

# Los Angeles Department of City Planning

## RECOMMENDATION REPORT

**CULTURAL HERITAGE COMMISSION**

**CASE NO.: CHC-2012-3257-HCM  
ENV-2012-3258-HCM**

**HEARING DATE:** February 7, 2013  
**TIME:** 10:00 AM  
**PLACE:** City Hall, Room 1010  
200 N. Spring Street  
Los Angeles, CA  
90012

Location: 416 S. Spring Street  
Council District: 14  
Community Plan Area: Central City  
Area Planning Commission: Central  
Neighborhood Council: Downtown Los Angeles  
Legal Description: Lot 1 of Tract 63019-C

**PROJECT:** Historic-Cultural Monument Application for the  
STOWELL HOTEL

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

**OWNER:** MSGG El Dorado Realty Partners, LLC  
818 W. 7<sup>th</sup> Street, Ste 410  
Los Angeles, CA 90017

**PREPARED BY:** Ulviyya Nasibova  
El Dorado Property Owners Association  
416 S. Spring St., Apt 506  
Los Angeles, CA 90013

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

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

MICHAEL J. LOGRANDE  
Director of Planning

**[SIGNED ORIGINAL IN FILE]**

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Ken Bernstein, AICP, Manager  
Office of Historic Resources

**[SIGNED ORIGINAL IN FILE]**

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Lambert M. Giessinger, Preservation Architect  
Office of Historic Resources

Prepared by:

**[SIGNED ORIGINAL IN FILE]**

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

Attachments:      Historic-Cultural Monument Application

## **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 Gothic and Art-Nouveau style.

## **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 1913, this twelve-story residential loft building exhibits character-defining features of the Gothic and Art-Nouveau styles. The subject building has an E-shaped plan with a flat roof covered in a composite of built-up roofing. The primary façade facing Spring Street is arranged in the classical base-shaft-capital composition. The south elevation has three wings divided by narrow light wells. The ground floor is divided into three bays with a centered entrance flanked by two storefronts. The arched entryway features a recessed single-panel door topped by decorative stained glass. The exterior is clad in a decorative white terra cotta with a floral and leaf design. The second to twelfth floors are divided into three bays and arranged into rows of ten window openings surrounded by glazed green colored brick. The windows on the fourth and tenth floors have arched openings. Balconies located on the third, fifth and eleventh floors exhibit decorative white terra cotta. At the rooftop level, an elaborate overhanging terra cotta cornice employs a similar floral design to the ground floor treatment. The subject building retains two original fire escapes spanning the left portion of the main elevation. Windows are metal double-hung. The south elevation contains recently added balconies and sliding doors. Significant interior spaces include the large lobby space with a grand staircase, decorative ceilings and railings, and Batchelder tile.

The proposed Stowell Hotel historic monument was constructed in 1913 as a hotel to serve the Spring Street downtown financial district. The hotel was built for Nathan Wilson Stowell (1851-1943), a businessman associated with several Southern California companies and a boardmember of the Farmers and Merchants Bank. Stowell also constructed and owned the Mayan Theater (1926; HCM #460). The subject building was designed by architect Frederick Noonan. After 1913, Noonan formed a partnership with famed Los Angeles architect Charles Kysor, designing the Bryson Apartment Hotel (1913; HCM #653) and the original J.W. Robinson Company Department Store (1915/1934; HCM #357).

Alterations to the subject building include the extensive remodeling of the upper floors into residential units, removal of blade sign and marquee, in-kind replacement of windows, and the addition of sliding doors and balconies to the south elevation.

## **DISCUSSION**

The Stowell Hotel historic property successfully meets one of the specified Historic-Cultural Monument criteria: “embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction. As a notable Downtown building designed in the Gothic and Art Nouveau styles, the property qualifies for designation as a Historic-Cultural Monument based on these criteria.

## **BACKGROUND**

At its meeting of December 6, 2012, the Cultural Heritage Commission voted to take the application under consideration. On January 10, 2013, 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 Stowell Hotel property as a Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code (“LAAC”) will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of irreplaceable historic structures. The Secretary of the Interior’s Standards of Rehabilitation are expressly incorporated into the LAAC and provide standards concerning the historically appropriate construction activities which will ensure the continued preservation of the subject property.

The use of Categorical Exemption Class 8 in connection with the proposed designation is consistent with the goals of maintaining, restoring, enhancing, and protecting the environment through the imposition of regulations designed to prevent the degradation of Historic-Cultural Monuments.

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

# Los Angeles Department of City Planning

## RECOMMENDATION REPORT

**CULTURAL HERITAGE COMMISSION**

**CASE NO.: CHC-2012-3257-HCM  
ENV-2012-3258-HCM**

**HEARING DATE:** December 6, 2012  
**TIME:** 10:00 AM  
**PLACE:** City Hall, Room 1010  
200 N. Spring Street  
Los Angeles, CA  
90012

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Los Angeles, CA 90017

**PREPARED BY:** Ulviyya Nasibova  
El Dorado Property Owners Association  
416 S. Spring St., Apt 506  
Los Angeles, CA 90013

**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 because the application and accompanying photo documentation suggest the submittal warrants further investigation.
2. **Adopt** the report findings.

MICHAEL J. LOGRANDE  
Director of Planning

**[SIGNED ORIGINAL IN FILE]**

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Ken Bernstein, AICP, Manager  
Office of Historic Resources

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The proposed Stowell Hotel historic monument was constructed in 1913 as a hotel to serve the Spring Street downtown financial district. The hotel was built for Nathan Wilson Stowell (1851-1943), a businessman associated with several Southern California companies and a boardmember of the Farmers and Merchants Bank. Stowell also constructed and owned the Mayan Theater (1926; HCM #460). The subject building was designed by architect Frederick Noonan. After 1913, Noonan formed a partnership with famed Los Angeles architect Charles Kysor, designing the Bryson Apartment Hotel (1913; HCM #653) and the original J.W. Robinson Company Department Store (1915/1934; HCM #357).

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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 may be significant enough to warrant further investigation as a potential Historic-Cultural Monument.

**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 The Stowell IS AN IMPORTANT EXAMPLE OF  
NAME OF PROPOSED MONUMENT

Gothic Art-Nouveau 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 The Stowell WAS BUILT IN 1913  
NAME OF PROPOSED MONUMENT YEAR BUILT

NAME OF FIRST OR SIGNIFICANT OTHER WAS IMPORTANT TO THE

DEVELOPMENT OF LOS ANGELES BECAUSE It was built by N.W. Stowell - a prominent businessman at the time, President of the Corona Development Comp., which owned considerable real estate in the city, and Vice-President of the Pacific Sewer Pipe Company. The hotel was designed by architect Frederick Noonan. At its opening the Los Angeles Times described it as s a magnificent hostelry with a strikingly beautiful façade and metropolitan conveniences. This 12-story edifice displays an amazing wealth of Southern California-acquired materials and detailing. Please see the enclosed write-up for more information.

**HISTORIC-CULTURAL MONUMENT  
APPLICATION**

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

**IDENTIFICATION**

1. NAME OF PROPOSED MONUMENT The Stowell
2. STREET ADDRESS 416 South Spring Street  
CITY Los Angeles ZIP CODE 90013 COUNCIL DISTRICT 14
3. ASSESSOR'S PARCEL NO. 5149-038-BRK
4. COMPLETE LEGAL DESCRIPTION: TRACT 63019-C  
BLOCK None LOT(S) 1 ARB. NO. None
5. RANGE OF ADDRESSES ON PROPERTY Units 205-210, 305-310, 405-410, 505-510, 605-610, 705-710,  
805-810, 905-910, 1005-1010, 1105-1110, 1205-1207, 1209-1210, C001-C007 (the latter are commercial units)
6. PRESENT OWNER Multiple owners for residential units. Commercial owner: MSGG El Dorado Realty Partners, LLC  
STREET ADDRESS (Commercial) 818 W. 7th Street, Ste 410 E-MAIL ADDRESS: \_\_\_\_\_  
CITY Los Angeles STATE CA ZIP CODE 90017 PHONE (213) 213-8600  
OWNERSHIP: PRIVATE \_\_\_\_\_  PUBLIC \_\_\_\_\_
7. PRESENT USE Adaptive Reuse, mixed-use development ORIGINAL USE Hotel

**DESCRIPTION**

8. ARCHITECTURAL STYLE Gothic Art-Nouveau  
(SEE STYLE GUIDE)
9. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORK SHEET. 1 PAGE MAXIMUM)  
Rehabilitated with original details intact throughout the structure. Please see the enclosed document with  
photographs as well as a detailed account on physical description of the structure.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**HISTORIC-CULTURAL MONUMENT  
APPLICATION**

NAME OF PROPOSED MONUMENT The Stowell

10. CONSTRUCTION DATE: June of 1913 FACTUAL:  ESTIMATED:

11. ARCHITECT, DESIGNER, OR ENGINEER Architect Frederick Noonan and Engineer William Richards

12. CONTRACTOR OR OTHER BUILDER General Contractor: Carl Leonardt

13. DATES OF ENCLOSED PHOTOGRAPHS Dates vary, please see the enclosed document  
(1 8X10 BLACK AND WHITE GLOSSY AND 1 DIGITAL E-MAILED TO CULTURAL HERITAGE COMMISSION@LACITY.ORG)

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

15. ALTERATIONS Please see the enclosed write-up, which details all alterations since the inception of the hotel as well as those executed during the Adaptive Reuse project.

16. THREATS TO SITE:  NONE KNOWN     PRIVATE DEVELOPMENT     VANDALISM     PUBLIC WORKS PROJECT  
 ZONING     OTHER \_\_\_\_\_

17. IS THE STRUCTURE:  ON ITS ORIGINAL SITE     MOVED     UNKNOWN

**SIGNIFICANCE**

18. BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE: INCLUDE DATES, EVENTS, AND PERSON ASSOCIATED WITH THE SITE (SEE ALSO SIGNIFICANCE WORK SHEET, 750 WORDS MAXIMUM IF USING ADDITIONAL SHEETS)

This 12-story edifice displays an amazing wealth of Southern California-acquired materials and detailing.  
LA Times described it as a "Made-in-Southern California" exhibit when it was built.  
Please see the enclosed write-up for more information.

19. SOURCES (LIST BOOKS, DOCUMENTS, SURVEYS, PERSONAL INTERVIEWS WITH DATES) Sanborn Maps, Historic Los Angeles Times Archives, Los Angeles Zone Information and Map Access System, Interviews with Adaptive Reuse Architects, National Register of Historic Places Nomination Form for the Spring St Financial District (see Bibliography)

20. DATE FORM PREPARED 09/15/2012 PREPARER'S NAME Ulvivva Nasibova

ORGANIZATION El Dorado Property Owners' Association STREET ADDRESS 416 S. Spring St., Apt 506

CITY Los Angeles STATE CA ZIP CODE 90013 PHONE (323) 337-2036

E-MAIL ADDRESS: ulviyya.nasibova@gmail.com



# DESCRIPTION WORK SHEET

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

THE The Stowell IS A 12 -STORY,  
NAME OF PROPOSED MONUMENT NUMBER OF STORIES

Gothic Art-Nouveau , E-shaped PLAN mixed-use building  
ARCHITECTURAL STYLE (SEE LINE 8 ABOVE) PLAN SHAPE (Click to See Chart) STRUCTURE USE (RESIDENCE, ETC.)

WITH A glazed/enameled brick and terra cotta FINISH AND terra cotta TRIM.  
MATERIAL (WOOD SLIDING, WOOD SHINGLES, BRICK, STUCCO, ETC.) MATERIAL (WOOD, METAL, ETC.)

IT'S flat ROOF IS composite of built-up roofing , hollow metal  
ROOF SHAPE (Click to See Chart) MATERIAL (CLAY TILE, ASPHALT OR WOOD SHINGLES, ETC.) WINDOW MATERIAL

double-hung WINDOWS ARE PART OF THE DESIGN.  
WINDOW TYPE (DOUBLE-HUNG (SLIDES UP & DOWN), CASEMENT (OPENS OUT), HORIZONTAL SLIDING, ETC.)

THE ENTRY FEATURES A recessed ,  
DOOR LOCATION (RECESSED, CENTERED, OFF-CENTER, CORNER, ETC.)

6. Single Panel DOOR. ADDITIONAL CHARACTER DEFINING ELEMENTS  
ENTRY DOOR STYLE (Click to See Chart)

OF THE STRUCTURE ARE original fire escapes on primary west and secondary east elevations; original gates at the  
IDENTIFY ORIGINAL FEATURES SUCH AS PORCHES (SEE CHART); BALCONIES; NUMBER AND SHAPE OF DORMERS (Click to See Chart)

entrance; white terra cotta balconies at 3rd, 5th and 11th floors; extravagant terra cotta cornice  
NUMBER AND LOCATION OF CHIMNEYS; SHUTTERS; SECONDARY FINISH MATERIALS; PARAPETS; METAL TRIM; DECORATIVE TILE OR CAST STONE, ARCHES;

ORNAMENTAL WOODWORK; SYMMETRY OR ASYMMETRY; CORNICES; FRIEZES; TOWERS OR TURRETS; BAY WINDOWS; HALFTIMBERING; HORIZONTALLY;

VERTICALLY; FORMALITY OR INFORMALITY; GARDEN WALLS, ETC.

SECONDARY BUILDINGS CONSIST OF A N/A  
IDENTIFY GARAGE; GARDEN SHELTER, ETC.

SIGNIFICANT INTERIOR SPACES INCLUDE 15-foot wide grand stairway to the mezzanine floor; Batchelder tile  
IDENTIFY ORIGINAL FEATURES SUCH AS WOOD PANELING; MOLDINGS AND TRIM; SPECIAL GLASS WINDOWS;

original Grube tile in the lobby as well as some parts of the basement;  
ORNATE CEILINGS; PLASTER MOLDINGS; LIGHT FIXTURES; PAINTED DECORATION; CERAMIC TILE; STAIR BALUSTRADES; BUILT-IN FURNITURE, ETC.

stylistic plaster moldings on columns in the lobby and the mezzanine level.

IMPORTANT LANDSCAPING INCLUDES N/A  
IDENTIFY NOTABLE MATURE TREES AND SHRUBS

## Historic Designations<sup>1</sup>

### *National Register of Historic Places*

The Stowell was listed as the El Dorado Hotel in the National Register of Historic Places on August 10, 1979 as part of the Spring Street Financial District of downtown Los Angeles<sup>2</sup>. The National Register District spans from 354-704 South Spring Street and includes properties largely associated with the original financial and business district of the city. The Stowell (or the El Dorado Hotel) was found to meet Criteria A and C for its association with events that have made a significant contribution to the broad patterns of the district's history and its embodiment of the distinctive characteristics of a type, period and method of construction. Therefore, the building was designated due to both its historical and architectural character.

### *California Register of Historic Resources*

The Stowell is listed as the El Dorado Hotel in the California Historical Resources Inventory as a "1D" property, which indicates that it is a contributor to a district listed in the National Register by the Keeper. It was automatically listed in the California Register because it is listed in the National Register, or Category 1 in the State Historical Resources Inventory.<sup>3</sup>

## Historic Significance<sup>4</sup>

The Stowell is located at 416 S. Spring Street, in an area that was the original financial district of the City of Los Angeles. The "Wall Street of the West", the district was home to the businesses that dominated the financial affairs of the city and its surrounding areas. In the first two decades of the early 1900s, structures with a predominately financial function were built in the Spring Street Financial District. Several hotel buildings supported the district, including the Alexandria and Hayward (1905), and the colorful Stowell (1913).

Hotel Stowell catered to wealthy businessmen in the financial district of Los Angeles. The building was named after its builder Nathan Wilson Stowell, a capitalist and financier who believed in the future growth and development of Los Angeles as the "*metropolis of the Southwest*"<sup>5</sup>. N. W. Stowell was born in Claremont, New Hampshire, on December 15, 1851. He learned engineering and hydraulics in New England before moving to Los Angeles in 1874.<sup>6</sup> N.W. Stowell founded or took leadership positions in several companies, which included the Stowell Cement Pipe Company, the Cucamonga Fruit Land Company, the Cucamonga Land and Improvement Company, the Ontario Power Company, the Pacific Sewer Pipe Company, the California Development Company, and the Imperial Valley Water Company Number 1. In

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<sup>1</sup> Los Angeles Zone Information and Map Access System (ZIMAS), <http://zimas.lacity.org/>

<sup>2</sup> *National Register of Historic Places Nomination Form: Spring Street Financial District*. Prepared by Tom Sitton, Curatorial Assistant, Los Angeles County Museum of Natural History. October 14, 1977

<sup>3</sup> See Cal. Public Resources Code 5024.1©

<sup>4</sup> Information related to the historical and architectural significance of The Stowell / El Dorado Hotel was extracted from the National Register nomination for the Spring Street Financial District, of which the building is a contributor.

<sup>5</sup> "Hotel Stowell Building", Los Angeles Times, January 1, 1915, pg.V154

<sup>6</sup> "Finding aid for Papers of Nathan W. Stowell, 1852-1925." Henry E. Huntington Library and Art Gallery. Manuscripts Department. <http://hdl.huntington.org/cdm/singleitem/collection/p15150coll1/id/2950/rec/18>. Retrieved 9/20/2012

Southern California, he worked on numerous irrigation and land development projects, including Rialto, Corona, Cucamonga, Ontario, East Whittier, and the Imperial Valley.<sup>7</sup> He was a pioneer in the construction of concrete water pipes for irrigation purposes and held several patents. The irrigation development of the Imperial Valley, which he financed after the U. S. Government pronounced the land as worthless, places this project as one of the largest irrigation efforts of the time. He retired from his Imperial Valley interests in 1902, and thereafter became known for his work in and around Los Angeles.<sup>8</sup> Before he built the hotel he built the Stowell Building, which was the first five story structure in Los Angeles with the first electric elevator in the city. The Mayan Theater (1038 S. Hill St, HCM #460) was also built by Mr. Stowell in 1926 after he read about the archaeological excavations in Mexico and Central America.<sup>9</sup> The Second Street Tunnel was financed by him in the 1920s.



N. W. STOWELL

N.W. Stowell was also appointed as the board member of the Farmers and Merchants Bank in 1903, joining the ranks of I. N. Van Nuys, I. W. Hellman and other luminaries of Los Angeles.<sup>10</sup> He passed away on April 3<sup>rd</sup>, 1943 in Los Angeles, CA.

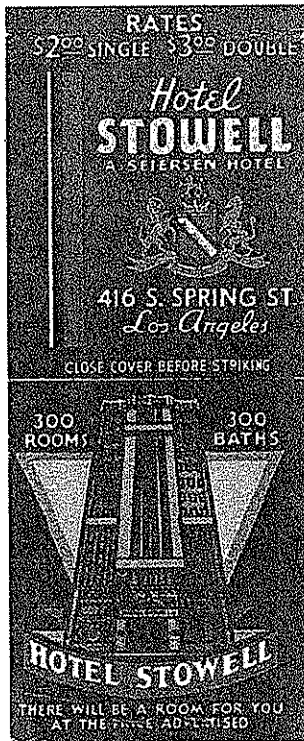
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<sup>7</sup> "Spring Street Hotel Started," Los Angeles Times, June 22, 1913, pg. VII

<sup>8</sup> Notables of the West, Being the Portraits and Biographies of Progressive Men of the West Who Have Helped in the Developments and History Making of this Wonderful Country. Press Reference Library, Western Edition. Vol. II. Pages 248-249

<sup>9</sup> "Pocket Guide to Los Angeles Architecture (Norton Pocket Guides)," Judith Paine McBrien and John F. DeSalvo, April 6, 2009, pg. 75

<sup>10</sup> "Farmers' and Merchants' Now National Bank," Los Angeles Times, January 9, 1903, pg. 13



Designed by architect Frederick Noonan, the hotel reportedly cost \$300,000 to construct. At its opening the Los Angeles Times described it as one of the most beautiful and most modern improvements in the financial district. The towering structure was built between the eight-story Los Angeles Furniture Company building and the seven-story office structure erected by I. W. Hellman just south of the Hibernian building.<sup>11</sup> At the time of the Hotel Stowell's construction, building projects underway in downtown Los Angeles represented an aggregate investment of \$10,000,000. It was notable as one of the more decorative and modern structures built at the time.<sup>12,13</sup> The Hotel Stowell offered a multitude of services to its guests. When the hotel opened to the public for inspection on July 30, 1914, a day prior to its official opening, a "no tipping policy" was in place given that employees were salaried.<sup>14</sup> Rooms with bathrooms ranged in price from \$1.50 to \$5.00. The bedrooms included "special equipment" such as running ice water and a vending machine which supplied a tooth brush, tooth powder, cold cream, talc powder, shaving soap and safety razor, each for twenty-five cents.<sup>15</sup> Such conveniences were rarely offered to guests in hotels in 1913. Additionally, Hotel Stowell was the only hotel in Los Angeles to try women as bellhops during World War I.<sup>16</sup>

In July 1918, the Hotel Stowell Café opened located within the southwestern storefront of the ground floor. Designed by architect Charles F. Plummer, the café included references to antiquity including Roman motifs such as urns, pilasters and columns, and profiles of ancient characters.<sup>17</sup> No original features related to the Hotel Stowell Café remained before the adaptive reuse of the structure.

Throughout its history, the Hotel Stowell provided a location for social events catering to a variety of local Los Angeles citizens.<sup>18</sup> The hotel was used for extended stays by businessmen, and as temporary residences.<sup>19</sup>

N.W. Stowell was also the president of the Whitlock Manufacturing Company. In 1929, N.W. Stowell along with other company officials executed a guaranty to Farmers and Merchants National Bank covering existing and future loans to Whitlock Manufacturing Company. During the same period, Stowell also negotiated a number of personal loans from the bank. In 1930, Stowell delivered the deed of Hotel Stowell to the bank as collateral for loans. When the company loans weren't paid back and a trial court decided on hotel's foreclosure in 1930, Stowell challenged the decision in an appellate court by stating that the deed were to cover only his personal loans, not company loans. Some controversy exists around the facts and according

<sup>11</sup> "Spring Street Hotel Started"

<sup>12</sup> "Many New Skyscrapers Under Way in Downtown Los Angeles, No Halting in City's Metropolitan Progress", July 5, 19 14, pg. VII

<sup>13</sup> "Local Product in Every Sense": Los Angeles Times, October 25, 19 14, pg. VII

<sup>14</sup> "Hotel Stowell Building"

<sup>15</sup> "Wives Sleep Free There: And Tipping is Taboo in New Hotel Stowell", Los Angeles Times, July 31, 1914, pg. III

<sup>16</sup> "Exit Lady Bellhops from Los Angeles," Los Angeles Times, December 3 1918, pg. III

<sup>17</sup> "Hotel Stowell is to Operate Café", Los Angeles Times, February 4, 1919, pg. 115

<sup>18</sup> "Royal Welcome for New Year: Angelenos Make Merry in Hotels, Cafes and Elsewhere," Los Angeles Times, January 1 1915, pg. III

<sup>19</sup> "Hotel Man Seeks Friends". Los Angeles Times, March 28, 1934. pg. A1

to the opinion of the appellate court, the foreclosure decision was upheld. In early 1930s, the ownership of Hotel Stowell passed on to the Farmers and Merchants Bank.<sup>20</sup>

On January 27, 1938 ownership of the Hotel Stowell was transferred to Paul F. Seiersen for a consideration of \$400,000. Title was conveyed by the Farmers and Merchants National Bank. The realty deal was said to be one of the largest in downtown Los Angeles in that decade. The buyer was represented by E.G. Lindberg, hotel broker of the E.W. Cason Organization. Van Kraken and Henshaw conducted the negotiations for the seller. An article describing the transfer stated the Hotel was one of the best known in the Southland, and represented an original investment of approximately \$1,000,000. The new owner, Mr. Seiersen, planned improvements to cost no less than \$30,000.<sup>21</sup>

In the 1950s, the hotel's ownership changed and it was known as the Hotel Earle from 1950-1955.<sup>22</sup> Per the study of the building permits, the hotel was renamed to El Dorado in 1955 and a marquis / blade sign with the words "HOTEL ELDORADO" was installed between November of 1955 (date of the original permit) and July of 1957. In 1957 there was also a permit filed to add the word "LIQUOR" to the existing "HOTEL ELDORADO" vertical sign. When the financial district moved to Bunker Hill, the hotel became a single-room occupancy hotel. In 1980s the hotel was renamed to the Pacific Grand Hotel. The conditions quickly deteriorated in line with the rest of the Downtown Los Angeles. In September of 1992, city and county inspectors had reported broken toilets, chained-up fire escapes, backed-up sewage and cockroaches throughout the building. The owners at the Pacific Grand Hotel were charged with 30 misdemeanor counts of health, fire and building code violations<sup>23</sup> and sentenced to 45 days in jail.<sup>24</sup> The hotel became especially notorious when an 18<sup>th</sup> Street Gang member brutally murdered two men on the day after Christmas in 1994.<sup>25</sup> Shortly thereafter the hotel was shut down and remained abandoned until the Adaptive Reuse and Rehabilitation project to convert it to a mixed-use structure. Despite its gloomy state in 1980s-90s, the building nevertheless attracted film and music video shoots featuring prominent singers and actors (See *Other Portrayals in Popular Culture*).

Following its conversion to live-work lofts, The Stowell was reinstated to its past glory. Today, the El Dorado Lofts, as the adaptive reuse project became known, is one of the most coveted residential spaces in Downtown Los Angeles.

We seek Historic Cultural Monument designation for the building due to its historical significance as stated above, its high level of integrity on both the exterior and interior (see *Alterations*) and unique architectural style (see *Architectural Significance*). We also propose to title the Historic Cultural Monument as "The Stowell" after its builder and Los Angeles luminary, Nathan Wilson Stowell.

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<sup>20</sup> "Farmers & Merchants National Bank v. Stowell

6 Cal. App. 2d 373,"Justia US Law, <http://law.justia.com/cases/california/calapp2d/6/373.html>. Retrieved 9/11/12

<sup>21</sup> "Hotel Stowell Changes Hands": Los Angeles Times, January 28, 1938, pg. A1

<sup>22</sup> See building permits in the Appendix.

