



PASADENA PERMIT CENTER  
www.cityofpasadena.net/permitcenter

# ATTACHMENT A

## PLANNING DIVISION MASTER APPLICATION FORM

Project Address: 489 E. Colorado Blvd. Pasadena, Ca 91101  
Project Name: Harry Fitzgerald Building  
Project Description: (Please describe demolitions, alterations and any new construction)  
Seeking Historical Landmark Status

Zoning Designation: N/A General Plan Designation: N/A  
Estimated Valuation (Cost of Project): N/A

### APPLICANT / OWNER INFORMATION

APPLICANT NAME: Michael Curry  
Address: 755 Holladay Rd.  
City Pasadena State: Calif Zip: 91106

CONTACT PERSON: SAME  
Address: //  
City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

PROPERTY OWNER NAME: SAME  
Address: //  
City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: 626 807-5800  
Fax: 626 449-5268  
Email: MikhaelISU Curry.Com  
Telephone: [ ] \_\_\_\_\_  
Fax: [ ] \_\_\_\_\_  
Email: \_\_\_\_\_  
Telephone: [ ] \_\_\_\_\_  
Fax: [ ] \_\_\_\_\_  
Email: \_\_\_\_\_

### TYPE OF PLANNING REVIEW AND APPROVALS REQUIRED (Mark clearly the type of approval(s) required):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> ADJUSTMENT PERMIT                       | <input type="checkbox"/> HEIGHT AVERAGING   | <input type="checkbox"/> PREDEVELOPMENT PLAN REVIEW                              |
| <input type="checkbox"/> AFFORDABLE HOUSING CONCESSION OR WAIVER | <input type="checkbox"/> HILLSIDE DEVELOPMENT PERMIT  | <input type="checkbox"/> RELIEF FROM THE REPLACEMENT BUILDING PERMIT REQUIREMENT |
| <input type="checkbox"/> CERTIFICATE OF APPROPRIATENESS          | <input checked="" type="checkbox"/> HISTORIC DESIGNATION (MONUMENT, LANDMARK, TREE OR SIGN) | <input type="checkbox"/> SIGN EXCEPTION  |
| <input type="checkbox"/> CERTIFICATE OF EXCEPTION                | <input type="checkbox"/> HISTORICAL RESEARCH/EVALUATION                                     | <input type="checkbox"/> TENTATIVE PARCEL/TRACT MAP                              |
| <input type="checkbox"/> CHANGES TO APPROVED PROJECT             | <input type="checkbox"/> LANDMARK TREE PRUNING  | <input type="checkbox"/> TEMP. CONDITIONAL USE PERMIT                            |
| <input type="checkbox"/> CONDITIONAL USE PERMIT                  | <input type="checkbox"/> MASTER DEVELOPMENT PLAN  | <input type="checkbox"/> TREE PROTECTION PLAN REVIEW                             |
| <input type="checkbox"/> DESIGN REVIEW                           | <input type="checkbox"/> MASTER SIGN PLAN   | <input type="checkbox"/> TREE REMOVAL  |
| <input type="checkbox"/> DEVELOPMENT AGREEMENT                   | <input type="checkbox"/> MINOR CONDITIONAL USE PERMIT                                       | <input type="checkbox"/> VARIANCE  |
| <input type="checkbox"/> EXPRESSIVE USE PERMIT                   | <input type="checkbox"/> MINOR VARIANCE   | <input type="checkbox"/> VARIANCE FOR HISTORIC RESOURCES                         |
| <input type="checkbox"/> FLOOR AREA RATIO (FAR) INCREASE         | <input type="checkbox"/> PLANNED DEVELOPMENT ZONE   | <input type="checkbox"/> ZONE CHANGE (MAP AMENDMENT)                             |
| <input type="checkbox"/> GENERAL PLAN AMENDMENT                  | <input type="checkbox"/> PRELIMINARY PLAN CHECK   |  |

Note: Space for signature is on reverse side

OTHER: \_\_\_\_\_

## INDEMNIFICATION

Applicant agrees to defend, indemnify, and hold harmless the City and its officers, contractors, consultants, employees, and commission members (collectively, "City") from any and all liability, loss, suits, claims, damages, costs, judgments and expenses (including attorney's fees and costs of litigation), including any appeals thereto (collectively, "proceeding") brought against the City with regard to any approvals issued in connection with the application(s) by the City, including any action taken pursuant to the California Environmental Quality Act. If Applicant is required to defend the City in connection with such proceeding, the City shall have and retain the right to approve counsel to so defend the City; and all significant decisions concerning the manner in which the defense is conducted; and any and all settlements, which approval shall not be unreasonably withheld. The City shall also have and retain the right to not participate in the defense, except that the City agrees to reasonably cooperate with Applicant in the defense of the proceeding. If the City's Attorney's Office participates in the defense, all City Attorney fees and costs shall be paid by Applicant. Further, Applicant agrees to defend, indemnify and hold harmless the City from and for all costs and fees incurred in additional investigation or study of, or for supplementing, revising, or amending, any document if made necessary by said proceeding.

## CERTIFICATION:

I hereby certify that I am the applicant or designated agent named herein and that I am familiar with the rules and regulations with respect to preparing and filing this petition for discretionary action, and that the statements and answers contained herein and the information attached are in all respects true and accurate to the best of my knowledge and belief.

SIGNATURE OF APPLICANT OR AGENT: Michael Brung Date: 10-4-22

<u>For Office Use Only</u>		<u>Design &amp; Historic Preservation:</u>	
<b>PLAN #</b> _____		<b>REVIEW AUTHORITY:</b>	<b>CEQA REVIEW:</b>
<b>CASE #</b> _____		<input type="checkbox"/> STAFF	<input type="checkbox"/> EXEMPTION
<b>PRJ #</b> _____		<input type="checkbox"/> HEARING OFFICER	<input type="checkbox"/> INITIAL STUDY
DATE ACCEPTED: _____		<input type="checkbox"/> PLANNING COMMISSION/BZA	<input type="checkbox"/> EIR
DATE SUBMITTALS RECEIVED: _____		<input type="checkbox"/> DESIGN COMMISSION	<b>CEQA REVIEW STATUS:</b>
RECEIVED BY (INITIALS): _____		<input type="checkbox"/> HISTORIC PRESERVATION COMMISSION	<input type="checkbox"/> PENDING
<b>FEES:</b>		<input type="checkbox"/> CITY COUNCIL	<input type="checkbox"/> COMPLETED
BASE FEE: \$ _____		<b>TAXPAYER PROTECTION</b>	
3% RECORDS FEE: \$ _____		<input type="checkbox"/> DISCLOSURE REQUIRED	
TOTAL: \$ _____		<input type="checkbox"/> NOT REQUIRED	
HISTORIC ARCH. RESEARCH REQUIRED? Y <input type="checkbox"/> N <input type="checkbox"/>			<b>TYPE OF HISTORIC PRESERVATION REVIEW:</b>
PUBLIC ART REVIEW REQUIRED? Y <input type="checkbox"/> N <input type="checkbox"/>			<input type="checkbox"/> CATEGORY 1 (DESIGNATED)
TRANSPORTATION REVIEW REQUIRED? Y <input type="checkbox"/> N <input type="checkbox"/>			<input type="checkbox"/> CATEGORY 2 (ELIGIBLE)
INCLUSIONARY HOUSING REQUIRED? Y <input type="checkbox"/> N <input type="checkbox"/>			<b>LANDMARK/HISTORIC DISTRICT NAME:</b> _____
			<b>TYPE OF DESIGN REVIEW:</b>
			<input type="checkbox"/> CONCEPT
			<input type="checkbox"/> FINAL
			<input type="checkbox"/> CONSOLIDATED
			<input type="checkbox"/> PRELIMINARY CONSULTATION



**Note:** In addition to this application, a completed **Planning Division Master Application Form** is also required.

**PROPERTY PROPOSED FOR DESIGNATION**

1. Name of Property:	Harry FitzGerald Building
2. Property Address:	489 E. Colorado Blvd.
3. Date of Original Construction	1926
4. Original Owner	Harry FitzGerald
5. Architect / Builder:	Cyril Bennett & Fitch Haskell / John B. Simpson

**DESIGNATION CATEGORY**

(CHECK APPROPRIATE BOX—SEE CRITERIA ON PAGES 2 & 3 FOR MORE INFORMATION):

☐ **HISTORIC MONUMENT**

☒ **LANDMARK**

☐ **HISTORIC SIGN**

☐ **LANDMARK TREE**

**BRIEF DESCRIPTION OF PROPERTY**

Briefly describe the property proposed for designation, indicating whether the entire site or a portion of the site is the subject of the nomination (e.g., how many buildings or objects on the site are included in the nomination) or if the nomination is for an object, sign or tree. A map may be used for the description. Please also submit recent and, if available, historical photographs. Use additional sheets if necessary.

- A) U.S. Department of Interior National Park Service describing the building on the National Register of Historical places
- B) Document placing the building on the Pasadena Architectural and Historical Inventory
- C) Original pamphlet handed out at the Grand Opening of the building.
- D) Pasadena Historical Society designating the building for a Historical Preservation Easement

Legal Description: W 44 ft. of So. 125 ft. of No. 225 ft. of Lot 20, S.D. Bryant Sub

**SUPPLEMENTAL INFORMATION ON SIGNIFICANCE OF PROPERTY**

With this application, please attach information that will assist staff with the preparation of a designation report. Books, photographs, articles, and other archival information will all be useful to document the significance of the nominated resource.

Refer to bibliography, historical photographs, chronology, and other supporting information.



**LEGAL DESCRIPTION**

Attach a copy of the most recently recorded legal description for the property (usually in the deed for the property or other documents when the property was purchased—also available from a title company).

**CRITERIA FOR DESIGNATION**

Check the box under the category checked on first page that corresponds to the criterion under which you are nominating the property, object, sign or tree for designation. Multiple boxes may be checked if applicable.

<b>CRITERIA FOR DESIGNATING AN HISTORIC MONUMENT</b> <b>(May include significant public or semi-public interior spaces and features)</b>	
<input type="checkbox"/>	A. It is associated with events that have made a significant contribution to the broad patterns of the history of the region, state or nation.
<input type="checkbox"/>	B. It is associated with the lives of persons who are significant in the history of the region, state or nation.
<input type="checkbox"/>	C. It is exceptional in the embodiment of the distinctive characteristics of a historic resource property type, period, architectural style or method of construction, or that is an exceptional representation of the work of an architect, designer, engineer, or builder whose work is significant to the region, state or nation, or that possesses high artistic values that are of regional, state-wide or national significance.
<input type="checkbox"/>	D. It has yielded, or may be likely to yield, information important in prehistory or history of the region, state or nation.

<b>CRITERIA FOR DESIGNATING A LANDMARK</b>	
<input type="checkbox"/>	A. It is associated with events that have made a significant contribution to the broad patterns of the history of the City, region, or State.
<input type="checkbox"/>	B. It is associated with the lives of persons who are significant in the history of the City, region, or State.
<input checked="" type="checkbox"/>	C. It embodies the distinctive characteristics of a type, architectural style, period, or method of construction, or represents the work of an architect, designer, engineer, or builder whose work is of significance to the City or, to the region or possesses artistic values of significance to the City or to the region.
<input type="checkbox"/>	D. It has yielded, or may be likely to yield, information important locally in prehistory or history.





## PASADENA PERMIT CENTER

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### Supplemental Application for HISTORIC DESIGNATION

#### CRITERIA FOR DESIGNATING A HISTORIC SIGN

<input type="checkbox"/>	A. It is exemplary of technology, craftsmanship or design of the period when it was constructed, uses historic sign materials and means of illumination, and is not significantly altered from its historic period. Historic sign materials shall include metal or wood facings, or paint directly on the façade of a building. Historic means of illumination shall include incandescent light fixtures or neon tubing on the exterior of the sign. If the sign has been altered, it must be restorable to its historic function and appearance.
<input type="checkbox"/>	B. It is integrated with the architecture of the building.
<input type="checkbox"/>	C. It demonstrates extraordinary aesthetic quality, creativity, or innovation.

#### CRITERIA FOR DESIGNATING A LANDMARK TREE

<input type="checkbox"/>	A. It is one of the largest or oldest trees of the species located in the City.
<input type="checkbox"/>	B. It has historical significance due to an association with a historic event, person, site, street, or structure.
<input type="checkbox"/>	C. It is a defining landmark or significant outstanding feature of a neighborhood.

