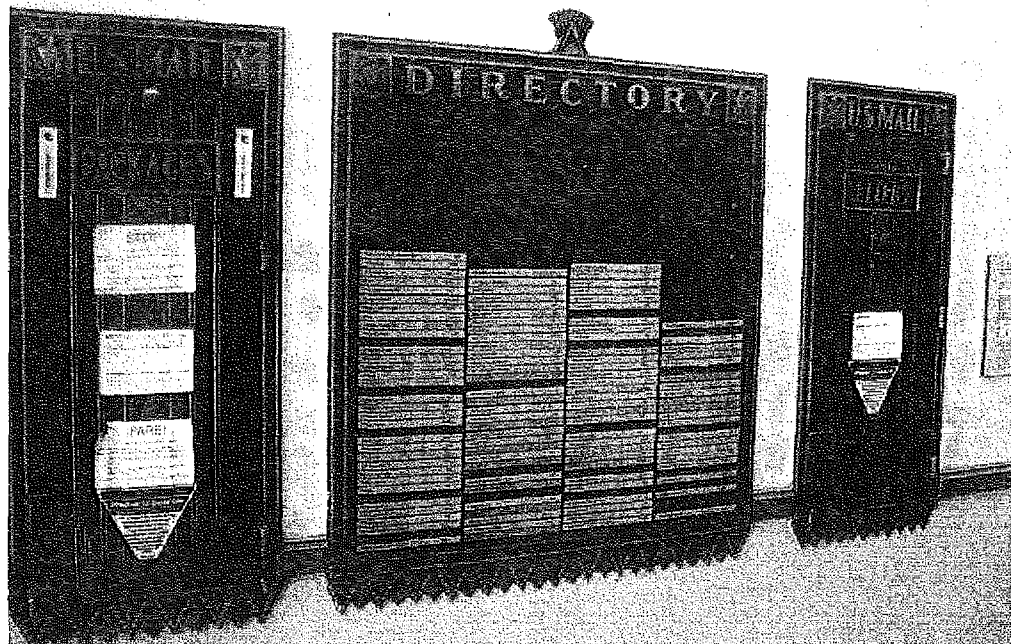
*Sun Realty Co. Building hardware & glass in rear window, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



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



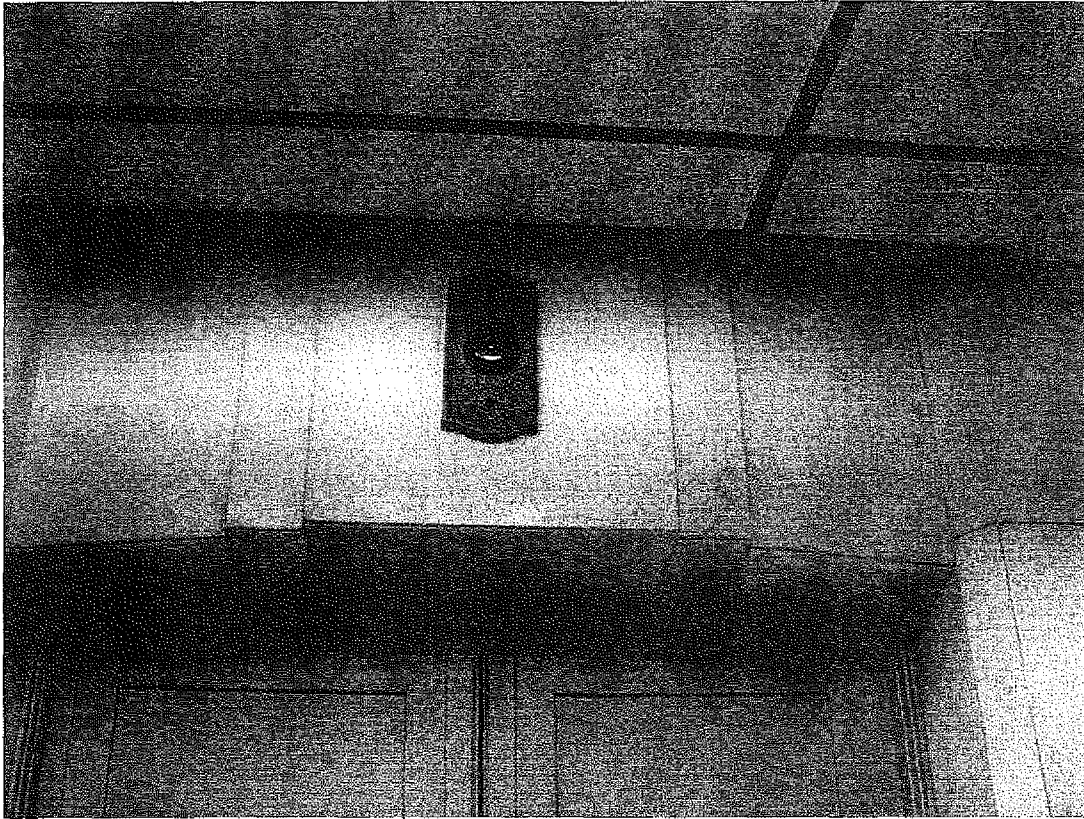
*Sun Realty Company Building, front entry, 629-33 S. Hill Street, 2008 (Google Street View)*



