Another Piece of L.A. History Threatened by LAUSD

As most Angelenos know, the Los Angeles Unified School District (LAUSD) is fast-tracking plans to build nearly 100 new schools throughout the city, including West Adams. Among the construction projects the school district is proposing is a new high school combined with a new continuation high school located at Washington and Vermont, taking up more than 14 acres between Washington Boulevard and the Santa Monica Freeway, and stretching three blocks east of Vermont.

To accomplish this, LAUSD must remove nearly two dozen residential structures - at least a few of which West Adams Heritage Association argues are worthy of historic designation, and several more of which are intact, original examples of period homes. In addition, the school district plans call for the demolition of the Film Exchange Building, an important artifact from Hollywood's "Golden Age" of moviemaking in the 1920s [see story, page 8].

Another Piece of L.A. History Threatened by LAUSD

But before any demolition, LAUSD must approve an Environmental Impact Report (EIR). Unfortunately, in two separate draft versions of this EIR, "none of the buildings are considered an historic resource under CRHR [California Register of Historical Resources] criteria" and therefore "no mitigation is required." Needless to say, West Adams Heritage has disputed this conclusion.

WAHA’s position is that not only are several buildings historic resources, but that they should either be saved and moved, or saved and incorporated into the final project - or failing either option, that the historic fabric of each affected structure should be salvaged and recycled within the Historic West Adams community.

Alvarado Terrace Memories

Elizabeth Kearney, author of Oh, I Can See it Now: The Story of Historical Alvarado Terrace in Los Angeles, is WAHA’s guest speaker at the March General Meeting, scheduled for Saturday, March 16. Here is an excerpt from her just-published book:

As she closed her eyes and blindly gazed off into space, she would utter these words, "Oh, I can see it now." These words were our introduction to some of the most fascinating history lessons we’ve ever had. Our “teacher” was Lydia Riveroll Mitchell, and her memories of early Los An-
CANDIDATES NEEDED FOR WAHA
BOARD OF DIRECTORS -- SEE STORY, PAGE 5

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WAHA Committee Chairs and Standing Meetings

- Community Outreach Contact Jacqueline Sharps if you'd like to get involved with this activity 323/766-8842
- Newsletter Chair: Laura Meyers 323/737-6146 Meets third Tuesdays
- Membership Chair: John Kurtz 323/732-2990 - Meets the Wednesday before the WAHA Board Meeting
- Fundraising Call Catherine Barrier 323/732-7233
- Web Site Call Clayton de Leon 323/734-0660
- Neighborhood Council Liaisons Contact Colleen Davis 323/733-0446 and Jean Frost 213/748-1656
- Programs and Events Greg Stegall 323/734-7725 and Alma Carlisle 323/737-2060

The WAHA Board meets on the fourth Thursday of each month. Contact Jacqueline Sharps for location.

All committee meetings begin at 7 p.m. All WAHA members are encouraged to join one of the committees!
We're sorry to report that Harold Toliver, a long time resident of the Historic West Adams District and a former Board member of West Adams Heritage Association, died unexpectedly on February 1.

His roots in the community run deep. Harold graduated from Los Angeles High School and, later, the University of Southern California. He was Director of Marketing and Public Relations for Golden State Mutual Life Insurance, located in the heart of West Adams. He was active in many organizations, and served on the board of directors of the American Heart Association. But Harold is best remembered for his activism in his own West Adams neighborhood, Wellington Square, where he served as president of the Wellington Square Improvement Association.

"Harold would say, 'If we value our neighborhood, others such as politicians, real estate brokers and merchants would value it too.' He formed committees to make Wellington Square a safe, cohesive and beautiful neighborhood," recalled Ambrose Stevens of the Wellington Square Association. "Harold was about solving issues. He not only talked the talk — Harold walked the walk, and he made a huge difference."

Tenth District Councilman Nate Holden’s office presented Harold’s wife, Georgia, firstborn son, Dale, and younger son, Sterling, a Los Angeles City Council resolution and homage, which stated: "IN TRIBUTE The Los Angeles City Council extends its deepest sympathy to you in the passing of your loved one HAROLD TOLIVER in whose memory this tribute serves to honor. On behalf of the Tenth District, I join with the Los Angeles City Council in memorializing his service to the community. May it provide some measure of comfort knowing that he is reverently remembered. God’s blessing on you and your family."

**WAHA MEMBERSHIP RENEWAL NOTICES ON THEIR WAY**

Individualized invoices for WAHA Membership renewal will be mailed out in March to members who need to renew their memberships for the 2002-2003 year. Memberships in WAHA go from April to April every year. New WAHA Membership Cards will be mailed out enmasse at the end of April, when the current membership cards expire. Typically if you don’t renew your membership, you are taken off the Newsletter mailing list and the May or June Newsletter is the last one you receive.

New WAHA Memberships taken out late in 2001 were extended through April 2003, so for instance, if you took out a new WAHA Membership in December you will not have to renew during this upcoming renewal drive. You won’t be getting an invoice so there is no need to mail a payment. You will get a new membership card in April. If you have any questions about the status of your WAHA membership you can contact John Kurtz, Membership Committee Chair, at 323/732-2990.

**Garden and Paint Contests**

Nominees Sought

Every June, West Adams Heritage hosts a special gardens general meeting where we learn more about our own garden plots and take a look at our neighbors’ efforts to beautify their homes and gardens. This year is no different.

In the meantime, WAHA is looking for entries for the annual Garden Contest as well as for the Exterior Paint Contest. The nominations deadline is April 10. The May newsletter will publish all the nominees of outstanding gardens and/or new exterior paint jobs for the year so members can view each entry. We will announce an official weekend in May when WAHA will photograph the nominated gardens, and that will be the time for members to review the nominees, so Gardeners, Heads Up! Be sure your spring garden is in its best form in May.

