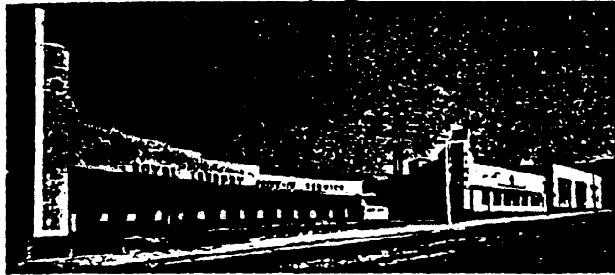


ATTACHMENT D

ARTICLE FROM PUBLICATION "LAUNDRY AGE", OCTOBER 1939

FILE

→ 44-443 S. RAYMOND AV.



THE new call office of the Royal Laundry & Dry Cleaning Co., Pasadena, Calif., combines the best in design, beauty and advertising value.

Drive-In Service *Deluxe*

J. EDWARD TUFFT

Laundry Age Field Staff

THE growing popularity of drive-in service, particularly on the Pacific Coast, has brought into existence an architecture all its own, combining the best in functional design, beauty and advertising value.

An outstanding example of an economy service deluxe is offered in the elegant new call office recently completed by the Royal Laundry & Dry Cleaning Co., Pasadena, Calif. The proprietors believe it is the finest in appointments in the world. It has ample drive-in facilities and is more than a half block long. The magnificent addition occupies space just to the south of the dry cleaning plant and ties in with the building housing the rug cleaning plant.

BY POPULAR DEMAND

The building of this splendid drive-in office is in response to the demands of the modern trend of business, in the opinion of Harry A. Tubbs, president, and Romey R. Fite, vice-president. Due to the fact that a great many women are employed during the day and to the fact that the family automobile is in constant use, a great many people prefer to drop and pick up their own laundry. Since this condition exists and likely is here to stay, Mr. Tubbs and Mr. Fite felt that the Royal should provide a drive-in call office where the service would be on a par with that in all other departments, that is, a call office service deluxe.

This involved the building of an addition to the plant with ample fa-

ilities and artistic architectural appointments that would appeal to the feminine heart; decorations in good taste, ultra modern interior; alert employees, well groomed and courteous; a powder room beautifully finished and furnished; rest room facilities; split second service both in meeting the cars at the entrance and in delivering the laundry when called for, etc. The proprietors believe they have achieved what they started out to do.

QUICK SERVICE

Especial care has been given to the drive-in paving. The driver sweeps in to the entrance with the least trouble as the drive has a wide, easy curve. An attendant meets the car in a few seconds so there never is any delay. The front of the building is modern and streamlined, almost 140' long. A tower 45' high carries the neon sign,

"ROYAL—SAVE 20%." This can be seen from three different directions. Above the projecting cornice, which skirts the entire front above the long line of modern type windows, is the great Gothic sign, "Royal Laundry, Drive-in Service."

When you enter the interior, the long curving room extends an instant impression of refinement. Counters and walls to the cove of the ceiling are finished in rich mahogany with parallel horizontal lines to give the streamline effect. As stated, nearly the whole of the concaved front is glass also with chromium lines to accentuate the modern effect, and the North end of the long room is taken up with a large glass block panel. The lighting fixtures are modern in design and indirect in function. The rubber tile floor covering is green, matching the green-tinted sidewalk which skirts the front line of the



THE modernistic interior of this deluxe call station boasts that among its conveniences it offers the ladies a powder room.

building outside. The customer never sees unsightly bundles on shelves in this drive-in office because all are stored in a rear room; immediately behind revolving doors. These doors are ingenious devices. The two sides are finished alike, with the exception of a tray-like shelf near the bottom on one side and a hanger above. When the attendant at the counter speaks the name of the customer who has called for laundry bundles or garments that have been dry cleaned, these items are placed on the other side of the door in the tray or on the hanger and the door given a quick whirl. This means that the back room is never in evidence. However, the storage room is always kept perfectly and systematically in order.

POWDER ROOM

The powder room is a very fine feature in this drive-in station. Beautifully papered and furnished as elegantly as any woman's powder room at home, it opens immediately off the long reception room and serves a dual purpose. The second purpose is taking of accurate measurements of customers so that knitted garments will

be returned to fit perfectly. The management insists that these measurements be taken and when once taken, the customer is attended always by the same girl so that no errors in fitting ever can occur. The rest room opens off the powder room.

At regular intervals, in the rear wall, are artistic recesses where large hand-painted posters or cards are displayed. Usually, the cards are the original drawings from which illustrations in Royal advertisements are made. The building is so designed, also, to give a view into the rug cleaning department and a number of rich Oriental rugs are always kept on display.