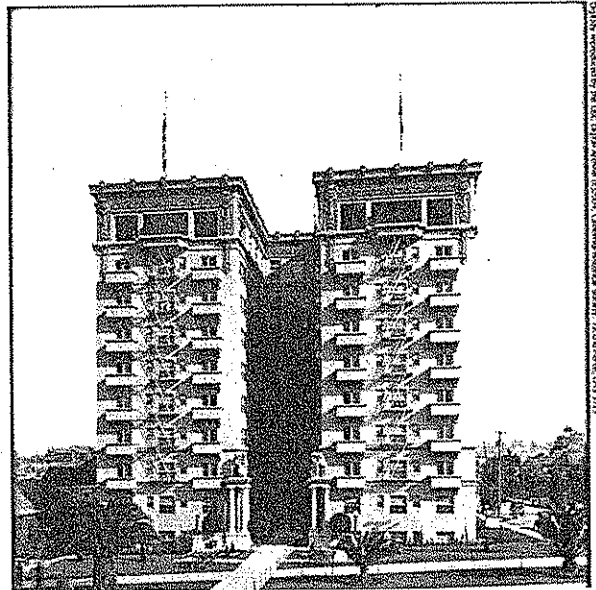
<sup>23</sup> "Bugs, Safety Hazards Discovered at Hotel", Los Angeles Times, September 20, 1992

<sup>24</sup> "Apartment Owner Gets Jail Term", Los Angeles Times, February 14, 1993

<sup>25</sup> "Jury Calls for Death Penalty for 18<sup>th</sup> Street Gang Member", Los Angeles Times, August 14, 1997

### Architect

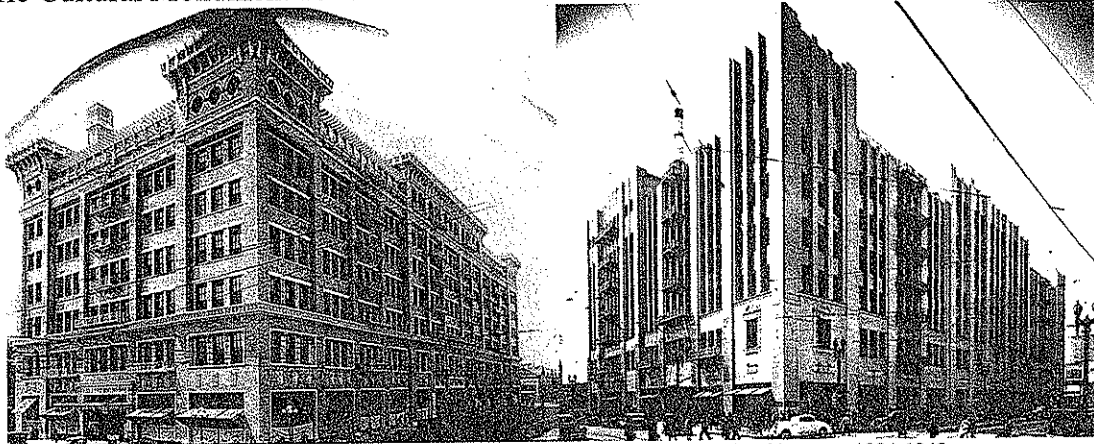
The building's architect is Frederick Noonan. Unfortunately, Noonan's dates of birth and death are unknown. He worked in San Francisco before moving to Los Angeles. The December 29, 1906 issue of the San Francisco Chronicle read: "Architect Frederick Noonan has completed his designs for Dr. Julius Rosenstirn's new hotel, La Granada, on the northwest corner of Sutter and Hyde streets...It will be the first genuine re-enforced concrete structure in the city, even the stairways and the water tank on top of the building will be of concrete." The city had just gone through a devastating earthquake and fire so Mr. Noonan designed a fireproof and sturdy edifice. The building stands to this day.<sup>26</sup>



Bryson Apartments; Source: USC Digital Library, 1917

When Frederick Noonan moved to Southern California, he quickly became involved with projects in Downtown Los Angeles. The November 1912 issue of *The Architect and Engineer of California* reported that Frederick Noonan had purchased the stock of Architect Charles Kysor and A. Lyddy in the corporation known as *Frederick Noonan and Charles Kysor, Architects, Inc.*<sup>27</sup> Noonan and Kysor went on to design The Stillwell Hotel at 838 S. Grand Ave in 1912. They designed the Bryson Apartment Hotel in 1913, which was added to the National Register of Historic Places in 1983. This 10-story Beaux-Arts, Classical Revival edifice was featured in Raymond Chandler's novel *The Lady in the Lake* and designated a Historic Cultural Monument (HCM #653) by the Los Angeles Cultural Heritage Commission in 1998.<sup>28</sup>

Noonan and Kysor also designed The J. W. Robinson Company department store at 600 W. Seventh Street, a Beaux Arts style building built in 1915. In 1934 architects Edgar Mayberry with Allison and Allison remodeled the façade into its current Moderne look. It is Los Angeles Historic Cultural Monument #357.



J. W. Robinson Company store; Source: USC Digital Library, 1915 and between 1934-1940

<sup>26</sup> "Notable Improvements for the Corner of Sutter and Hyde Streets," San Francisco Chronicle, December 29, 1906, pg. 16

<sup>27</sup> *The Architect and Engineer of California*. November 1912 Vol XXXI, No. 1, page 112

<sup>28</sup> *National Register of Historic Places Nomination Form: The Bryson Apartment Hotel*. Prepared by Bonnie Bamberg, Bonnie L. Bamberg Associates. July 15, 1982.



Hotel Stowell catered to businessmen in the financial district, but it also had its fair share of motion picture and theater people in residence. In his 1964 *My Autobiography*, Charlie Chaplin described the hotel (which he remembered as the “Stoll”) as “a middle-rate place but new and comfortable.”

Chaplin, who could have lived in far grander quarters but was too cheap to do so, had taken up residence here in 1915 while making films for Essanay Pictures. In his book he related a humorous incident that took place at the hotel after learning of a

telegram making the then eye-popping offer of \$25,000 for a two-week engagement at New York’s Hippodrome. He immediately called his current employer Gilbert M. “Broncho Billy” Anderson in San Francisco to ask for the time-off, but with connections such as they were in 1915, he wasn’t able to reach Anderson until 3am. “My bedroom window opened out on the well of the hotel, so that the voice of anyone talking resounded through the rooms. The telephone connection was bad. ‘I don’t intend to pass up twenty-five thousand dollars for two weeks work!’ I had to shout several times. A window opened above and a voice shouted back. ‘Cut out that bull and go to sleep, you big dope!’” Although he only remained at Essanay and the Stowell for a year, it was a critical period in his career and the development of “The Tramp” character.



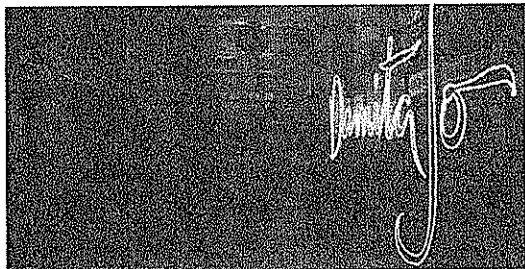
Early silent screen star Miriam Cooper was staying at the Stowell about the same time as Chaplin. She later wrote in her 1973 autobiography, *Dark Lady of the Silents*, that she moved to the Stowell from the Gates Hotel in order to save money, writing that her weekly rent was a mere \$7 and dinner could be had in the hotel dining room for 35 cents. Cooper may have needed to stay at the Stowell to make ends meet but the same could not be said for Chaplin - during his residence he was earning the then-astounding salary of \$1,250 a week, not including a \$10,000 bonus he had received for just signing his Essanay contract.

Sources for photos: Google Images

<sup>29</sup> “Charlie Chaplin Slept Here. No, Really.” By Steve Vaught  
<http://paradiseleased.wordpress.com/2010/11/15/charlie-chaplin-slept-here-no-really/>. Retrieved 09/20/2012

## *Other Portrayals in Popular Culture*

*Day-In Day-Out* is the first track on David Bowie's album *Never Let Me Down* (1987). The video was shot in the summer of 1987 and prominently featured Downtown Los Angeles specifically the historic lobby of the Grand Pacific Hotel. It portrayed the lobby as a shelter for the poor with David Bowie and his band performing in front of the grand stair. The video criticized the urban decay, depicting a young mother who had to resort to stealing and prostitution in order to feed her child<sup>30</sup>. The Grand Pacific Hotel provided an almost apocalyptic setting for this video as an architectural gem fallen into disrepair, which sadly was the state of most historic buildings in Downtown Los Angeles.



Janet Jackson shot the video for her single *All Nite (Don't Stop)* at the hotel, during a blackout.<sup>31</sup>

*Minority Report*, a 2002 film by Steven Spielberg starring Tom Cruise, also used the hotel as a location.<sup>32</sup>

Source: Youtube.com for the David Bowie and Janet Jackson stills.

<sup>30</sup> [http://en.wikipedia.org/wiki/Day-In\\_Day-Out](http://en.wikipedia.org/wiki/Day-In_Day-Out). Retrieved 9/20/2012

<sup>31</sup> [http://en.wikipedia.org/wiki/All\\_Nite\\_\(Don't\\_Stop\)](http://en.wikipedia.org/wiki/All_Nite_(Don't_Stop)). Retrieved 9/20/2012

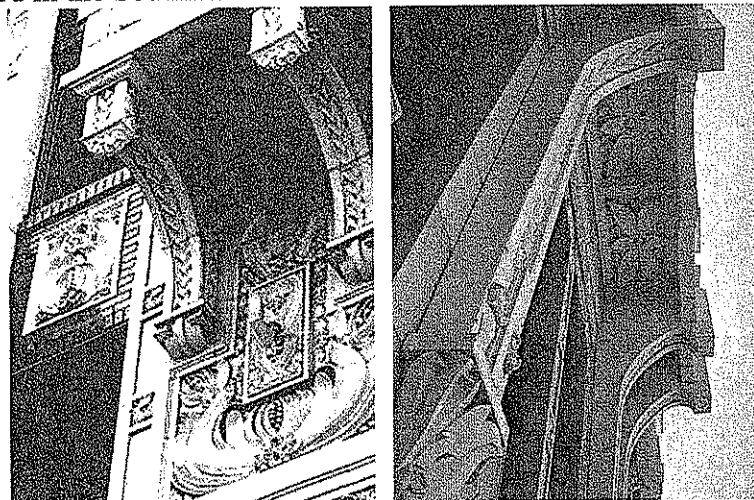
<sup>32</sup> <http://www.imdb.com/title/tt0181689/locations>. Retrieved 9/20/2012



## Architectural Significance<sup>33</sup>

While the majority of the financial district structures kept ornamentation to a minimum, more flamboyant styles and detailing of the early 1900s were sometimes utilized in the construction of hotel establishments in the district. The Hotel Stowell was designed to stand out from other buildings on Spring Street.

Builder N.W. Stowell was prominently identified with the brick and manufacturing interests of Southern California, due to his role as vice-president of the Pacific Sewer Pipe Company.<sup>34</sup> At the start of the construction of the hotel, Stowell announced his intention of using a variety of local products in the design and construction of his hotel. Instructions to that effect were given to his architect, Frederick Noonan, and to the general contractor, Carl Leonardt, who were asked to specify only Southern California materials. Accordingly, the cement used in the massive reinforced concrete frame of the hotel came from Riverside. Patented hollow blocks composed of gypsum plaster and prepared fibers used for fireproofing around the columns and for the construction of the partitions were made in Redlands. The enameled facing brick was manufactured by the Pacific Sewer Pipe Company of Los Angeles, of which Mr. Stowell was vice-president. The architectural terra cotta was made in Tropic, now part of Glendale. The beautiful tiles that decorate the lobby are a Pasadena product according to the Los Angeles Times article entitled "Local Product in Every Sense"<sup>35</sup> possibly manufactured by the Batchelder Tile Company. (However, the November 1914 issue of *The Architect and Engineer of California* mentions that the tile work is by Parker Tile & Mantel Co, then located at 637 S. Olive Street.<sup>36</sup>) A San Diego concern manufactured much of the finish tile in the interior adornment. The fire escapes, the handsome marquee over the entrance and other metal appointments were fabricated in and around Los Angeles. According to the same Los Angeles Times article, the Hotel Stowell was "*probably the most notable example in Los Angeles of the possibilities embodied in the idea of patronizing home industries.*" Described as a magnificent hostelry with a strikingly beautiful façade and metropolitan conveniences, the Hotel Stowell is further described as a "*Made-in-Southern California*" exhibit, with all materials of the walls, floors, partitions, finish and adornment produced in the Southland.



Terra Cotta on the Façade of the Stowell, 2011

<sup>33</sup> Information related to the historical and architectural significance of the El Dorado Hotel was extracted from the National Register nomination for the Spring Street Financial District, of which the building is a contributor.

<sup>34</sup> "Spring Street Hotel Started."

<sup>35</sup> "Local Product in Every Sense."

<sup>36</sup> "Unusual Architectural Treatment of Los Angeles Hotel," *The Architect and Engineer of California*. November 1914, pg. 82-84

According to the November 1914 issue of *The Architect and Engineer of California* “*The design is highly original and follows the growing tendency among Los Angeles architects to break into a new field, aided by liberal use of coloring – a tendency which may yet develop a distinctive type of architecture for which America has been looking. The interior of the hotel is equally unique in treatment.*”<sup>37</sup>

Hotel Stowell follows an E-shaped plan, with three wings opening at the secondary, south elevation. Between each wing is a narrow light well, admitting light into the individual rooms of the upper floors as well as into interior stairwells. The building was said to be as nearly fireproof as architectural and engineering skill could devise at the time. A frontage of sixty-one feet was provided, and the building extended back 165 feet to a twenty-foot alley. Excavations for the structure were completed and the construction of its foundation began in June of 1913. Within a year the building was opened for public inspection and occupancy.<sup>38</sup>

The street front of the hotel is characterized by a striking originality of design, and was described in an article in 1914 as “*getting away from the more accepted building types*”. The architectural embellishment used on the exterior was unusual at the time of its construction and remains unique, not only on account of its pattern and manner of application, but because of its coloring. The primary façade consists of jade green glazed or enameled bricks offset by white and gray figured terra cotta and tile insets. White terra cotta balconies break the surface at the third, fifth and eleventh floors, while white terra cotta panels separate the center bays of the building from those to the north and south. The building is crowned by an extravagant, heavily ornamented terra cotta cornice.<sup>39</sup>



View from the Grand Stairway.

Original rails, tile, plaster moldings and other elements can be seen in this photo. 2010

<sup>37</sup> “Unusual Architectural Treatment of Los Angeles Hotel”

<sup>38</sup> “Spring Street Hotel Started.”

<sup>39</sup> “Local Product in Every Sense.”

## Alterations

As detailed in the Historic and Architectural Significance sections of this application, the Stowell has gone through several stages in its almost 100-year old history. Despite all this, it retains a high level of architectural and design integrity on the interior as well as the exterior. Below is a summary of alterations from its inception mostly according to the original drawings /plans prepared by architect Frederick Noonan in July of 1913 as well as subsequent building permits and historic postcards / photographs. Most of the modern alterations in conjunction with rehabilitation and adaptive reuse project were carried out due to tenant improvements, life safety and code compliance issues.

### Lobby, Mezzanine and Basement

Per the original plans of the Stowell Hotel, the lobby and the mezzanine level are highly intact except for the original storefront spaces, the Batchelder tile reception desk (removed during the 1938 renovation when the hotel changed ownership), a ladies' parlor and barbershop spaces. Despite these alterations, most of the character-defining features are still intact. The spatial relationship was retained during the rehabilitation. Any historic fabric that was extant before the rehabilitation work began was retained and preserved. New construction for tenant improvements was compatible yet distinguishable from the original design aesthetic. The building also went through a seismic upgrade. Structural engineer Marcelo Cairo of John A. Martin & Associates found that any rehabilitation or adaptive reuse of the hotel required a program of structural strengthening. Below is the summary of major alterations in the lower floors:

- Two new exit stairs, as required by the City of Los Angeles Department of Building and Safety, were constructed for egress purposes. One of the stairs is a continuation of an existing historic stair from the mezzanine to the ground floor. The landing to this stair was expanded to keep the original landing intact. The second stair was added as an extension of a second floor stair to the ground level.
- The code required an elevator lobby and exit corridor. The rehabilitation project built a wall to create the residential corridor on the Northern end of the lobby. A review of the historic plans shows a solid wall once stood along the northern portion of the western end of the lobby, separating the southwestern store space from the entrance vestibule and lobby. The original plans were followed to assess the proper location of the wall and to make sure it was compatible with the space. A paneled wood door on this original wall provided access to the store from the entrance vestibule but was no longer extant. The builder installed a similar door between the vestibule and the residential corridor per the original plans.
- Some ceilings were modified to accommodate new moment frame beams per the seismic upgrade since there were some ceilings in danger of falling. Also, some ceilings were opened and patched for the installation of lighting and a new fire and life safety system. A number of ceilings were repaired due to water infiltration damage.
- Before the rehabilitation of the building, the existing skylights in the lobby were missing fabric and consisted largely of the original openings. They were rebuilt with new skylights of similar design and proportion.

- To complete the structural upgrade, the engineers also installed a thin layer of a fiberglass-type product on the interior of the east elevation to help resist lateral forces. This “structural wallpaper” was applied to a small portion of the wall and located / constructed so as not to harm any historic fabric.
- Trims and finishes, including historic plaster moldings and tiles in the lobby area, were previously painted over. During the rehabilitation, the paint was removed with the gentlest means possible and the original tiles were exposed.
- A review of the original plans shows that the Hotel Stowell Café was located in the basement. Historic articles describe the space as having an elaborate Roman design and large kitchen space along its back wall. None of the original design remained before the adaptive reuse project, except for portions of the tile flooring, decorative plaster elements and stairwell from the basement to the lobby.



Skylights before the adaptive reuse, 2008

Source: Chattel Architecture  
Stairway, Hotel Stowell, Los Angeles, Cal.



The grand stair in the lobby was cleaned and refinished.  
The plaster ceilings and the original tile are all intact today.

Lobby pictured below after the 1938 renovation and in its present state today.



Sources: Historic postcard from Ulviyya Nasibova's personal collection;  
Rockefeller Partners Architects (Architects for the Adaptive Reuse)

### Upper Floors (Condo Unit Floors 2-12)

Even though the Los Angeles Times described Hotel Stowell as one of the most beautiful and most modern improvements in the financial district, 24 hotel suites were crammed into every upper floor, with each unit averaging just over 200 square feet. The original floor layout also had a corridor that ran through the center of each “E” leg of the building. Per the Los Angeles Fire Department, these were considered to be fifty-foot “dead end” corridors and not permitted by the code at the time of the rehabilitation. The interior partitions were constructed of gypsum block that was not properly attached to the structure. These partitions also contained asbestos and lead paints. Many of these walls were missing on the upper floors. Per the enclosed letter from Marcelo Cairo of John A Martin & Associates, the hollow clay and gypsum block partitions were deemed unsafe by the Uniform Building Code or the California Historical Building Code due to their tendency to shatter during earthquakes. In addition, these walls did not meet the Acoustical STC Rating requirements. These partitions were demolished due to code compliance with the Secretary of Interior Standard of Historic Buildings. New partitions were built retaining the original spatial relationships where possible. The “dead-end” corridors were also eliminated for code compliance reasons.



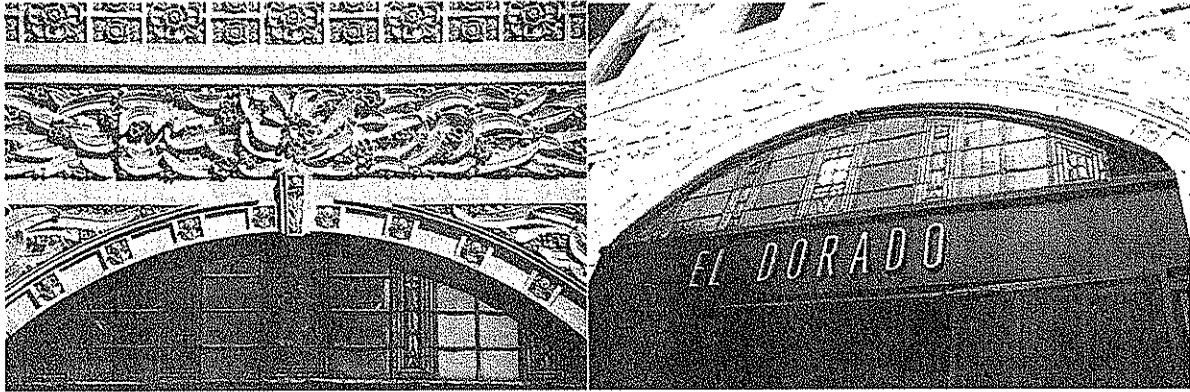
Interior of a typical bathroom before the construction, pictured tile contained lead (2008)

Currently each floor has six different condominiums of varying size and layout. The 12th floor has five condominiums. Services necessary to the new residential use of the building including workable elevators and a trash chute system were installed on each floor, as were new HVAC systems to replace the old system throughout. Some of the units have original plaster walls on the south facing wall. Most of the original interior doors were removed and discarded over the years. The remaining few were coated in lead paint and were also too narrow (32" wide) to be reused per the code requirements. The ceilings were made of plaster and in many areas water intrusion had caused serious damage. This damage was repaired with water intrusion routes identified and sealed off. Subsequently, proper electrical and fire sprinkler systems were installed in the ceilings while maintaining the original ceiling height.

### Historic Façade (West)

Perhaps the primary character-defining feature of the property is the elaborately decorated west elevation. The historic façade maintains a high level of design and original fabric integrity.

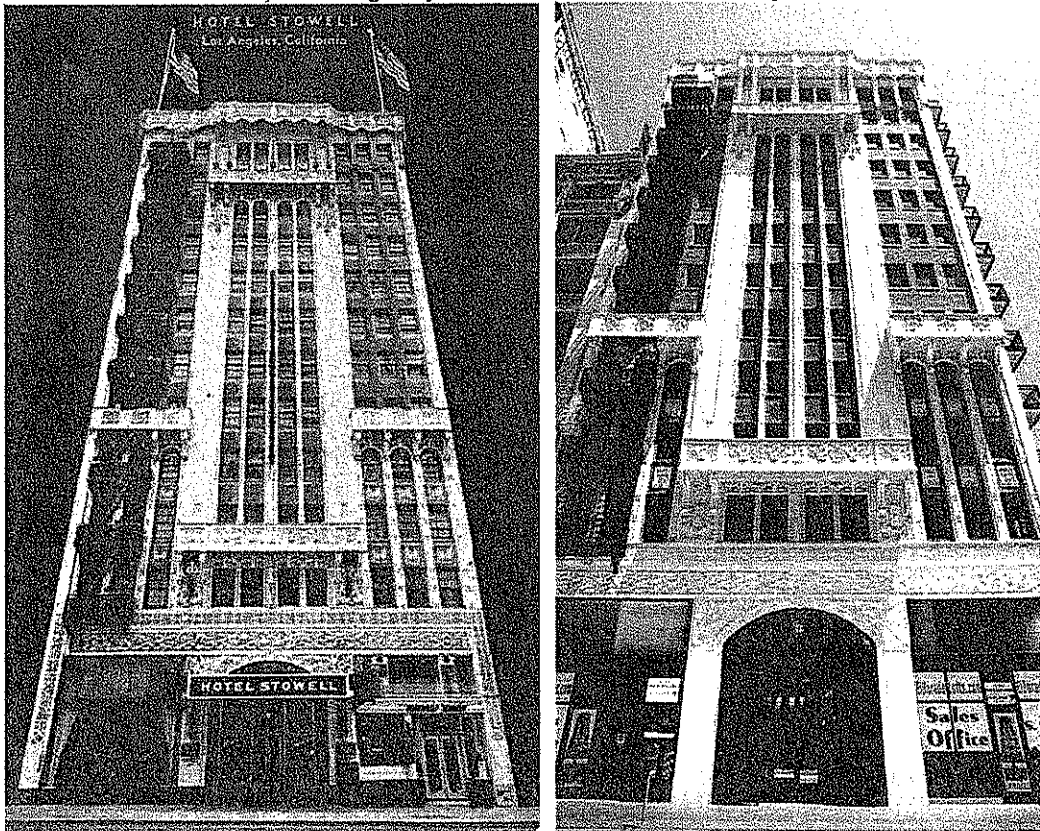
During the adaptive reuse it was washed with gentlest means possible to preserve the finish on the terra cotta and the glazed brick. The fire escape landings flanking the northern part of the elevation are all original. Original white terra cotta balconies break the surface at the third, fifth and eleventh floors, while white terra cotta panels separate the center bays of the building from those to the north and south. The building is crowned by an extravagant, heavily ornamented terra cotta cornice that is also fully intact.



Original Stained Glass above the Lobby Entry  
 Source: Google Images and Rockefeller Partners Architects

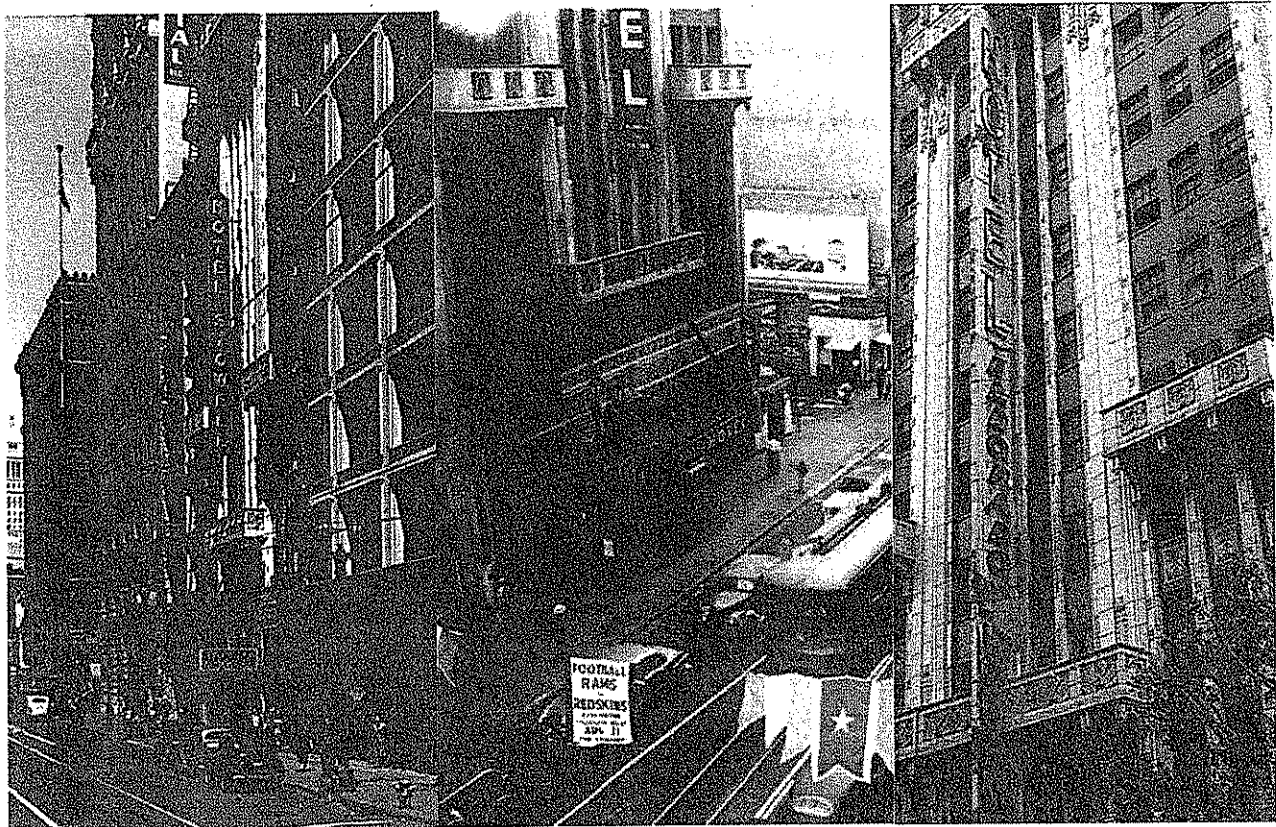
On the ground floor, the original storefronts were long gone during the hotel's several reincarnations. During the rehabilitation process the original stained glass was revealed from under the boarded-up entrance. Original gates were also found in the basement and reinstalled at the entrance.