Please feel free to nominate any paint job completed in the past 12 months (April 1, 2001 - March 31, 2002), or any outstanding garden in your neighborhood or in the greater Historic West Adams District (Jefferson to Pico; 110 Freeway to West Boulevard). This is a good opportunity for people outside your immediate neighborhood to not only know about major improvements throughout the West Adams community but also give them a chance to see them.

All nominations, with address and homeowner’s name, should go to Ed Trosper (2515 4th Avenue, Historic West Adams, Los Angeles 90018; 323/734-2010 phone, 323/730-0432 fax, or e-mail: edtrosper@aol.com). Look for details about the June garden meeting and contest awards in an upcoming issue of the newsletter.

**WAHA Financial Primer**

In 1992, the Membership Committee sponsored a series of workshops for a limited group about PERSONAL FINANCIAL PLANNING. Topics included budgeting, taxes, retirement planning, refinancing, basic accounting practices, investments, and estate planning.

As part of the membership benefits the committee is exploring again sponsoring these classes in the late spring or early summer. If you are interested in this type of activity, please call Membership Chair John Kurtz (323/732-2990) and let him know. (Leave your name and number if you get an answering machine.) If there is enough interest this opportunity will be scheduled for a small group of participants.

**Calling All Film Stars**

For a May 2002 story in the WAHA newsletter, we’d like to know if your home has had a starring role in a feature film, television series, or music video (please, no aging heavy metalists). This is a basic Who-What-When request: tell us the name of the film or other project, who starred in it, and, if you can remember, the year of release. Please send the information to Newsletter Editor Laura Meyers (lauramink@aol.com). Deadline is April 1.
Hello and welcome to “Bolts and Nutz” – a column dedicated to matters of home renovation and the art of restoration within the WAHA community. If you have a question, or you have an area of expertise and would be interested in sharing your knowledge by answering the questions, please contact me at Linda_Joshua@hotmail.com

Q. I bought some plexiglass that was wrapped in plastic for protection. Some time went by and now I find that the plastic is hopelessly welded to the plexiglass. What’s the best way to remove it?

David, Bungalows
A. Start in the most gentle way possible by trying vinegar first. Soak an area near an edge of the plastic so you can work the vinegar under the plastic, then scrape with a plastic or wood scraper. As you do this, pour some more vinegar under it, and pull. Mayonnaise is also worth a try. The mayonnaise will begin to smell bad very quickly, but it has oil in it and this is one of the elements to soften the backing.

Heat could be another solution. Use a hair dryer to heat up an edge of the plastic so you can start to pull it off, then heat a little more and pull.

Q. I just moved into a house with white ceramic tile and disgustingly dirty grout. I want to try cleaning it. What do you suggest?

Allen, Los Angeles
A. Let’s start with the basics and try cleaning it with bleach and water, scrubbing the grout with a toothbrush. If it does not come clean, apply Grout Colorant, sold in tile stores. Another option is to paint it with a dark-gray semitransparent stain, the type that goes on clapboards or shingles. Although it is not designed for grout, it will stick quite well. The dark gray will not show the dirt and will present a nice contrast to the white tile.

If you’re talking about floor tile, I would lean towards not bothering to try and clean the grout. It never comes clean, and you’ll save a lot of time and heartache by staining it dark. If you must however, try sanding the grout then sealing it with a masonry or tile sealer. You could sand with a narrow piece of sandpaper without touching the tile, or even try scraping the grout to take off the top layer. The sealer will make the grout water resistant and, therefore, resistant to dirt and other stains.

Q. We sweltered last summer, in our 1912 uninsulated craftsman, and we figure that now that the weather is cooler, this is a good time to get an attic fan installed to reduce the amount of heat hanging around in the warmer months. I also understand that it will reduce condensation in winter. Where do you suggest we start?

Kelly, 5th Avenue
Why suffer and sweat when you can easily and cheaply solve the problem of unbearable heat in the summer? Attic temperatures can reach a sticky, sweltering 150°F without an attic fan. Attic fans work by creating a positive air-flow through the attic that does not rely on wind or require excessive passive venting. The attic fan is usually mounted up on the roof of the home toward the back about two feet down from the peak. It goes on and off automatically with a thermostat, so it only runs when it is beneficial. Attic fans use less than 250 Watts, and offer many benefits including lower temperatures and reduced energy costs.

For step by step instructions on the Do-It-Yourself installation of attic fans needing a power source, one site to try is:

http://doityourself.com/attic/atticfan-e2diy0118.htm

Solar attic fans are also available, and also worth looking into, especially considering the fact that we live in sunny California.

MEASURE YOUR SUCCESS!

Are you losing money and don’t even know it?
Do you know what your business is worth?
Are you paying your fair share in taxes?

I am a CPA dedicated to the success of small businesses. I provide tax and consulting services designed to achieve success.

Call Corinne Pleger at 323/954-3100

Brakensiek Leavitt Pleger, LLP
5670 Wilshire Blvd., Suite 1450
Los Angeles, CA 90036
Directory Updates

The following are changes to the current WAHA Membership Directory. Please update your copy of the directory if you want to keep it current. If you have any changes which need to be incorporated into this current Directory, or if you have a new mailing address please let us know! You can contact WAHA by mail, or call John Kurtz (Membership Chair) 323/732-2990, so your newsletter and other mailings get to you in a timely manner.

