

NEW STRUCTURE TO BE BUILT BY H. S. AUERBACH

Downtown Store and Theater Block to Cost \$180,000

More impetus was given Salt Lake City's building boom with the announcement Tuesday by Herbert S. Auerbach of construction of a \$180,000 combination store and theater to begin immediately on the northeast corner of Broadway and State street.

The contract has been let to the Jacobsen Construction company.

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with instructions to proceed at once with erection of a building which will occupy 245 feet of frontage on Broadway and 198 feet on State street.

The new, ultra-modern structure will occupy the site of the once historic Knutsford hotel and the spot where, July 23, 1847, pioneers first started irrigation in Salt Lake valley.

The building has been designed by Ashton & Evans, local architects, with Walker & Eisen of Los Angeles as consulting architects.

According to specifications, there will be space in the building for 15 specialty shops and a theater with a seating capacity of 1400.

Mr. Auerbach did not disclose what firms would tenant the building.

The theater entrance will be on the southwest corner of the building, facing the intersection. A fully equipped stage and latest sound equipment for talking pictures have been provided for, Mr. Auerbach said.

All seats will be placed on the main floor, according to the new trend in theater design, which eliminates balconies.

Over the theater will be an ornamental tower, which may later be utilized for office space. Concrete will be the principal building material, with the exterior faced with decorative concrete and terra cotta.

The old Knutsford hotel, which was built on the spot first given over to irrigation by L. D. S. pioneers, was opened in 1892, with Gus Holmes as manager. For years it was a center of the city's social life. Seven presidents of the United States stopped there.

In 1912 the hotel went out of business and the building was remodeled to house the Auerbach company store when it was moved from its old location on Main street.

On November 2, 1923, the company moved its quarters to its present location. From September 1, 1924, until July, 1928, the building was occupied by the Auerbach furniture store. From August 1, 1928, to July 31, 1933, Sears, Roebuck & Co. occupied the building, and in 1935 the old structure was razed.