Façade – Originally and After the Rehabilitation Project



Sources: Historic postcard from Ulviyya Nasibova's personal collection; Rockefeller Partners Architects

The period of architectural significance of the hotel falls between 1913 and 1938. After 1938, the hotel witnessed a gradual decline and removal of certain original elements such as the original "HOTEL STOWELL" vertical sign and the basement café. Per our study of the building permits, historic postcards and historic photographs, below is the summary of the evolution of the blade sign. When the hotel was originally built, the center bay of the building had the vertical "Hotel Stowell" sign that was altered in the 1950s to say "HOTEL" when the Hotel was renamed to Hotel Earle (this was done without a building permit). The original sign was replaced between the December of 1955 and August of 1957 (see Appendix, building permits # 29734 and 83461) when the hotel was renamed from Hotel Earle to Hotel El Dorado. A new blade sign was installed with the words "HOTEL ELDORADO" and within the same year (1957) there was also a permit filed to add the word "LIQUOR" to the bottom of the vertical sign (building permit #84196). Over the years, the "HOTEL ELDORADO LIQUOR" sign fell into disrepair and was removed during the hotel's conversion to adaptive reuse in 2008.



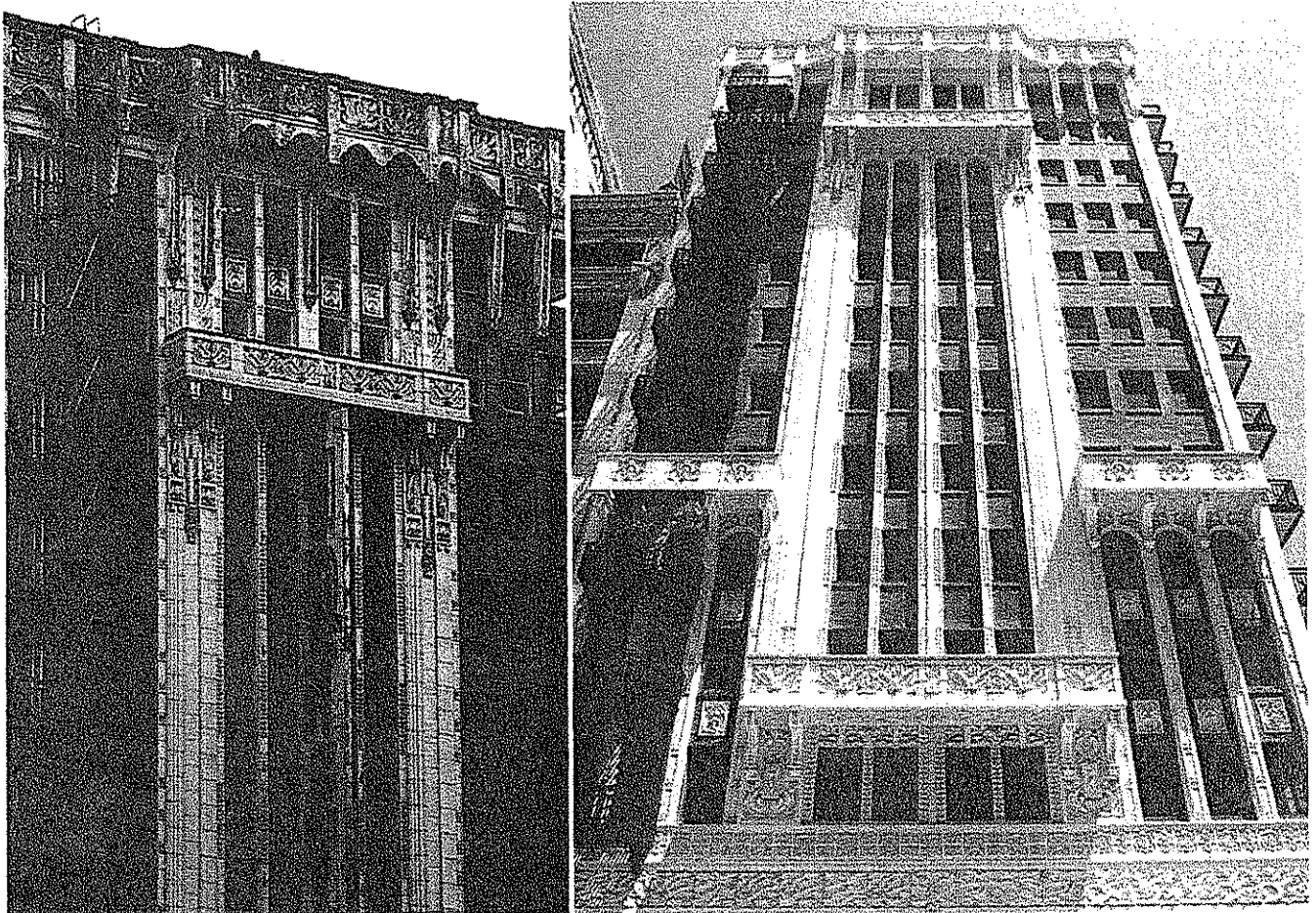
Sources: USC Digital Library 1939; <http://forum.skyscraperpage.com/member.php?u=48291> 1950s, and Google Images 2006



## Roof

Before the rehabilitation project, the roof was almost completely gone. Only portions of structural slabs remained and water was leaking throughout the building. The new roof is a composite of built-up roofing and features raised pedestal pavers. The historic parapet height was only 24" and a small metal guardrail was raised at 42" to comply with safety requirements. All equipment necessary for the functioning of the building was limited to the northern side of the roof, as far away from public view as possible. The remaining portions of the roof are small roof decks for four penthouse units. The elaborate terra cotta cornice still crowns the western portion of the roof and is in its original state.

## Windows



Source: Rockefeller Partners Architects, before and after adaptive reuse

The original windows on the primary façade were hollow metal frame windows with a lot of them missing entirely. Before the adaptive reuse of the building, they were also found to be coated in lead paint and all glass had to be replaced to meet code requirements. Due to the run-down state of the windows (as evidenced in the above photos) and life safety issues the original windows were replaced with metal-clad windows of identical design, color and proportion.

### Secondary South Elevation

Historically, one third of the south façade closest to the Spring Street was never visible as it was partially covered by an abutting building, since demolished. The south elevation is a secondary and tertiary elevation. Because it was not exposed when designed and built there is more flexibility in the alteration of this elevation. According to the Guidelines for Rehabilitating Buildings, alterations that can be made to secondary elevations include cutting new entrances or windows, and designing and installing additional windows on rear or other non-character-defining elevations if required by the new use. Windows were added to the south elevation. They matched the fenestration pattern of the center and eastern wings of the "E" and allowed the project to meet the light and ventilation code requirements for residential construction. A few existing window openings were enlarged and the sills were dropped to the floor level to allow for the installation of French doors.

As with all "E" shaped buildings, the legs of the "E" are the weakest parts of the building. For this reason, the structural engineer designed and built a concrete moment frame to stabilize the legs of the "E" to resist lateral loads, especially in case of an earthquake (see letter from Marcelo Cairo, S.E. of John A Martin's office). This resulted in a 30" deep concrete frame on the south façade. Balconies were integrated into the design. As the thickening of the wall was an essential requirement for life safety purposes, the balconies resulted from the new depth. The design of new features was compatible with the overall design of the building and also distinguishable from the historic fabric of the building. The outline and sills were retained, even in places where the windows were sealed off with concrete, to allow the design of the windows to continue to be portrayed.

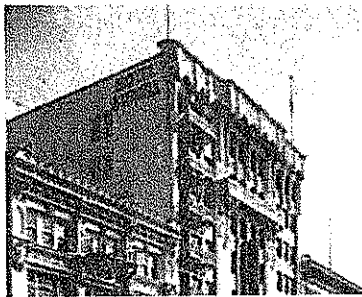




Before and After the Adaptive Reuse Project  
Note the fenestration pattern and the outlines / sills for sealed windows  
Source: Rockefeller Partners Architects

### Secondary North Elevation

The words “Hotel Stowell” were painted towards the top of the northern wall and remain visible to this day.



### Secondary East Elevation

The East elevation is also secondary and tertiary elevation. As part of the structural design, the engineers installed a thin layer of a fiberglass-type product to help resist lateral forces. This elevation also features the original fire escape landings, similar to those on the west façade.

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**APPENDIX**

**The Stowell Permits Since Its Inception**

<b>Date</b>	<b>Building Permit Number</b>	<b>Description of Work</b>	<b>Estimated Cost</b>	<b>Owner</b>
4/19/1913	5371	Remove from present lot all the existing bld material	\$100.00	Corona Development Co.
5/9/1913	6468	We want to remove the present Bricks building	\$75.00	Corona Development Co.
6/18/1913	8284	Application for the Erection of Building, Class A, hotel	\$9,400.00 (foundation)	N. W. Stowell
8/7/1913	10383	Application for the Erection of Building, Class A Reinforced Concrete, hotel and stores	\$250,000.00	N. W. Stowell
10/14/1913	13412	Application to alter or make changes to plans of building for which building permit No. 10383 was obtained on 8/7/1913, said changes or alteration more particularly described as follows: by changing the floor system, columns and beams and construct balconies as shown by plans and specification herewith submitted	\$40,000.00	N. W. Stowell
7/13/1914	14383	Four gas outlets to be installed or altered	None	Stowell Hotel
8/5/1914	15991	About 26 ft. of wood and glass partition upper third glass; Basement	\$50.00	Corona Development Co.
1/18/1918	306	Change storefront at 414 S. Spring, giving 10' deep windows in place of 3' with suitable floors and back panels about 3' high. Arrange windows on hotel lobby with floors and panels at back for display. Place lights each side of door from store into Hotel Lobby. Building mezzanine floor with stairway at back of store. Replace plumbing fixtures.	\$600.00	Corona Development Co.
8/11/1922	27298	Two drop ladders	\$180.00	W. Stowell
7/2/1934	8523	Alter present store to enlarge hotel lobby. Remove present storefront and install new window. Remove present tile filler walls and install new furred arches. Install new furred beams and run pl. cornice. No structural changes.	\$1500.00	Farmers and Merchants Bank
8/7/1934	10010	Painting exterior windows and fire escapes of the building	\$275.00	Farmers and Merchants Bank
8/21/1935	14576	Alter show window bulkheads, no structural changes	\$500.00	Stowell Hotel
3/15/1937	7788	Provide new service stairway from the present 1 <sup>st</sup> floor restaurant to the present mezzanine floor cocktail room.	\$800.00	Farmers and Merchants Bank
1/28/1941	2735	Repair damage by fire. Replace exactly as before fire. No changes. All on one floor – plaster, trim and glazing.	\$400.00	Mr. Seierson
11/8/1944	19895	Partitions. Alteration to existing basement café and dance floor. Temporary partitions/walls for restaurant cocktail bar.	\$750.00	Stowell Hotel
1/28/1954	78824	Temporary partitions, max ¾ of ceiling height,	\$100.00	G. S. Allen
6/22/1954	89724	Install metal lock and plaster suspended ceiling over portion of basement area.	\$600.00	Earle Hotel
6/16/1955	18091	New temporary partitions	\$500.00	G. S. Allen
10/24/1955	28226	Remove 2' of brick on chimney, replace with co cap.	\$100.00	G. Allen
11/15/1955	29734	Marquis 9' x60', sign 5' x71'2" that say Hotel El Dorado	\$12,000.00	Hotel El Dorado
12/6/1955	31181	1-15x11 aluminum dr. (entrance)	\$1,800.00	George S. Allen
5/10/1956	42834	Alterations	\$1,500.00	George Allen

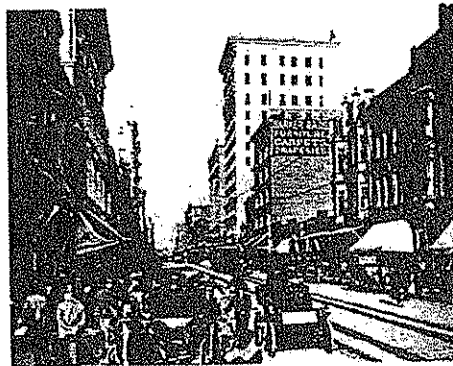
7/22/1956	48768	Private garage on first floor	\$750.00	Mr. Allen
7/27/1957	83461	One illuminated double face projecting sign, one illuminated marquee. Complete work started under permit 29734.	\$7,500.00 (Updated from \$12,000.00)	Hotel El Dorado
10/8/1957	84196	Installation of one double face sign illuminating – projecting from wall (sign says “Liquor”)	\$332.50	George S. Allen / Hotel El Dorado
10/17/1957	85002	Change of occupancy survey 500 sq. ft. For a certificate of Occupancy	2.00%	George S. Allen
10/17/1957	85003	Change of occupancy survey 1000 sq. ft. For a certificate of Occupancy	200.00	George S. Allen
3/7/1958	94943	Interior Partitions	\$1,500.00	George S. Allen
6/4/1958	2655	Two single face illuminated wall signs (Liquor store sign, restaurant sign)	\$492.00	George Allen
6/18/1958	3956	Install new store front	\$750.00	George Allen, Eldorado Hotel
5/30/1961	88115	Replace portion of first floor at alley.	\$3,000.00	Mr. Allen
5/23/1974	90556	Comply with fire safety standards. Enclos stairwells	\$62,000.00	Basner-Mouskope-Shinners
10/7/1976	33940	Repair fire damage, replace jambs and fire doors	\$3,000.00	Ben Basner
10/20/1982	52070	Resurface walls and floor	\$1,000.00	John Chu
11/12/1982	53650	Interior partitions	\$24,000.00	John Chu
6/8/1987	67377	To comply with Dorothy Mae Ordinance. 1) First story to be separated from mezzanine by shaft enclosure at first story 2) Need historical monument approval . 3) CRA Approval	\$132,000.00 \$79,000.00	Song Lee
1/19/1988	86552	Change of contractor only (Dorothy Mae Ordinance)	\$1,000.00	Western Pacific Int.
2/11/1993	1687	General rehab, paint and carpet EXPIRED	\$20,000.00	Western Pacific International
3/1/1993	21495	To block access to existing exterior fire escape. EXPIRED	\$2,000.00	Western Pacific International
11/5/2001	18248	Demolish existing 10’ high non-bearing partition and room interior finishes, total area 50 sq. feet.	\$184.12	Stowell Properties LLC / Eric Needleman, Agent
6/10/2005	1491	Early start non-structural demolition, remove interior non-load bearing partitions on floors 2 through 12. Per the permit, this interior demolition complied with the Secretary of Interior Standard for Historic Buildings.	\$1,375.88	Stowell Properties LLC
10/17/2005	3417	Adaptive reuse, convert existing hotel to 65 joint live/work lofts. Proposed voluntary seismic structural upgrade, new concrete SMF.	\$126,218.43	MCGG El Dorado Realty Partners LLC
9/26/2006	3417	Change structural system from concrete moment frame to concrete shearwall, 12-story building	\$253.79	MCGG El Dorado Realty Partners LLC
4/3/2008	421	Temporary signs 6’x40’ as per specs and drawings for the remainder of the construction as per ordinance 179,267	\$79.64	MCGG El Dorado Realty Partners LLC
7/9/2008	3417	Supplemental to #05016-10000-03417, revise structural design for all 65 balconies	\$183.68	MCGG El Dorado Realty Partners LLC
7/22/2008	3417	Supplemental to #05016-10000-03417, revise layout and design of the new stair	\$296.21	MCGG El Dorado Realty Partners LLC
2/11/2011	2034	New self-supporting CMU water-proofing wall in (E) Basement of Type I Highrise Building (9’6” long)	\$313.86	MCGG El Dorado Realty Partners LLC
7/27/2011	14304	Unit #709 - drywall patch and paint; replace two interior doors, no plans, historical clearance required (Comment: Lambert Giessinger waived the clearance)	\$163.64	MCGG El Dorado Realty Partners LLC



# PALACES OF FINANCE

## *A Walking Tour of the Spring Street Historic District*

*co-sponsored by the  
Los Angeles Conservancy  
and the  
Spring Street Association*



*Spring Street, north from Fifth, 1904  
(Security National Bank  
Collection, LAPL)*

*South Spring Street between Fourth and Seventh Streets is a National Register Historic District and was once known as "the Wall Street of the West." Spring Street institutions once dominated the financial affairs of the West Coast for over half a century. Decisions made in Spring Street's board rooms, brokerage houses and fashionable hotels and restaurants directed the economic and physical development and the future of Southern California.*

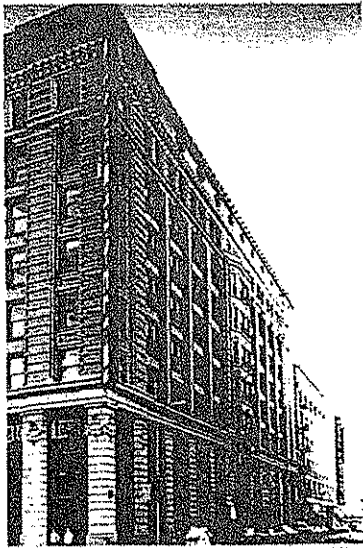
*The architects who designed the Spring Street buildings we see today were successful in providing their clients with buildings that evoked images of authority, wealth and stability. As of now, most of those financial institutions have left Spring Street; but, the buildings that remain form a remarkably homogeneous historic district, a collection of proud structures documenting the economic vitality of the city.*

*Spring Street's development began in 1840, when the ayuntamiento (city council) decided to sell some of the Pueblo's Spanish land grant to raise much-needed capital. The survey of this property was assigned to a West Pointer, Lieutenant Edward Otho Cresap Ord. Even now, legal descriptions of downtown property make reference to "Ord's Survey." Ord delivered his "Plan de la Ciudad de Los Angeles," in mid-September of 1840. The first lots were promptly auctioned off on November 7, bringing from \$50 to \$200. Lots in the older part of town, north of the Plaza, brought less than those in the "lower district," the municipal acreage bounded by Second, Fourth, Spring and Hill.*

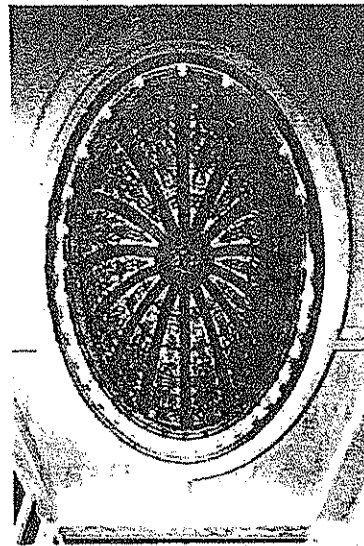
*Before 1900, Spring Street was a predominantly residential neighborhood. L.A.'s first public school appeared at Second and Spring in 1855.*

*In 1872, Old Turnverein Hall was built on the west side of Spring Street between Second and Third. The first professional American theatrical companies appeared there. Farther south, where the Security Building now stands at Fifth and Spring, Boston Market merchants hung sides of beef in the 1870's noonday sun for the benefit of passing shoppers.*

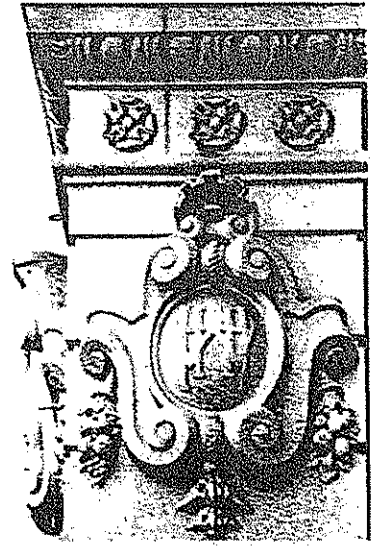
*The intersection of Spring and Temple was the heart of the 1890's business district, but in the early 1890's, several large commercial structures were constructed on Spring Street as far south as Fifth. Although L.A.'s early financial center was located along North Main Street, during the late 1880's and early 1890's, several banks were built on Spring Street. By the turn of the century, that trend was clearly moving towards Spring Street.*



Banco Popular Building



Banco Popular Building, interior dome\*



Banco Popular Building, detail

**1. BANCO POPULAR BUILDING**  
 (Originally, **HERMANN W. HELLMAN BUILDING**)  
 354 S. Spring Street  
 1903/Alfred F. Rosenheim

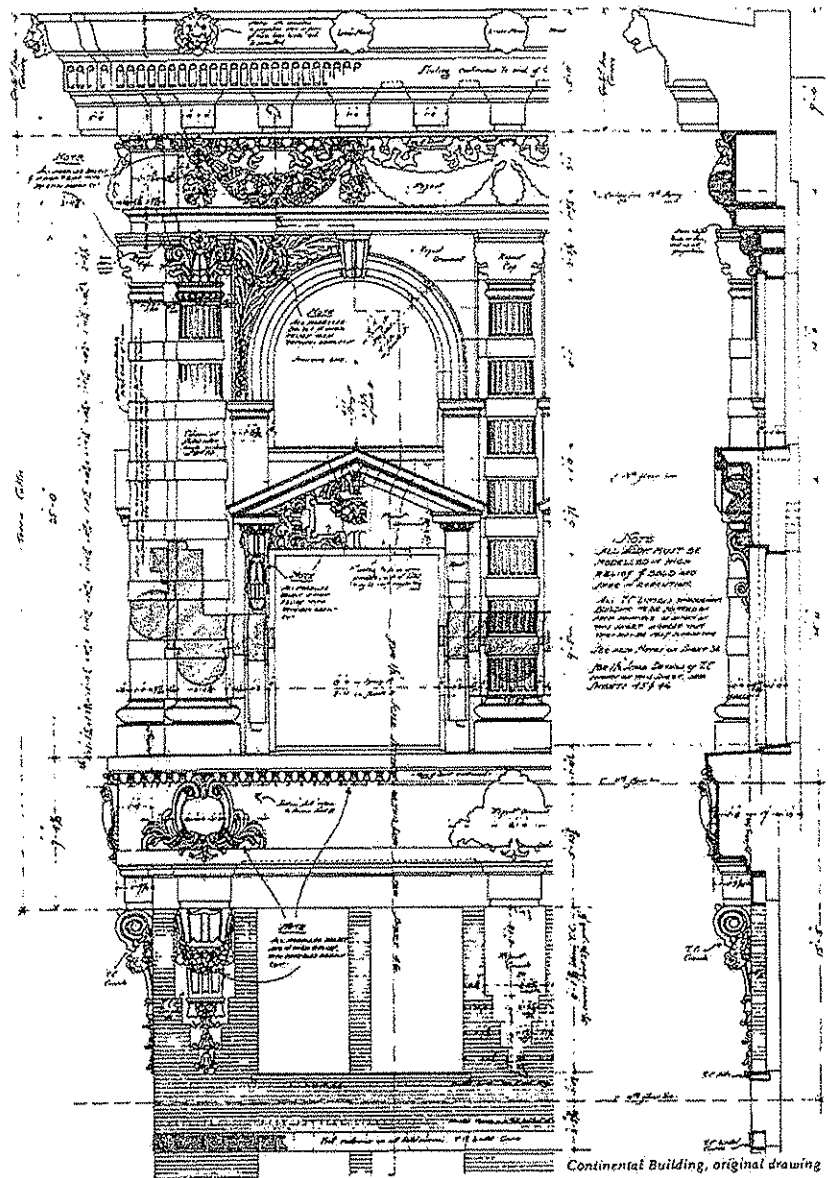
In 1903, Hermann W. Hellman accomplished what many considered an astounding act and in doing so, set the cornerstone of Los Angeles' Financial District for nearly the next seventy years. Mr. Hellman, a pioneer Jewish merchant and banker from Bavaria, replaced his one-story Queen Anne home and surrounding business structures with a striking eight-story office building, proudly bearing his name. Its \$1.3 million cost was considered at that time the largest individual investment in any commercial building in Los Angeles. In replacing a haphazard assemblage of single-story shops and houses with the City's most expensive office edifice, Hellman raised both the corner of 4th and Spring Streets and his family name to new prominence in Southern California.

Hellman's architect, Alfred F. Rosenheim gave his client a restrained Beaux-Arts/Commercial Style structure. Typical of the style that was to dominate office building architecture for more than two decades, the building has a strongly defined lower, two-story segment, in this case rendered in light grey granite (original windows had decorative bronze framing) with a "belt line" between that and the upper floors. The middle floors are faced in pressed brick, glazed a light brown. Terra cotta elements, glazed a cream color, add rich detail in horizontal bands, window lintels and surrounds. Terra cotta elements define two additional belt lines, above and below the eighth floor. A subdued cornice tops the building.

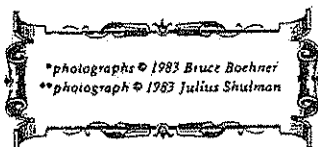
The lobby is a sophisticated setting of white, Italian marble and stained glass ceiling panels, including a marvelous dome. Hermann W. Hellman's initials (HWH) are everywhere, in the stained glass, in matching, intricate marble carvings at the foot of the double stairway, and outside on cartouches on the lower floors of the building. Let anyone forget, the cornerstone at Fourth and Spring reminds one of the builder, his architect and contractor.