Update with New/Correct Information
Ali & Aisha Abdur-Rahman, (323) 734-0050
Judie & Alan Schoening - new e-mail address: schoeningent@attbi.com
Jane McNamara & John Oddy, 2420 5th Avenue 90018 (323) 766-9058
Add
Patricia Bauer, 940 Ridgecrest Street, Monterey Park, CA 91754-4554, (323) 283-6964
Add (and welcome) new WAHA members
Susan Adler & Bill Wolfe, 1322 S. Orange Grove Ave, Los Angeles, CA 90019 (323) 857-6676, adler@rand.org
Dwight Broadneaux, 6709 La Tijera Blvd., #623, Los Angeles, CA 90045 (323) 633-3720
Charita Carter, c/o WDI, 1401 Flower Street, Glendale, CA 91221
Michele DeVita, 1812 N. Kenmore Avenue, Los Angeles, CA 90027 dgood18055@AOL.com
J. Darlene Hayes, 2531 10th Avenue, Los Angeles, CA 90018, (323) 737-7492 darhay@AOL.com
Carol Jones, Peace Theological Seminary, 3500 W. Adams Boulevard, Los Angeles, CA 90018, (323) 737-4055
Lynn Kersey & Joshua Pechthalt, 1968 Buckingham Road, Los Angeles, CA 90016 (323) 732-8799
Kathryn Lyons, 3820 W. Adams Boulevard, Los Angeles, CA 90018
Candace Nims, 2324 1/2 Oak Street, Santa Monica, CA 90405-5104, (310) 450-4689 cnncats@siu99.com
Marcelle Vinsone, P. O. Box 86234, Los Angeles, CA 90086, (323) 373-0900

WAHA BOARD ELECTIONS ARE COMING

West Adams Heritage Association needs you! Annual Board elections are slated for April, and we’d like each of you to please consider running for a position on the WAHA Board of Directors. Requirements: a love of old houses, an enthusiasm for community activities, and membership in WAHA for at least six months. This election year we have five three-year positions plus one one-year position on the election roster. Generally speaking, Board members must commit to attend all WAHA Board meetings (usually held the fourth Thursday of each month) and also will be given specific responsibilities for certain of WAHA’s events and social functions, on a rotating basis.

In addition, most Board members hold office or committee chairmanships. Officers of the Boards are elected by the Board Members at their May retreat meeting after the election of the Board by the general membership. What particular talents/interests are needed in 2002? Current Board members overseeing Publications and Programs/Events are taking on different responsibilities, so these positions will be available. Moreover, WAHA always needs expertise in fundraising, zoning issues, and preservation. But if you have a program you’d like to initiate, please don’t hesitate discuss your ideas with President Jackie Sharps, and of course don’t hesitate to join the board. Along with Jackie, any of the current members (listed on page 2 of this Newsletter) would be happy to talk to you about Board activities. All positions available MUST BE FILLED to keep the organization viable.

If you are interested, submit your candidate statement (a short paragraph, 100 - 200 words or so) to Membership Committee Chair, John Kurtz, by Sunday, March 17. Candidate Statements will be published in the April Newsletter.

The Board members are the heart and soul of this organization. Without a full and competent Board of Directors, WAHA cannot function effectively. So if you believe WAHA serves a valuable function in the West Adams community or if you have ideas on how the organization should be run, please step up, serve and contribute your expertise!
Often in this column I have referred to Harry Demas as WAHA's "favorite photographer." At many of our tours and monthly socials, Harry has a loaded camera, ready to shoot, asking folks to pose here and pose there. I'm unsure when I first met Harry, but he and I have often shared many couches and side-by-side lawn chairs at monthly WAHA socials enjoying the comfort of each other's friendship. I'm always glad when I see Harry at a social, knowing I'll have a buddy to talk to. However, there is more to Harry than his love for photography, and I would like to share with the WAHA membership the details that I have learned regarding Harry's life.

Harry Demas was born and raised in Sacramento, California, where he finished high school. Then he attended Chouinard Art Institute in Los Angeles. Harry then attended Sacramento State University, Tylor Art School (Philadelphia, PA.), and eventually graduated from San Francisco State University, where he received both his bachelor's degree and his master's degree. While working on his Master's, Harry was with the original production of "Hair" during its run at the Orpheum Theatre in San Francisco.

Early in his youth, Harry was one of the top interior designers at Breuner's Decorator Galleries in Sacramento. At the time, Breuner's had an entire floor of 32 designers. Also, Harry was one of the early members of the Society for the Preservation and Enhancement of Old Sacramento and Environs. The group, Harry recalls, physically painted the buildings to save the old section of Sacramento, which became Old Sacramento!

Around this time, Harry Demas decided to move to New York City to seek his fortune. While there, he worked for Saks Fifth Avenue. He eventually returned to California and started teaching at San Francisco State University. Then Harry decided that he wanted to live one year in all of the major cities! He started with Los Angeles, while still maintaining his old college apartment on San Francisco's Russian Hill overlooking the Golden Gate Bridge. After the first year in L.A., Harry never moved onto another city. He was enjoying life too much in the L.A. area. Also, at this time, Harry was teaching at three places at the same time: California State University - Los Angeles, Glendale College, and East L.A. College. He designed and taught costuming, set design, stage lighting, and theatrical make-up. Harry also did some acting in stage shows, such as "Arsenic and Old Lace," "The Boy Friend," "The Man Who Came to Dinner," Noel Coward's "Red Peppers," plus shows by Chekhov and Shakespeare.

While in L.A., Harry would lust over the old houses around U.S.C. He remembers taking several early house tours, and meeting Bob Bortfeld. For a while, Harry was a regular on Bob's Sunday tours of houses that were on the market. After going on many tours, Harry decided to join W.A.H.A., realizing that "the West Adams people are the top-liners of L.A." Harry, like several of our members, does not live in West Adams, but he loves to photograph it. Many of Harry's WAHA photos can be seen on the web site: www.neighborhoodlink.com/la/west adams, under "Holiday Tours."