#### **DESIGNATION PROCESS** (INFORMATION ONLY; NO ACTION REQUIRED)

§17.62.050 Pasadena Municipal Code:

1. A preliminary evaluation by staff to determine if the nominated property meets the applicable criteria and is eligible for designation.
2. If staff determines that the nominated property is eligible for designation, the nomination is scheduled for a public hearing before the Historic Preservation Commission. If not, the applicant may appeal the determination of ineligibility to the Historic Preservation Commission or it may be called for review by the Historic Preservation Commission or City Council.
3. If the Historic Preservation Commission finds that the nominated resource qualifies for designation, it forwards a recommendation on the designation to the City Council.
4. At a noticed public hearing, the Council then determines whether to approve or disapprove the application.

2018

$$\begin{aligned} 6900 &= 6,000 \\ 7000 &= 3750 \end{aligned}$$

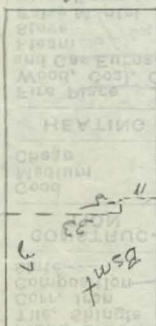


$$12875 \times \frac{26}{893} = 11500$$

$$12875 \times \frac{26}{7935} = 16220$$

1926  
290  
142  
13/4%

$$12875 \times 11 = 9910$$



$$12875 \times 7365 = 9480$$

$$12875 \times 703 = 9050$$

$$12875 \times 6696 = 8620$$

$$12875 \times 72 = 9270$$

$$12875 \times 792 = 10200$$

$$10200 \times 122 = 12750$$

$$12875 \times 9625 = 12390$$

$$12875 \times 9075 = 11680$$

$$12875 \times 92366 = 11890$$

$$12875 \times 88709 = 11420$$

$$12875 \times 85196 = 10970$$

$$12875 \times 87277 = 11240$$

$$12875 \times 90878 = 11700$$

$$12875 \times 87279 = 11240$$

$$12875 \times 101457 = 13060$$

$$12875 \times 93.272 = 12010$$

$$12875 \times 91644 = 11800$$

$$72 \text{ Round Off} = 12000$$



# Pasadena's Architectural and Historical Inventory

1 Reference Number (circle and number building on area map) <u>S 13.3</u>	
2 Photo number	Direction <u>N</u> NE E SE S SW W NW (circle one) Date <u>Sept. 1979</u>
3 Historic Name (if known) <u>Fitzgerald (Harry) Building</u>	
4a Common Name <u>Colorado Boulevard, 489 East</u> ZIP CODE <u>91101</u>	
4b Address <u>489 E. Colorado Blvd.</u> <u>Pasadena, CA</u> <u>91101</u>	
5 Program Activity Area <u>Survey Area 13</u>	6 Census Tract <u>4622</u>
7 Legal Description <u>W44 ft of S 125 ft. of N. 225 ft of Lot 20, S.D. Bryant Sub</u>	
8 Present Owner or Business <u>William H and Ruth Fox, 489 E. Colorado</u> <input type="checkbox"/> Public <input checked="" type="checkbox"/> Private	

## Physical Description

9 Briefly describe the general physical appearance of the site and/or structure. include within your description landscape elements, number of stories, important secondary materials and outbuildings. <u>This small one-story stucco building remains one of the most elegant and least altered on all of Colorado Boulevard.</u> <u>Cast stone Tuscan columns form a portico, separating the deeply recessed entrance with its heavy cast bronze double doors from sidewalk traffic. Tastefully small display windows flank the arcade, providing display space both on the street and within the portico.</u> <u>(see continuation sheet)</u>	
10 Year Built <u>1926</u>	<input checked="" type="checkbox"/> Factual <input type="checkbox"/> Estimate
11 Architect (if known) <u>Cyril Bennett and Fitch Haskell</u>	
12 Builder (if known) <u>John E. Simpson</u>	
13a Primary Exterior Building Material of Main Structure <input type="checkbox"/> Stone <input type="checkbox"/> Brick <input checked="" type="checkbox"/> Stucco <input type="checkbox"/> Adobe <input type="checkbox"/> Wood <input checked="" type="checkbox"/> Other <u>cast stone</u>	
13b Primary Exterior Building Material of Outbuildings <input type="checkbox"/> Stone <input type="checkbox"/> Brick <input type="checkbox"/> Stucco <input type="checkbox"/> Adobe <input type="checkbox"/> Wood <input type="checkbox"/> Other	
14 Location <input checked="" type="checkbox"/> Original Site <input type="checkbox"/> Moved <input type="checkbox"/> Unknown	
15 Condition <input type="checkbox"/> Excellent <input type="checkbox"/> Good <input checked="" type="checkbox"/> Fair <input type="checkbox"/> Deteriorated <input type="checkbox"/> No Longer in Existence	
16 Retention of Original Design <input type="checkbox"/> Altered <input type="checkbox"/> major <input type="checkbox"/> minor <input checked="" type="checkbox"/> Unaltered	
17 <input checked="" type="checkbox"/> Present Use <u>office</u> <input type="checkbox"/> Original Use <u>retail shop</u>	
18 Environmental/Economic Threats to Survival <input checked="" type="checkbox"/> Private Development <input checked="" type="checkbox"/> Zoning <input type="checkbox"/> Public Works Projects (sewers, trees, etc.) <input checked="" type="checkbox"/> Vandalism, Deterioration <input checked="" type="checkbox"/> Other (traffic, redevelopment, etc.)	

## Significance

19a Reason for Significance (check appropriate item[s]) <input type="checkbox"/> Archaeology <input type="checkbox"/> Natural Feature <input checked="" type="checkbox"/> Community Developmental History <input type="checkbox"/> Cultural History <input checked="" type="checkbox"/> Architectural History <input type="checkbox"/> Community Design or Esthetic Features <input type="checkbox"/> Integral Visual Element of the Landscape or a Group of Structures (justify in Item 20b)	
19b Justify the significance of the site or structure, noting important persons, events or attributes associated with the site, structure or surrounding area. <u>For over 25 years Harry Fitzgerald's was one of Pasadena's most exclusive men's shops. Located at 489 E. Colorado from 1926 until the late 1950's, Fitzgerald's prospered by retaining a conservative, exclusive image. The fine woodwork of the interior, enhanced by Oriental rugs and a decorated plaster ceiling retained its Old World image well into the era of mass modernization. The unusual exterior has miraculously escaped remodeling and could be easily returned to its former elegant state.</u>	



19c Select most appropriate style. 1 ☐ Not applicable. 2 ☐ Settlement. 3 ☐ Victorian. 4 ☒ Period Revival (specify):  
5 ☐ Craftsman Bungalow. 6 ☐ Spanish Colonial. 7 ☐ Modern (specify): Beaux Arts Classicism

19d If the design, detail, material, or craftsmanship makes a substantial contribution to the site or structure, describe the notable style details, materials, craftsmen/architects and workmanship:  
This small retail building, so strikingly different in its design, exhibits well the Beaux Arts training of its designer, Fitch Haskell. Haskell, who had diplomas from Harvard, MIT and the Ecole des Beaux Arts and had also worked for McKim, Mead and White in New York, was probably the Pasadena architect of the 1920's who had the most extensive classical training. The formal Beaux Arts design of this building surely stems from the Haskell side of the firm.  
Like the Grace Nicholson Building, the Fitzgerald Building attempts to create a new distinctive retail setting, tying the design of the building to the nature of the business within. The building thus becomes an emblem which identifies it exclusively with the business it houses. The fine materials used, such as the slate roof, the cast stone decoration, the bronze doors, the decorated plaster ceiling and the interior woodwork also (see continuation sheet).

20a Surrounding Neighborhood Context 1 ☐ Unrelated 2 ☐ Compatible 3 ☐ Integral Element of Streetscape  
4 ☒ Major Component of Neighborhood

20b If the site or structure has minor significance alone, but makes a positive contribution to the area, streetscape, or a small group of structures, briefly describe the relationship of the structure or site to the larger context, and its role in it.  
As the only remaining completely unaltered store front, the Fitzgerald Building has become the focal point of this block of one-story commercial buildings. Its unique look implies the quality of design which once characterized the street. It relates well to the other unique 1920's buildings in the area, such as 520 and 464-468 E. Colorado, both in scale and in design.  
The Fitzgerald Building is, however, a remarkable departure from the red tile roofs and pale stucco walls of the California Mediterranean style favored in the 1920's. As such, it stands out as a major element in the streetscape, a streetscape which could be again made more compatible with some of the fine buildings which line it.

21 Recognition in Existing Registers/Surveys  
None

22 Sources for Documentation: Building Permit No. Z104 D, 4-20-26; City Directories, City Assessor's Records.

23 Attach photo and site map

24 Date form prepared September 1979 By (name) Ann Scheid  
Address 100 N. Garfield, Rm. 207 Phone (213) 577-4206  
Organization Cultural Heritage Program

#### Staff Use Only

Staff Evaluator Ann Scheid Date December 1980

25 Main Theme a ☒ Architecture b ☐ Arts and Leisure c ☐ Economic/Industrial d ☐ Exploration/Settlement e ☐ Government  
f ☐ Military g ☐ Religion h ☐ Social/Educational Does property have ethnic associations? ☐ Yes ☒ No

26 Individual Site or Structure UTM  
ZONE 11 EASTING 394 950 NORTHING 378 740

27 National Register Status a ☐ Already Listed b ☐ Currently Nominated c ☒ Appears to Meet NR Criteria  
d ☒ Does not Appear to Meet NR Criteria

28 Located within potential Landmark District ☐ Yes ☒ No UTM  
ZONE EASTING NORTHING

Certification [Signature] Title



CONTINUATION SHEET

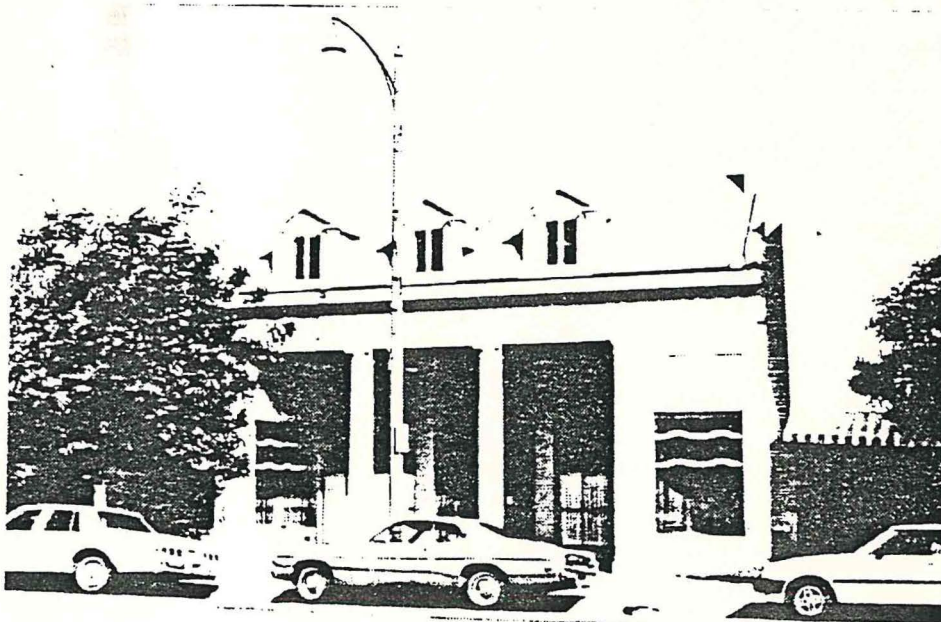
Item 9.

