

STREETS--LOS ANGELES--ST.
VINCENT'S COURT

Historic Jewelry Marketplace

St. Vincent's Court: A World Center for Gems

Bounded by Broadway, Seventh, Hill and Sixth, St. Vincent's Court is a cited historical landmark. Originally the location of St. Vincent's College, founded by the Fathers of St. Vincent de Paul in 1865, the address was home to the first college in Southern California.

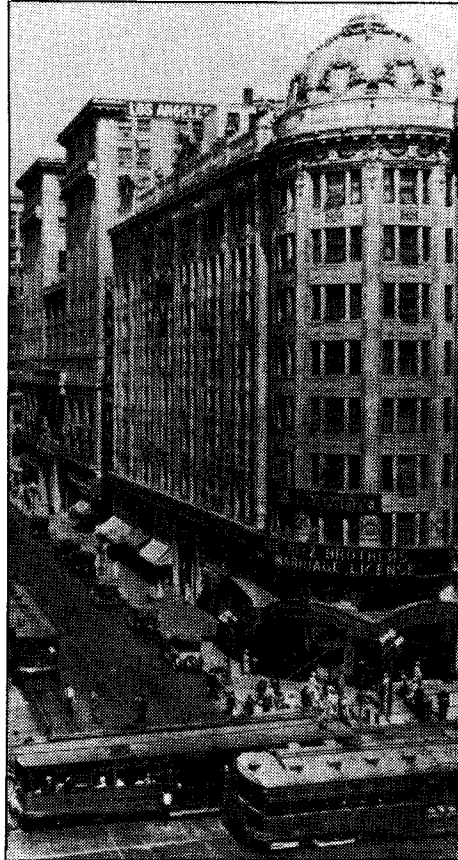
The school's tree-covered ten-acre campus located in the heart of Los Angeles was a center of activity in the young city. The 40-foot wide, 480-foot long St. Vincent's Place served as the main carriageway onto the campus. The College moved in 1887, and later merged first with Loyola, and then with Marymount universities.

The Downtown site served as a U. S. Military Station around the turn of the century, with St. Vincent's Place still the main thoroughfare onto the location.

During the years 1905-1935, "Block 18" (as the site was called in the Comprehensive Ords Survey circa 1888) witnessed an era of "urban renewal," including its transformation into the Bullocks complex.

The Bullock's complex is distinguished by its architectural character as well as for its role in the economic development of Los Angeles. Its eight buildings represent the best work of Los Angeles' most prominent architects, the firm of John and Donald Parkinson. St. Vincent's Place—renamed St. Vincent's Court in 1957—remains as a public right-of-way in the midst of the eight historic buildings.

In 1983, after Bullock's vacated the



Seventh Street in its heyday.

premises, Los Angeles United Investment Company (LAUIC) began extensive renovation of the site. St. Vincent Jewelry Plaza, at the corner of 7th and Hill, opened in December 1983 after a \$2.5 million rehabilitation. It is the world's largest single center, with more than 100 independent dealers in the jewelry business.

COME VISIT WITH US



ST. VINCENT

JEWELRY CENTER

Discover the finest quality jewelry in the world – in the world's largest jewelry center. St. Vincent Jewelry Center, the largest and most complete jewelry complex in the world can now service all your jewelry and related product needs. Encompassing 600,000 square feet of space and housing more than 500 wholesalers and manufacturers under one roof, St. Vincent Jewelry Center has become the consummate jewelry mart, worldwide.

640-650 S. HILL ST. LOS ANGELES

GOLD RINGS, NECKLACES, BRACELETS AND EARRINGS, DIAMONDS, COLORED GEMS, PEARLS, WATCHES AND MUCH MORE...

**WHOLESALE PRICES
TO THE PUBLIC
40%-70%
BELOW RETAIL**