Harry admits freely that his true passion in life is his collection of photographs of Harry posing with movie stars. Harry attends all the old Hollywood events, dressed handsomely in his tuxedo. First, he'll ask a star to pose alone for his camera. Then he asks them to pose with him! Together, recently, at his current home, Harry and I poured over the collection, and yes, indeed, Harry is posing in photographs with Carol Channing, Lizabeth Scott, Margaret O'Brien, Debbie Reynolds, Gloria DeHaven, Cyd Charisse, Penny Singleton, Ann Miller, Betty Garrett, Jane Withers, June Allyson, Janet Leigh, Hermione Gingold, Virginia O'Brien, Patricia Morison, June Havor, Tab Hunter, Sandra Dee, and Troy Donahue.

To this day, Harry is still debating whether to give up his San Francisco apartment, which he visits from time to time. However, the Los Angeles area has a pretty good hold on him, he admits, since he keeps himself fairly active here. I'm happy. I sure enjoy his company at the monthly socials.
Adams-Normandie Neighborhood Association (ANNA)

About 35 members attending the February ANNA meeting. To help facilitate getting to know the newer members, we will be wearing name tags for the next few months.

After our eight standing committee reports were given we launched into details of our El Paseo Restoration. Our next work day is Saturday, March 2nd. We will be putting in over 400 plants and invite any gardener out there to help us.

We will meet at 1658 W 23rd street at 8 AM. We expect to be there all day.

The month of February is being spent doing the cement restoration and pilaster installation.

Prett Galloway has taken the lead in finding out how to get a sound wall installed from Western to Vermont along the South side of the 10 Freeway.

All interested ANNA members will be taking the Fashion District Tour given the last Saturday of each month. We will explore the 84 block area via trolley on February 23rd.

ANNA Eats will be at Weiland’s Brewery on March 14th for our monthly feed bag. Come join us.

If you’d like to learn more about ANNA please visit our website: www.westadams.com/anna

Volunteer on HPOZ Tour

The L. A. Conservancy is looking for volunteer docents to help out on its April 7th tour of seven HPOZs, three of which are in West Adams. Docents in the houses will work split shifts, between 10 a.m. and 5 p.m. Contact: Jane McNamara, 213/430-4210 or e-mail, jmcnamara@laconservancy.org.

24th Street Theatre’s Explorer Series for Kids

24th Street Theatre has been one of the leaders in Arts Education since its beginning five years ago. In February and March, the 24th Street Theatre offers a Saturday Explorer series, programs which may be of interest to WAHA members, their families and their teachers, including:

BEAKMAN IN PERSON
March 16th, 1pm
Based on the Emmy winning children’s science educational TV show Beakman’s World, this series of simple yet fun science demonstrations has plenty of audience participation and the trademark goofy Beakman humor. Best for ages 6 and up.

JUGGLING AND SOME ANTICS
March 23rd, 1pm
A funny, beautiful, thoughtful show featuring master story-teller and social satirist Sara Felder, whose gentle but incisive humor recalls Lily Tomlin or Jerry Seinfeld...if they could juggle. Best for ages 8 and up.

BILL’S NEW FROCK
March 30th, 1pm
Mark Taper Forum’s P.L.A.Y. presents this light hearted and imaginative satire of gender stereotyping, adapted from the novel by Anne Fine by the acclaimed Scottish theatre company, Visible Fictions.

Admission is FREE. Call to make reservations (213) 745-6516 or www.24street.org. 1117 West 24th (Corner of Hoover and 24th, right by USC).
The Film Exchange Building: A Relic of Hollywood’s Golden Era

If you look closely at the Spanish Colonial Revival-style commercial building on the southeast corner of Washington and Vermont, you might notice a folk art-like motion picture camera trade sign hanging above the entrance. This is the Film Exchange Building, a historic structure associated with an important period in the movie industry. It is also a major structure which the Los Angeles Unified School District proposes to demolish to make way for a new high school. We thought we’d share with you its description and analysis of the Film Exchange Building’s significance as a Cultural Resource, as it is actually described (verbatim, below) in the draft EIR now circulating for comment:

In 1906 the original three-story building on Washington Blvd. was a fabricating retail store on the ground floor with offices above. There is currently a sewing machine repair service on the ground floor with various offices above. As a result the general use of this portion of the subject property has been consistently maintained for nearly 100 years. Building permit records from this original construction do not survive; the earliest information has been derived from Sanborn Insurance Maps.

The retail business located at the corner of Vermont and Washington consisted of an office, restaurant, and retail stores. When this portion of the subject building was either removed and rebuilt or remodeled in 1925, the corner was occupied by a bank, and the restaurant use and retail stores continued. Retail uses continue to the present day. A bank apparently continued to operate at the corner within the last ten years. While a small walk-in vault remains on the third floor, this was probably associated with the Film Exchange, rather than the bank.

Of key historic importance is that the subject building was constructed in 1925 as a “Film Exchange”. Discussions with a former owner and a long-time tenant, who is retired from the USC film school, and who stored film and equipment at the building for the last 25-years, provided insight into the building’s original form and use. A former building owner was able to describe the film vaults.

In the mid-1920s, sometimes considered the “Golden Age” of Hollywood, the method of sending films to theatres changed. Prior to that time many movie theatres were owned by movie studios. As a result of anti-trust legislation, theatre ownership was separated and prints of a film were sent by the studio that made the film to a central “clearing-house” or “Film Exchange” which sent the film prints to the theatres. The subject building was such an exchange.