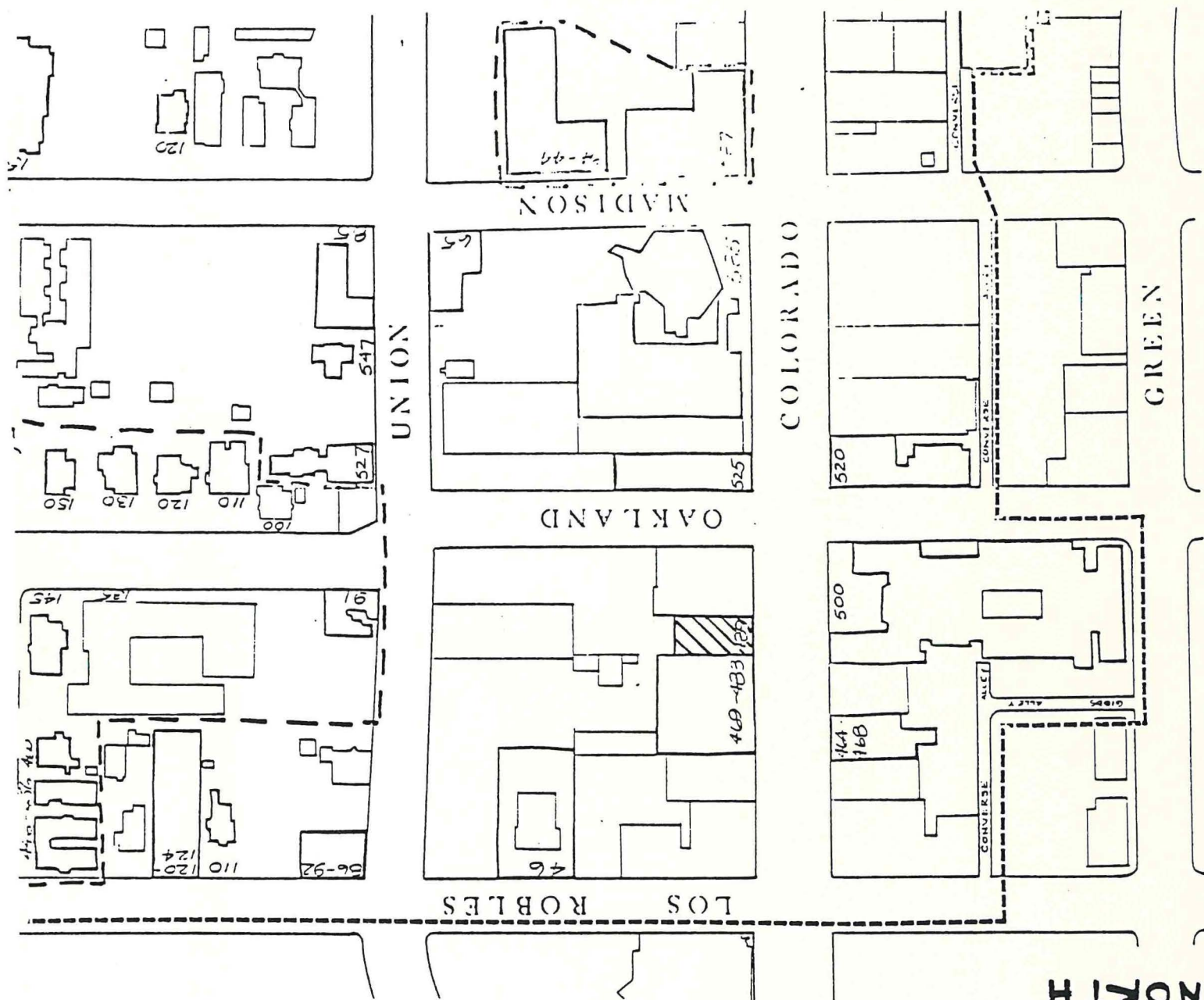
Cast stone panels with a simple wreath and garland design in relief incorporating a large "F" (for Fitzgerald) decorate the space above the windows. A plain entablature with an arcaded cornice is surmounted by a gabled roof with three small dormers projecting from it. This slate-covered gable with dormers and the deeply recessed entrance give the building a formal character, setting it off from the mundane flat facades and flat roofs of traditional commercial architecture.

Item 19d

attest to the quality of the merchandise the customer can expect.

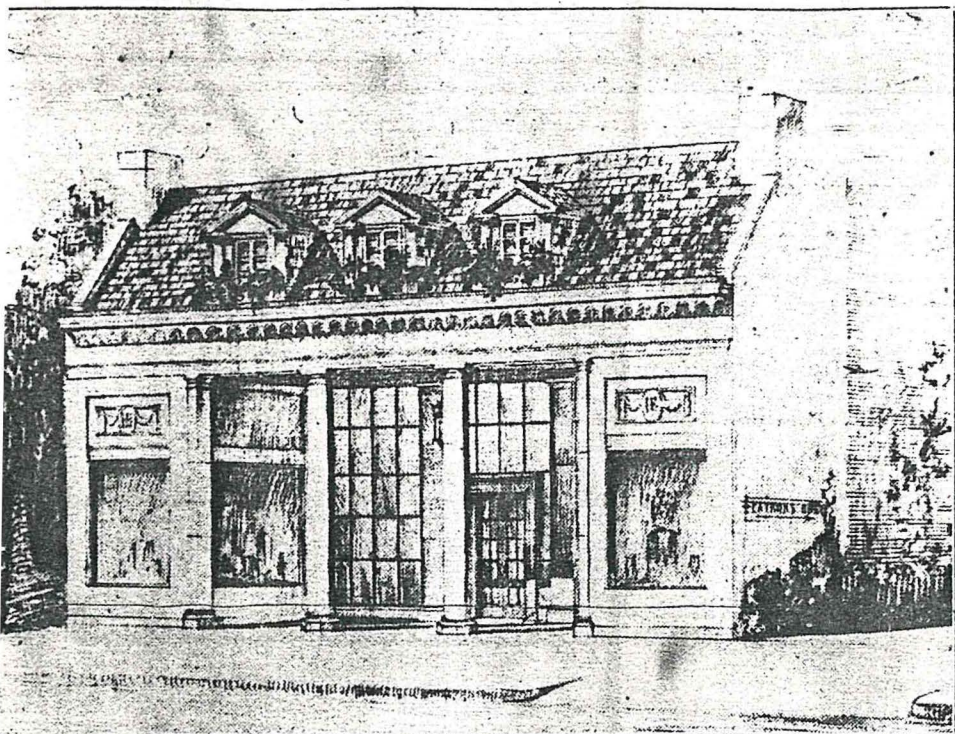
Functionally, the building is designed to draw pedestrians into the portico to view the displays and then perhaps to enter the shop. It also provides welcome shade to the south-facing facade as well as protection from the rain to customers and passersby.







# English Atmosphere of New Building for Harry FitzGerald, Inc., Will Be Very Effective One



## ARCHITECT'S DESIGN

Building Now Under Construction for Local Men's Clothing Shop, Which Shows How Attractive Structure Will Be When Completed at 489 East Colorado Street

In designing the building for Harry FitzGerald, Inc., now being erected at 489 East Colorado street, architects, Bennett & Haskell, were instructed to follow English precedent as a suitable setting for men's clothing and furnishings. With the idea of good taste in mind, the name of Beau Brummel is suggested, a man who dictated of fashion in England in the early years of the nineteenth century, a man of wit and culture who advocated simplicity and elegance of dress.

At that same period a family of architects was producing the most refined and finished work of the time — the Adam brothers — and their work was chosen as a precedent for the exterior and for the interior of this building. The Adam brothers were eager students of classical antiquity, but adapted the details and proportions of classical art to the actual needs of their time. They produced work characteristic of that which has been followed by their name ever since by architects, and often used in important and formal work — hotels, great residences, public and semipublic buildings. Based on Italian precedent, with free study of Greek and Roman details, it is suited for formal work yet has delicacy of detail good even for small domestic buildings.

## Vestibule Is Feature

In this case, due to south frontage, a shaded vestibule was desirable and the open portico provides both shade and space for show windows. It is similar to the porches on the Colonial houses of the South built about a century ago.

Above this portico is an attic story with dormer windows, below which flower boxes will give a domestic quality to the front and relieve the formality of the portico.

Between the vestibule and the main salesroom is a well of glass in metal frames, permitting a view of the whole interior. This main room, 36x45 feet inside the face of the cases which line the walls, has a clear height of 18 feet.

Behind the main room and on an upper level is the gentlemen's clothing room, 21x33 feet and 16 feet high, lighted from above, and behind this is a special entrance for the convenience of patrons from a parking space to the north of the building. From the special entrance open the alteration room, toilets and dressing rooms. Another door from the clothing room leads to the receiving and packing room, and to a stairway leading to the public and private offices on the second floor, also to the tailors' room, all lighted on the north.

In the basement, under the north part of the building, is a large room for unpacking, packing and storage of stock, with a dumb waiter for sending merchandise easily to the salesroom.

The main salesroom is treated in the style of the Adam brothers, plastered walls above the walnut clothing cases and an elaborately decorated plaster ceiling, divided by beams into square panels containing ceiling lights so that the room is

precedent, with free study of Greek and Roman details, it is suited for formal work yet has delicacy of detail good even for small domestic buildings.

steps to the clothing room, which is treated in an earlier style — with a plaster ceiling of small geometric panels and flat decoration of the Tudor period — less formal and more homelike than the large room. In the center of the north wall, and visible from the far entrance to the building, are a stone fireplace and mantel surrounded by walnut paneling. Above the arches leading to the north entrance vestibule and to the receiving room, are leaded glass doors with balcony railings opening into the offices on the second floor. These doors give a view from the office down across the entire length of the store.

## Efficiency Furthered

Every effort has been made to place the cases furnished by the Grand Rapids Showcase Company to the best advantage to make service most efficient. In the spaces behind some of them are closets for telephone, for storage, etc., so that no space is wasted.

The show windows are backed by walnut paneling, and each window has its own background for its own display.

Although the size of the building, 44x104 feet, provides space for main rooms of large size, the decoration will be studied to give them an intimate and comfortable air, as the owners aim to make the store homelike as well as efficient.

"This new shop," says Mr. FitzGerald, "is the culmination of our hopes. We will here be in a position to offer friends and patrons the comfort and convenience which gentlemen demand. FitzGerald, Inc., will be in truth a place where one enjoys shopping, offering the extreme comfort of the gentleman's club."

# LOCAL MASONS SPONSORING AFFAIR

School Week Program to Contain Many Fine Features

## PUBLIC URGED TO ATTEND BIG EVENT

Scottish Rite Cathedral to Be Scene of Local Lodges' Observance

The Grand Master of Masons of California has fixed the week of April 26 for the seventh annual observance of Public School Week. This will be observed by the Masonic lodges of Pasadena jointly in a program given in the Scottish Rite Cathedral on Wednesday, April 28, at 8 o'clock.

An interesting and profitable program has been arranged, which will include numbers by the school pupils themselves, as well as by noted educators of Southern California.

This program will in no way criticize the system of school operation, nor is it for the purpose of advocating any changes in the administration of public school affairs. The sole idea is to bring home to everyone the importance of this free institution, which is for free Americans in free America.

The general public is not only invited, but is urged to attend and learn more of the school activities and also encourage those who daily provide instruction for children.

Following is the complete program which will be sponsored by Pasadena Lodge, No. 272; Co. Lodge, No. 324; San Pa. Lodge, No. 452; and Cam. Lodge, No. 599:

Organ selections, by Dunc. Mervynne, First Cecilia office (Battiste); "Berceuse" (King); "Woodland Shadows" (Vanman Thompson); "Grand Chorus" (Fryberger); "Evening Chorus" (Wheeldon).

One-act play, "Little Scar" (based on an ancient Indian legend). Directed by Miss A. Braun, under the auspices of Ground Community Service.

Cast includes: Little Scar, Carolyn McMillan; Black Mary, Margaret Dussey; Y. Fawn, Juanita Wade; Little Boy, Morgan Archibald; Maiden, Helen Goldworthy; Eagle, Robert Kennedy. St. behind scenes: Margaret I. Dorothy D. Brown, Frances nor, Pauline Downey, Accorist, Jeanne Anisdale.

The play is somewhat like story of Cinderella. Little face neglected and abused by sisters, is forced to do all work while they spend their adorning themselves, hoping win the favor of White Eagle releasing him from his enchantment. Only a maiden who wise, good and beautiful can this however, and much to astonishment Little Scarface the fortunate one.

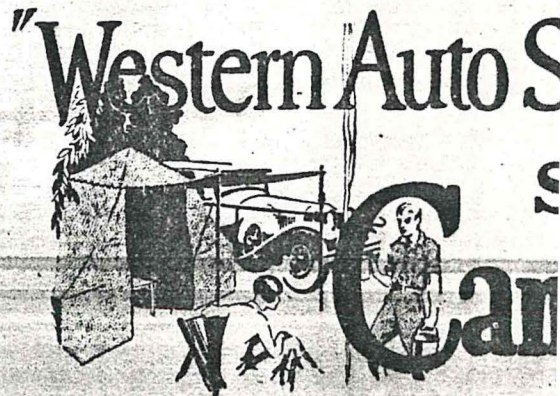
Greetings by John F. West, superintendent of schools; Mrs. J. B. Tagert, president of Pasadena Federation of Teachers' Association; Robert Swink, president of Board of Education; Selections by Boys' Girls' Glee Clubs, Pasadena School, Miss Lula C. Pa director.

