



Construction on the Twelfth and K Street store began in early June 1923. The diocese agreed to end the school term on June 1 rather than June 23 so that demolition could begin as soon as possible. Excavation of the new department store's basement began shortly thereafter. Circa 1923.

announcement followed closely on the news that a new ten-story, "Class A" hotel—the Hotel Senator—would be built at a cost of \$1,500,000 at Twelfth and L Streets, just behind the new Weinstock, Lubin store and one block away from the grounds of the state capitol. The property for the department store, situated kitty-corner from the Cathedral of the Blessed Sacrament, was the current site of Christian Brothers School. Bishop Patrick Keane, appointed to bishop just one year before, offered the aging Christian Brothers School building and land for sale in recognition of the shift in Sacramento's business development. For Keane, the real estate transaction meant the opportunity not only to facilitate Sacramento's urban growth but also to improve Catholic education with a new location for an improved school. As part of the deal with Weinstock, Lubin, Keane agreed to cut the spring 1923 term short from June 23 to June 1 in order to give immediate possession of the property to the new owner so that demolition could begin.<sup>12</sup>

Financing for the early 1920s, made possible as a means of generating means, stores could not rely on actual sales. Sir John Branford Kimball, in a letter to Simon Lubin, expressed confidence shown by the testimony of the public at large.

The design for the trend in department store exteriors exhibited banks of display windows. Lubin design was and featured a grand, classical facade was designed so as to assure plenty of light prominently in the employees had reports of construction progress to the construction regarding the new Updates under the newsletter and the site's excavation ventilation system a sprinkler system construction up well-ventilated where women men where care hour period." E and one for free rather than by men's and women's