The lobby is a mixture of restoration and rehabilitation. The Banco Popular de Puerto Rico, after acquiring the building in 1974 painstakingly refurbished the lobby.

Rosenheim is noted for his design of theatres (Cameo Theatre on Broadway), churches (Second Church of Christ Scientist on Adams near Hoover) and the Hamburger's Department Store (now May Co.).



Continental Building, original drawing



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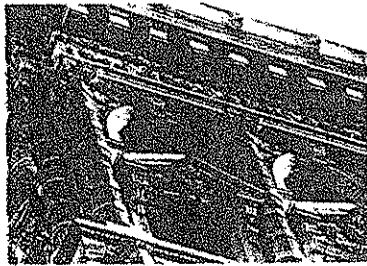


**2. CONTINENTAL BUILDING**  
(originally, the BRALY BLOCK)  
408 S. Spring Street  
1904/ John Parkinson

Towering over the turn-of-the-century, low-scaled neighborhood surrounding it, the Continental Building was as exuberant as the Hellman Building was restrained. At 175' in height, it is considered the City's first "skyscraper."

The Continental Building carries a wealth of rich and heavy ornament, most of which is modeled in architectural terra cotta — pediments, garlands, lion's heads, columns, and elaborate brackets, just to point out a few of the elements. The lower two floors have been modified, now having no resemblance to the original.

The Continental Building was originally called the Braly Building when it was completed in 1904, named for John Hyde Braly. He was one of California's early pioneers, arriving in Northern California with his family a few months before the Gold Rush of 1849. He was a farmer and school superintendent in the Santa Clara Valley before coming to Los Angeles in 1891, where he became a successful banker. As president of the syndicate that constructed the Braly Block (major office buildings were often called "blocks"), he was privileged to have the building named after him.



Continental Building, exterior detail

**JOHN PARKINSON,  
ARCHITECT OF SPRING STREET**

John Parkinson, individually or in association with either his son, Donald, or his partner, Edwin Bergstrom, designed a majority of the buildings in the Spring Street Historic District. Born and trained in England, Parkinson's prolific Los Angeles architectural career began when he opened offices in the city in 1894. As a solo practitioner, Parkinson designed for Spring Street the Beaux-Arts inspired Continental Building, the Alexandria Hotel and the Classical Revival Los Angeles Actors' Theater. With Bergstrom, with whom he was in partnership from 1905-15, Parkinson designed six other buildings on Spring, including the Crocker Bank, Rowan and Security Buildings at the intersection of Spring and Fifth, giving him the distinction of having had a hand in the design of all four buildings at that intersection.

Parkinson's finest work was done with his son Donald, with whom he was in partnership from 1920-33. Their Spring Street designs included the Moderne Title Insurance and Trust, now the Design Center of Los Angeles and the E. F. Hutton Building, now part of Premiere Towers, and as consulting architects to Samuel Lunden, the Stock Exchange Building. Their fruitful association also produced such Los Angeles landmarks as Bullock's Wilshire, the Coliseum and, with John C. Austin and Albert C. Martin, Los Angeles City Hall. Ultimately, John Parkinson was involved in the design of twenty-one buildings on Spring Street, eighteen of which survive today.

**3. THE DESIGN CENTER OF LOS ANGELES**  
(originally TITLE INSURANCE AND TRUST COMPANY BUILDING)  
433 S. Spring Street  
1928/ John and Donald B. Parkinson

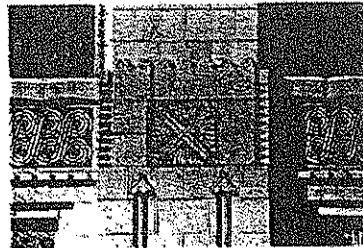
The Design Center of Los Angeles is designed in Zig-Zag Moderne style. The style, which originated in France and became extremely popular in Los Angeles in the 1920's, reached its apex in the years immediately preceding the Depression. The Design Center displays a number of Zig-Zag Moderne design features, including a stepped facade,



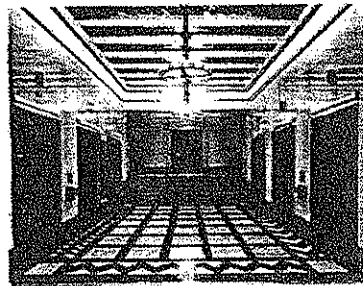
Design Center of Los Angeles\*

recessed, vertical windows, stylized floral patterns over the front entrance and upper stories, an exterior vestibule ceiling adorned with tile in geometric and starburst patterns and a lobby appointed with such opulent materials as marble, ebony, walnut and gold leaf. The tile murals over the entranceway are by Hugo Bullin, a prominent Los Angeles artist who also painted murals in the One Bunker Hill building, Griffith Park Observatory and Wilshire Boulevard Temple.

When Title Insurance and Trust moved out of the building in 1977, it was purchased by architect Ragnar Qvale, and his brother, who developed it into a successful "to the trade" design center. The recycling of this former commercial building into a new function exemplifies a growing trend of adaptive use on Spring Street. This project received a Preservation Award from the LAC in 1983.



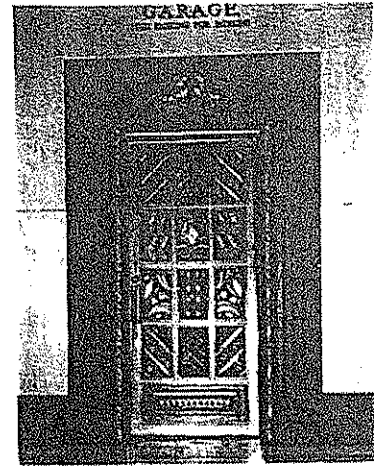
Design Center of Los Angeles, exterior detail



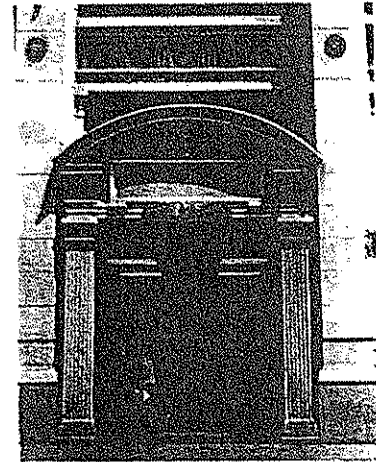
Design Center of Los Angeles, lobby\*

**4. EL DORADO HOTEL**  
(originally, STOWELL HOTEL)  
416 S. Spring Street  
1913/ Frederick Noonan and William Richards

For its day, the El Dorado Hotel was an eccentric, colorful contrast to its more sedate neighbors, which were rendered in whites, creamy tans or dull grey. Writers of the day commented on the originality of the hotel's facade, its embellishments and its use of color. The hotel's facade is noteworthy because of its green glazed pressed brick, its fanciful architectural terra cotta, glazed in an off-white, its balconies and unusual cornice (made of galvanized iron, painted to resemble the architectural terra cotta) and its carefully designed metal fire escape. Overall the building combines elements of Art Nouveau and the Gothic design.



Design Center of Los Angeles, interior detail\*



Crocker Bank Building, entry

**5. CROCKER BANK BUILDING**  
453 S. Spring Street  
1914/ John Parkinson and Edwin Bergstrom

The Crocker Bank Building is a 12 story steel frame structure clad in granite and terra cotta. The building is unique because it was completed as early as seven months after construction began. The Citizens National Bank, organized in 1890 as the Citizens Bank of Los Angeles, first occupied the building. The building's elaborate cornice and upper floor terra cotta detail was later removed.

Together with the Rowan Building (458 S. Spring), the Security Building (510 S. Spring), and the Alexandria Hotel, John Parkinson designed all four corners of 5th and Spring Streets (three with Edwin Bergstrom) for a major downtown developer of that time, R. A. Rowan and A. C. Blicke. Rowan, Blicke and Associates were responsible for the development of scores of buildings, but at 5th and Spring, once the most prestigious intersection in the City, they established a corner of refined elegance in granite, terra cotta and bronze.

**6. ROWAN BUILDING**  
131 W. 5th Street  
1910/ John Parkinson and Edwin Bergstrom

Upon its completion in 1910, the Rowan Building was the largest and most well-appointed office block in the City. Nearly nine acres of floor space are contained within its 11 stories. Although the lower floors have been altered, the upper stories retain their Beaux-Arts inspired classical details in terra cotta, which includes the heavily ornamented cornice. The building was developed by the real estate firm of R. A. Rowan and Company, and in its early days housed the Title Insurance and Trust Company.

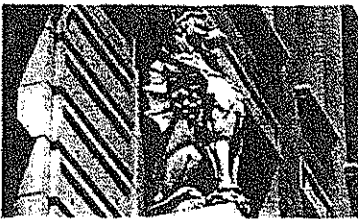
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PALACES OF FINANCE

**7. ALEXANDRIA HOTEL**  
210 W. 5th Street  
1906, 1911/John Parkinson

The restrained Commercial/Beaux-Arts facade of the Alexandria only hints at the glory of what was once Los Angeles' grandest hotel. Theodore Roosevelt, Enrico Caruso, King Edward VIII, Jack Dempsey and Sarah Bernhardt were among the many famous guests of the hotel before its star began to fade with the opening of the Biltmore in the early 1920's. Parts of the hotel's glory are still visible inside. The lobby, already stripped of its "million dollar" Turkish rug and chandeliers, was completely remodeled in neo-Victorian style and divided into two stories during the hotel's renovation in 1969-70. If you climb the marble stairway to the second floor, however, you are afforded the rare opportunity to see a garish Beaux-Arts ceiling, complete with Corinthian capitals, at eye level. The banquet room off of the lobby, now known as the Palm Court, is Los Angeles Historic-Cultural Monument Number 80. Unlike the lobby, it has been renovated in imitation of its original decor. Its magnificent stained glass ceiling, stripped of the black paint which had hidden it from view since the black-outs of World War II, has been meticulously restored to its former glory.



Alexandria Hotel

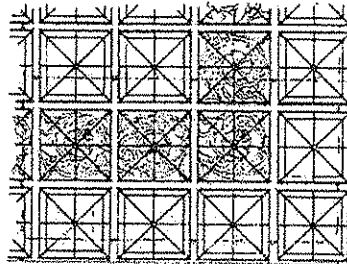


Alexandria Hotel, detail\*

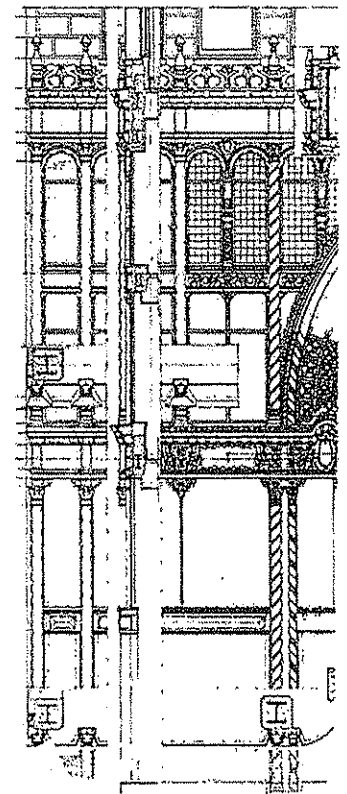
**8. LOS ANGELES ACTORS' THEATRE BUILDING**  
(originally, SECURITY NATIONAL BANK BUILDING)  
514 S. Spring Street  
1916/John Parkinson

The smooth Ionic columns, coupled with the simple classical detailing of the granite facade, mark the building as an example of Classical Revival architecture. Unlike its larger and more elaborate Beaux-Arts neighbors on Spring Street, which utilize the ornate motifs of fluted Corinthian columns and intricately detailed capitals, the Security National Bank Building is designed in a simpler, more sedate style. Its four pairs of smooth, massive Ionic columns, surmounted by a simply detailed cornice, frame stained glass windows covered with classical inspired grilles. Inside, a 50 by 100 foot stained glass skylight spans what was once the banking floor of a branch of the Security Trust and Savings Bank, a precursor of Security Pacific Bank.

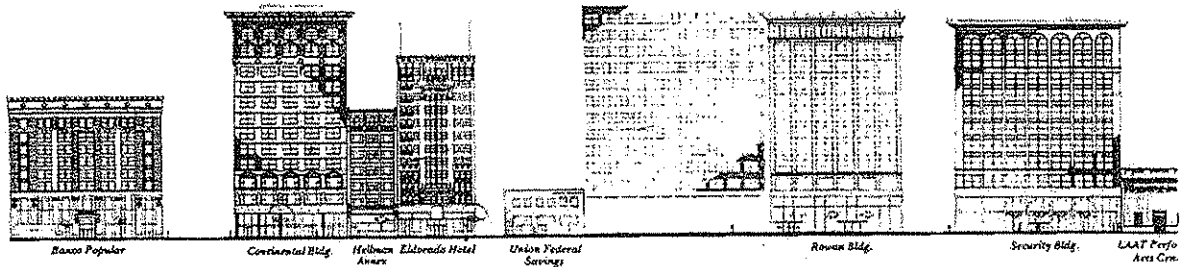
The building, acquired by the Los Angeles Actors' Theatre with the help of the Community Redevelopment Agency of Los Angeles, is being renovated to create a four theatre Performing Arts Center—the cultural cornerstone of the Spring Street Revitalization Project. Opening on March 1, 1985, with 50,000 square feet of adjacent new construction, the center will also contain two distinctly different restaurants, a major art gallery, a bookstore devoted to all the arts, and complete production, rehearsal and administrative space for LAAT. In addition to LAAT's award-winning theatre programming, the new Center will host the best in visiting regional, national and international theatre, music, dance and visual artists for Southern California.



Los Angeles Actors' Theater, art glass ceiling

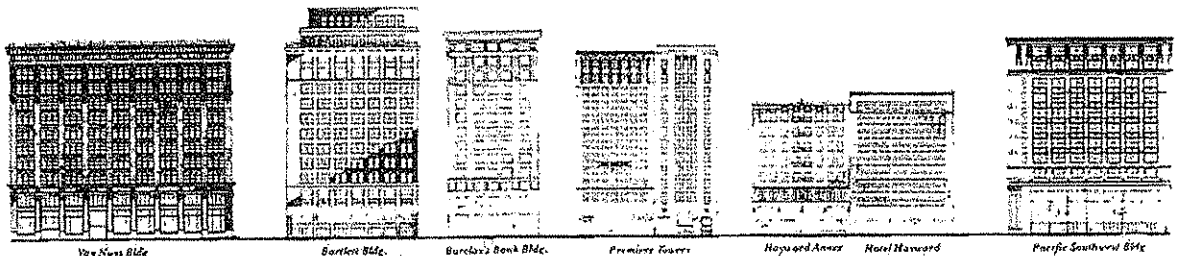


Broadway-Spring Area

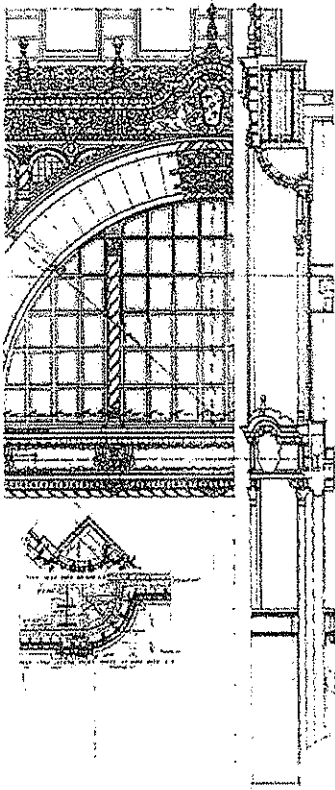


East Side Elevations

Spring Street H.



West Side Elevations



Building, original drawing

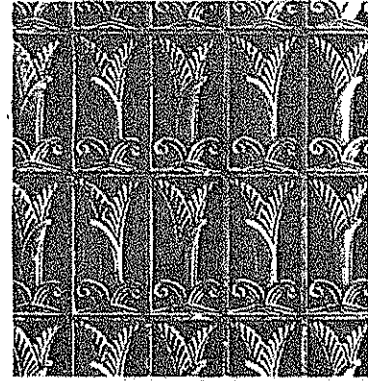
**9. BROADWAY-SPRING ARCADE BUILDING**  
 541 S. Spring Street  
 1924; Kenneth McDonald and Maurice Couchot

The Arcade Building is actually two connected Spanish Renaissance/Beaux-Arts towers, one fronting on Spring Street, the other on Broadway, connected by a skylit three-level arcade. The hallmarks of the structure are its intricately detailed, looming, terra cotta entrance arches. Thin twisted and beaded columns shape the narrow, delicate arches which traverse the monumental entranceway arches. The central stories above the arches are sheathed with terra cotta molded to imitate stone blocks and the uppermost stories feature Doric columns, hanging swags and a scalloped cornice.

The building was constructed on the site of Mercantile Place, a small street which by 1924 had been lined with shops for more than 40 years. A competition was held to find a design suitable to replace Mercantile Place. The winning architects, who were awarded \$60,000 for their plans, preserved the retail activity and ambience of the street through the design of a glass-roofed arcade modeled after the Burlington Arcade in London. At the building's opening, 2000 invited businessmen were entertained by the music of three orchestras provided by Sid Grauman, as well as a variety show of vaudeville and dancing in the arcade.



Spring Street, south from Arcade Building, c. 1982



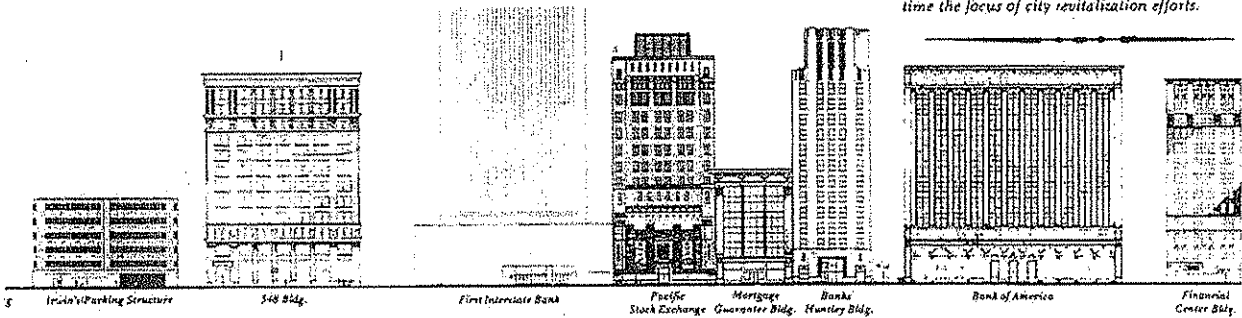
Banks Humbley Building, entry gate detail

**LOS ANGELES' BUILDING HEIGHT REGULATIONS**

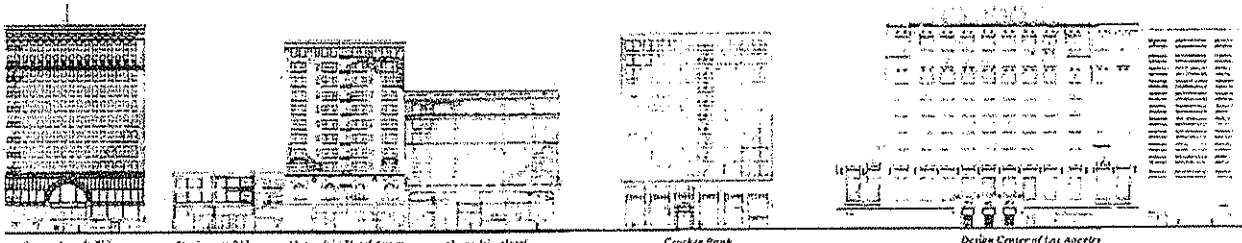
Paul Gleye's, *Architecture of Los Angeles*, contains the best discussion to date on the history of building height regulation. The L.A. City Council appointed John Parkinson, John Austin (both architects) and John S. Morrow, president of the Pacific Board of Fire Underwriters, to the committee which resulted in City Council setting a height limit in 1905. Applications for variances from the height limit later led to a City charter amendment setting a 150' limit for commercial structures. This limit stood until its repeal in the late 1950's.

The 150' height limit, together with Beaux-Arts/Commercial stylistic elements (Cornice lines, belt lines, articulation of the first and second floors, etc.), provides the Spring Street Financial District with its unique architectural compatibility, unmatched by present-day architectural conventions, where most buildings appear to be designed to be set apart from their neighbors, not to become part of a unified setting.

The repeal of building height limitations by Los Angeles voters in 1957 coincided with the decline of Spring Street. The first skyscraper built in the city above the 150 foot height limit, the First Interstate Bank Building (1959) at the corner of Sixth and Spring, was also the last skyscraper built on Spring. Notice the massive scale of the marble base; the building turns inward rather than outward to the pedestrian and street commercial activities. Building access through an interior garage signals a new era, the age of the automobile. The city's business center subsequently relocated to the west side of downtown adjacent to the Harbor Freeway, at that time the focus of city revitalization efforts.



**toric District Buildings**



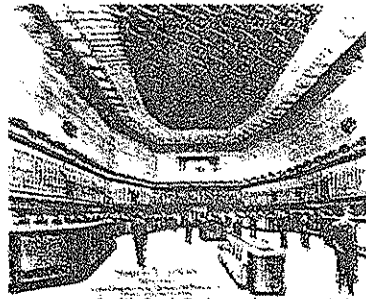
Spring Street elevation drawings, Archplan, 1980

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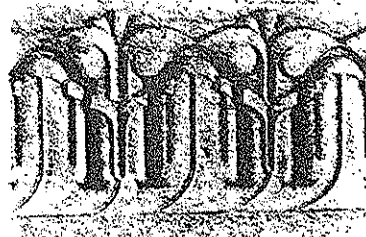
**10. PACIFIC STOCK EXCHANGE**  
(originally, LOS ANGELES STOCK EXCHANGE)

618 S. Spring Street  
1929-31 / Samuel Lunden, architect; John and Donald B. Parkinson, consulting architects

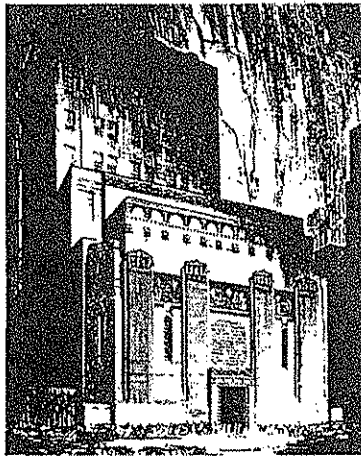
Ground was broken for the \$1,500,000 Stock Exchange Building barely one week before the crash of 1929. Nonetheless, the imposing five-story box-shaped granite building which houses the Exchange was erected (as well as the 13-story tower which rises up behind it) and it has remained one of Spring Street's most notable landmarks. Through the use of monumental classical Moderne styling which appeared frequently in the 1930's in public buildings, the Stock Exchange Building projects an image of solidity and strength. The four broad fluted piers and the sculpted relief panels between them are typical elements of the style, as are the vertical, recessed windows covered with heavy grills, the smooth stone surface and the balanced, symmetrical facade. Carved in place, the panels represent, from left to right, Research and Discovery, Finance and Production. The massive, elaborately decorated bronze doors which lead into the cavern-like structure were claimed by their manufacturer to be the largest bronze doors of their type ever fabricated in this part of the country. Profusely decorated with marble, bronze, stained glass, gold leaf and murals, the interior is a rich counterpoint to the imposing facade.



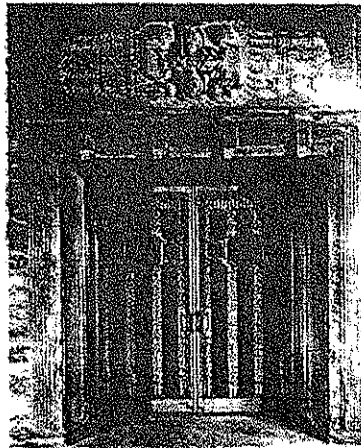
Pacific Stock Exchange, interior rendering



Pacific Stock Exchange, exterior detail



Pacific Stock Exchange, rendering

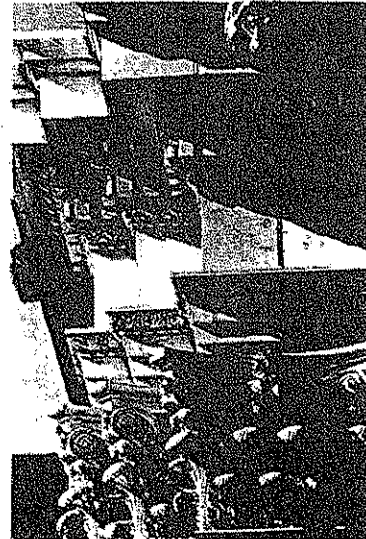


Pacific Stock Exchange, trading floor entry

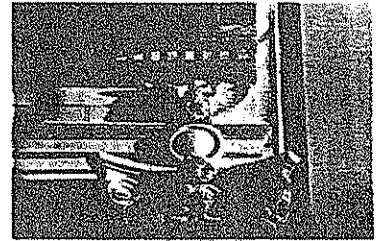
**11. PREMIERE TOWERS**

625 and 623 S. Spring Street  
CALIFORNIA-CANADIAN BANK BUILDING  
1923 / Claud Beelman and Aleck Curlett;  
E. F. HUTTON BUILDING  
1931 / John and Donald B. Parkinson

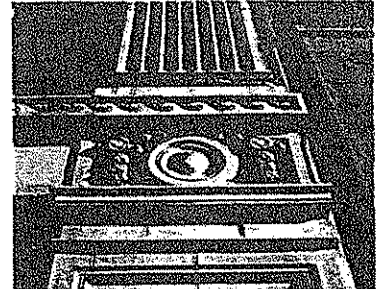
These two buildings, designed as interconnecting office buildings are another splendid example of creative adaptive use. Local developers have converted the two buildings into 120 residential condominiums. One beneficial side effect of the conversion is that no two units are exactly the same on each floor. Sales commitments appear to underscore the attractiveness of living in a dense urban setting. The facade was cleaned and restored, as was the E. F. Hutton Building's 1930's Zig-Zag Moderne lobby. Interesting facade details include bays and low-relief bronze plaques.