Address, "The Problem of Education," Dr. O. P. Gifford.

Organ Postlude (Dunc. Mervynne; Triumphal March "Naaman" (Costa).

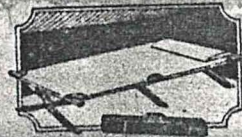
## FOR AMATEUR US

For use by amateurs a picture film has been developed in France that is changed from negative to positive by a chemical process.



Camping Equipment Headquarters offers during this week dependable Camp Goods at reduced prices

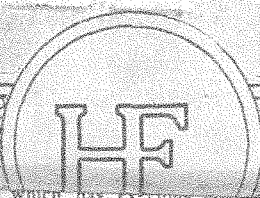
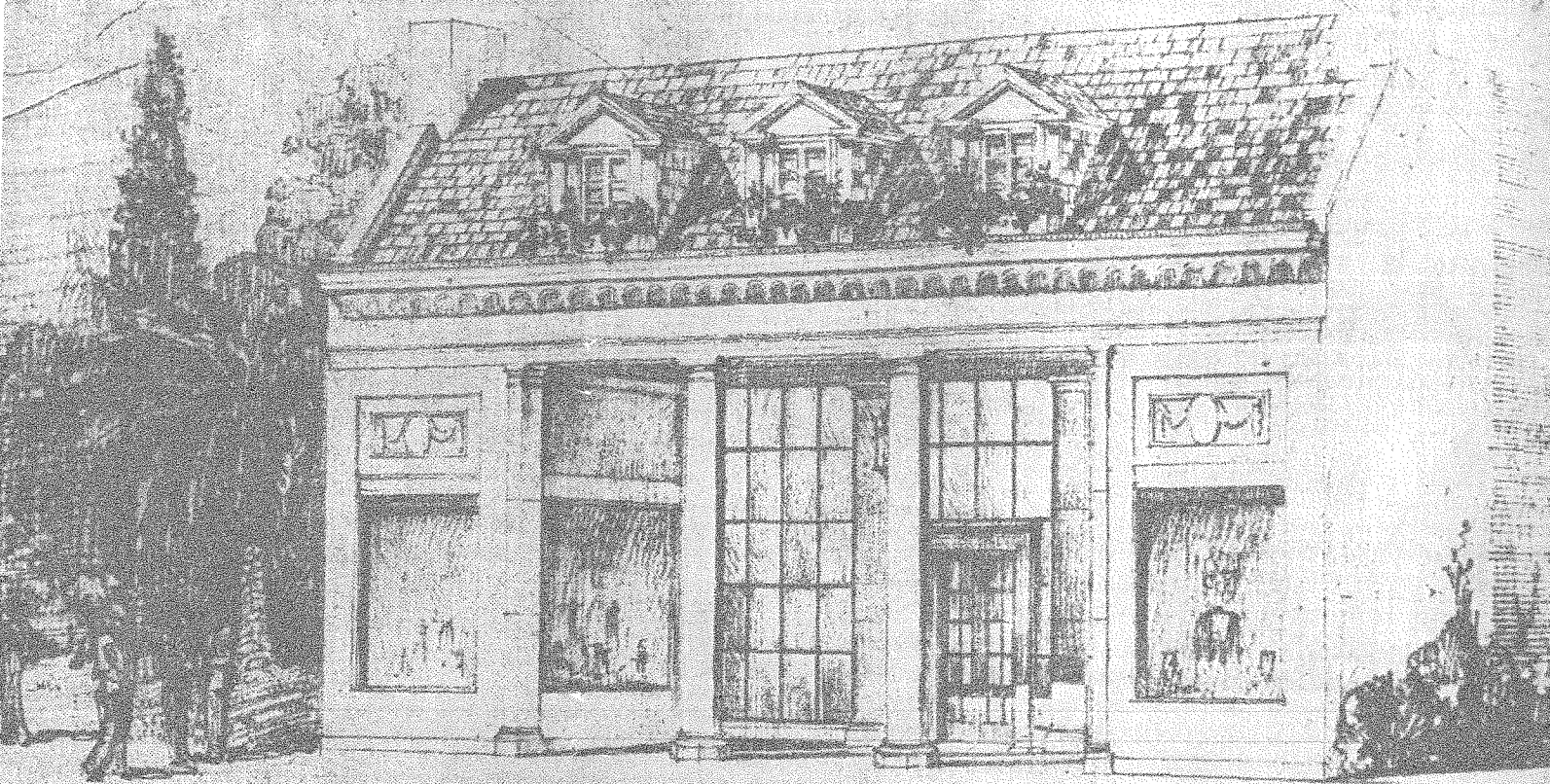
Your opportunity to complete your outfit—to the many little conveniences needed to give you maximum solid comfort—to make your camping trips more enjoyable.



Always Plenty of Water—Handy



# Attractive Building on East Colorado Street Just Completed for Popular Pasadena Clothing and Gentlemen's Furnishing Firm, Harry FitzGerald, Jr.



contractor for the building, plumbing was done by Ken Fraser, and the painting by Charles Hood. The Reliable Sheet Metal Works had charge of the tiling and ventilating. The wiring was done by H. L. Miller Co., electrical fixtures by Wilkin-Scott Co.

The Steel Critical Casement Window Company furnished the steel window casements. The Pasadena Manufacturing Company did the work, while the Grand Rapids Window Company supplied most of the show cases. The hand-made antique furniture was made by George S. Ward, and the draperies are from the Serendipity Co. Ducey & Breitenstein did the painting.

It will be observed by readers that no photograph of Harry A. FitzGerald, Jr., or of any of the men interested in this store in an active or inactive capacity, adorns the page. Executives of the new store emphasized that personalities were to be eliminated, so far as possible.

It was conveyed to this reporter that Harry FitzGerald, Incorporated, is a men's furnishing store; that the men who direct it are business men, in business for profit, and not for humanitarian or philanthropic reasons. The purpose of the store is to obtain from the world's markets articles of apparel for men and to offer them to gentlemen who take pride in their personal appearance.

Personal stories concerning

business necessity which has existed since the firm was incorporated in June of 1922.

The former store at 249 East Colorado street was opened to the public in September of that year, not quite four years ago. Starting

Mr. FitzGerald, president of the firm; William A. Hawkins, secretary and treasurer, and Norman A. Williams, the active executive director of the store, together with their former business experience, etc., were declined with thanks.

"We are business men," said Mr. FitzGerald, "not characters in the public eye. None of our customers are interested in where we were born, or where we live, or our personal affairs. If you have anything to say, please say it about the store."

It has been said that any organization is known by the men in it. The personnel, both active and inactive, of this popular Pasadena business firm speaks for itself. It is actively managed by three practical men with long experience in the clothing and men's furnishings business, Harry A. FitzGerald, Jr., president of the corporation; William A. Hawkins, secretary and treasurer, and Norman A. Williams, one of the directors. At the time of the incorporation of the firm Mr. FitzGerald had sixteen years' experience in this business, Mr. Hawkins eleven years' experience, and Mr. Williams a number of years' experience. The store is thus actively managed by men thoroughly cognizant of every

its owners in every way.

Without detection.

When mercantile establishments occupy merely a long storeroom with a single door, front and rear, it is comparatively simple for a night patrolman to guard the premises from burglars. But in the case of large buildings with two or more floors, with large plate-glass windows, and immense skylights, out of the sight of the watchman, some other protection is necessary.

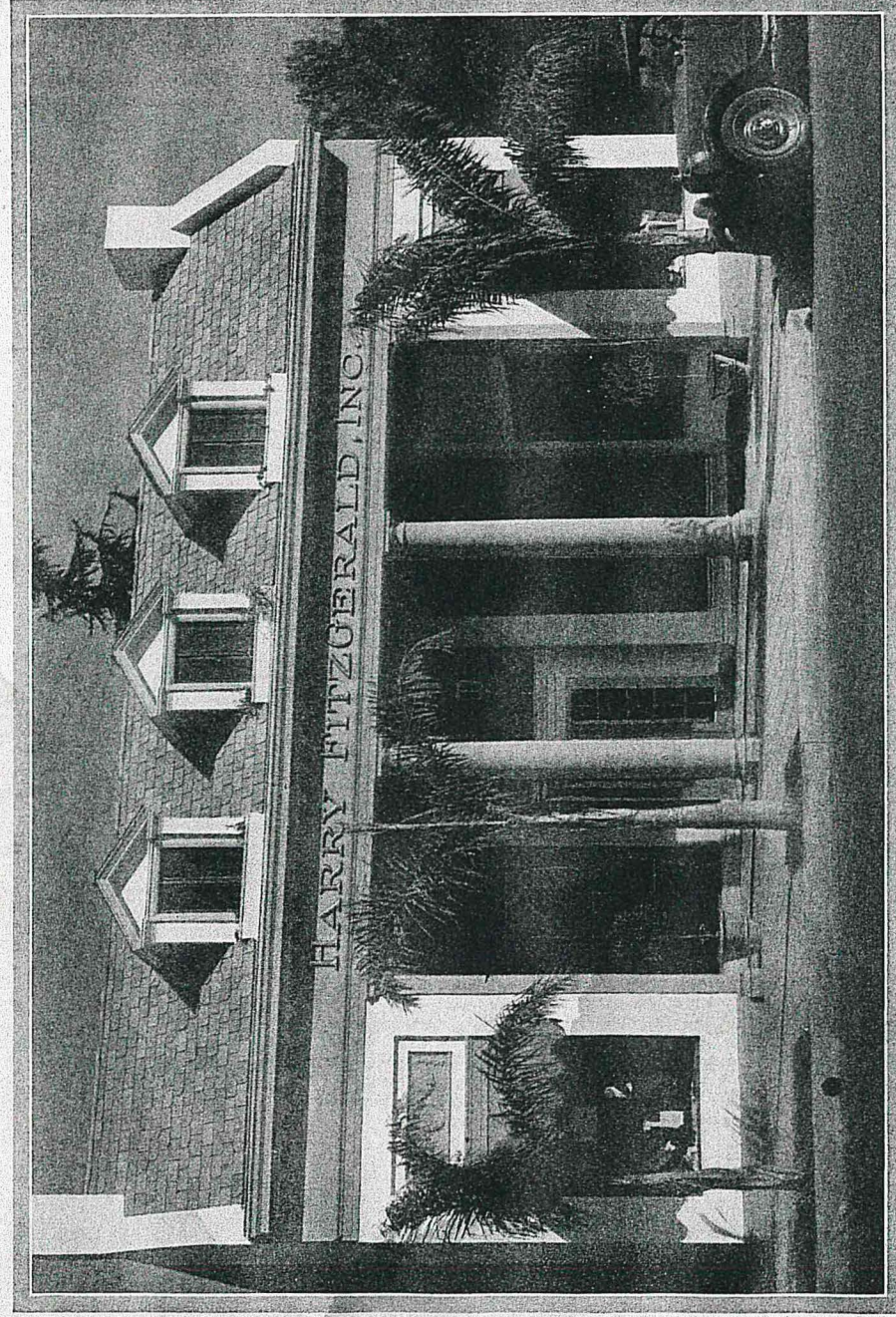
The new FitzGerald building is protected by the Crown Burglar Alarm System, constructed as a component part of the building. A net work of concealed wiring protects the building throughout. Anyone entering the building, even by unlocking a door, would set off an immediate alarm.