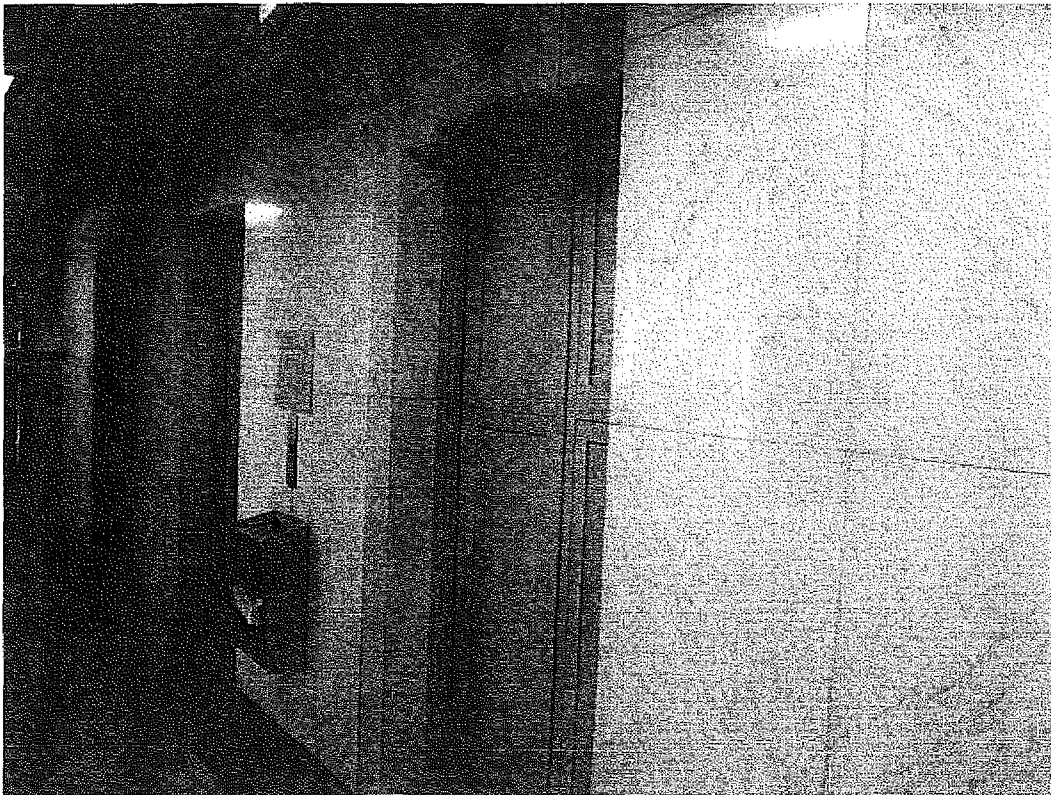
*Sun Realty Company Building, main lobby directory, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



