

Gelbers Plan Modern \$2 Million Apartment Hotel on Beach Front

Sale of a South Bay historical landmark, an oceanfront site that figured prominently in the development of Redondo Beach, was announced yesterday by Elsie and Harold Gelber, owners and operators of the Plush Horse Restaurant.

Irons' Cottage By-the-Sea, a half-century old building with its commanding view of the bay, was purchased from the Burnell family by the Gelbers, who also disclosed plans to raze the present structure and erect an apartment-hotel on the one acre property site.

The Gelbers are the developers and builders of the Fox & Hounds Restaurant in Santa Monica, the Imperial Bowl in El Segundo, as well as the Plush Horse. They were represented in the transaction by Lee J. Ryan of Westwood, Mrs. Alice G. Painter represented the sellers—Mrs. Mary Walker, Dr. and Mrs. Burrell S. Forgey and Chester F. Salisbury, who are descendants of the original owner.

Plan Modern Building
An elaborate six-story apartment-hotel of contemporary design will be built at the important corner, 501 Esplanade and Harbor Drive. The imposing project will include a subterranean garage, a custom-designed swimming pool surrounded by a sunken patio, a refrigerated air-conditioned system and many innovations in both construction and design.

The Gelbers plan a total investment, including future developments, in excess of two million dollars. "We expect to invest heavily in this enterprise," revealed Harold Gelber, "because we are confident that such an apartment-hotel, as we envision it, will meet the

demands of an increasing Redondo expansion and prosperity. And will find enthusiastic response." They will continue personal supervision and ownership of their Plush Horse operation.

Former Social Center
Until recently Irons' Cottage By-the-Sea was a restaurant, which it was transformed into during 1945. Prior to that time and for many years, however, Burnell home. Throughout its the cliff-side building was the colorful history it played a leading role in the South Bay's gay social life and it has been glorified an untold number of times in many national magazine articles and pictures.

The residence was built in 1905 by Harry Babbit Ainsworth, son of Capt. J. C. Ainsworth, who in the 1800's bought much of the oceanfront land that later became Redondo Beach. A Mary Mitchell acquired this lovely old home in 1917 from the Ainsworths, who then in 1920 sold it to George E. Burnell of Arcadia. It was used by them as a summer residence until it was bought by Gertrude and James P. Irons.

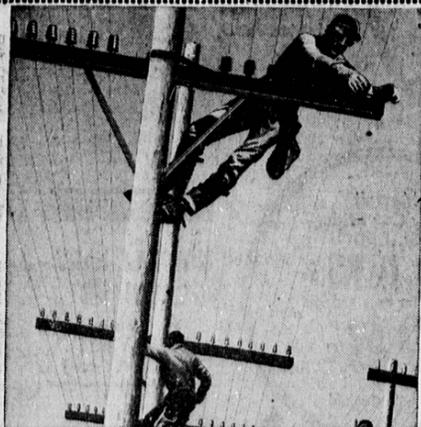
Local Youth Wins Medal

Gary Rickard, son of Mr. and Mrs. Norman Rickard, of Torrance, recently placed first in the Marine League Diving Championship finals at Machado Poole and third in the All-city Bee Prelims at the L.A. Swim Stadium.

An Eagle Scout, Rickard is a sophomore at Narbonne High School.

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FILMS AVAILABLE TO PUBLIC

Over 100 Pacific Telephone motion picture films, on a wide variety of subjects, are currently being made available to clubs, associations, church and school groups on a free loan basis.

The films vary in length from 10 to 60 minutes and are in color as well as black and white. All have accompanying sound, and can be run on any 16-MM projector. As an example of the popularity of the films, more than 5 million persons in Southern California viewed the films last year.

The films cover all angles of telephone activity, including such subjects as safe driving, telephone crews in action, electronics and research, the magic of communications, the correct etiquette of telephoning, and party line manners.

Two films, high on the popularity list, are "Arctic Mission," which dramatizes the building of the DEW line, America's first line of defense at the Arctic Circle, and "Voices Beneath the Sea," a story of the laying of the first transatlantic telephone cable two years ago.

Among the newer additions to the library are the Bell System hour-long science spectaculars all in color. First of these to appear on television was "Our Mr. Sun." This science picture tells the story of the sun and what it means to life on earth.

Second in the series was "Hemo the Magnificent," the story of the circulation of the blood, and includes award winning close-ups of the human heart. Next in sequence was "The Strange Case of the Cosmic Rays" which takes the viewer on a dramatic and scientific journey into outer space to prove the mysteries of cosmic rays.

Last and most recent of Frank Capra's Bell Telephone series was "The Unchained Goddess," a story of the weather, what makes it, how it can be predicted and how it can be used for the advantage of mankind.

Reservations for any of these films can be made at any Pacific Telephone business office. Each business office has a film catalogue on file, and program chairmen are invited to study this booklet when planning their programs.

Pacific Telephone

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