(Continued on Page Twenty)

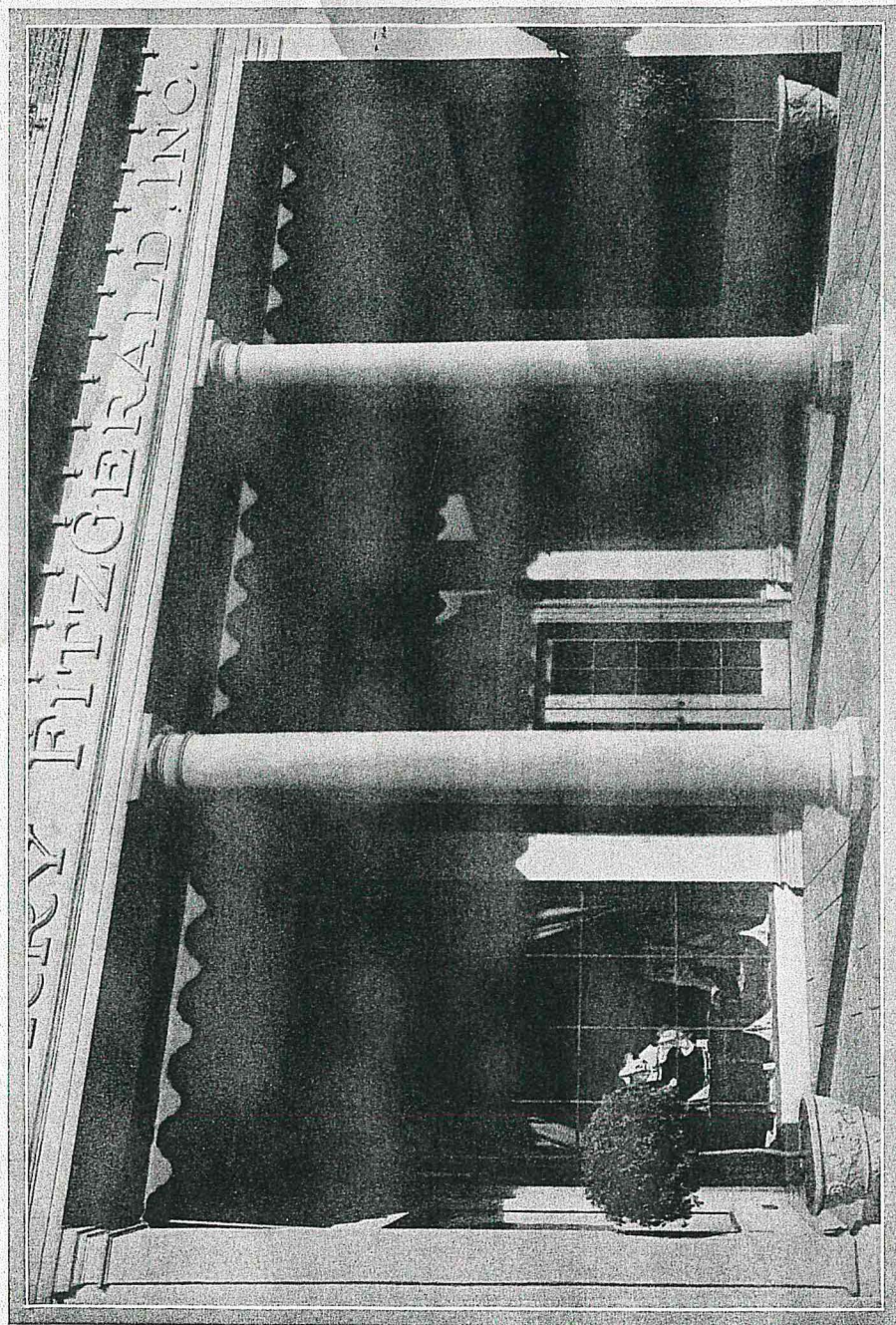


file

489 E. Colorado St

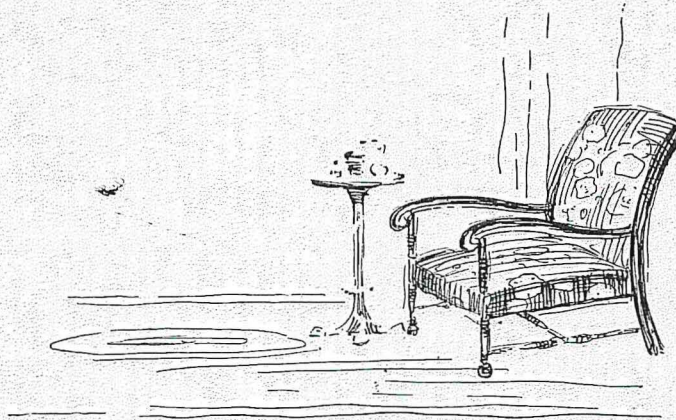




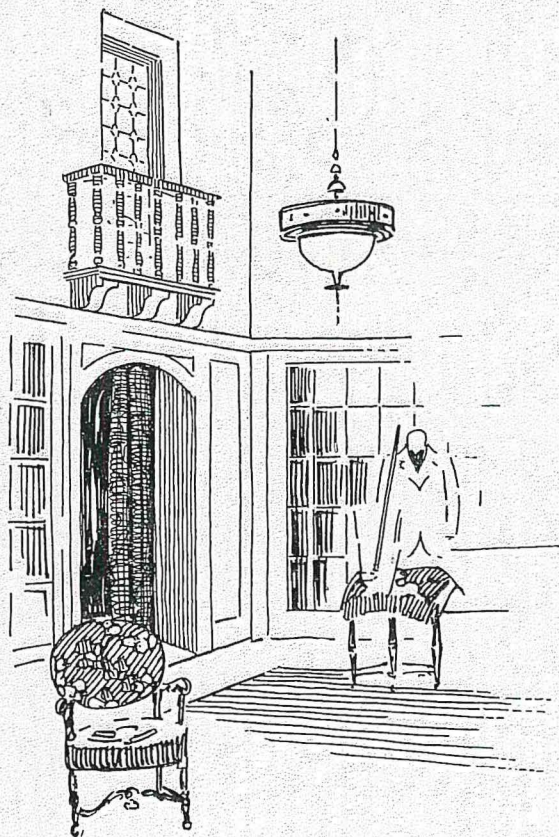





HARRY FITZGERALD, INC.  
489 EAST COLORADO STREET  
PASADENA CALIFORNIA



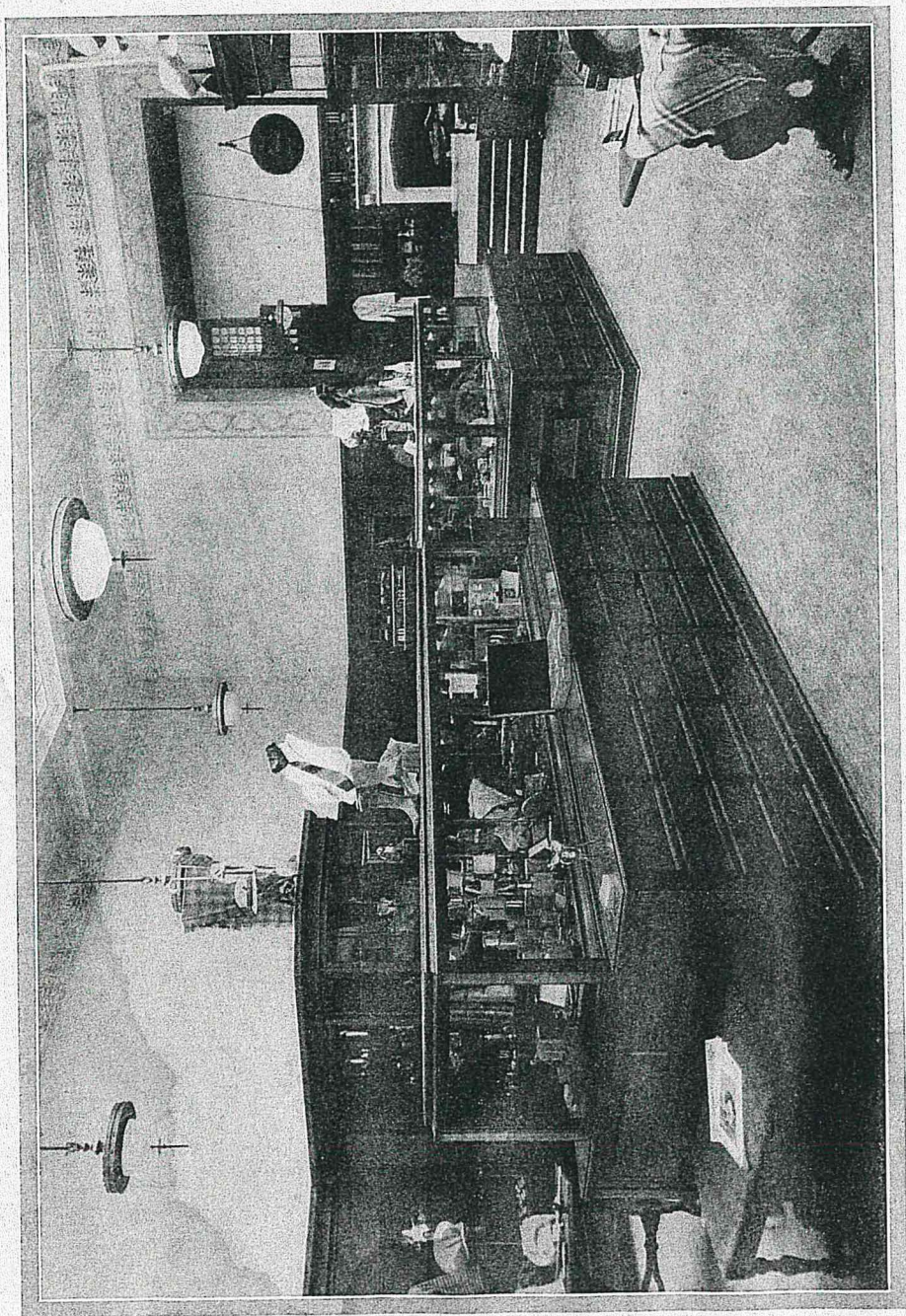




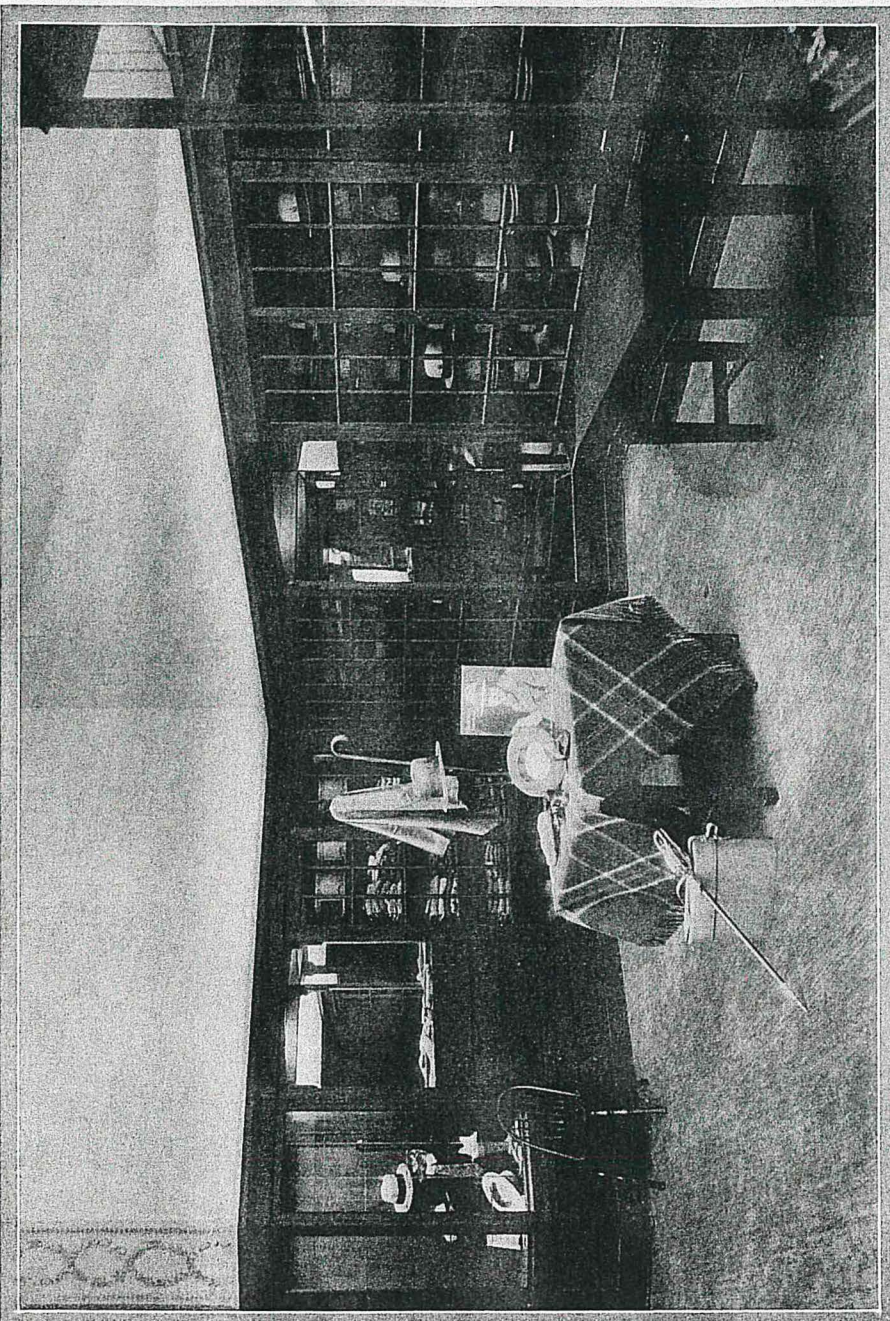
IN the planning of this Gentlemen's Shop, most unusual thought has been given to the arrangement of all displays, that our patrons may enjoy leisurely inspection amid pleasant and conducive surroundings. 