Pacific Southwest Building, detail



Sassyony Building, exterior detail



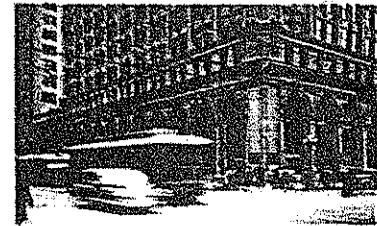
Sassyony Building, exterior detail

**12. BANK OF AMERICA BUILDING**

(originally HELLMAN COMMERCIAL TRUST AND SAVINGS BANK BUILDING)  
117 W. 7th Street  
1924 / Schultze and Weaver

Originally the home of the Hellman Commercial Trust and Savings Bank, this 12 story building fittingly displays a design of Beaux-Arts classicism. Smooth Ionic columns alternate with arched windows at the "basement" or ground level; narrow, twisted, terra cotta columns, terminating in arches, wind their way up the central stories and a heavy projecting cornice crowns the "attic" or upper level. Terra cotta panels, fancifully decorated with floral motifs, birds and grapes, surround the bronze doors which lead into the magnificent interior of the bank. It has remained almost completely unaltered, still displaying its marble floors, counters and balustrades, bronze check desks and multi-colored coffered plaster ceiling.

The Hellman Commercial Trust and Savings Bank, the first tenant, was consolidated into the Bank of Italy, which was eventually absorbed into the Bank of America, hence the building's present name. The architectural firm of Schultze and Weaver, which designed the building, also designed the Biltmore Hotel and Subway Terminal Building in Los Angeles and assisted in the design of New York's Waldorf-Astoria Hotel.



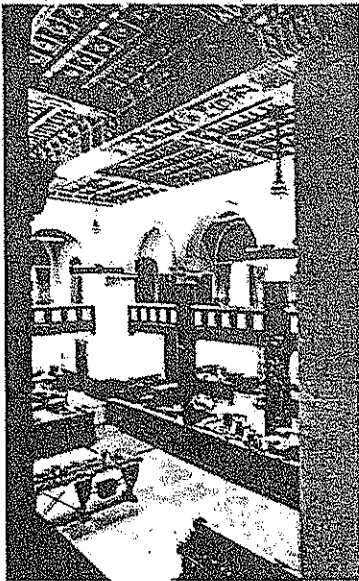
Bank of America Building, c. 1945\*\*

13. I. N. VAN NUYS BUILDING

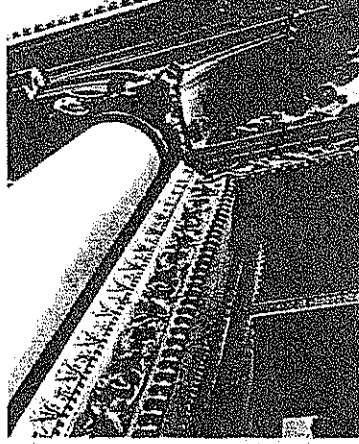
210 W. Seventh Street  
1911-12/Morgan and Walls  
1929 garage addition/Morgan, Walls and Clements

Fluted Corinthian columns (smoothed over and surmounted by eagles in the garage addition) span the lower stories of the I. N. Van Nuys Building, announcing it as one of Spring Street's grandest Beaux-Arts/Commercial palaces. Its first tenant, appropriately a bank, had been located at the corner of Main and Temple Streets, the old heart of Los Angeles' financial district, for more than 30 years prior to the move to Spring Street. The move met initial resistance from the bank's shareholders, who feared 7th Street was too far south of the city's business activity. They need not have worried, as they soon found themselves within the city's new business center.

Isaac Newton Van Nuys, after whom the city of Van Nuys was named, was a wheat farmer, rancher and owner of tens of thousands of acres of land in the San Fernando Valley. In 1879 he bought the land upon which he later built the Van Nuys Building for \$8,500, large frame mansion included. The architects he commissioned to design the building, the Morgan and Walls firm, were prominent architects who later designed buildings throughout the city in an array of styles popular in the 1920's and 1930's. Along with the classically influenced Van Nuys Building and the Farmer and Merchants Bank Building, their works included the Mayan Theater, the Art Deco Wilern Theater and the wonderful Babylonian fantasy of the Samson Tyre and Rubber Company Building. The Van Nuys Building was converted in 1982 into a residence for senior citizens and the handicapped. The State Office of Historic Preservation gave an award to this adaptive use project — the State's largest (in dollar value) in 1982.

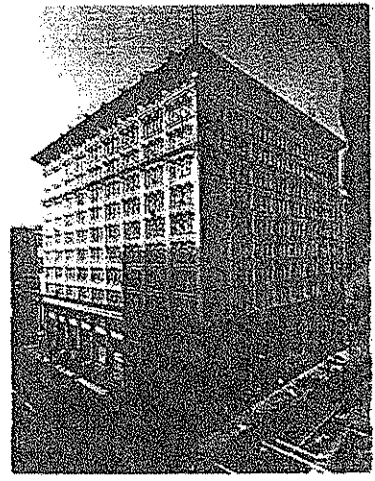
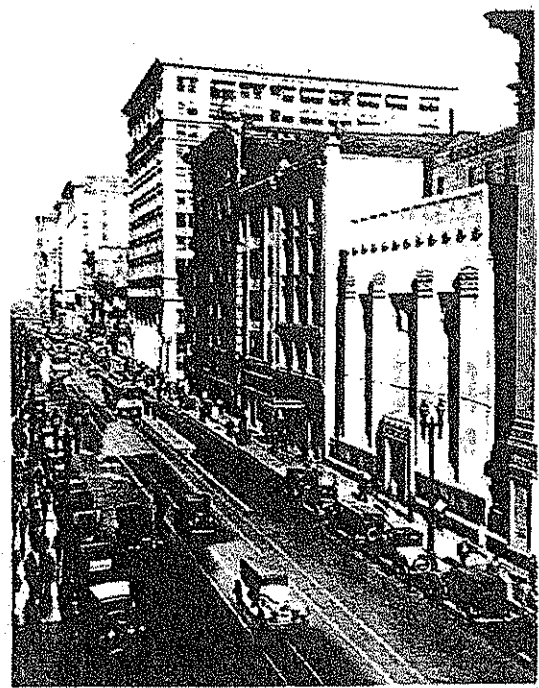


Bank of America, interior



Bank of America Building, exterior detail

Spring Street, north from Stock Exchange, c. 1933 (Security National Bank Collection, L.A.P.)



I. N. Van Nuys Building\*

RENOVATION AND REVITALIZATION OF SPRING STREET

The pioneering renovation and restoration efforts on Spring Street were those of the Hellman Building and the Title Insurance and Trust Building. The Hellman Building, now the Banco Popular de Puerto Rico, was bought and restored by the Banco Popular in the mid 1970's, at an expense of more than 2 1/2 times the original \$1.3 million construction cost of the building. As part of its commitment to the redevelopment of Spring Street, the offices of the Los Angeles Community Redevelopment Agency are housed in the Banco Popular Building. When Title Insurance and Trust moved out of its Zig-Zag Moderne building on Spring Street in 1977, it was acquired by architect-developers who successfully converted it into the award winning Design Center of Los Angeles, a "to the trade" center for furniture, fixtures and interior design.

Residential housing, developed by both private and public funding, is also part of the revitalization of the street. Private developers have converted two adjoining buildings into condominiums, the California Canadian Bank Building at 625 S. Spring, built in 1923, and the E. F. Hutton Building at 623 S. Spring, designed by Jahn and Donald Parkinson in 1931. With financing help from the CRA, the Classical Beaux-Arts I. N. Van Nuys Building at the southwest corner of 7th and Spring was converted, at a cost of \$34 million, into 299 two-bedrooms, one-bedroom and efficiency units for senior citizens, and handicapped persons.

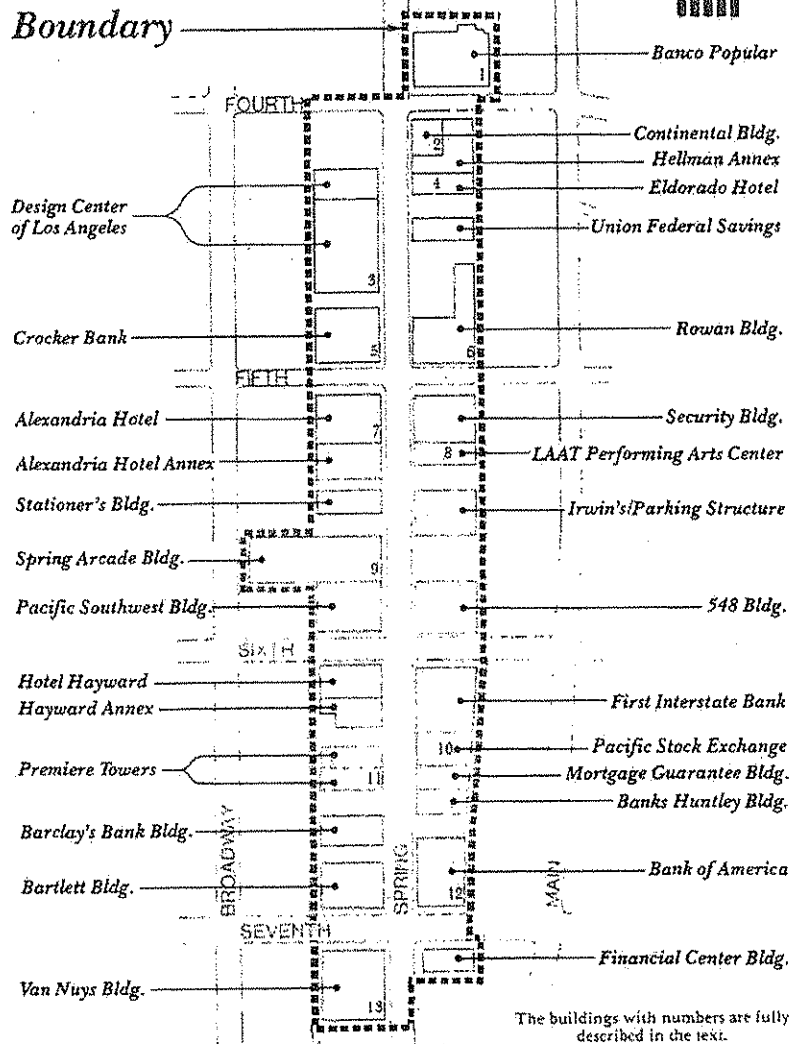
Once the grandest hotel in the city, the Alexandria at the southwest corner of 5th and Spring was renovated in 1969-70 for a cost of \$2 million, more than twice the amount of money it cost to build the structure in 1906.

Federal, city, private and corporate contributions together will finance a \$13 million performing arts center on Spring street for the Los Angeles Actors' Theater. The center will adapt the Classical Revival Security National Bank Building, designed by John Parkinson and completed in 1916, at 514 S. Spring, for use as a theater lobby. A new L-shaped building to be constructed around the older building will include four theaters, a major art gallery, a book store, two restaurants, and office space. It is hoped the complex, scheduled for completion in 1985, will generate new nighttime activity on Spring Street.

A key component of the revitalization of the street is proposed to be constructed just north of the Historic District — a new State Office Building. The building would cover two-thirds of the block bounded by Spring, Main, 3rd and 4th, bringing more than 4,000 people daily to Spring Street.

Los Angeles Conservancy  
PALACES OF FINANCE

# Spring Street National Register Historic District Boundary



## Sponsors

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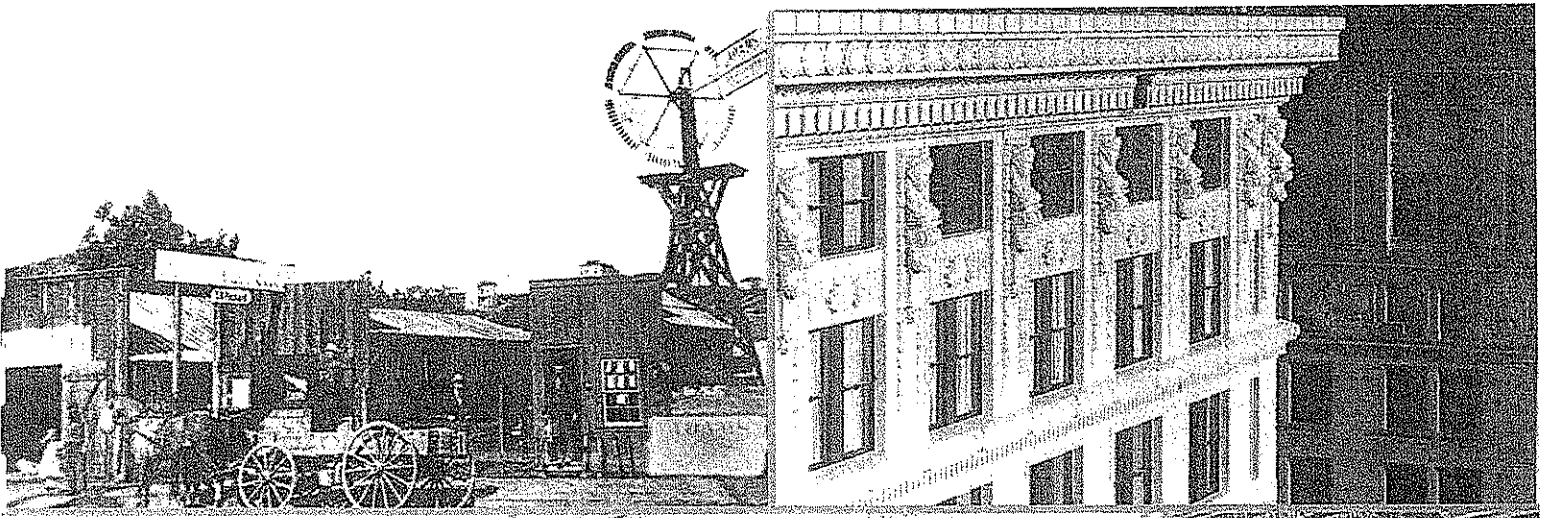
## Credits

Tour text: Marvin Brown, Robert Chattel, Dan Hoyer and Richard Rowe, with grateful acknowledgement to Tom Michali, Archiplan and the Southern California Chapter of the Society of Architectural Historians.

Graphic Design: Carlos Figueroa

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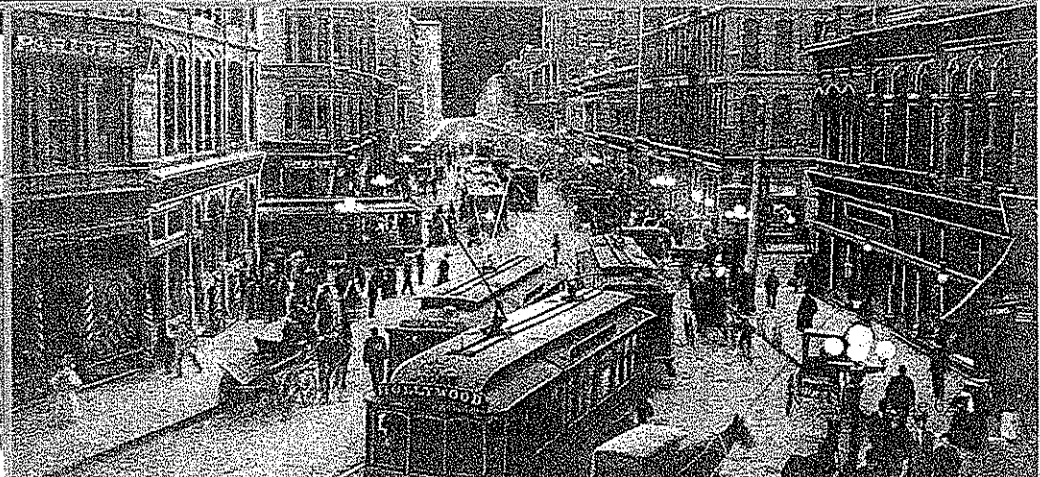
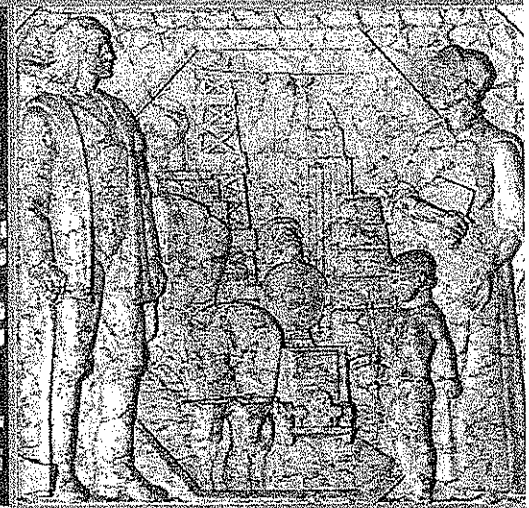
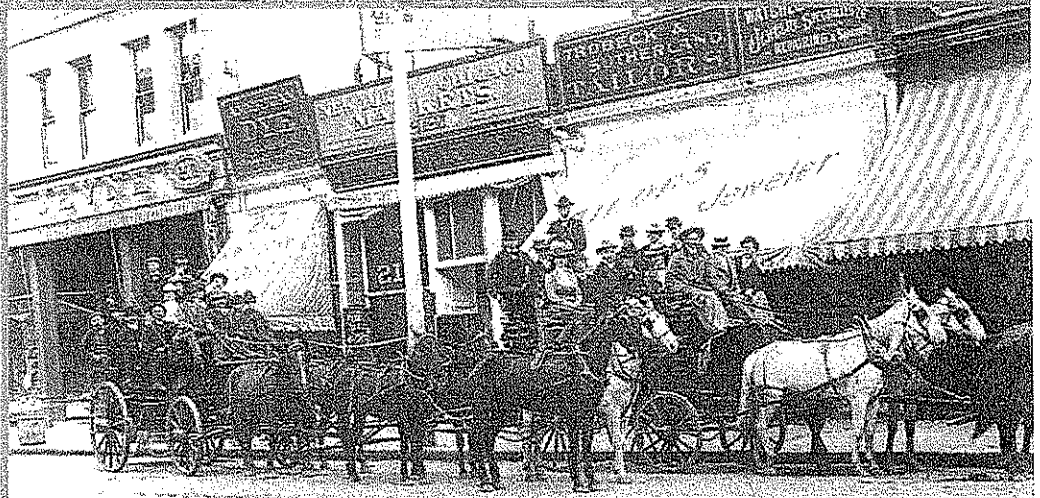
The Los Angeles Conservancy is a private non-profit membership organization dedicated to the preservation and revitalization of historic buildings in Los Angeles. For more information call 623-CITY.



# Spring ON Spring

A  
LOS ANGELES CONSERVANCY  
TOUR

Sunday, April 3, 2005



## Douglas Building

253-259 South Spring Street

Reid and Reid, 1898-99

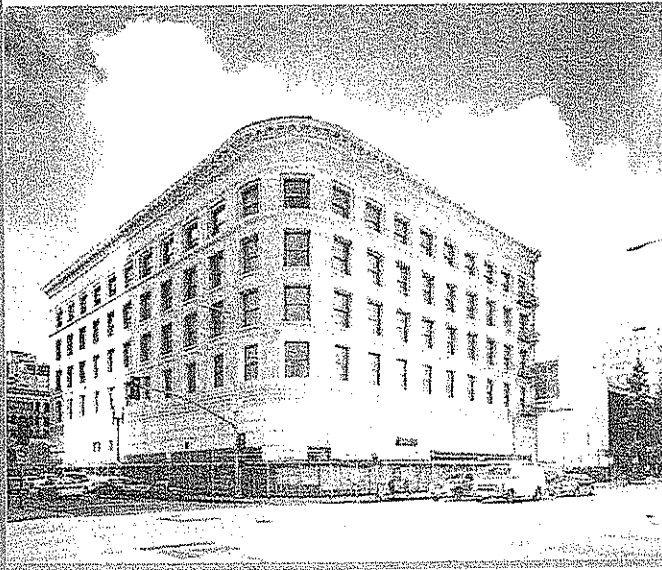
Loft developer: 257 Spring Street, LLC

Conversion architect: Rockefeller Architecture / Rocky Rockefeller, AIA

This graceful, five-story brick building was the brainchild of prominent developer Thomas D. Stimson, who died before its completion. It was designed by renowned commercial architects James and Merrit Reid of San Francisco. When it opened, the Douglas was considered among Los Angeles' greatest office

buildings, with high rents to match. Tenants included the chief ticket office of the Southern Pacific Railroad, the Blackstone Dry Goods Company, and Desmond's Men's Store. Although the ground floor was given a Moderne facelift, the upper stories retain their classical details. The interior is lit by a court from the second floor to the roof. The building has been converted to 50 condominiums, all sold before the project's completion.

Tom Zimmerman



## El Dorado Hotel

(formerly Hotel Stowell) • 416 South Spring Street

Frederick Noonan and William Richards, 1913

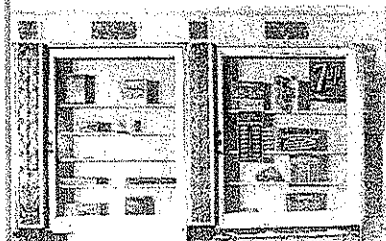
Loft developer: MSGG El Dorado Realty Partners, LLC

Conversion architect: Rockefeller Architecture / Rocky Rockefeller, AIA

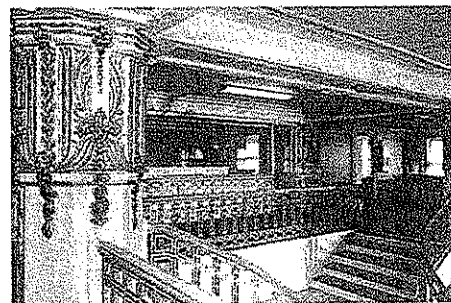


Built of reinforced concrete and innovative fireproofing material, the 12-story Hotel Stowell housed 264 guestrooms atop a large lobby and ground-floor shops. It was made entirely of materials from Southern California, including terra cotta tiles from Glendale, cement from Riverside, and metal- and woodwork from local mills. The building's then-unusual design (Gothic Revival with Art Nouveau touches), coupled with its colorful façade of green enameled brick and white terra cotta, made the hotel an eccentric counterpart to its Beaux Arts neighbors. The hotel suffered the same fate as most Spring Street buildings, entering a slow decline in the 1960s. It has since been known as the El Dorado Hotel and the Pacific Grand Hotel. Vacant since 1998, the building will soon be converted into condominiums.

Top: Tom Zimmerman Collection.  
Bottom left & right: Tom Zimmerman



Left: Decades-old candy recently found behind drywall in lobby.





## FARMERS' AND MERCHANTS' NOW NATIONAL BANK.

### PROGRESSIVE CHANGES IN BIG FINANCIAL INSTITUTION.

Huntington Becomes a Director and  
Capital Stock is Doubled—Removal to  
Up-town Site in Prospect—President  
I. W. Hellman Talks.

Recently authorized by the Comptroller of the Treasury to become a national bank, the Farmers' and Merchants' Bank of this city has made the change, and today the official name of that ever-sold institution is the Farmers' and Merchants' National Bank of Los Angeles. Such was the information made public yesterday by I. W. Hellman, president, who had just been in attendance upon an important meeting of the board of directors.

Perhaps the most interesting part of the new régime is that Henry E. Huntington has become one of the largest shareholders and is a member of the new directorate. As a national bank its capital stock is \$1,000,000, fully paid, with a surplus of \$500,000 paid up. Thus it is seen that the capital stock is just twice that of the old corporation.

The new board of directors includes H. E. Huntington, N. W. Stowell and Charles Ducommun, newly elected, and the old board, W. H. Perry, C. E. Thom, I. N. Van Nuys, J. Baruch, J. F. Francis, I. W. Hellman, Jr., H. W. Hellman, William Lacy, J. A. Graves, O. W. Childs and I. W. Hellman.

"One reason for making the change to a national bank," said President I. W. Hellman yesterday, "is that much of our business is transacted with people used to the methods of the East, where national banks are the usual form, and it is our wish to conform with eastern customs and methods. Then, again, a national bank is afforded government inspection.

"In reorganizing the new institution we have decided to issue its stock to present shareholders first, share for share

in the old bank, and place the surplus at the disposal of the most prominent and substantial citizens in Los Angeles. Well, do you know, sir, the demand from the influential business men of this city and others for the new stock has been five times greater than we could supply.

"As to the future location of the new bank, nothing definite can be stated at this time. But we hope to move uptown in the very near future. The directors have now under consideration two sites—the southwest corner of Main and Fourth streets, opposite the Hotel Van Nuys; also the northeast corner of Broadway and Second street. There is this to be said about either of these proposed locations—they are each within one hundred feet of Spring street."

Notable Improvements for the Corner of Sutter and Hyde Streets.  
San Francisco Chronicle (1908).  
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## Notable Improvements for the Corner of Sutter and Hyde Streets.

ARCHITECT FREDERICK MONMAY has completed his design for the construction of a new hotel, known as the Sutter and Hyde hotel, on the northwest corner of Sutter and Hyde streets. The Aronson Realty Company has leased the building for a term of twenty years to the Cranada Hotel Company, for a total rental of nearly \$1,000,000. The old Cranada hotel, occupying the site of the present building, was destroyed by fire in 1878. The new building will cover the entire lot on Hyde street. It will be the first building in the city, even the stairways and the water tank on top of the building will be of concrete. It will be what is known as post-and-rider construction. An entire skeleton frame of concrete will be erected, and the floors, walls and partitions put in place afterward. This system, which is the most modern, has been employed in a number of buildings erected by the architect during the last few years in the West. The new building will be ready to occupy by January 1, 1908.

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"The Stowell"

apartments at Wilshire boulevard and Hampart street, and drew the plans for the ten-story Stillwell Hotel on South Grand avenue, a notable improvement that is now being completed under his direction.

## SPRING STREET HOTEL STARTED.

*Twelve-Story Hostelery to Be  
Finished in Year.*

*Improvement Will Be One of  
Finest in City.*

*Will Contain Nearly Three  
Hundred Rooms.*

In the \$300,000 Hotel Stowell, planned by Architect Frederick Noonan for N. W. Stowell, and the foundations for which were started during the past week, South Spring street will boast one of its handsomest and most modern improvements. The towering hostelery will occupy a site on the east side of Spring just below Fourth. It will stand between the eight-story building of the Los Angeles Furniture Company and the seven-story office structure now being erected by L. W. Hellman just south of the Hibernian block.

The plans for the Stowell improvement call for a structure of reinforced concrete construction and twelve stories in height. The building will be as nearly fireproof as architectural and engineering skill can devise. It will have a frontage of sixty-one feet and will extend back 165 feet to an alley. The excavations for the structure have been completed and the contractor is at work on the foundation. Bids for the superstructure are now being taken by the architect.