This area of Los Angeles is close to a number of major studios, including 20th Century Fox (Fox offices and a theater were once located in a similar, now demolished, building at the NW corner of Washington and Vermont) and MGM. For this and possibly other reasons, the area became a center for the Film Exchange business. The building south of Lyon’s Moving (Building #2), now completed remodeled, was also a

LAUSD EIR
Continued from page 1

In mid-February, LAUSD recirculated an updated draft version of the EIR, with the comment period now open until March 28. If you would like to review the document itself (mind you, it’s an extremely large file and difficult to access) check it out on the web at: http://www.laschools.org/projectstatus/attach/55.98021/RecirculatedDEIRSectionsandAppendices.pdf.

In WAHA’s original response to the first draft EIR, circulated late last year, WAHA’s letter stated: “Although West Adams Heritage Association supports the building of much needed schools in the area, we believe that the process should be done in good faith with the community. The draft EIR (DEIR) is deficient in several areas, including the impacts the project will have on cultural resources, traffic circulation, and parking issues. Although the DEIR properly identifies the potential historically significant properties, it fails to provide proper factual evidence for the conclusions that ‘The impact would be less than significant.’ We find that the discussion is insufficient and the conclusions on the 12 potentially CRHP eligible buildings is incorrect. Many of the buildings are identified on the survey as ‘could become eligible for the National Register.’ In fact, we believe they are eligible.”

Catherine Barrier, a WAHA Board member and professional architectural historian, explained that the first version of LAUSD’s EIR “was incomplete. The first version failed to evaluate properties properly in terms of their eligibility to be listed on the California Register.” In the second version, she added, “They are still saying that none of these are cultural resources. The revisions just went back and inserted new conclusions.”

In both versions of the document, the EIR preparers examine the possibility of creating an HPOZ in this small pocket neighborhood, and then reject it. According to the draft EIR, because there are nearby but not exactly adjacent designated HPOZs with similar homes but a higher concentration of those historic structures, it is not necessary to designate or save this cluster of properties. “The single-family houses which comprise this District are now an isolated remnant of one of Los Angeles’ early suburbs,” says the document. “Between 1900 and the First World War this specific area developed as part of a modest residential suburb, as seen by a number of residences dated soon after the turn of the century in the surrounding area. From the late 19th into the early 20th century the hilly areas to the north became desirable upper and upper-middle class neighborhoods, as did some areas to the south. These areas currently contain collections of single-family houses, most importantly the City

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The Film Exchange Building
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Film Exchange. The subject building appears to have been comprised of several separate "film exchanges", as noted on the Sanborn Maps and what appears to be an original lobby identification board which states "The Film Exchange Building Gore Bros., Inc." and has room to identify a number of businesses. The Sanborn Maps also indicate that the ground floor facing Vermont Ave (excepting the corner on Washington Blvd.) also contained "film exchanges". This ground floor space was converted to retail use sometime after 1955, based on Sanborn Maps.

The Gore Brothers (Abraham L. and Michael "Mike") were major theatre owners in Los Angeles in the 1920s. In 1920, they along with Sol Lesser (a pioneer in the motion picture production business), formed West Coast Theatres, Inc. This chain ultimately numbered 175 theatres and was eventually sold to Mann Theatres in 1962. The subject building was clearly the main distribution point for movies to the Gore Brothers' theatres.

The "Southwest Builder & Contractor 11/14/1924". p55, col. 3 states "L. A. Smith, 301 S. Western Ave has prepared preliminary plans for two 2-str, reinf. constr. and brick office and film exchange blgds. on 3rd and 20th Sts. for M. and A. L. Gore. One of the blgds. will be 270 X 130 ft. and the other 150 X 130 ft.; stucco exterior, tile rf., stone trim, wrought iron, plate glass and marble store fronts. Work to start Jan. 1, 1925."

L. A. Smith is an important designer of theatres in southern California during the 1920s. L. A. City Library catalog files attribute 20 theatres to him between 1920 and 1927, including the Beverly Theatre at 206 N. Beverly Dr. and the Rialto Theatre at the northeast corner of Fair Oaks Ave. and Okley St. in South Pasadena.

Unfortunately, records of the 1924 or 1925 building permits have not survived. The first L. A. City Building Permit records for the subject property date from 1928 and pertain to office remodeling by Allan Christopher Balch, architect (1864-1943) and Floyd E. Stanbury, engineer. Balch and Stanbury designed well over one hundred movie theatres throughout the southern half of California during the 1920s and '30s, including the Boulevard Theatre at 4549 E. Whittier Blvd., the El Rey Theatre at 5519 Wilshire Blvd., and the Fox Theatre at the southwest corner of Garnet Ave. and 3rd St. Work on "The Film Exchange" appears to be one of their few non-theatre projects, although it can be assumed they were chosen because of their work on Gore Brothers, i.e. "West Coast Theatres" projects. No clear association was discovered in Library has been identified between A. L. Smith and Balch and Stanbury, although they were both in the business of designing primarily movie theatres in the 1920s and both designed a number of theatres for the Gore Brothers.

While no mention could be found of the building's contractor, however, it may have been Lilly-Flecher Co. who was the contractor for a number of the Gore Brothers' theatre projects (ref. L. A. City Library catalog listings).

Because early movie film was highly flammable, it had to be stored in a fire proof location, hence the elaborate, now completely removed, previously described film vaults located adjacent the eastern side of the subject building. The portions of the building which remain were used for business.

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LAUSD EIR
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of Los Angeles Adams-Normandie Historic Preservation Overlay Zone (HPOZ) to the southwest, Harvard Heights HPOZ and Western Heights HPOZ to the west, and University Park HPOZ to the southeast.