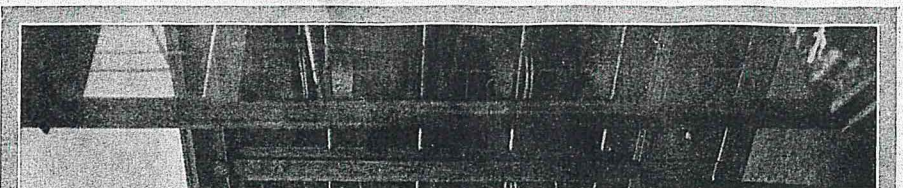
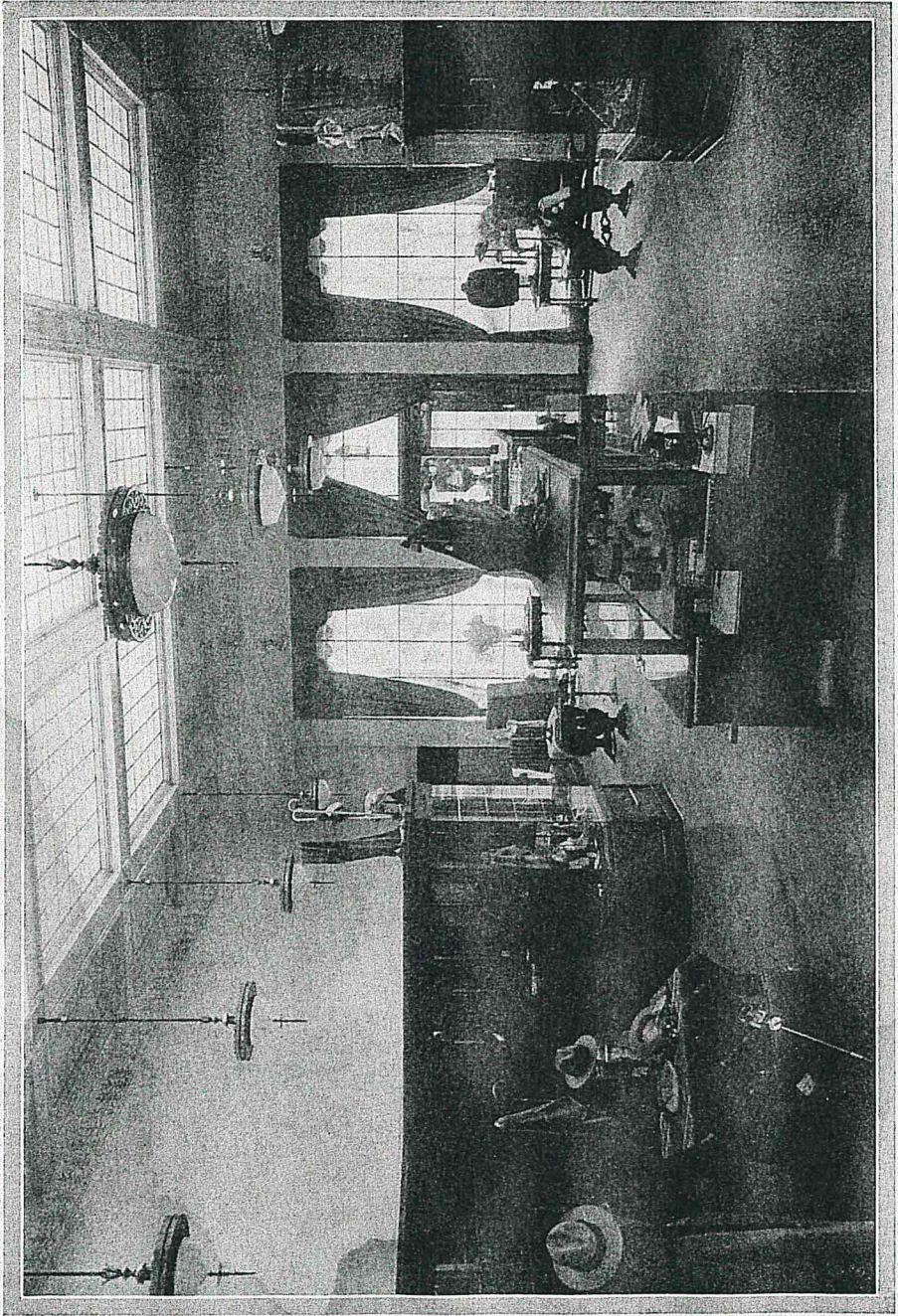




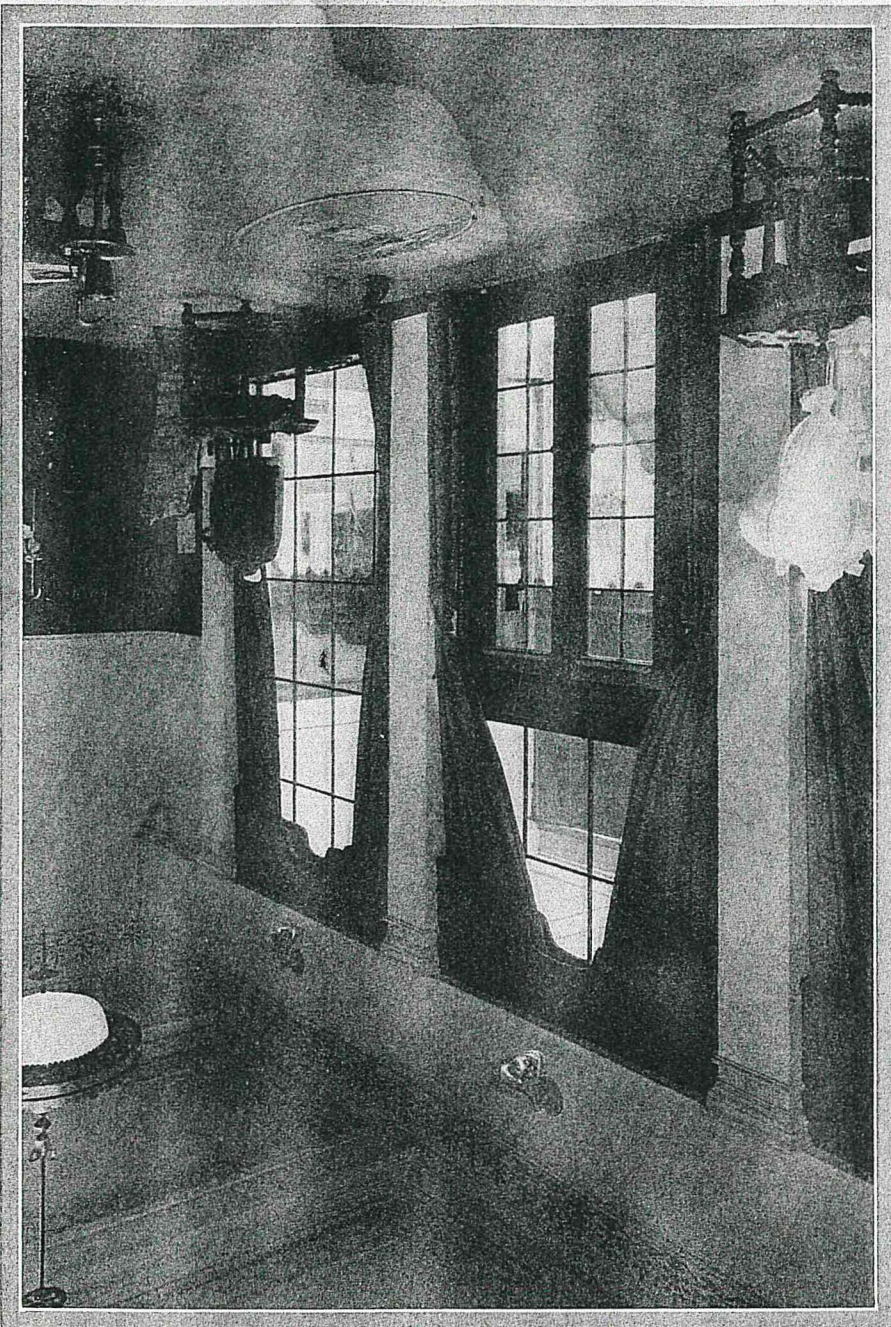




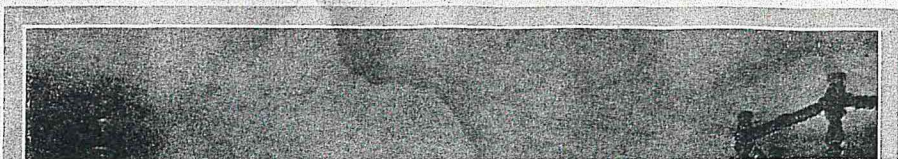
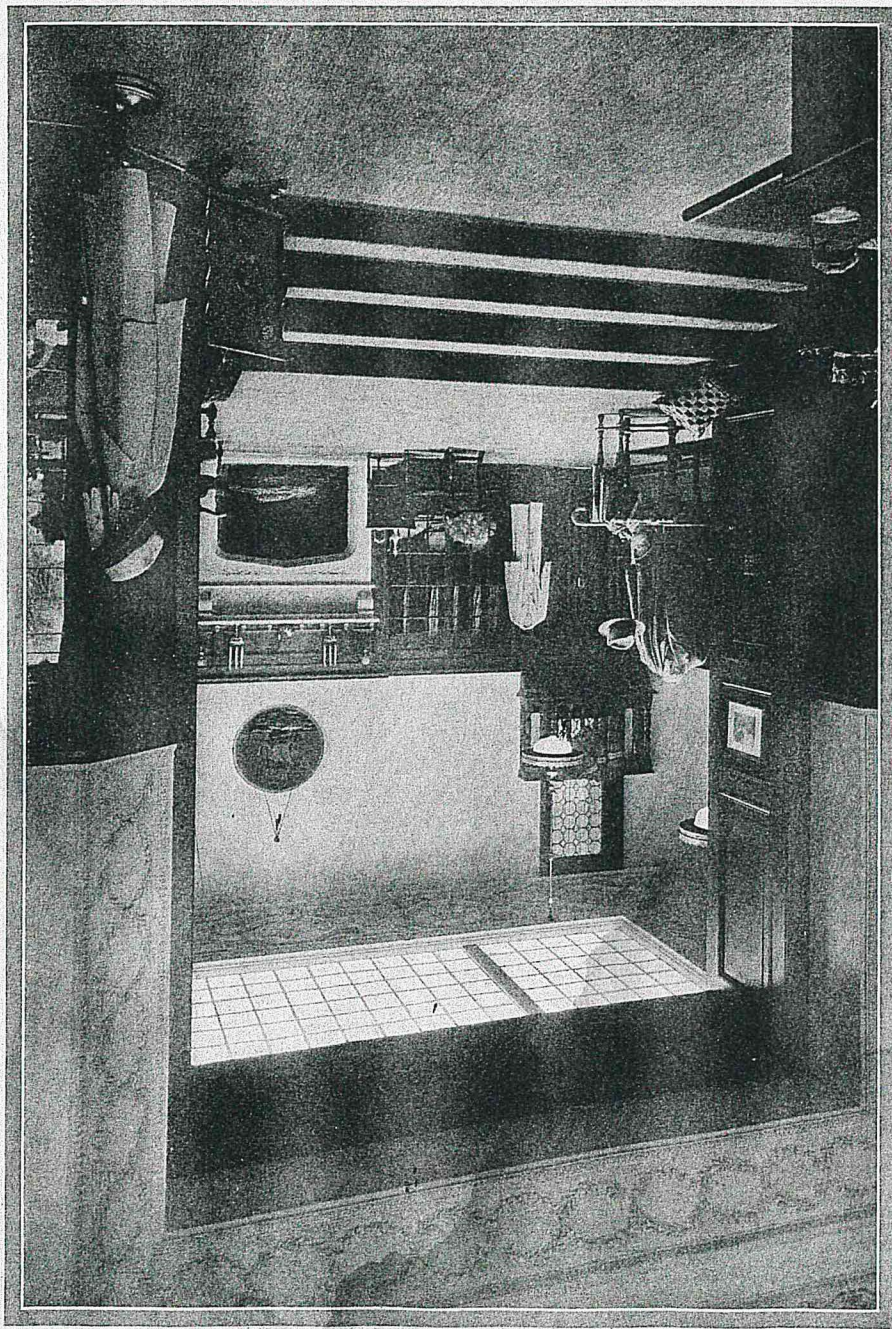