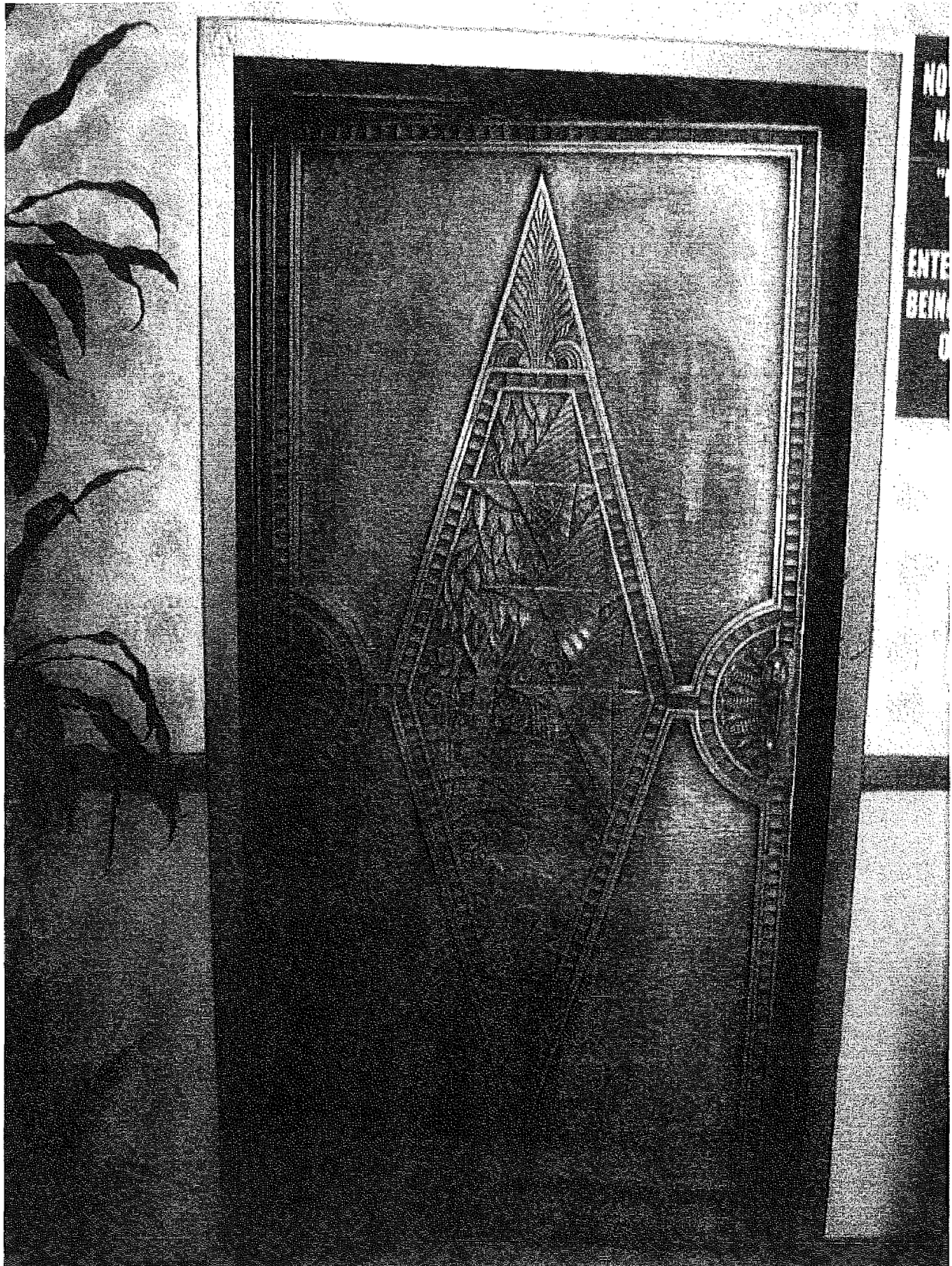
*Sun Realty Company Building, elevator door, 629-33 S. Hill Street, June 2, 2009 (Photograph by Charles J. Fisher)*



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



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



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



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



500 Ft Park Zone:

Active: Pershing Square Park

**Assessor Information**

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

**Building 1:**

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

**Building 2:**

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

**Building 3:**

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

**Building 4:**

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

**Building 5:**

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

**Additional Information**

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

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

**Economic Development Areas**

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

**Public Safety**

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

## CASE SUMMARIES

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

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

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

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

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

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

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

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

## DATA NOT AVAILABLE

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

www.avery.com  
1-800-GO-AVERY

Case Number:  
**CHC-2010-302-HCM**  
Declaration Letter Mailing List  
MAILING DATE: **April 23, 2010**

CRA/LA  
Attn: Cynthia Foronda  
354 S. Spring St., Ste. 800  
**Mail Stop 182**

Charles J. Fisher  
140 S. Ave 57  
Highland Park, CA 90042

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GIS/Fae Tsukamoto  
City Hall, Room 825  
**Mail Stop 395**

CRA/LA  
Attn: Cynthia Foronda  
[cforonda@cra.lacity.org](mailto:cforonda@cra.lacity.org)

Sens de  
chargement

Council District 14  
City Hall, Room 465  
**Mail Stop 223**

Moiez Benyamin  
M&M Holding, LLC  
629 S. Hill St.  
Los Angeles, CA 90014

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