However, "The construction of the Santa Monica Freeway (1961-1966) severely impacted the subject residential neighborhood, (as well as other nearby neighborhoods) severing prior connections to the south and reducing it to W. 20th St. and a few perpendicular stubs sandwiched between the Freeway and arterials," says the draft EIR. "Numerous similar residential neighborhoods, many considerably more compete, are found throughout the State there are four City of Los Angeles defined Historic Preservation Overlay Zones (HPOZ) in close proximity to the subject area. These Zones contain literally hundreds of residences similar to those addressed here.

"Given the fact that this is a small remnant of a much larger collection of neighborhoods, and that much larger and more cohesive similar neighborhoods are protected in the surrounding area, there does not appear to be an overriding need to provide the subject area with an individual district designation and as it is not directly contiguous with any of the four HPOZs it would not result in a simple extension of an existing preservation area," the report concludes.

In any case, several structures appear to be individually eligible for local historic designation, according to WAHA's own experienced reviewers. For example, the triplex at 1932 Ellendale, as a "surviving multi-family Queen Anne style-structure" [is] much rarer in Los Angeles than single-family Queen Anne style structures," according to Barrier. Too, the restored, late-Victorian two-story single-family residence at 1528 West 20th Street "appears to be essentially intact and exhibits the simplified Victorian forms common to turn-of-the-century transitional structures, where Victorian ornamentation and forms are greatly simplified. It is a well preserved example of its type," according to the EIR preparers, and yet the document fails to find this residence historic.

Last but not least, the Film Exchange building may be not only locally eligible for historic designation, it may well be National Register eligible as well.

At press time, WAHA had not yet formulated its written response, but intends to create an appropriate legal record. At minimum, WAHA hopes LAUSD will mitigate its impacts on what WAHA considers important cultural resources in the Historic West Adams District.
The Film Exchange Building
Continued from page 9

ness offices, film viewing and entertaining. There was a small theatre/entertainment room located on the top floor at the southwest corner of the building. The elaborated plaster coffered ceiling in this room remains, although in a slightly damaged state. There is another simple ornamental plaster ceiling in an adjacent room.

Generally, a resource is considered to be “historically significant” if the resource meets the criteria for listing on the California Register of Historical Resources (Pub. Res. Code § 5024.1, Title 14 CCR, Section 4852). In this case the subject building meets State criteria (A), (B) and (C), and would appear to warrant inclusion on the California Register of Historic Places, for the following reasons:

(A) “Is associated with events that have made a significant contribution to the broad patterns of California’s history and cultural heritage”: This building is closely associated, and was once an integral part, of the southern California movie industry; an industry, which to this day, cannot be overstated in its importance to the region.

(B) “Is associated with the lives of persons important in our past”: The building’s original owners and occupants, the Gore Brothers (along with Sol Lesser) were responsible for the presentation, and in some cases production, of numerous movies in the 1920 - 1940 period. The building’s architects, as described below, are also of importance.

(C) “Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values”: A number of similar buildings in the general area have now been destroyed (most notably one directly across the street). This building is closely associated with perhaps the largest single early theatre chain in southern California. It still maintains a high level of integrity despite various alteration (notably the main offices on the upper floor are largely intact. Although the film vaults themselves are now gone, they were separate and distinct from the office portion of the building. The architects, both A. L. Smith the original (1924.25) designers, as well as Balch & Stanbury who were responsible for interior remodels during the 1920s and 30s, built numerous theatres in California (including drive-ins) for the Gore Brothers West Coast Theatre chain, as well as for United Artists, Laemmle and Fox. The three “theatre-like” ceilings in the subject building attest to their work. Many of the theatres from this period have been lost. In addition, this is one of the few non-theatre buildings which can be attributed to them and which, despite various “improvements” still retains principal components of both the exterior and interior.
On the tour, which runs from 10 a.m. to 5 p.m., seven of these diverse historic communities will be showcased on “At Home with History,” an event organized by the Los Angeles Conservancy, the HPOZ Alliance, and the featured HPOZs. This self-driving tour will allow participants to visit as many of these communities as they like during the day. While there, they can tour a representative historic home and meet “neighborhood ambassadors” who will answer questions and provide more information about the HPOZ. Each tour participant will receive a map guide focusing on the seven featured HPOZs, as well as a special booklet with information about all fifteen of the city’s HPOZs for more exploring on their own.

The featured HPOZs and houses are:

Angelino Heights, which contains some of the best remaining examples of Victorian architecture in LA. The featured house is an 1888 Eastlake restored by the great grandson of its original owner.

Banning Park, a South Bay neighborhood developed by William Wrigley Jr. known for its Period Revival architecture. The featured house, one of the first in the development, is in the Spanish Colonial Revival style.

Miracle Mile North, a residential community in an area that was originally part of Rancho La Brea. The featured house is a Paul Williams-design Tudor Revival.

South Carthay, a neighborhood known for the integrity of its Spanish Colonial Revival architecture. The featured house is in this style with many original details and finishes from the 1930s.

University Park, a south LA district that contains one of the highest concentrations of Historic-Cultural Monuments in the city. Featured is a Classical Revival home by architect John Parkinson.

West Adams-Normandie, which was one of LA’s most prestigious communities at the turn of the century. The featured house is 1908 Craftsman designed for the area’s major developer.

Western Heights, a West Adams neighborhood with a diversity of late-nineteenth and early-twentieth century design styles. The featured house is a classic 1909 Craftsman.

Tickets for the tour are $30.00 for the general public and $25.00 for Conservancy members. Ticket order forms are available on the Conservancy’s website at www.laconservancy.org, or the public can call the Ticket Hotline at 213-430-4210.