The hotel will contain 275 guest rooms, each with private bath. The finish throughout will be in hard woods. The first story frontage will be given over to an expensively appointed buffet and a storeroom, those flanking a twenty-foot marble entrance. The lobby, on the same floor, will be 60x100 feet in dimensions, and will be attractively finished in marble and tile. Three sides of the room will be enclosed by a mezzanine floor, approach to which will be by a grand stairway of marble fifteen feet in width. Just off the lobby will be the ladies' parlor.

The basement will contain the hotel cafe, which will be beautifully decorated and finished. The kitchens will be at the rear and will be modernly appointed and arranged. A number of fine sample-rooms will be provided in the first, mezzanine, second and third floors. Unusual attention is being given to the planning of the barber shops, which will be back of the lobby.

The building will be served by three high-speed elevators. South courts will insure plenty of air and light.

The building will be of an original and interesting design, and will undoubtedly be one of the handsomest structures in the downtown district. The front will be faced with light gray glazed terra cotta and light olive green enameled brick. An elaborate decorative scheme will be followed out. A feature will be the introduction of large double balconies of ornamental design on the third, fifth and eleventh floors. The entrance will be set off by a handsome marquee.

The hotel will be ready for occupancy in about a year, and when completed will pass under the management of the Panama Hotel Company, of which J. P. Stockdale is president. This concern has secured a lease covering a long term of years.

Stowell, the builder of the hostelery, is president of the Corona Development Company, which owns considerable realty in this city, and is prominently identified with the brick and the manufacturing interests of Southern California, being vice-president of the Pacific Sewer Pipe Company.

Frederick Noonan, architect of the important Spring-street project, was, with Charles S. Kysor, the designer of the magnificent ten-story Bryson

ANTICIPATE NEW ACT: Builders of Hotels Escape Drastic Provisions of State Law Which Goes Into Effect Tomorrow.  
*Los Angeles Times (1886-1922); Aug 10, 1913.*  
ProQuest Historical Newspapers: Los Angeles Times (1881-1988)  
Pg. VI

#### ANTICIPATE NEW ACT.

##### **Builders of Hotels Escape Drastic Provisions of State Law Which Goes Into Effect Tomorrow.**

The new State law governing the construction of hotels and rooming-houses goes into effect tomorrow and for a week past there has been a rush upon the part of those planning to build hotels to get their plans on file with the building department before the act became operative. By thus anticipating the act, many builders will escape having to sacrifice portions of their sites for the "yards" provided for under the new law. The provisions of the law were published first and exclusively in *The Times* on July 13, and many of those affected had their first intimation of the drastic measure, from reading the *Fact* and *Comment* column of that date.

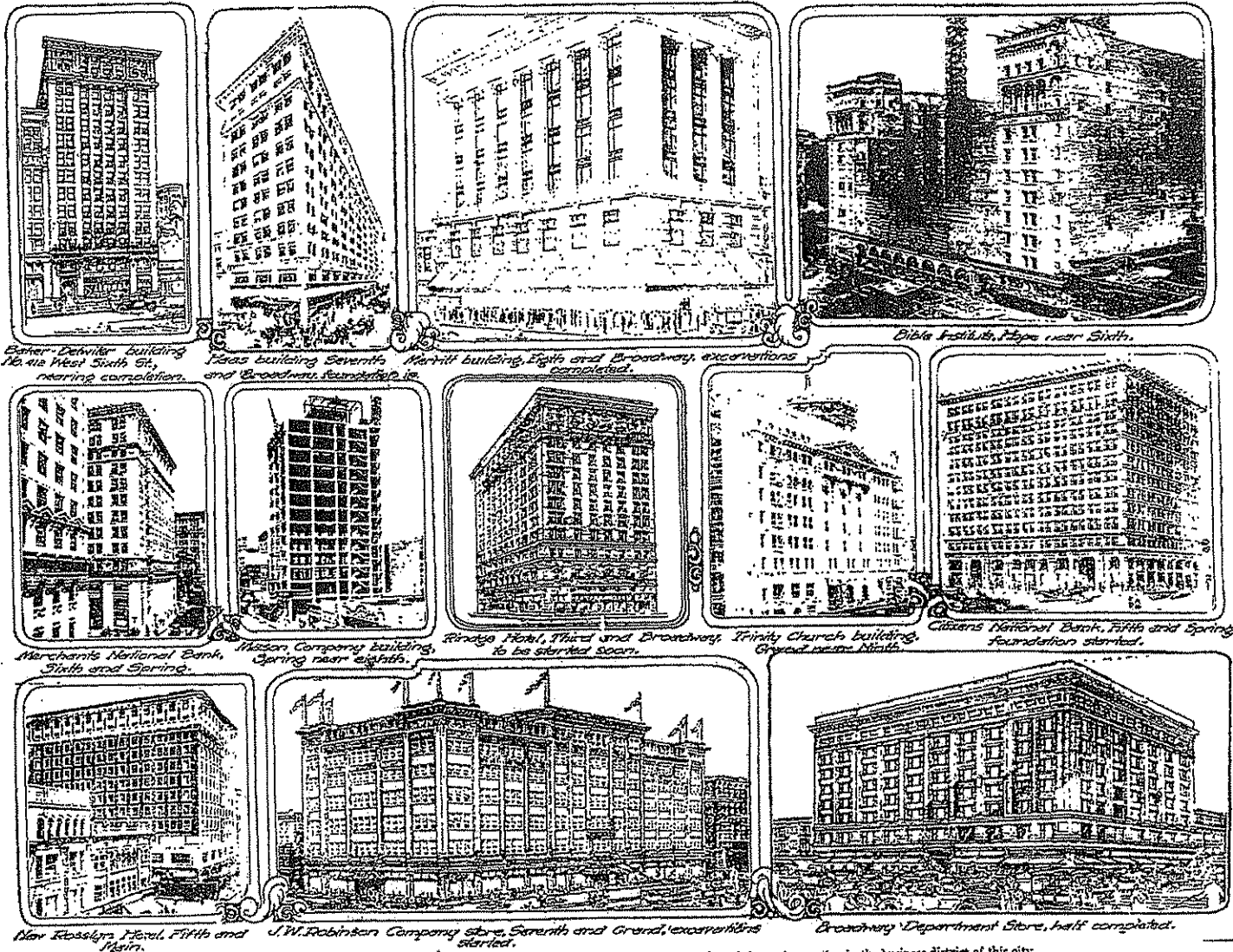
Two of the hotels for which permits were granted last week were the New Rosslyn, to be built at Fifth and Main streets, and the Hotel Stowell, to be erected on the east side of Spring street just south of Fourth street. Each structure will be twelve stories in height and of fireproof construction. The New Rosslyn permit names the cost of that improvement at \$700,000 and the cost of the Stowell is given at \$250,000. Ample provision is made in the plans for both structures for light courts and open spaces, but both buildings, though extending back to wide alleys, would have been required to sacrifice many extra feet of valuable space, had their builders waited until the new law went into effect before taking out permits. The New Rosslyn will be started on October 1 and the Stowell at once.

Permits for ten or more smaller hotels and rooming-houses were issued during the week to builders who undoubtedly had hastened their preparations in order to get in ahead of the hotel law. The coming into effect of the act, in fact, undoubtedly has had a great deal to do with the size of the building total for the month to date.

From August 1 to August 8, inclusively, the chief inspector of buildings issued 288 permits for new structures to cost in the aggregate \$2,089,638. The figures for the corresponding part of August, 1912, were 413 permits and \$1,154,375. To date for the year the totals have reached the huge aggregate of 10,452 permits and \$23,422,690, as compared with 9492 permits and \$19,454,283 valuation for last year.

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# MANY NEW SKYSCRAPERS UNDER WAY IN DOWNTOWN LOS ANGELES.



Some of the metropolitan improvements that are in various stages of construction or projected for early erection in the business district of this city.

## NO HALTING IN CITY'S METROPOLITAN PROGRESS.

Ten Million Dollars' Worth of New Buildings Under Construction in Downtown District of Los Angeles. Clatter of Air Slicers Against Steel Girders Drowns Voice of Pessimism.

WITH nearly in only splendid structures of the truly metropolitan type now in various stages of construction in its downtown district, Los Angeles at this moment probably presents to the visitor a more impressive building activity than is to be witnessed in the business section of any other city of its size in the United States. The tallest steel and concrete skeletons, the finished structural shells, awaiting wall-painters and glaziers; the boarded-off foundations and the busy steam shovels casting away at the dirt at the clear-cut sites are the answer to the "dull-ness" complaint of the pessimist.

The building projects now in process of being carried out in downtown Los Angeles easily represent an aggregate investment of \$10,000,000. Half as much is represented in other sections of the city, completed and awaiting. Building enterprises are showing in the business district with equal rapidity as in any other section of the city.

The building situation, whatever the indications at large may be, is in this unbroken confidence of the business world who do things, and careful observers will be seen the last proof of that confidence in the business and building conditions in Los Angeles as at the forward end of a banner.

Of the big structures now being erected on downtown sites, the most important are:

Bank Block at the northeast corner of Sixth and Spring streets is one of the most noteworthy. All but the finishing touches have been made in this \$1,500,000 financial house and the office building, which is practically ready for tenants. Equally far along in the future-tentative building program is the Metropolitan building at the north-west corner of Fifth and Broadway, where the still engaged in the main work of the lobby and corridors. The two-story Hotel Stowell on Spring near Fourth, is in a similar condition.

The first unit of the huge new headquarters of the Broadway Department Store has been completed in so far as exterior appearance goes, and is a fine example of modern architecture. The site of workmen are being rapidly ready for occupancy within a month. It is anticipated that it will have been begun upon the corner portion of the story. The whole of the magnificent \$1,500,000 mercantile palace will be open to the public early in the autumn of 1914.

**THE NEW ROSSLYN.**

The \$2,000,000 new Rosslyn Hotel at the southwest corner of Fifth and Main streets is also at a stage of completion in which it has begun to have a finished look. The exterior walls have been completely completed with their facing of red brick and terra cotta. This structure is a grand interest in that it breaks away in its design from the old-fashioned type of hotels in the business district. It is even now

one of the most imposing improvements in the city.

On the west side of Grand avenue north of Sixth street the beautiful new temporary office of Trinity Methodist Episcopal Church, South, will soon be turned over by the contractor as a finished structure. Built in a square great detached location, the building is already at the very core of the new west-end north of Sixth, the massive and beautiful building of the Los Angeles Bible Institute has been approximately half completed. The two-story structure having a steel skeleton ready to be covered with brick and terra cotta will be ready to receive its exterior finish in a few weeks. The temporary Mason Company building on the east side of Spring street is now being faced with tile and terra cotta, and this one of the most modern improvements in the downtown section, will soon present a finished appearance.

**HOLES IN THE GROUND.**

Even excavations of varying depths, some of them already containing foundations and bits of masonry and others as yet only holes in the ground, mark the spots where even other metropolitan improvements will soon be lifting their steel frames. At the southeast corner of Seventh and Broadway, the steel work of the twelve-story glass block has begun to peer over the top of the high board enclosure that surrounds the property line of the site.

Three blocks in the way of the first remains of the old department building is being cleared away to permit of the completion of the new structure for the Pacific Telephone and Telegraph Company, to the east side of Hill street just south of Sixth, have

been faced with brick and the structure itself will be ready for use within a few weeks. The temporary Mason Company building on the east side of Spring street is now being faced with tile and terra cotta, and this one of the most modern improvements in the downtown section, will soon present a finished appearance.

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(Continued on Third Page.)

## No Halt in Progress.

(Continued from First Page.)

the mammoth new \$1,000,000 department store to be erected by the J. W. Robinson Company. At the northwest corner of Fifth and Spring streets the site for the \$1,000,000 twelve-story block to be erected for the Citizens' National Bank has been cleared and the excavators are at work.

The excavation work for the beautiful building to be erected by Hulett C. Merritt at the northwest corner of Eighth and Broadway is practically completed, and this structure is to be started at once. The excavations for the eight-story Kerckhoff building at the northwest corner of Sixth and Los Angeles streets will soon have progressed to the point where the contractors may begin operations. The foundations for the five-story Hoshfield building on Broadway, just north of Third street, have been started. Work on the superstructure of the thirteen-story office building of the Home Builders, at Eighth and Spring streets, discontinued several months ago, will, it is announced on seemingly good authority, be resumed within a short time.

Of the downtown buildings projected for early construction a number are notable. At the northeast corner of Third and Broadway the Rindge estate is planning to erect a thirteen-story hotel. Frank Simpson expects to start a modern hostelry of nine or more stories at Sixth and Grand during the present year. At Sixth and Figueroa John Parkinson is planning to build a twelve-story hotel. Similar structures are projected at Fourth and Olive and at Second and Hill.

Plans are shaping for a large department store at Second and Broadway. Sketches have been prepared for a twelve-story office block at Seventh and Main and for a thirteen-story building on Seventh between Spring and Main. Important improvements are planned at the northwest and northeast corners, respectively, of Seventh and Grand. Designs are now being prepared for an addition to the Security building at Fifth and Spring.

Outside of the business center, the most important structures now under construction are the Southern Pacific depot and the buildings of the State Normal group on Vermont avenue. Work is expected to begin in the near future upon a costly new depot for the Santa Fe. The First Methodist Episcopal Church will probably start its \$350,000 house of worship at Eighth and Hope within a few months and plans have been completed for a \$250,000 Roman Catholic Church edifice at Adams and Figueroa. Plans are now maturing for the erection of the \$4,000,000 worth of public schools, for which the citizens of Los Angeles recently voted bonds.

The millions of dollars represented by the various buildings enumerated are entirely exclusive of the millions that are going into new houses, apartments and smaller structures generally. The grand total investment represented by all the improvements being built and definitely projected in Los Angeles is staggering in its proportions, and only by comparison with the figures of the most active days of the first half of 1913 does this aggregate shrink in the least. With six months yet to be heard from, 1914 may yet surprise the statisticians.

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WIVES SLEEP FREE THERE; AND TIPPING IS TABOO IN NEW HOTEL STOWELL; Co  
*Los Angeles Times (1886-1922); Jul 31, 1914;*  
ProQuest Historical Newspapers: Los Angeles Times (1881-1988)  
Pg. 111

Innovations.

## WIVES SLEEP FREE THERE.

### AND TIPPING IS TABOO IN NEW HOTEL STOWELL.

Couple May Occupy Quarters for  
Cost of Single Person, but Two  
Men Have to Pay Extra—Many  
Novel Features in Latest Spring-  
Street Hostelry.

Tippling is tabooed at the new 264-room Hotel Stowell, Nos. 416-18 South Spring street, which was opened to the public for inspection yesterday afternoon. The new house is introducing several other innovations in hotel management. The hotel will be open for business tomorrow.

No bell boys will be employed at the hotel. Each of the eleven floors has a woman room clerk, Japanese janitor and a full corps of workmen. The mail, keys and all other services is handled through the individual floor clerks.

When a guest arrives he is assisted into the elevator. The clerk on the floor to which he has been assigned is notified over the telephone and a servant is waiting to take his baggage when he arrives at his floor.

There will be no extra charge for a wife. An extra charge is made only when a room is occupied by two men. The price of each room is posted on the wall so that patrons may know that rates are the same to all. The prices of rooms with bath are from \$1.50 to \$5.

A printed notice is posted in each room that salaries are paid to employees and that they are forbidden to receive tips.

The bedrooms have special equipment in the way of running ice water and a vending machine which supplies these articles for 25 cents each: Tooth brush, tooth powder, cold cream, talc powder, shaving soap and safety razor.

Drinks are served to women in the Pompeian room. Men, unattended by women, are not permitted in the room.

The building is owned by N. W. Stowell. It has a frontage of sixty feet. The Panama Hotel Corporation of which J. R. Stockdale is president and C. E. Martin, secretary and treasurer, holds the lease. W. A. Kampha, who was a member of the staff of the Natick House for ten years, is manager of the hotel.

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**LOCAL PRODUCT IN EVERY SENSE.**: New Hotel Built Entirely of Southland Material; "Stowell" a "Made ...  
*Los Angeles Times (1886-1922); Oct 25, 1914;*  
 ProQuest Historical Newspapers: Los Angeles Times (1881-1988)  
 pg. V11

Home Industry.

**LOCAL PRODUCT  
 IN EVERY SENSE.**

*New Hotel Built Entirely of  
 Southland Material.*

*"Stowell" a "Made in South-  
 ern California" Exhibit.*

*Facade of Hostelry Unique  
 and Beautiful.*

Probably the most notable example in Los Angeles of the possibilities embodied in the idea of patronizing home industries is that which has been set by N. W. Stowell of this city in the construction of the magnificent new Hotel Stowell on South Spring street. This great hostelry, with its strikingly beautiful facade and its metropolitan conveniences, is truly a "Made-in-Southern California" exhibit in itself, every bit of material entering into its walls, floors, partitions, finish and adornment having been produced in the Southland.

Mr. Stowell announced his intention at the very start of patronizing home industry exclusively if that were possible in the carrying out of his project. Instructions to that effect were given to his architect, Frederick Noonan, who was asked to specify only Southern California materials, and to the general contractor, Carl Leonardt.

The cement used in the massive reinforced concrete frame of the hotel came from Riverside. Patented hollow blocks composed of gypsum plaster and prepared fibers and made in Redlands were used for the roofing

around the columns and for the construction of the partitions. The ornamental facing brick was manufactured by the Pacific Sewer Pipe Company of this city, of which Mr. Stowell is vice-president.

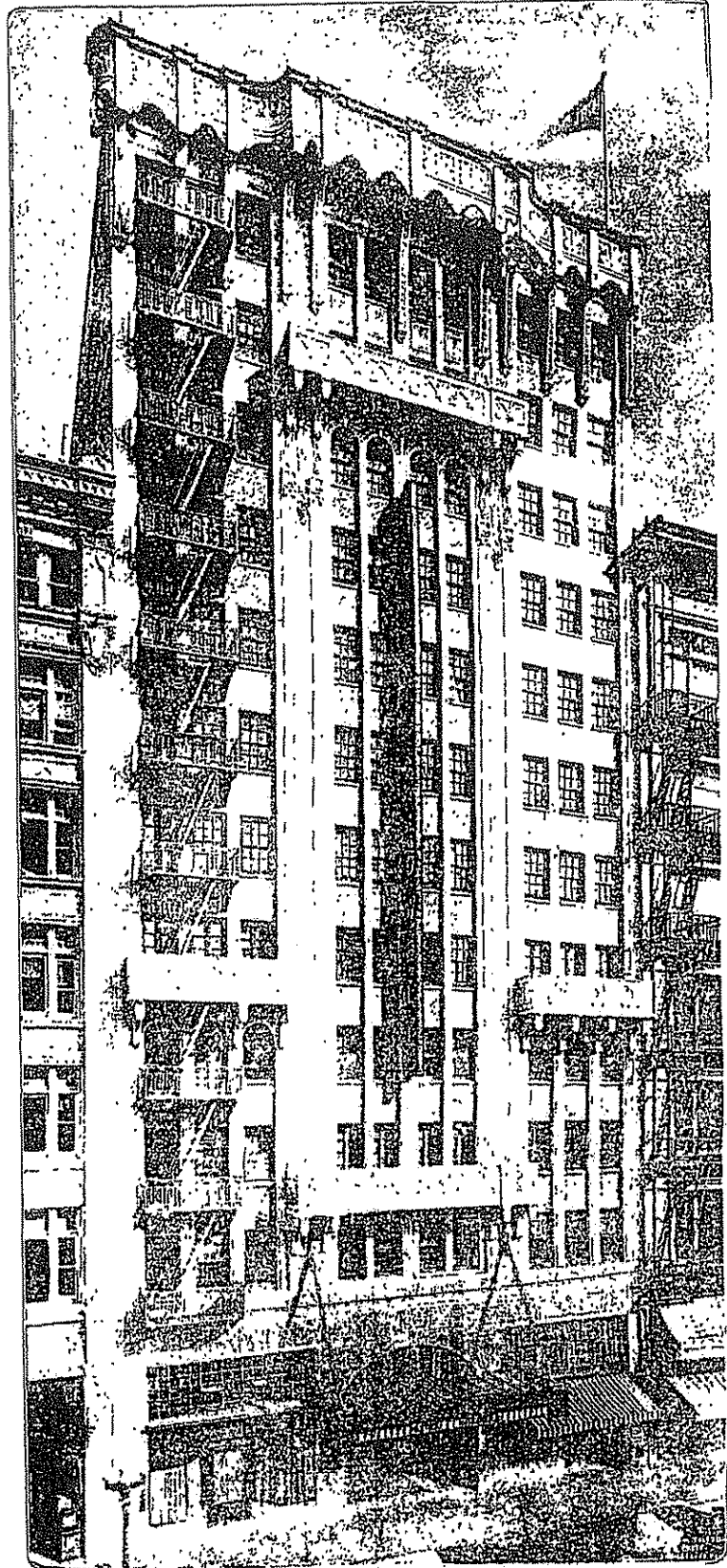
The architectural terra cotta was made in Tropic. The beautiful tiles that decorate the entrance are a Pasadena product. A San Diego concern manufactured much of the finish tile used in the interior adornment. The fire escapes, the handsome marbles over the entrance and other metal appointments were fabricated in and around Los Angeles. Local mills turned out the wood trim of the various rooms.

The Hotel Stowell is a twelve-story structure and occupies a ground area of 60x100 feet, extending back to a twenty-foot alley. It contains 264 guestrooms on the eleven upper floors, together with a large lobby and two stores on the ground story. It is one of the largest and finest of the many important downtown improvements of 1914.

The street front of the new extravaganza is characterized by a striking originality of design, "getting away" from the more accepted building types. The architectural embellishment is unusual, not only on account of its pattern and manner of application, but because of its coloring.

The first story is faced with white figured terra cotta and tiles, while the second, third and fourth stories present a face of green enameled brick, set off with terra cotta and varicolored tile insets. White terra cotta balconies break the surface at the third, fifth and tenth-floor levels. The main body of the facade is faced with green enameled brick and is practically unadorned, excepting for the white panels. The cornice is of heavily-ornamented terra cotta.

*Magnificent New Los Angeles Hostelry.*



**Hotel Stowell, Spring between Fourth and Fifth.**

One of the most modern and attractive of the many metropolitan improvements added to the downtown district during the present year. The building is named after its owner, N. W. Stowell. Frederick Noonan was the architect and Carl Leonardt the contractor.



ROYAL WELCOME FOR NEW YEAR: ANGELENOS MAKE MERRY IN HOTELS, CAFE!  
*Los Angeles Times (1886-1922); Jan. 1, 1915,  
The Quest Historical Newspapers. Los Angeles Times (1881-1988)*  
PG. 11

## ROYAL WELCOME FOR NEW YEAR.

### ANGELENOS MAKE MERRY IN HOTELS, CAFES AND ELSEWHERE.

The arrival of the New Year was celebrated last night by gay parties at the Alexandria, the Clark, Angelus, Lankershim, Stowell and other down-town hotels and cafes. The midnight entertainment at the Alexandria was especially elaborate.

Beginning at 10:30 p.m., and continuing to an early hour this morning thirty entertainers circulated between the grill, the main dining-room and the ballroom at the Alexandria. There was dancing in all three places and a climax of noise in all three at midnight.

Father Time entered the grill with a scared, hunted look just a few minutes before 12 o'clock. At midnight the husky new-born year of 1915, in the form of a lively cherub, came in and drove the old man out. In the main dining-room the lights went out at midnight and the figures "1915" were flashed in a "new lead." In the ballroom the device of a red, white and blue globe was used to display the figures of the New Year. Managing Director Goodwin, Manager Rosa and Maitre de Hotel Nagel united in arranging for one of the most brilliant New Year's entertainments given at the hotel.

The grill at the Clark was filled to capacity with happy diners at midnight. The management furnished a programme of music and cabaret and gave the guests the liberty to be as noisy as they liked at the approach of 1915.

Most of the noise, however, was made by the crowd out of doors. All of the down-town streets, and especially Broadway, were crowded with revellers. The noises at midnight came from the jostling crowds on the sidewalks, from the motor cars, from the open windows of buildings—from everywhere.

Many new noise-making devices were heard for the first time, and such old stand-bys as the cow bell and the tin can were used by many thousand persons. Truly, Los Angeles gave 1915 a rousing welcome.

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**LYNN S. ATKINSON.**

Los Angeles has some exceedingly live and wide-awake business men who have been prominent factors in the growth and general development of this interesting city of opportunity; men whose activities have brought out resources that for a long time had lain latent. Los Angeles is at the present time enjoying the beneficent results won by such men, and the subject of this sketch, Lynn S. Atkinson, general contractor, is a clear example of what pluck, perseverance and close attention to duty can do when coupled with a mind capable of grasping the opportunities of life as they appear.

Mr. Atkinson has recently closed a contract with the city of Los Angeles through the City Council for the lowering of the grade of the Broadway tunnel and for making the necessary change in grade of adjacent streets.

For months this project has been before the various interests, and now the contract has been duly signed, the materials have been ordered, and the contractor is going ahead with the work.

The congested street conditions in the north end have discouraged improvement of business property and inconvenienced travel in and out of the city's principal shopping street. This great project, when completed, not only will add value to property assessed, but will benefit the entire city and adjacent districts.

Mr. Atkinson's work will provide a traffic-grade connection with Sunset boulevard, so that traffic may pour through the Broadway tunnel into the heart of the city.

The contract price for the tunnel work was \$134,300. The proposed improvements will require a cut of twenty feet at the apex of the grade in the tunnel and a cut of fourteen feet on Broadway at the intersection of California street, and will necessitate the regrading of California street between Broadway and Hill street. There will also be a six-foot fill at the northerly end of the tunnel, to connect with the new grade of Sunset boulevard, and North Broadway's grade will be raised as far north as Ord street, where it will run out to the present level.

It is through handling such extensive contracts that Lynn S. Atkinson has established such a splendid and substantial prestige as a contractor of experience and ability. When he takes a contract for street work or public improvement, it means that the work will be handled efficiently and along representative lines. He is a man of ability who is thoroughly familiar and in personal touch with the minute details of engineering and heavy contract work of this kind.

As a citizen, Mr. Atkinson is a public-spirited, liberal and loyal man, never fail-



ing to lend his help, either financially or personally, to all enterprises that might be of benefit to the people at large. He is popular among those who know him, and has lots of friends all over California.

He is now engaged in building thirty miles of State Highways in Kern county, involving an expenditure of over \$300,000. One section of twelve and one-half miles long in Northern Kern county was completed in shorter time than any other highway work in the State. His other contract for seventeen and one-half miles of State Highway in Southern Kern county extends from the foot of the mountains to within twelve miles of Bakersfield, across a sandy desert, and involves more than ordinary construction problems encountered in road building. In order to handle the necessary material for this section of desert road, Mr. Atkinson is now building a narrow-gauge railroad, and expects to complete this section of highway, regardless of the desert difficulties, by next July. When this difficult section of highway work was advertised, Mr. Atkinson was the only bidder, receiving \$44,500 more than the Highway Engineer originally estimated.