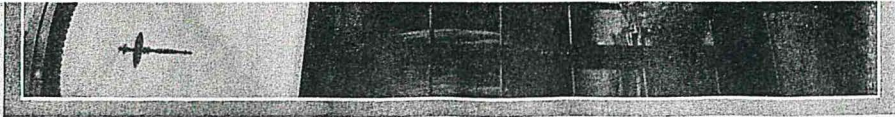
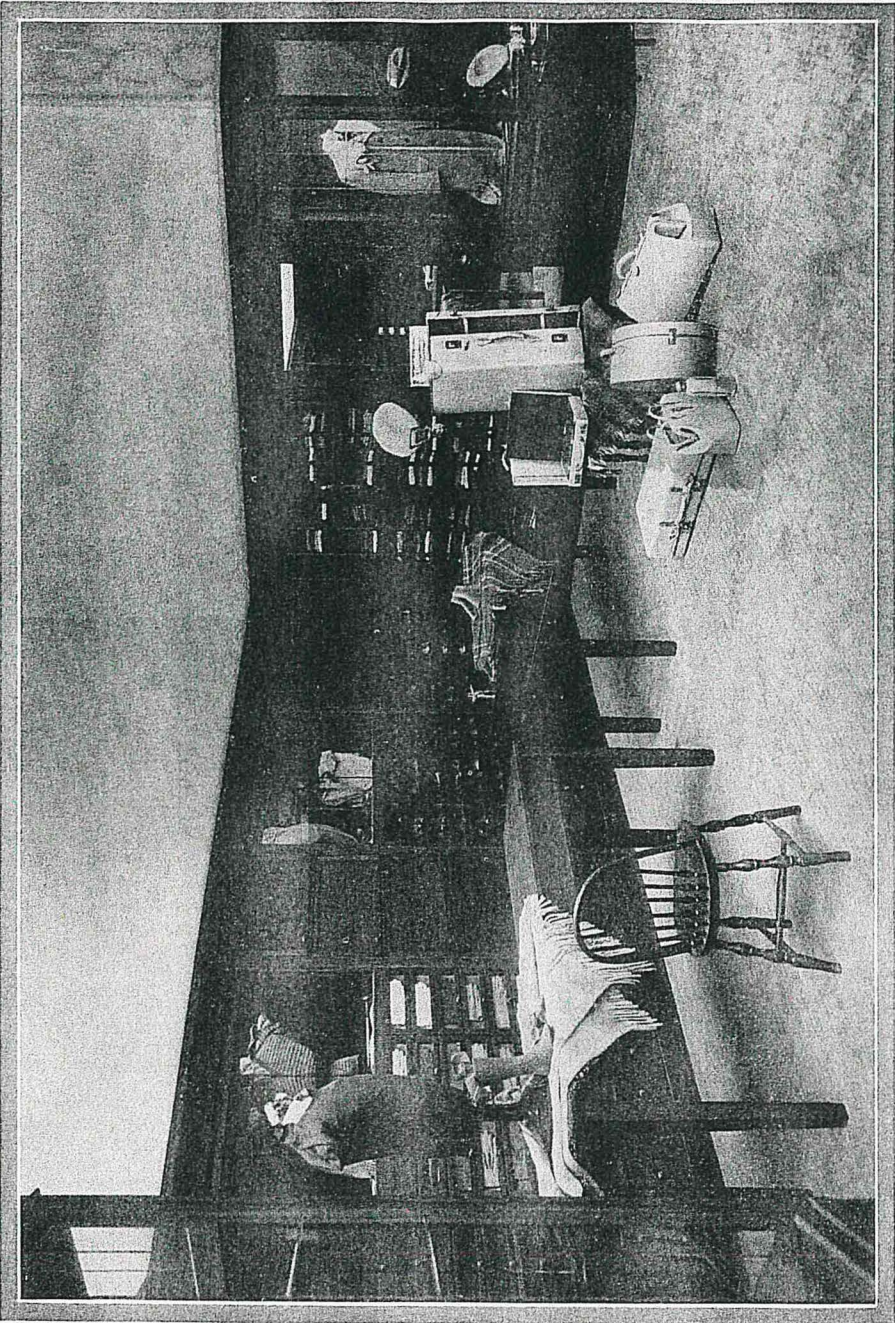




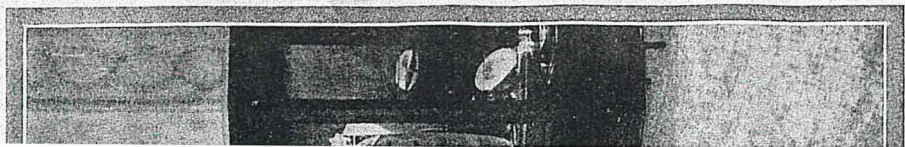
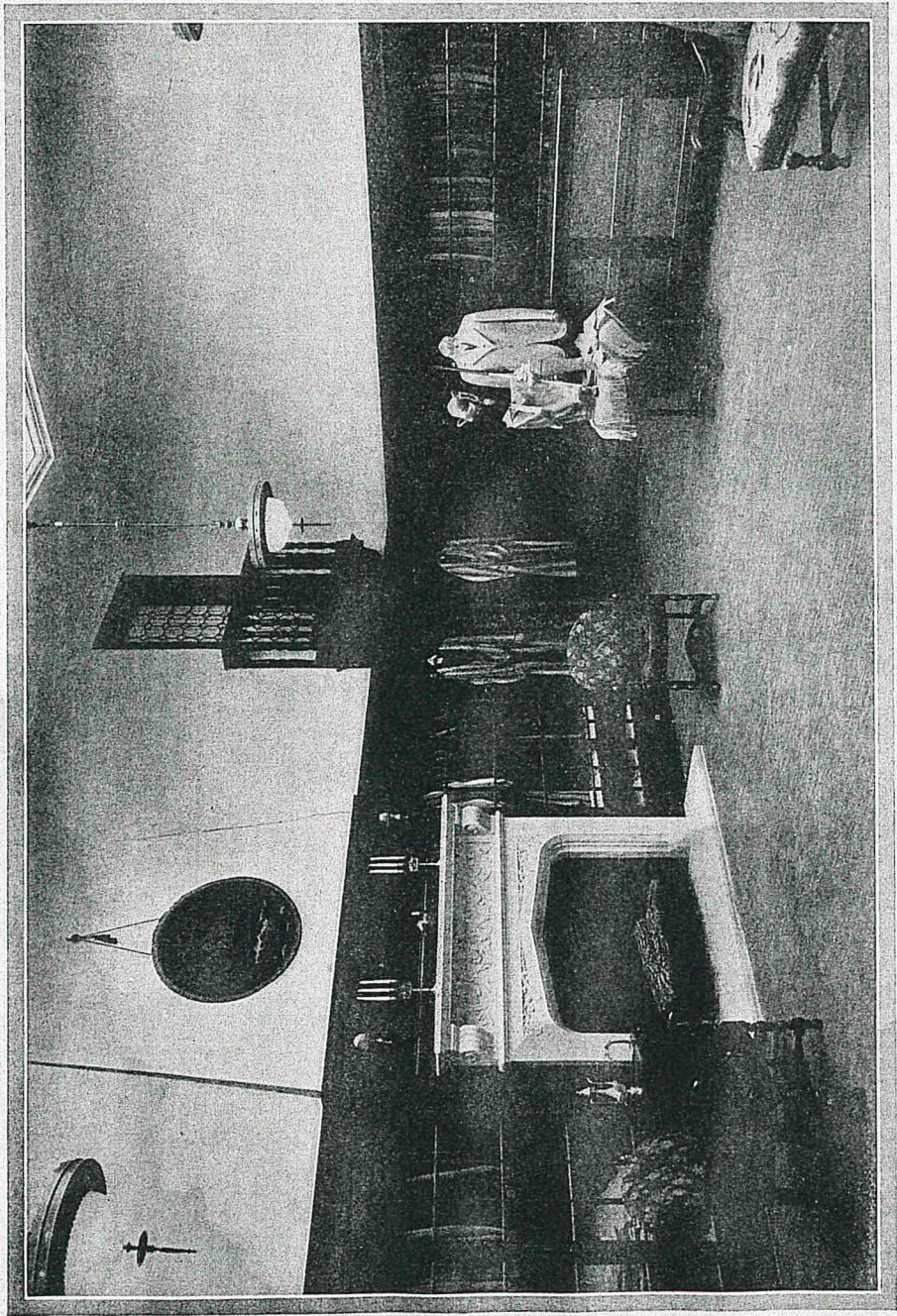