The Los Angeles Conservancy, the largest membership-based local historic preservation organization in the country, is dedicated to the recognition, preservation, and revitalization of the architectural and cultural heritage of greater Los Angeles. Established in 1978, the Conservancy grew out of the community-based effort to prevent demolition of the Los Angeles Central Library. The organization has grown to a membership of over 7,000 households, including more than 400 volunteers. With a two-fold mission of advocacy and education, the Conservancy works to preserve existing architectural resources by developing preservation strategies and by raising public awareness of the value of those resources through tours, lectures, publications and major programs such as Last Remaining Seats.

The HPOZ Alliance was created two years ago by members of the existing HPOZs who realized the value of speaking with one voice in order to participate more effectively in the legislation and enforcement of the city’s HPOZ Ordinance, and to partner with the city in the preservation of our irreplaceable historic districts.
**AT HOME WITH HISTORY**
**EXPLORING LOS ANGELES' HISTORIC PRESERVATION OVERLAY ZONES**

**A SELF-DRIVING NEIGHBORHOOD & HOUSE TOUR**
Sunday, April 7, 2002 @ 10:00 A.M. – 5:00 P.M.

**Historic Preservation Overlay Zone** sounds like a mouthful, but it's really just LA's way of saying “historic district.” In HPOZs – there are now fifteen around the city – neighbors have banded together to protect the historic character of their community and preserve the city's past for all of us.

The all-day AT HOME WITH HISTORY tour invites you to explore seven different HPOZs. You'll be able to drive at your own pace stopping at as many of the communities as you like to meet “neighborhood ambassadors” and tour a typical home.

**Along the route are:**

1. **An 1888 Eastlake house that was moved to the Victorian-rich neighborhood Angeleno Heights** by the great grandson of its original owner.
2. **A 1920s Spanish Colonial Revival home in the city's newest HPOZ, Banning Park,** which was developed by the chewing gum magnate William Wrigley, Jr.
3. **A Paul Williams-designed Tudor Revival house in Miracle Mile North,** a neighborhood known for its period revival homes.
4. **A 1935 Spanish Colonial Revival home** with original decorative painting and stained glass in the South Carthay HPOZ, an area rich with Spanish style homes.
5. **A turn-of-the-century Classical Revival home in University Park** designed by John Parkinson, architect of City Hall, the Coliseum, and Union Station.
6. **The 1908 home of the developer of Van Buren Place in West Adams-Normandie,** one of the city's most prestigious streets during the early twentieth century.
7. **A classic 1909 Craftsman home in the Western Heights district of Historic West Adams,** an area known for its stately homes and preservation ethos.

All tourgoers will also receive a special guide to all fifteen of the city’s HPOZs – for more exploring on their own.

**Sponsored by** the Los Angeles Conservancy, the HPOZ Alliance, and the featured HPOZs

**Support for the tour provided by** Councilwoman Janice Hahn, Councilman Ed Reyes, Councilman Mark Ridley-Thomas, and Councilman Jack Weiss

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To order tickets please complete the form and send it with a self-addressed stamped envelope and a check (payable to the Los Angeles Conservancy) or your credit card authorization to:

Los Angeles Conservancy
523 W. 6th Street
Los Angeles, CA 90014

Or, you may fax your order (credit card only) to 213-623-3909

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Fifth Annual St. Patrick’s Day Celebration

DATE: SATURDAY, MARCH 16, 2002
6 TO 10:00 PM

The Board of Directors and Drs. Ann and Edward Dorr invite you to an event benefiting the Sunshine Mission/Casa de Rosas, LA's oldest continually operating shelter for women.

Celebrate St. Patrick’s Day with music and Irish supper and libations at the historic Durfee House, 1007 W. 24th Street, on March 16, 2002. (corner of Toberman and 24th Street, one block east of Hoover. Parking is available.)

Back by popular demand is the group VoiceOver (Monte and Claire Montgomery, Tina Sadickton) the trio who dazzled guests the last two years.

◊ Suggested donation $40.00 per person (tax deductible as allowed by law.)

Please respond by using the form below and mail with your donation to: Casa de Rosas Inc., 2600 S. Hoover, L.A., Ca. 90007, Attn: Steve Knight.

Your donation helps provide housing and supportive services for homeless and at-risk women in a safe and supportive environment.

___ Please reserve for ___ persons on March 16 at $40 per person. 
___ I cannot attend but enclosed is my donation of _______.

Please provide your name, address and phone number.

Name: __________________________________________________________
Address: _______________________________________________________
City: __________ State: _______ Phone: ____________________________
Become a member (or renew)! You can do it today!
Membership through April 2003

Name(s): ____________________________
Address: ____________________________
Phone: ______________________________
E-mail: ____________________________

- New Membership
- Renewal

Membership classification (check one)
- Individual $25.00
- Household $35.00
- Business $50.00
- Patron $100.00
- Benefactor $250.00
- Senior/Student $17.00
- Newsletter only $17.00

DO NOT include my name, address and telephone number in the WAHA membership directory.

Please make check payable to WAHA.

Return to:
WAHA
2263 S. Harvard Blvd
Historic West Adams
Los Angeles, CA 90018

West Adams Heritage Association

Member Discounts
Reminder: The following companies and organizations offer discounts to WAHA members. Show your WAHA membership card when you make your purchase.