Mr. Atkinson maintains commodious and convenient offices at 217-219 Los Angeles Investment building, where he formulates plans and prepares bids and estimates for his extensive contracts. He is ably assisted by a competent staff of engineers and office men, draughtsmen and clerks, while his outside superintendents give all work personal attention, everything being subject to the approval and personal inspection and supervision of Mr. Atkinson, who is always "on the job."

Lynn S. Atkinson has always taken an active interest in the general progress and substantial developments that have had much to do with making Los Angeles the important city it is today -- the real metropolis of this picturesque Southwest. He is one of the workers whose name will be in a semi-historical manner among those of the upbuilders who helped make possible Los Angeles, a city of one million people.

**J. VINCENT HANNON.**



Twenty-three years a practitioner before the local bar, J. Vincent Hannon has achieved an enviable reputation. He has been associated with the late Hon. Stephen M. White, William J. Varlet and Hon. A. J. McCormick, being at present in partnership with Elmer R. McDowell, with offices in the Trust and Savings building, Sixth and

**HOTEL STOWELL BUILDING.**



One of the most modern and attractive of the many metropolitan improvements of this downtown district is the handsome Hotel Stowell, which has already become one of the popular hotels of Los Angeles under an able management.

This splendid structure is named after its owner, S. W. Stowell, a prominent capitalist and financier, who believes substantially in the present and future growth and development of Los Angeles as the metropolis of the Southwest.

The Hotel Stowell is located at Nos. 414-418-416 South Spring street. The handsome structure, with its beautiful facade and its metropolitan conveniences, is a representative "made-in-Southern California" exhibit in itself.

Mr. Stowell, being a believer in patronizing home industries exclusively, followed original ideas in the materials going into this building. The cement used in the great reinforced concrete frame came from Riverside. Patented hollow blocks made of gypsum plaster and prepared fibers and manufactured in Redlands were used for fireproofing around the columns and for the partitions. The enameled facing bricks were made by the Pacific Sewer Pipe Company of Los Angeles, of which Mr. Stowell is vice-president. The architectural terra cotta was made in Tropic. The beautiful tiles shown in the entrance and lobby were made in Pasadena, while the floor is of the well-known Grube tile, manufactured near Boston by the Batchelder Tile Company. The attractive marble over the entrance and the metal appointments were made in Los Angeles.

The building is thirteen stories high and occupies ground space of 61x150. It contains 284 rooms on the eleven floors above the lobby, and the ground floor is devoted to hotel offices and two stores.

It is one of the handiwork of the 1914-built structures of Los Angeles, and most creditable to its owner, M. W. Stowell.

The hotel, which has been leased by the Panama Hotel Corporation for a term of years, is conducted upon a no-flipping basis, which is decidedly novel.

SUMMER AND WINTER CONDITIONS ARE PERFECT AT

**Redondo Beach**

Home building sites with the most beautiful views of ocean and mountains.

**Redondo Improvement Co.**  
 132 So. Pacific Avenue.  
 Redondo Beach, Cal.

**The First National Bank**

OF REDONDO  
 Capital Stock ..... \$ 25,000.00  
 Surplus and Undivided Profits ..... 12,000.00  
 Total Resources ..... 37,000.00  
 Clearings for past year ..... 1,500,000.00

**OFFICERS**  
 Marco H. Hellman, President.  
 Geo. H. Anderson, Cashier.  
 C. E. Perkins, Assistant Cashier.  
 Will J. Huse, Vice-President.  
 J. B. Muller, Vice-President.

**DIRECTORS**  
 Marco H. Hellman, Lewis Collier  
 E. W. Gruesel, C. W. Gruesel  
 J. B. Muller, Will J. Huse, J. L. Schaeffer

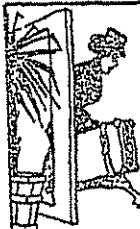
**EXIT LADY BELLHOPS FROM LOS ANGELES: "FLU" AND PEACE SWING PENDULUM**

*Los Angeles Times (1886-1922); Dec. 3, 1918;*  
*ProQuest Historical Newspapers; Los Angeles Times (1881-1988)*

pg. 01

**EXIT LADY BELLHOPS  
FROM LOS ANGELES.**

**"FLU" AND PEACE SWING PEN-  
DULUM BACK TO MALES  
AT LOCAL HOTEL.**



Gone are the young girl "bellhops" from the Hotel Stowell, carried away on the wave of the "flu" at the same time the victory bells rang out that the war was over, and men were coming back looking for their jobs, temporarily occupied by women so far as is known.

the return to strictly male bellhops at the Stowell is the first local swinging backward to man-made industry recorded since peace came.

When the "work-or-ship" ruling early last summer declared bellhopping useless work in war time for men able to go to war, Manager A. W. Stowell installed five khaki-clad, putted young women in breeches to carry the tea water to the party in room 6, and to show the guests to room 15. They were a great success. Mr. Stowell says, and were industrious and efficient.

But the "flu" came, the entire force of lady bellhops was taken sick with the uncertainty, and, as the war was over, Mr. Stowell decided the emergency was past, and advertised for experienced bellhops, and got 'em. As the Hotel Stowell is the only hotel here to try woman as bellhops, the passing of the Stowell girls means the exit from Los Angeles of the lady hotel bellhops.

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## HAS NEW SUPPLY HOUSE.: Sun Drug Company Opens Important Adjunct to Business Here.

*Los Angeles Times* (1886-1922); Feb 4, 1919;

ProQuest Historical Newspapers: Los Angeles Times (1881-1988)

pg. 115

### HAS NEW SUPPLY HOUSE.

#### Sun Drug Company Opens Important Adjunct to Business Here.

The opening of the new supply house of the Sun Drug Company at 927-929 South Los Angeles street, today, marks an important epoch in the growth of that large drug-dispensing institution. Its expansion since the company was reorganized with I. Eisner at its head, is regarded as one of the most gratifying evidences of good business conditions here.

In its present location, the supply house will wholesale all the stock used by the company's ten large retail stores. The wholesale rooms are fashioned along modern efficiency lines, to the extent that the former time required in meeting the requirements of the various stores can be cut 50 per cent., it is stated.

Office rooms occupy the front of the building. At the rear of the offices are the stock rooms for all sorts of pharmaceutical supplies and drug sundries. The lower floor accommodates the laboratories in which the many Sun drug products are manufactured. The wholesale stock has been moved to its new location from 300 North Los Angeles street.

### HOTEL STOWELL IS TO OPERATE CAFE.

With a staff of experienced men in charge, the Hotel Stowell has just opened a cafe at No. 418 South Spring street, adjoining the hotel entrance. A. L. Murray, former manager of the cafe operated in connection with the Hotel Angelus, is in charge. Under recent changes made in the management of the Stowell, A. L. Wright assumes general supervision of the hotel and cafe, and J. McDonald takes over the house management.

**HOTEL MAN SEEKS FRIENDS**  
*Los Angeles Times (1923-Current File); Mar 28, 1934.*  
ProQuest Historical Newspapers: Los Angeles Times (1881-1988)  
pg. A1

**HOTEL MAN SEEKS FRIENDS**

Local friends of Harry E. Cornish, former Detroit, Pittsburgh and New York City hotel man, are requested to communicate with him at the Hotel Stowell, South Spring street near Fourth street, where he has taken temporary quarters during a Southern California visit.

**AUNT HET**

BY ROBERT QUILLEN



"Amy's idea of a perfect husband is one that will give up what he likes to do so he can keep her company while she's doin' what she likes to do."

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THEIR MARRIAGE IN ARIZONA ANNOUNCED



The former Mrs. Leopold Stokowski and Alexis Zolstern Zollesky, reported married.

MRS. STOKOWSKI AND RUSSIAN EX-PRINCE WED IN PHOENIX

Mrs. Evangeline Brewster Stokowski, divorced wife of Leopold Stokowski, orchestra conductor, and the former Prince Alexis Zolstern Zollesky of Russia were married in Phoenix Ariz., yesterday in a ceremony performed by Chief Justice A. G. McAllister of the Arizona Supreme Court.

The wedding was performed in the home of Mrs. A. E. Linde Phoenix concert sponsor. The marriage was announced here by Merle Armitage, concert impresario.

A one time member of the Russian nobility, Zolstern-Zollesky has been engaged in the study of tropical agriculture for several years and is now writing a book on his experiences in the Russian revolution. He plans to become a citizen of the United States, according to Armitage.

His bride won custody of two daughters, Gloria Lubin, 10 years of age, and Andrea Sedja, 8, when she divorced the musical conductor on a charge of extreme cruelty. It was Stokowski's second divorce.

Board Insures School Plants

Premium on Fire Protection to Cost \$41,000 Annually

Ending a month of controversy, the Board of Education at night awarded \$3,700,000 in fire insurance coverage to sixty-two board stock companies at an annual cost of \$41,000. Although the premium is the same as that paid last year, the board received additional coverage on all its fire insurance policies aggregating \$51,000,000, according to Lawrence J. Larowe, chairman of the insurance

Also awarded was a \$150,000,000 fidelity policy to the St. Paul Mercury Indemnity Company, on a premium of \$225,000, bonding all employees handling school money.

The problem of employee overtime will be investigated on motion of John Dalton, board member, who pointed out that school clerical help is faced with 171,000 hours overtime during the rest of the school year.

Hotel Stowell Changes Hands

Los Angeles Operator Plans Improvements of Spring Street Inn

One of the largest realty deals in downtown Los Angeles in the last five years was consummated yesterday to transfer ownership of the Stowell Hotel, eight-story structure at 418 South Spring street, to Paul P. Selzerman for a consideration in the neighborhood of \$100,000. Title was conveyed by the Farmers and Merchants National Bank.

The buyer was represented by E. G. Lindberg of the E. W. Cason Organization, hotel broker. Van Vranken and Renshaw conducted the negotiations for the seller.

The hotel, one of the best known in the Southland, was built by M. W. Stowell and represents an original investment of approximately \$1,000,000. Selzerman, who will operate the hotel, plans improvements to cost not less than \$20,000. He also owns and operates the Hotel Zahoo at 1043 West Sixth street, and the Cromwell Hotel at 729 South Garland avenue.

LICENSE PLATE DEAD LINE NEAR

Week Remains for Auto Registration

Motorists have only a week to get their new 1938 automobile license plates.

This was the warning issued yesterday by George Rochester, deputy director of motor vehicles, who pointed out that the license registration period ends February 4.

After that date all unregistered cars will be subject to penalties doubling the registration fee and adding 60 per cent to the license fee tax charge.

Pointing out that more than one third of the cars in Southern California still are unregistered, Rochester said motorists who wait until the closing days undoubtedly will face long delays.

SHERIFF'S AIDE SEEKS MILLIONS IN BANK ATTACHMENT CASE

Chief Walter Gilman of Sheriff's civil division yesterday was a busy man. He was looking in local banks for cash, credits and other proceeds of Commercial Private Bank Aktiengesellschaft, shareholder institution of Berlin, as a result of an attachment for \$2,100,000 brought against it through the Chase National Bank of New York. It is one of the largest wells

ever to be served by his office, Sheriff Blacburn said. Because the plaintiffs seek court costs and interest at the rate of 5 1/2 per cent per annum, it would require about \$2,000,000 to release the attachment by legal procedure, estimated Capt. Glenn Doughter of Gilman's office. The New York bank is a member of the Federal Reserve Bank of New York, and is a member of the New York City Board of Finance. It is one of the largest wells

#### Favorable to Architects

In deciding the case of Sanguinet & Staats at Fort Worth, the well-known architects, vs. the Colorado Salt Company, et al., the court of civil appeals at Fort Worth held that an architect is entitled to recover under the mechanic's lien law for work performed by him in the erection of a building. This question had not heretofore been decided. The statute reads that "any person or firm, lumber dealer or corporation, artisan, etc.," shall have a lien on the property erected and the lot or land to secure payment for labor or material. No explicit provision is made for protecting the architect who might have claim for plans, specifications or supervision of the work, but the court held that the wording of the statute in reference to "any person or firm" included the architect, and rightly so, and rendered its decree in favor of the plaintiffs for the commission. An architect who prepares plans and specifications certainly figures in the construction of a building, and is entitled to his fee the same as others connected with the construction.

#### Five-Story Apartments

Plans have been completed by Architects Falch & Knoll of San Francisco, for a five story and basement brick and steel apartment building for J. H. Hjul, to be erected on the northerly line of Post street, 110 feet west of Larkin street. This building will cover a lot 67 by 120 feet. There is provision in the plans for a large store on the ground floor, besides a lobby and entrance hall. The upper floors are laid out for apartments of two and three rooms, private bathrooms and halls each. The front will be faced with terra cotta. The interior finish will be in pine and redwood, with hardwood floors in halls, living and dining rooms and tiled bathrooms. The equipment will include steam heat, hot water, vacuum cleaning plant, wall beds, electric elevator and dumb waiters. The estimated cost of the building is \$85,000.

#### Post Street Hotel

Mrs. R. S. Browne has had plans made by Creighton Withers, the San Francisco architect, for a six story and basement hotel building to be erected upon her lot on the southerly line of Post street, west of Mason street, San Francisco. The building will be of the class C type, with steel frame. The floors are arranged for about 200 guests' rooms, nearly all of them with private baths, and so designed that suites may be had at will, with one or more bathrooms. Pressed brick and terra cotta are selected as the materials for the exterior.

#### Portland Architects

The Portland Architectural Club held its first social meeting of the season early in October. The feature of the evening was a discussion of the opportunities and benefits of student work in architecture with special reference to the local situation. This subject has been stimulated among the architects of the city and their draughtsmen owing to the opening of the architectural club's atelier.

The Portland Engineering and Architectural Society, whose widely known luncheons have become a feature of Portland life, is arranging to have permanent club rooms and a committee has been named for the purpose of securing desirable quarters.

#### British Columbia Architects

Steps have been taken by the newly-formed British Columbia Society of Architects, whose headquarters are to be at Victoria, to prepare permanent constitution and by-laws, and also to make a generally satisfactory draft of legislation to be asked of the provincial house at the coming session in January. Among the proposed legislation are a code of ethics for members of the architectural profession, a uniform scale of charges, a uniform contract between owner and builder and between owner and architect. The draft of the bill for the incorporation of the association and the regulation of the interests of the profession in this province has been approved and it is now ready for the meeting of parliament in January next.

#### Personal

Edwin T. Banning, one of the best known architects of New England, has opened offices in the Timken building and will make San Diego his home. Mr. Banning has had wide experience in the planning of public buildings.

A. H. Stibolt and G. Pardee, architectural and structural designers, have formed a partnership and have opened offices in Suite 604, Ferguson building, Los Angeles.

George W. Eldredge has opened an architectural office in Suite 804-805 Security building, Los Angeles, and will be pleased to receive catalogs and samples from material dealers. Mr. Eldredge is from Salt Lake City, and was formerly senior member of Eldredge & Chesebro, architects, who designed the \$600,000 high school now in course of construction in that city.

Architect Frederick Noonan has purchased the stock of Architect Charles Kysor and A. Lyddy in the corporation known as Frederick Noonan and Charles Kysor, architects, Incorporated. Mr. Noonan will continue in business at 90 Wright & Callender building, Los Angeles, while Mr. Kysor has opened offices at 511-12 Wright & Callender building.

# REAL ESTATE BUILDING NEWS

EDITED BY JOHN YOUNG

## LOS ANGELES SUNDAY HERALD

SUNDAY MORNING, SEPTEMBER 11, 1910.

Classified Section

PART III

### \$700,000 IS HIGH MARK BUILDING RECORD 6 DAYS

Another Store and Loft Structure Planned for South Broadway

ALL PERMITS, 242; 1909, 222

Indications Strong That September Will Close with \$1,500,000 Valuation

Building activity in Los Angeles during the month of September has been a most successful one. The completed structure on the corner of Broadway and Hill street, the first of the new class of buildings, is now under construction. The value of the work done during the month is estimated at \$700,000, which is a record for the month. The value of the work done during the month of September is estimated at \$1,500,000, which is a record for the month.

### MOVING PICTURE SHOW THEATER BUILDING BOOKED FOR SOUTH HILL STREET

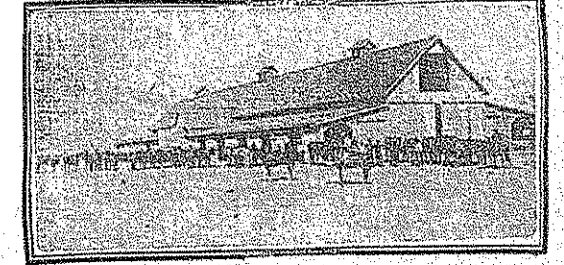
The moving picture theater building on South Hill street, which is now under construction, is expected to be completed in a few days. The building is a two-story structure and will be used for the purpose of showing moving pictures. The building is a most successful one and is expected to be a great success.

### VICTOR PUNNET INVESTS \$10,500 AT SAN PEDRO

Plans for Harbor Highway Give Boost to Realty Values Along the Coast

Victor Punnet, a prominent real estate investor, has recently invested \$10,500 in San Pedro. The investment is in the form of a building on the coast. The building is a most successful one and is expected to be a great success.

### 232,000 Acres of Rich Mexican Land Acquired by Cudahy and Associates



232,000 Acres of Rich Mexican Land Acquired by Cudahy and Associates

### GIGANTIC PLANS INAUGURATED BY JOHN CUDAHY GO.

New Empire of Great Productive Lands Tributary to City of Los Angeles

32,000 ACRES FOR \$1,250,000

Important Land Deal is Closed. Purchasing Co. Will Plant 15,000 Acres in Cotton

The purchase of 32,000 acres of rich Mexican land by John Cudahy & Co. is a most successful one. The land is expected to be a great success and is expected to be a great success.

### NEW HOTEL CLARENDON SOON TO OPEN IN FLORIDA

E. L. Peltier of Los Angeles is President of Operating Company

A new hotel, the Clarendon, is soon to be opened in Florida. The hotel is a most successful one and is expected to be a great success. E. L. Peltier of Los Angeles is the president of the operating company.

### DESERT LAND AT OTIS OPEN FOR DEVELOPMENT

Many Families Listed as Pioneer Settlers in the New Section

Desert land at Otis is now open for development. Many families are listed as pioneer settlers in the new section. The land is expected to be a great success.

### 500,000 TOURIST HOTEL SOON TO BE COMPLETED IN WILSHIRE DISTRICT

Handsome Property Located on Van Ness Avenue—Other Ready Deals

A 500,000 tourist hotel is soon to be completed in the Wilshire district. The hotel is a most successful one and is expected to be a great success. The property is located on Van Ness Avenue.

### GOLDFIELD CAPITALIST BOYS \$20,000 RESIDENCE

Handsome Property Located on Van Ness Avenue—Other Ready Deals

A Goldfield capitalist has bought a \$20,000 residence. The property is a most successful one and is expected to be a great success.

### NEW BRICK THEATER BLOCK FOR EIGHTH AND BROADWAY

Building Will Cost \$200,000 and Will Seat 800

A new brick theater block is being built on Eighth and Broadway. The building will cost \$200,000 and will seat 800 people. The building is a most successful one and is expected to be a great success.

### Vacation is Over Hot Weather is Over Hard Times are Passing Now is the Time to Buy Verdugo Canyon is the Place

Lots 150x170 to 180x200 and over, trees, running brooks, beautiful parks, electric lights, electric railway, elevation 950 to 1100 feet, grand scenery, in fact the most delightful, beautiful and charming spot in the country for suburban homes. Restrictions \$2000, easy terms. Illustrated booklet.

Permits	1909	1910
Building	190	242
Plumbing	150	180
Electrical	100	120
Mechanical	80	100
Sanitary	60	80
Other	40	60
Total	520	724

GOOD PROGRESS MADE IN TWO POPULAR TRACTS

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GOOD PROGRESS MADE IN TWO POPULAR TRACTS

GOOD PROGRESS MADE IN TWO POPULAR TRACTS

**\$1,000,000 is Being Spent on Improvements Near This Home and the Home is Offered for Sale at \$5500 on Easy Terms**

It is a beautiful home and a desirable location. It is a home for the man who wants a fine home and a fine location. It is a home for the man who wants a fine home and a fine location.

**L. L. BOWEN**  
519 Fay Bldg. Cor. Third and Hill Sts.

**GOOD PROGRESS MADE IN TWO POPULAR TRACTS**

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**GOOD PROGRESS MADE IN TWO POPULAR TRACTS**

**Pioneer Roofing**

Booklet and Samples

**Pioneer Paper Co.**

**Tall Store and Office Building to Be Erected on South Broadway**

**DEAR E. PATTIN CHILDREN**

**Exclusive Tailored Suits**

**Lot Owners**

**Association Realty Co.**

**Standard Building Co.**

**Standard Building Co.**

**Standard Building Co.**

**Standard Building Co.**

**Standard Building Co.**

**Standard Building Co.**

**Standard Building Co.**



# Real Estate Movements, Building News and Architecture

## DWELLING PLANS SHOW INCREASE

### SMALL BUSINESS STRUCTURES ALSO POPULAR

#### SEVENTY-SEVEN APARTMENT UNITS FOR GRAND AVENUE

Walter Webb, among architects, says that the increase in all lines of building, and especially in the apartment house, has been a marked feature of the past few months.

When there were no other plans in the market, there was no apartment house in the market, and the apartment house was the only type of building that was being built.

The apartment house has been the mainstay of the building industry for many years, and it is expected that it will continue to be so for many years to come.

Architects are now turning their attention to the construction of small business structures, which are also proving to be a popular type of building.

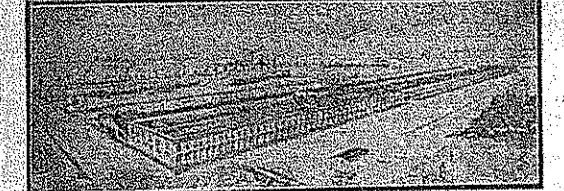
These structures are being built in large numbers, and they are expected to continue to be a popular type of building for many years to come.

The construction of these structures is being carried out by many different firms, and it is expected that they will continue to be a popular type of building for many years to come.

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## Los Angeles Public Market Building Will Be Completed Within Sixty Days



PUBLIC MARKET FROM DESIGN OF ARCHITECT CHARLES E. BRATTUCK

The new public market building, designed by Charles E. Brattuck, is expected to be completed within sixty days. The building will be a modern structure with a prominent entrance and multiple levels.

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## Wreckers Clear Lot for Union League Building

Wreckers have cleared the lot for the Union League building. The lot is now ready for construction. The building will be a modern structure with a prominent entrance and multiple levels.

## HOME BUILDERS BUY MONETA AVENUE LOTS

Home builders have purchased lots on Moneta Avenue. The lots are now ready for construction. The buildings will be modern structures with prominent entrances and multiple levels.

## PASADENA RAPID TRANSIT WILL BE BUILT NEXT YEAR

The Pasadena Rapid Transit system is expected to be built next year. The system will be a modern structure with a prominent entrance and multiple levels.

## PASADENA ARCHITECTS PLAN NEW BUILDINGS

Architects in Pasadena are planning new buildings. The buildings will be modern structures with prominent entrances and multiple levels.

## WILL OPEN TOMORROW

The new building will open tomorrow. The building will be a modern structure with a prominent entrance and multiple levels.

## BEAUMONT RANCH SELLS FOR \$8500

The Beaumont Ranch has been sold for \$8500. The ranch is a modern structure with a prominent entrance and multiple levels.

## MELLEN PROPERTY PASSES TO NEW OWNER

The Mellen property has been sold to a new owner. The property is a modern structure with a prominent entrance and multiple levels.

## CHILDREN'S HOSPITAL ASSOCIATION DECIDES TO ERECT A BUILDING

The Children's Hospital Association has decided to erect a new building. The building will be a modern structure with a prominent entrance and multiple levels.

## MANCHESTER HEIGHTS APPEALS TO BUYERS

Manchester Heights is appealing to buyers. The area is a modern structure with a prominent entrance and multiple levels.

## LOMITA LANDS FOURTH LARGE ARTESIAN WELL

Lomita has drilled a fourth large artesian well. The well is a modern structure with a prominent entrance and multiple levels.

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# LOMITA

The Place of Little Farms and One of the Chief Beneficiaries of Consolidation

Hot or homeopcestral! The fourth big artesian well has just been completed at Lomita. There's a merry flow of water for everybody, and water rights go with each acre sold.

If you cannot cultivate your holding yourself you can easily rent it out and derive an income. The soil will grow anything and there is a convenient and ready market for products.

Greater Los Angeles is rapidly filling up between the city and the sea. CONSOLIDATION is causing values to increase rapidly. LOMITA is the gateway of the SAN PEDRO HARBOUR DISTRICT, right where the booming is being called off its heels. Choice selections are being grabbed up fast!

Acres, five-acre and ten-acre tracts, \$400 AND UP PER ACRE—\$10 per acre down, \$10 per acre per month. Discounts for cash.

Call at the office and see the arrangements to have Lomita water flowing to you. GO DOWN SUNDAY. We will show you the finest young country around Los Angeles and a sure profit venture.

**LOMITA FARMS DEPT.**  
W. I. HOLLINGSWORTH & CO.  
FIDELITY 118 WEST SIXTH STREET, LOS ANGELES

# REAL ESTATE AND BUILDING NEWS OF SOUTHERN CALIFORNIA

## TRUTH ABOUT THE THORNLESS

### NO OFFICIAL TESTS YET MADE OF CACTUS.

#### BERNARD BRANDS CONTINUED REPORT AS FOLLOWS

Business Associate of Wizard of Santa Rosa (Herald) (Editor) (Photo) See Being Reported as

...the fact that the cactus is not a weed, but a plant of great value...