SPEED AND COURTESY

In order that this service may never be below the high standard set for the rest of the plant, a crew of seven people have been especially selected and trained for the work. The watchwords are speed and courtesy. Except when it is necessary to take measurements, no customer needs to get out of a car nor to wait more than two or three seconds when leaving a bundle. Delivery of bundles to customers is just as rapid.

Clarke Bogardus, who is in charge of advertising for the Royal, states that this drive-in has attracted visitors from a large area and has received, in the short time it has been open, a great volume of newspaper publicity. The first customer was Mrs. Frances H. Pratt, secretary and manager of the Pasadena Merchants' Association.

The complete plant of the Royal now is about two blocks long and presents in its entirety one of the finest laundry plants in Southern California. Founded and maintained on the ultimate in service with a deluxe atmosphere, it has made an honorable place for itself in the laundry industry of this district.

New Diaper

Diaper services please note that a new product, Pinlex Panties, is being marketed by Pinlex, Inc., 300 West 42nd St., New York. It is a patented diaper made of six layers of absorbent gauze, and has rubber buttons. Advertising is expected to use the slogan "Protect Baby from that Deadly Pin!" and states that there is "no bulky wad of cloth to encourage bowleggedness."

THE ADVENTURES OF RUSTY

PHEW!
THAT'S RICH!
DID YOU
SMELL THAT?

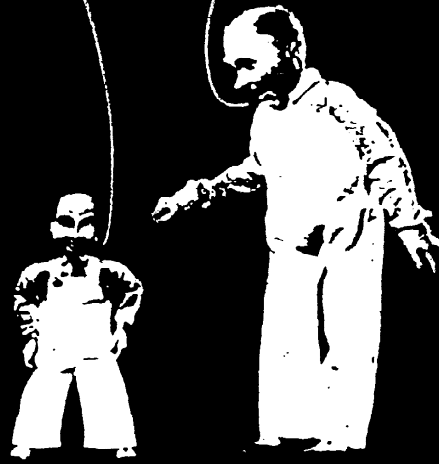
NEVER MIND THAT—WE
DON'T MENTION SUCH
THINGS, RUSTY. NOW YOU'VE
OFFENDED THAT GIRL.
YOU SHOULD NEVER TELL
A LADY THAT SHE SMELLS
LIKE A BASKETBALL TEAM
AFTER A HOT GAME.

HA-HA-HA! CAN'T
HELP IT, MR. ERUSTO.
WHEN I SMELL 'EM,
I TELL 'EM!

IT WAS HER CLOTHES
RUSTY—THAT WAS
G.O., NOT B.O. THE
FAULT WAS REALLY
WITH THE LAUNDRY.

SURE! GIVE THE LAUNDRY A GOOD
KICK. IT'S ALWAYS THE LAUNDRY'S FAULT!

BUT RUSTY, ANY LAUNDRY CAN EASILY
AVOID TURNING OUT SMELLY COLORED WORK.



Erustocide Destroys odors in colored work. Kills Disease germs in cold water. Brightens colors and softens fabric-feel. Protects woolens from Moth Damage.

Erustocide Destroys Odor

ATTACHMENT E

BULIDING PERMIT FOR SIGN AT 443 SOUTH RAYMOND AVENUE, 1954

Legal Description

(DO NOT FILL IN--FOR USE OF ASSESSOR)

8 20 26 100' x 100'
100' x 100' Industrial Sub. Dist.
100' x 100' of 100' x 100' Dist.
Map No.

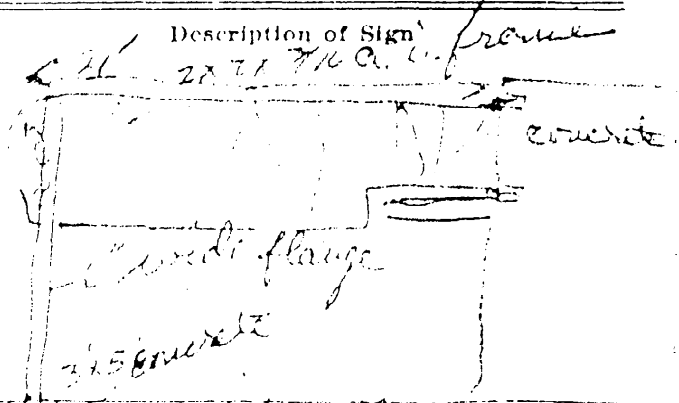
Owner Name: Royal Laundry
Address: 1443 S. Raymond

Contractor Name: [unclear]
Address: 606 W. Fair Lakes

Phone No. 476-3000 License No. 73549

Special Permit No.

Description of Sign



Total C.V.A. [unclear] No. Trans.

Approved Structure 1-20-55 [unclear]

Elec. Work
Date 1-1-1954 Value 650.00

Bldg. Fee 2.00

Approved [Signature] Elec. Fee
Total Fee 2.00