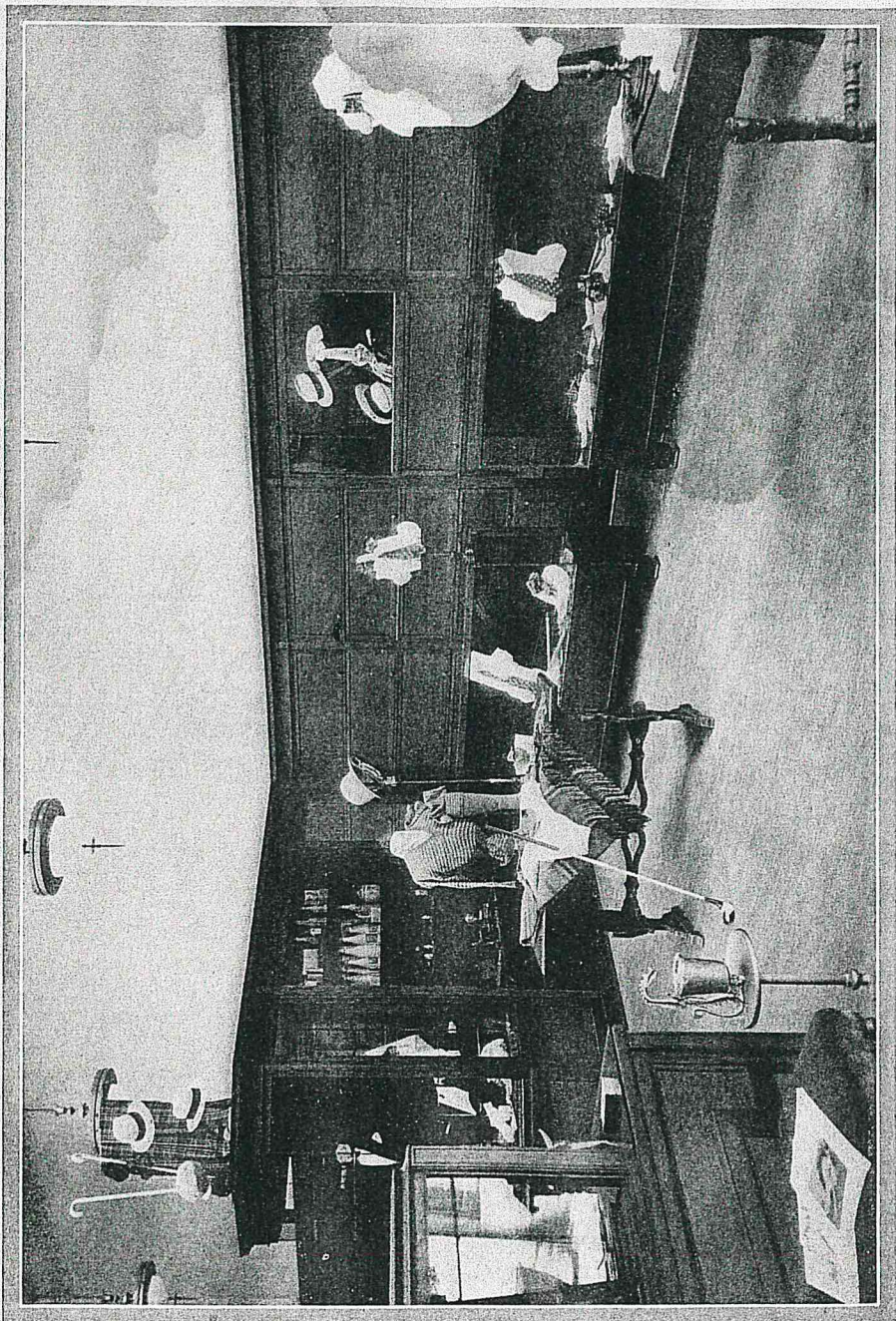




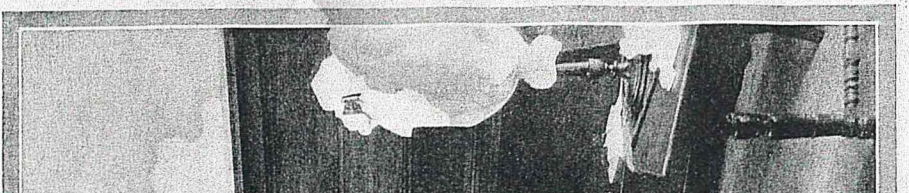
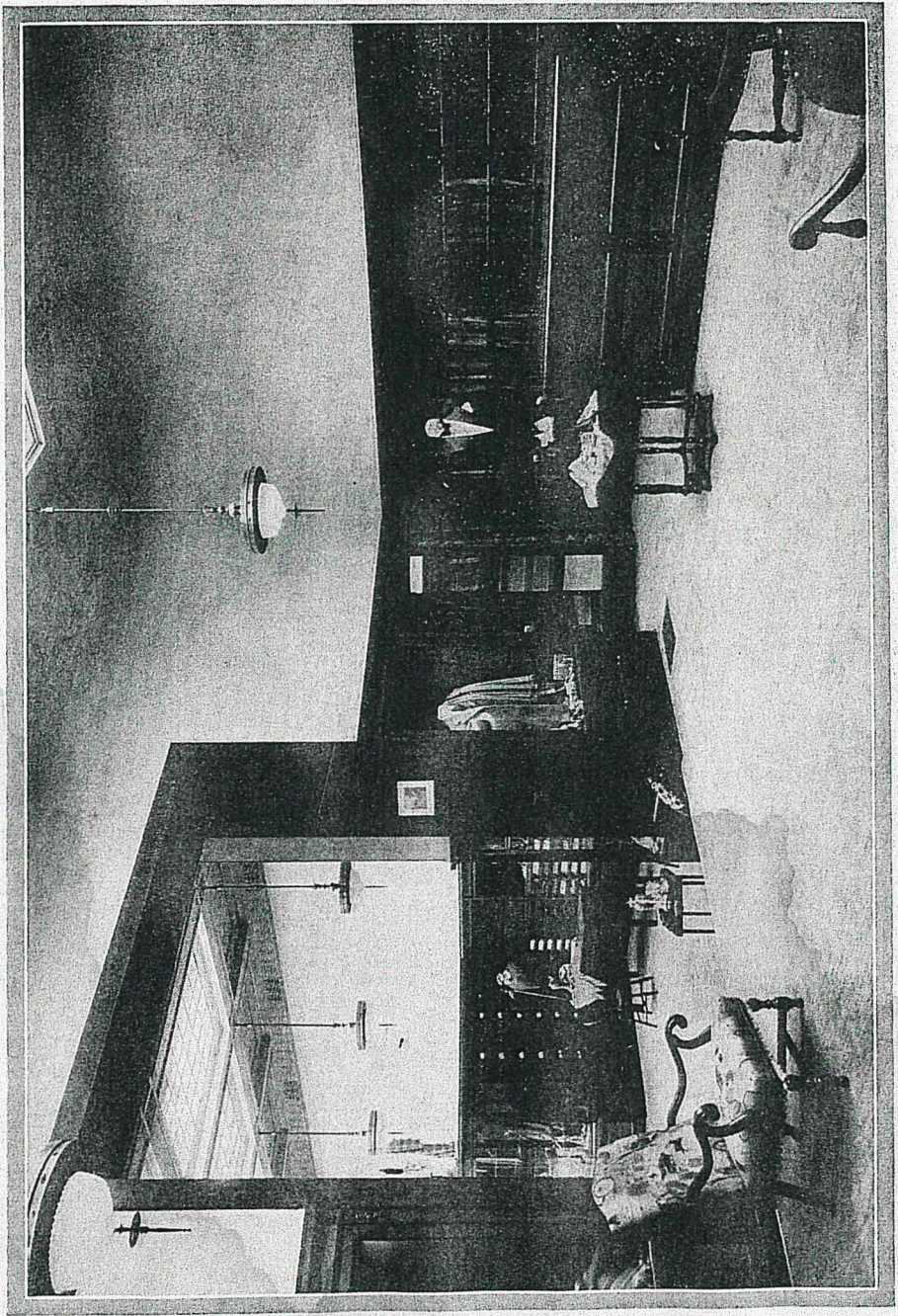




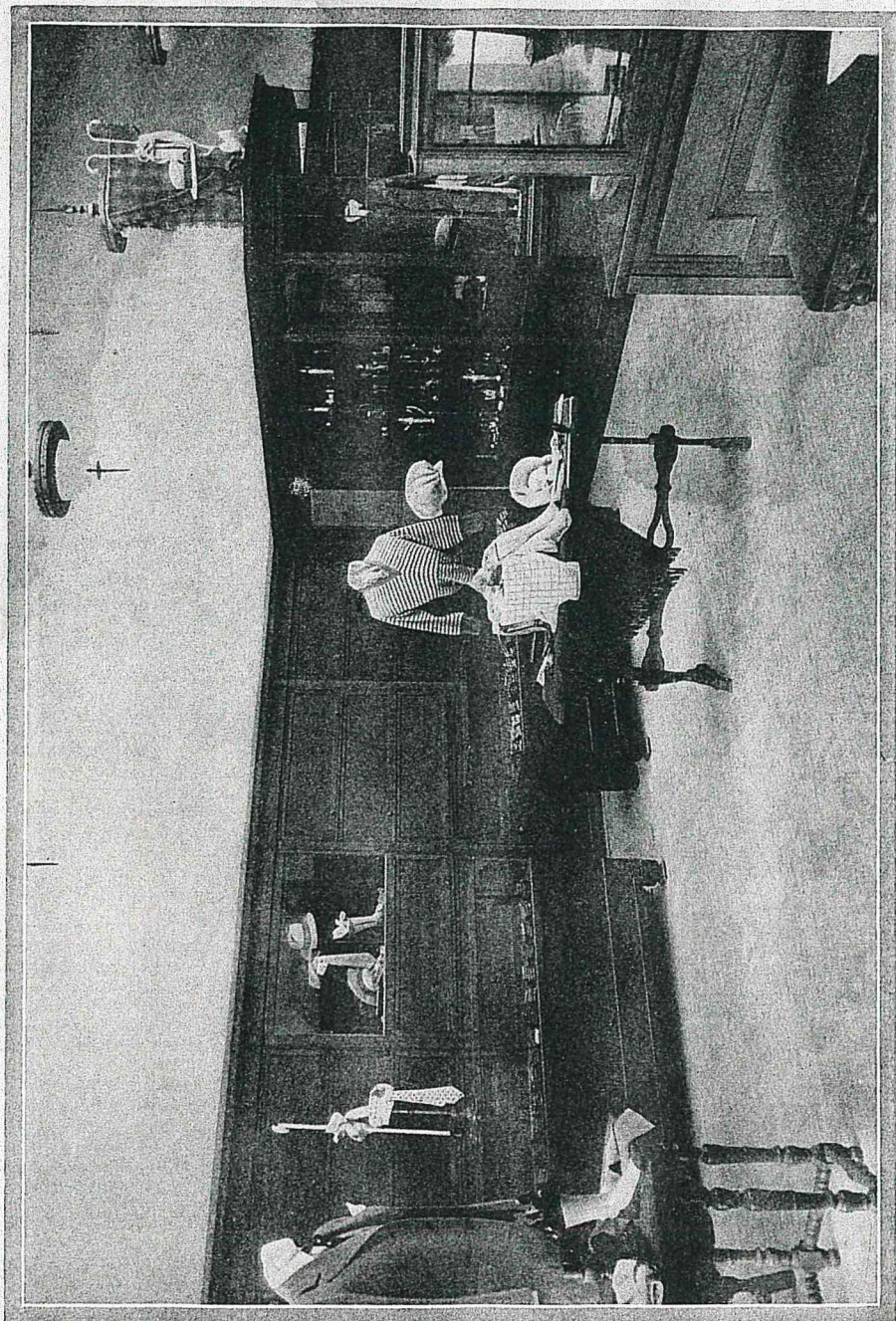




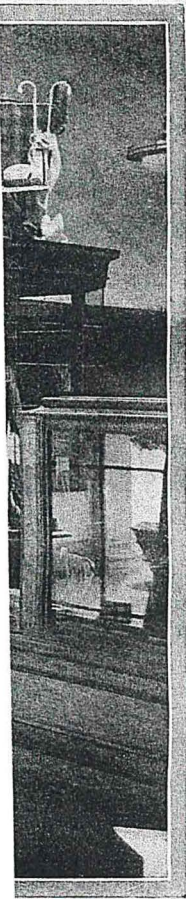












# The Requirements of Gentlemen

Under a management keenly alert and progressive, this shop studies the individual tastes and requirements—business, golf, tennis, yachting, polo. Indoors and outdoors—authorized fashions for each and every occasion. There is a marked preference among gentlemen for this shop, easily understood by anyone making purchases here, not alone of apparel, but also of those smart, practical gifts, imported by us, which one so rarely sees elsewhere.

HARRY FITZ GERALD, INC.

REPRESENTING IN PASADENA

## FOREIGN OFFICES

*Paris Address*  
14 Rue Martel

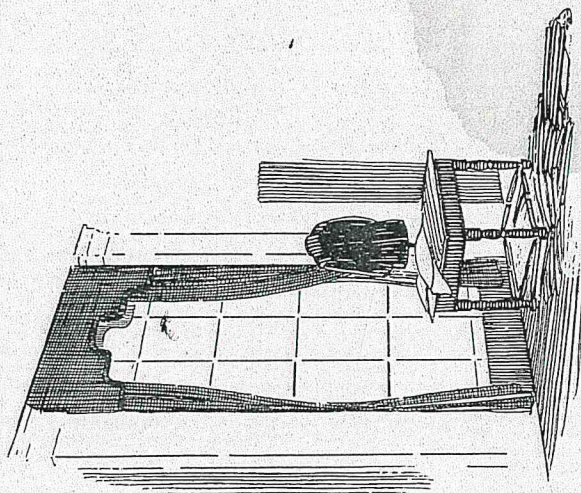
*London Address*  
16 Moor Lane

HICKEY-FREEMAN Co.  
DOBBS & COMPANY  
ALLEN, SOLLY & Co., LTD.  
WELCH, MARGETSON & Co., LTD.  
DELAME-LELIEVRE FILS  
VIRGOE, MIDDLETON & Co., LTD.  
SAMBROOK-WHITTING, LTD.  
P. & C. HABIG  
G. B. KENT & SONS, LTD.  
YARDLEY & Co., LTD.  
ALFRED DUNHILL

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London, England  
London, England  
Paris, France  
London, England  
London, England  
Vienna, Austria  
London, England  
London, England  
London, England

*Gentlemen's Clothes*  
*Gentlemen's Hats and Caps*  
*Fine Hosiery and Sweaters*  
*Haberdashery*  
*Handkerchiefs*  
*Dressing Gowns*  
*Haberdashery*  
*Hats*  
*Brushes*  
*Toilet Supplies*  
*Smokers' Supplies*





WOOD & JONES  
PASADENA