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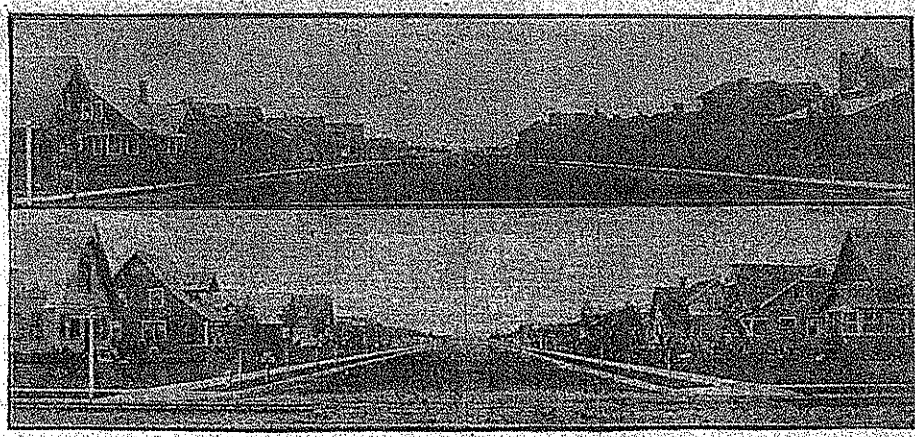
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VIEWS OF GRAMERCY PLACE, IN THE COLLECTED TRACT OF THE LOS ANGELES INVESTMENT COMPANY ON GRAND AVENUE CAR LINE. AT THE TOP IS LOOKING SOUTH FROM FORTY-EIGHT STREET. AT THE BOTTOM IS LOOKING NORTH FROM FORTY-EIGHT STREET. GRAMERCY PLACE HAS JUST BEEN COMPLETED.

## BUILDERS FINISH GRAMERCY PLACE

### WORK TESTIFIES TO CITY'S GREAT GROWTH

#### Year Just Closed Proves the Most Successful in History of World's Largest Concrete Building Company

Gramercy Place in the Golden Gate has just been completed and will have been completed for some time...

## YEAR STARTS WITH WONDERFUL ACTIVITY

### REALTY DEMAND STEADILY INCREASES

The new year has brought with it but few persons have been reported...

## LONG LIST OF BELLS TOLL

### Spending Millions for Properties

Long list of bells toll for properties in Los Angeles...

## INGLEWOOD RANCHO HOLDS REPUTATION

### Willow House Are Complete and General Home Will Be Located at

Inglewood Rancho holds reputation for its properties...

## FORTY-ACRE TRACT SELLS AT \$100,000

### KENDALL PROPERTY PASSES TO L. A. INVESTMENT

A forty-acre tract in Los Angeles has been sold for \$100,000...

## SEAGOOD DEAL CLOSES IN REDLANDS DISTRICT

### Down Right at Old Oak Beryston Figure is One of the Largest Sales of Seagood-Clear

A deal in the Redlands district has closed...

## MARKET AT HEIGHT OF PERIC

### ...the fact that the cactus is not a weed, but a plant of great value...

Market at height of peric...

## Greatest Cooperative Company

### ...the fact that the cactus is not a weed, but a plant of great value...

Greatest cooperative company...

## Eight-John Firm

### ...the fact that the cactus is not a weed, but a plant of great value...

Eight-john firm...

## PROSPECTIVE BUILDERS

### BUY WEST, BEST LOTS

Prospective builders buy west, best lots...

## MILWAUKEE BEARS

### RESIDENCE FOR \$1200

Milwaukee bears residence for \$1200...

## OLD CORONA LEGION BARRACKS SELLS AT \$1200 AN ACRE

### ...the fact that the cactus is not a weed, but a plant of great value...

Old Corona Legion barracks sells at \$1200 an acre...

## TRUSTEES SET PLANS FOR ALHAMBRA SCHOOL

### ...the fact that the cactus is not a weed, but a plant of great value...

Trustees set plans for Alhambra school...

## PAADENA HEIGHTS TRACT ATTRACTS NUMEROUS BUYERS

### ...the fact that the cactus is not a weed, but a plant of great value...

Paadena heights tract attracts numerous buyers...

## IGWA MAN BUYS TRACT

### ...the fact that the cactus is not a weed, but a plant of great value...

Igwa man buys tract...

## SEASIDE CLOSING

### ...the fact that the cactus is not a weed, but a plant of great value...

Seaside closing...

## IMPERIAL LAND CLOUDS VANISH

### GOVERNMENT PREPARES TO ISSUE PATENT

#### RELOCATION BY SETTLERS WILL ACQUIT PAST MISTAKES

Imperial land clouds vanish...

Government prepares to issue patent...

Relocation by settlers will acquit past mistakes...

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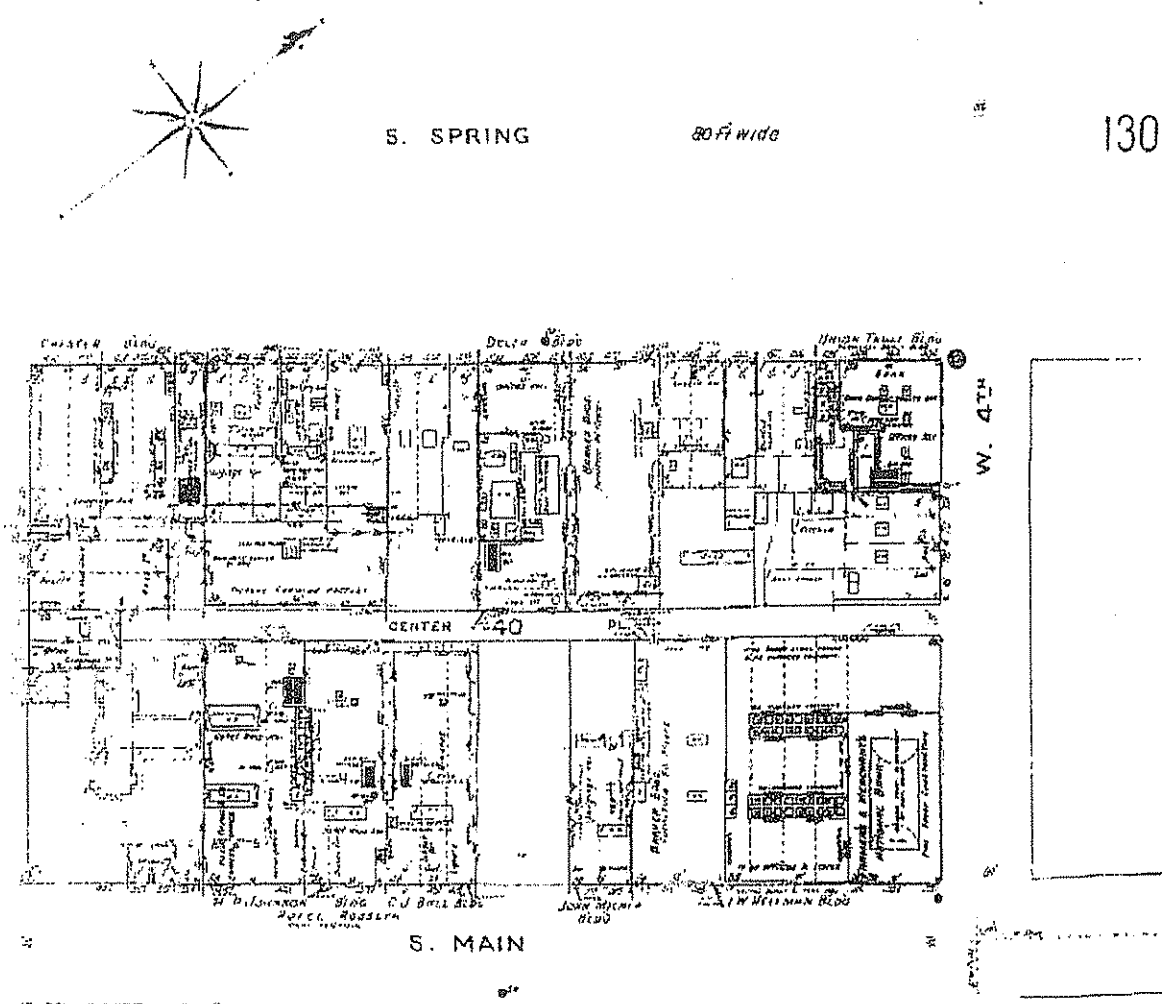
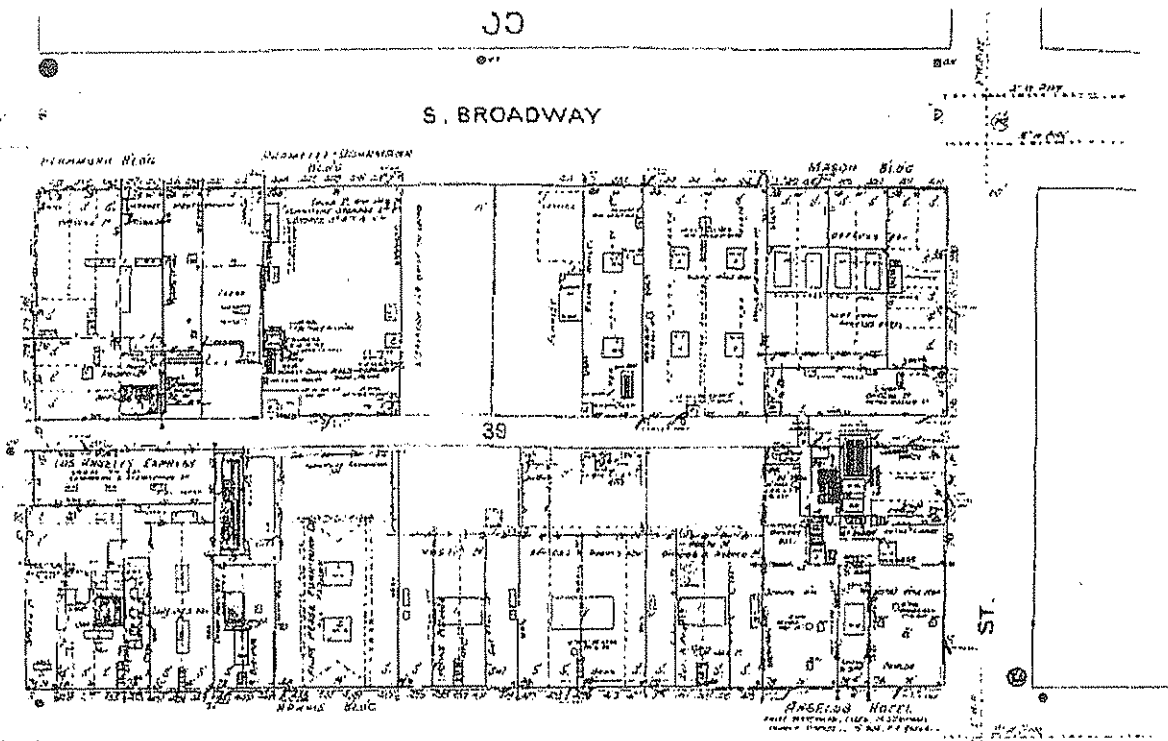
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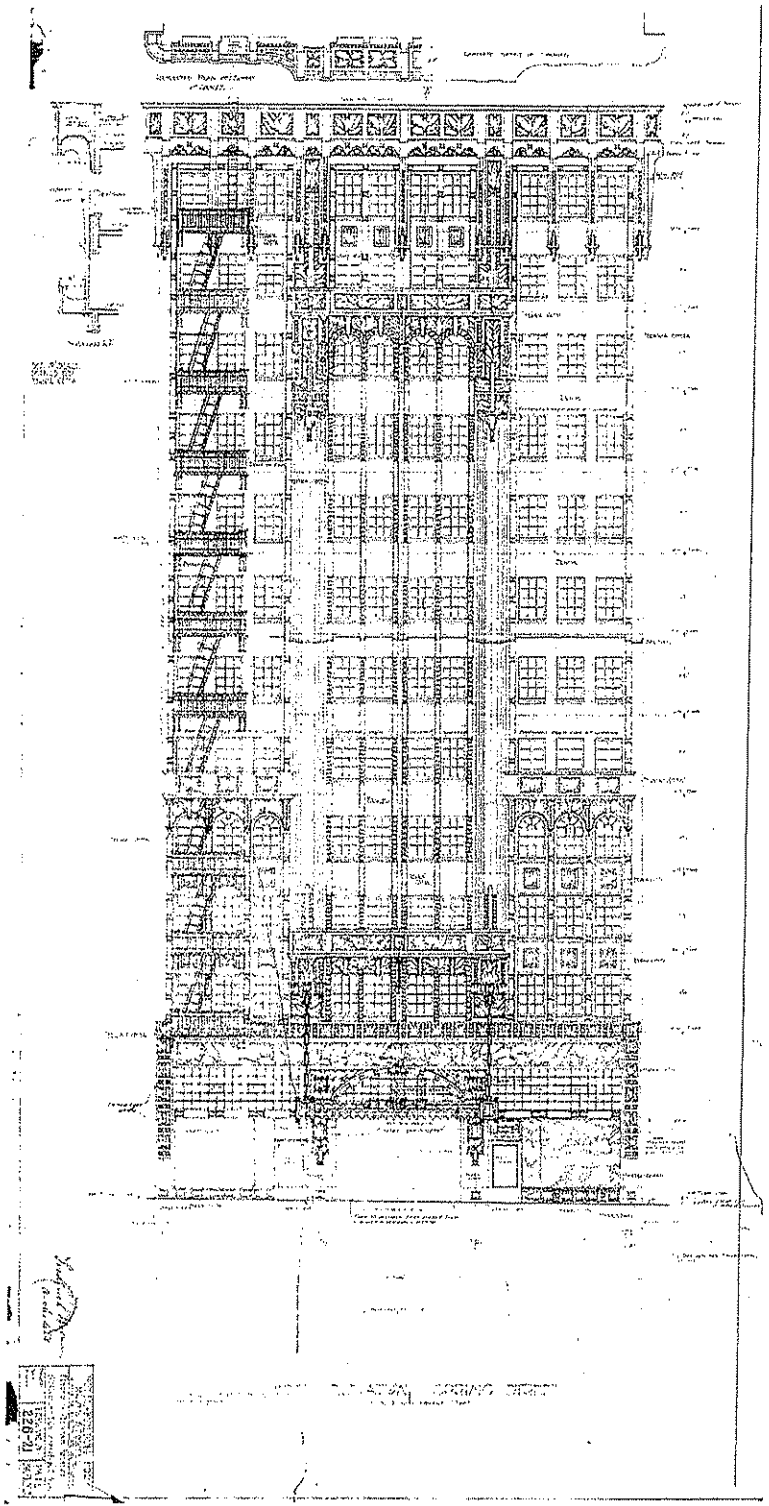
Relocation by settlers will acquit past mistakes...

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**Original Drawings by Frederick Noonan**

**Note: According to the drawings, the lobby of the hotel was to be finished in scagliola, a plaster finish prepared to resemble marble, as well as plaster. There is no physical evidence that this decorative treatment was executed.**



"GOLDEN GATE CEMENT—THE BRAND YOU SHOULD DEMAND

November  
1914

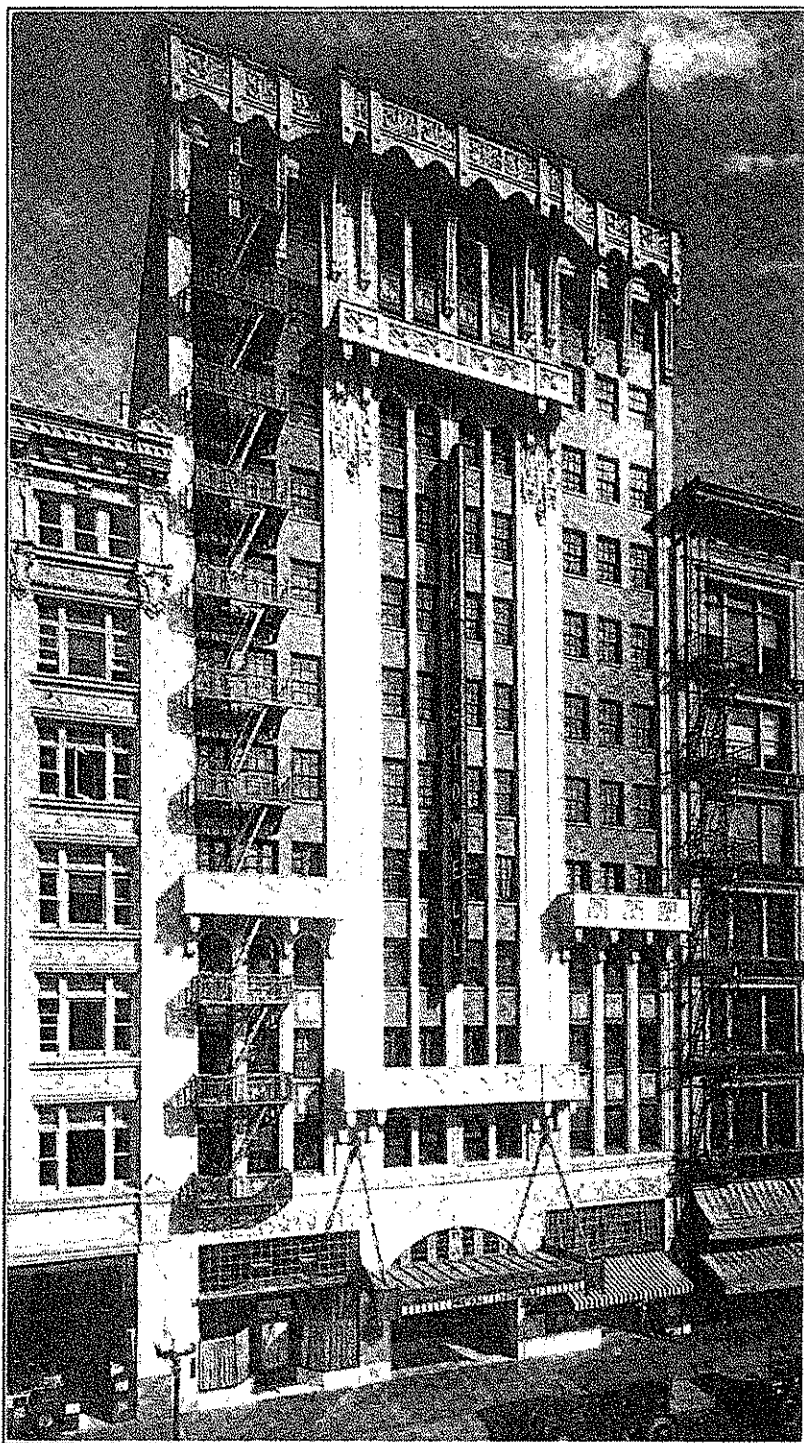
# THE ARCHITECT AND ENGINEER OF CALIFORNIA

PUBLISHED IN SAN FRANCISCO  
25 Cents a Copy \$1.50 a Year

SPECIAL ARTICLES THIS MONTH by Ernest Coxhead, John Bakewell, Jr., Charles Henry Cheney, Frederick Jennings, Mark S. Watson.

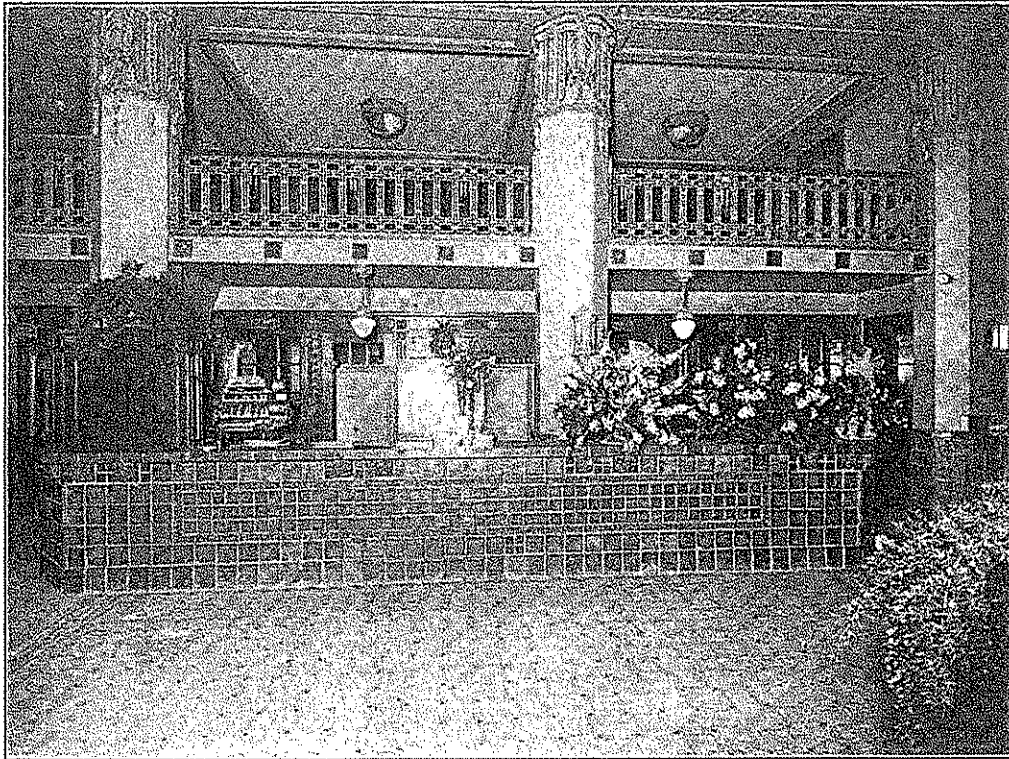
DECEMBER Panama-Pacific Exposition Number.

JANUARY The Work of Job Galen Howard.



STOWELL HOTEL, LOS ANGELES  
FRED'K NOONAN AND W.M. RICHARDS,  
ARCHITECTS AND ENGINEERS





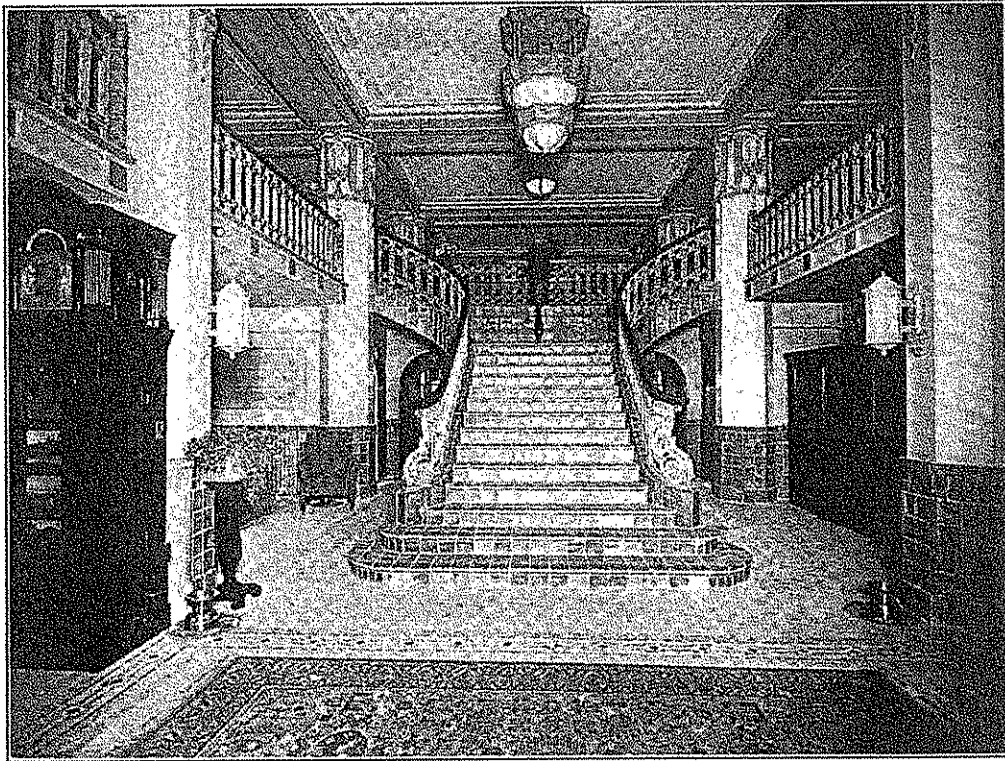
UNIQUE COUNTER OF PARKER TILE, LOBBY OF STOWELL HOTEL  
*Frederick Noonan and William Richards, Architect and Engineer*

## Unusual Architectural Treatment of Los Angeles Hotel

IN THE design of the Stowell hotel, recently opened on Spring street, near Fourth, Los Angeles, the architects have succeeded in commendable manner in solving the problem of financial success for the owner, and at the same time have successfully developed a type of architecture unusual for this part of the country.

The Stowell hotel is a twelve-story reinforced concrete building covering an inside lot of 60 x 160 ft. area and containing 264 guest rooms. The street front presents a facade which, by its originality in architectural embellishment and by its pronounced contrasts in coloring, instantly attracts attention and refreshes the eye. The first story, above the lobby entrance and store fronts is faced entirely with white terra cotta carved in leaf patterns with side panels of a harmonious but more conventional design. The second, third and fourth story fronts are broken with balconies faced in white terra cotta following a similar design, and white terra cotta ornaments set in the green enameled brick background of the two side panels.

The next five stories are practically unbroken with ornament, the height and dignity of the structure being emphasized by the wall of bright, shining green enameled brick offset by panels of white terra cotta, the latter almost plain except for their upward sweeping lines. Above the tenth story with its balcony and heavily overhanging cornice, the treatment with profusely carved terra cotta ornamentation is even more marked. The design is highly original and follows the growing tendency among Los Angeles architects to break into a new field, aided by liberal use of coloring—a tendency which may yet develop a distinctive type of architecture for which America has been looking. The interior of the hotel is equally unique in treatment.



STAIRCASE TO MEZZANINE FLOOR, REAR OF LOBBY, STOWELL HOTEL  
*Frederick Noonan and William Richards, Architect and Engineer*  
*Tile Work by Parker Tile & Mantel Co.*

## One Reason Why Owners Do Not Build

It was a few minutes after twelve o'clock on a Saturday. A truck loaded with small steel beams backed up in front of a building in course of construction.

"Hey," said the driver to the contractor in charge, "I want to unload; send out a couple of ironworkers."

"Can't; all gone home."

"That's bad," muttered the driver, picking up the reins.

"Wait a minute," said the contractor, "and we'll get you unloaded. Send two men up here," he shouted to the foreman.

Two hodcarriers appeared, and the contractor took off his coat to lend a hand. Just then a walking delegate happened around the corner.

"Are those men ironworkers?" he asked.

"No; can't you see they're hodcarriers?"

"Then they can't handle those beams," remarked the delegate with assurance.

"But I need the beams, and there ain't any ironworkers here now."

"Can't help what you need," said the delegate jauntily; "hodcarriers ain't allowed to handle ironwork."

The driver looked at the delegate and then at the contractor.

"Guess I'd better bring 'em back Monday," he said, and without another word drove off.

The delegate lit a cigar and moved on. The contractor resumed his coat.—  
*N. Y. Evening Post.*