Best Lock and Safe Service  contact David Kim
2203 W. Venice Blvd. Los Angeles 323/733-7716
10% discount on lock and safe labor and materials

Washington Dog & Cat Hospital
1692 W. Washington Boulevard Los Angeles, CA 90007 323/735-0291
50% off office exams

Meyers Roofing
5048 W. Jefferson Blvd. 323/733-0188
10% discount

Cafe Club Fais Do Do
5257 West Adams Blvd. Los Angeles, CA 90016 323/954-8080
No cover charge at door

Lady Effie's Tea Parlor  contact Jacqueline Westlund
453 East Adams Boulevard, Los Angeles 213/749-1437
10 percent discount on all food purchases

Lucky Chimney Sweep  contact Susan and Alfredo Johnson
249 N. Brand Blvd. Glendale, CA 91203 888/625-8259
10% discount

Magic Care Termite Service
1840 W. 220th St, Suite 320, Torrance CA 90501 310/320-6700 (fax 310/320-6794)
15 percent discount

Sherwin-Williams
1367 Venice Blvd. L.A. 90006 213/365-2471
20% discount off regular product price (you must have a special discount card)

Washington Tire & Wheel
1951 W. Washington Blvd. Los Angeles 323/731-0781
Dealer's pricing on all tires and full line of custom wheels (See Bill Fuqua, Jr. for this discount)

Papa Cristo's Taverna
2771 West Pico Blvd. Los Angeles CA 90006 323/737-2970
10% discount on catered food orders

Vintage Plumbing Bathroom Antiques
9939 Canoga Avenue Chatsworth, CA 818/772-1721 (hours: by appointment only)
10% discount on purchases at Chatsworth facility

Boulevard Vacuum & Sewing Machine Company, 5086 W. Pico Boulevard, Los Angeles, CA 90019, (323) 938-2661
10% discount on sale of new vacuums, and vacuum service & repair

Wholesale Carpet Liquidators, 1225 E. Washington Boulevard, Los Angeles, CA 90021, (213) 747-7474, mailto:Wholesalecarpetla@Yahoo.com Contact = Linda Or Parisa
Discount of between 5-10%, on the purchase of 150 square yards or more of carpet, ceramic tile, wood flooring, and/or vinyl floor covering.

A Call to Members
If you frequent a local business -- retail store, restaurant, service provider, etc. -- ask them if they would like to offer a discount to WAHA members. Explain that they would benefit from the increased exposure to many local consumers, and would be listed monthly in the WAHA newsletter. Or, call me at 323/733-5869 and I would be happy to contact them. -- Steve Wallis
Please Note:
WAHA does not endorse or claim responsibility for any of the services, products or "for sale" items advertisers have listed in these pages.

ADVERTISE HERE! WAHA classifieds are free to paid members. To place a display or classified ad, call Lisa Schoening (323/732-5108). Classifieds will be for one month only. If you wish to repeat your ad, please call Lisa Schoening by the deadline. After 3 issues for the same ad, there will be a charge of $.25 per word.

ADVERTISING RATES FOR DISPLAY ADS
The WAHA Newsletter is published 11 times a year
Full Page .... $150 monthly, $1800/annual
Quarter Page (5 3/4 x 4 5/8).... $35 monthly, $295/annual
Business Card .(3 1/2 x 2)......$15 monthly, $125/annual
Remember, the deadline is the 1st of the prior month!

WAHA CLASSIFIEDS

WAHA has a new e-mail address for all your classifieds! If you can, please send your classified ads to: wahaclassifieds@yahoo.com

MAYTAG large capacity washer and gas dryer (less than 1 year old). Like new condition, excellent working order. Selling because we prefer a stacked unit. Performa Series PAV2300 and PYE/G2300. Owner’s manual and original receipt dated March 2001. Originally cost more than $750, asking $500 for both. Buyer to pick up. Call Jane or John at 323/766-9058.


BABYSITTER AVAILABLE. Brittany Cabrales (granddaughter of Lucy Nigh, longtime WAHA member), age 14 - very experienced, toddlers and older. 323/933-9779.

GIRL SCOUT COOKIES. Need we say more? Lindsay Wiggins coordinates the local troups; call her for a referral to purchase Girl Scout Cookies (323) 733-1246.

FOR HIRE: Reliable and honest house cleaner available two Mondays per month. References available. Call Colleen 323/733-0446 for more info.

PRUNING, TRANSPLANTING, REVITALIZING - roses, fruit trees, grapevines, & other plants that need special care. European gentleman with a lifetime of garden & orchard experience. Very reasonable fees. Recommended by Jim Barth (323/731-5222). Call George at 323/731-5222 or 310/838-3587.

WOMEN'S SHELTER at Adams & Hoover needs donations: sewing machine, fabric, microwave oven, plants for garden, table cloths, arts & craft materials, games, puzzles. TAX DEDUCTIBLE. Please call Carole or Michele at 323/731-1408.

FOR SALE - 500 antique doors, windows, & house fragments. Call Roland at 310/392-1056.
Roommate Wanted? Vintage Stove for Sale? Garden Plants in Search of New Home? Place your classified ad here to reach preservation-minded readers. Contact Advertising Director Lisa Schoening (tel 323/732-5108; wahaclassifieds@yahoo.com) NO LATER THAN the first of the prior month.

Lady Effie's Tea Parlor
...in Historic West Adams
Enjoy your Afternoon Tea at Lady Effie's Homemade Tea Cakes, Specialty Sandwiches and Pastries
Choose from 21 Loose Leaf Teas
Tuesday - Sunday 10am to 2 pm
Reservations Please

Saturday and Sunday reservations also accepted for your Special Occasions!
Consider Lady Effie's for your next Corporate Function.

Call (213) 749-2204 or fax (213) 741-1437
453 East Adams Boulevard, Los Angeles, CA 90011
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WEST ADAMS HERITAGE ASSOCIATION
2263 S. Harvard Boulevard
Historic West Adams
Los Angeles, California 90018
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