



ANGELS WALK® LA
SELF-GUIDED HISTORIC TRAILS

HOLLYWOOD



THE TRANSIT & WALKING DISTRICTS OF HISTORIC LOS ANGELES



FROM LOS ANGELES MAYOR

JAMES K. HAHN

Dear Honored Guests of Los Angeles:

Welcome to the Hollywood Historic Walk. There are few American urban landscapes as rich in history and fable as the one you are about to explore.

As you walk, you will find a virtual treasure of places where famous and infamous people helped build an industry that is now one of the country's most productive sources of employment and entertainment. Along the way, you will also discover many interesting buildings, museums, shops and restaurants. Hollywood is an exciting community that enriches our lives and our great City.

Los Angeles is proud to sponsor various pedestrian trail programs which help celebrate our history while dispelling the myth that Los Angeles is not a pedestrian friendly City. In addition to the Hollywood Historic Walk, there are other historic Angels Walks in our Downtown area which you might also want to experience.

I invite you to explore and enjoy Hollywood, learn about its past and its present, and come to love Los Angeles as I do—from the ground up!

Best Regards,

James K. Hahn
Mayor



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Step out into Hollywood, where dreams are made. Step into the footprints of the stars. See a lobby filled with gold records. Walk past the one-time residences of Ronald Reagan, George C. Scott and Carol Burnett. Visit a hotel that was once Clark Gable's and Carole Lombard's love nest. Above it all, perched in the hills, is a sign that lets you know just where you are. You're in Hollywood—the most glamorous place in the world. Well, it was once...and perhaps it will be again.



After decades of neglect, Hollywood is renewing itself, and, in the process, is bringing back the sense of excitement and adventure that it had when it was the playground for movie stars.

While the fabled area was often bathed in sunlight and the film sets were lit in klieg lights, some writers who were drawn to Hollywood, such as F. Scott Fitzgerald, Raymond Chandler and William Faulkner, often wrote of the noir side. One of their favorite haunts, the oldest restaurant in Hollywood, still has the red leather booths reminiscent of that era.

This historic walk will take you back to Hollywood's glory days, the days of Charlie Chaplin, Rudolph Valentino and Douglas Fairbanks as well as the time of Frank Sinatra, Marilyn Monroe, and James Dean, and into the present to the new home of the Academy Awards ceremonies.

See the places where these beautiful people played, danced and fell in love. Some of those places still exist and some are long gone, but the presence of lives lived in the spotlight still lingers...and so do the dreams.



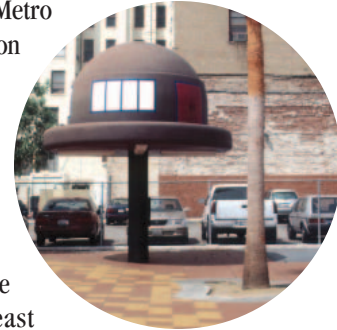
BY METRO RAIL (SUBWAY)



Metro Rail Red Line

From Union Station, or any other Downtown Los Angeles Metro Rail Station, head west to the Wilshire/Vermont Station, take a train marked at the front and on the side "North Hollywood"; those marked "Wilshire/Western" do not travel to Hollywood (every other train is a "North Hollywood" train). Take Metro Rail west to the Hollywood/Vine Station and start the walk at the beginning.

From the San Fernando Valley, take any train marked "Union Station" at North Hollywood or Universal City and travel to Hollywood/Vine.



If boarding the Red Line on Wilshire at Normandie or Western, travel east (trains marked "Union Station"), get off at Wilshire/Vermont and transfer to a North Hollywood train. For additional information see the map at the back of the guidebook or visit www.mta.net.

BY BUS



Metro Bus Lines

The Metro Bus Line operates daily bus routes in and near Hollywood. Take any line that travels on or near Hollywood Boulevard between Gower Street and La Brea Avenue. Exit the bus onto, or near, Hollywood Boulevard and start the walk where you are, just turn to the appropriate page of the guidebook.

For more information on Metro Bus routes, fares and schedules, call toll-free: 1-800-COMMUTE (Monday-Friday from 6 a.m. - 8:30 p.m. and Saturday & Sunday from 8 a.m. - 6 p.m.) For the hearing impaired call: TTY 1-800-252-9040 or visit www.mta.net.

The following bus lines will take you to the walk:

East/West:	North/South:
Franklin Avenue 26	Argyle Avenue 26
Hollywood Boulevard 26, 163, 180,	Highland Avenue 156, 426
181, 210, 212, 217, 310	La Brea Avenue 212
Sunset Boulevard 2, 3, 302	Vine Street 210, 310



The Department of Transportation operates another system of short distance shuttles called DASH. In general, they run about every 10-15 minutes. For maps and information see pages 46-47 or visit www.ladottransit.com.

BY CAR

Parking is available in various locations around Hollywood including the Hollywood/Vine Metro Rail Station, along Vine Street and at the Hollywood & Highland complex.

Hollywood Historic Walk is designed as a continuous walking loop that can be joined anywhere along its path, so feel free to join in at whatever point is most convenient. We recommend that you start at the Hollywood/Vine Metro Rail Station and walk along Hollywood Boulevard on the north side of the street heading west, then cross Hollywood Boulevard at Sycamore Avenue and head east on the south side of the street.

The information below is to help you navigate the walk. For additional information see the map at the back of the guidebook as it depicts the walk at-a-glance, including points of interest and transportation information.

SECTIONS

Colored tabs divide the guidebook into walking sections: the north side is in red and the south side is in blue. Each main section is numbered and comprised of a few blocks.

SITES

Here is where you can read about the various points of interest.

SIDE STROLLS

An arrow marks the side strolls where you can venture a block or more off the walk and then come back to it. Please note that some side strolls may be a bit demanding and require a brief hike.

DIRECTIONS

Directions give the walker instructions on where to head next.

FARTHER AFIELD

This heading denotes other sites of interest that are removed from the walk and in all likelihood require that you travel to them by bus or car.



ACCESS

The entire walk has wheelchair access by either elevators, lifts or ramps.

IN CASE OF EMERGENCY

Emergency Fire, Paramedic, Police (24-hour dispatch)
911

Non-Emergency Police (24-hour dispatch)
213-485-2681 or 877-ASK-LAPD

Hollywood Division Police Station
1358 North Wilcox, 213-485-4302

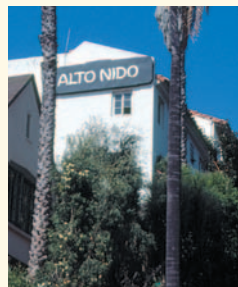
Park-Related Emergencies
323-913-7390

SECTIONS

SITES

1 NORTH SIDE OF HOLLYWOOD BLVD: VINE > CAHUENGA

Uphill, at 1851 North Ivar Avenue, is the 1926 **Alto-Nido Apartments**, another building with a vivid roofline neon sign. If something looks familiar about the grand old Spanish Colonial revival building with the tile roof and ornate balconies, it is because it was the residence of Joe Gillis (William Holden), the down-and-out screenwriter who became the lover of forgotten silent-screen queen Norma Desmond (Gloria Swanson), in Billy Wilder's classic film, "Sunset Boulevard." In real life, it was the home of actress Claudette Colbert.



DIRECTIONS: Back on Hollywood Boulevard heading west...



Actor Humphrey Bogart portrayed Philip Marlowe

Security Pacific Bank Building

6381 TO 6385 HOLLYWOOD BOULEVARD

This intersection of Hollywood and Cahuenga Boulevards is called Raymond Chandler Square, because the bank building was the location for the offices of the mystery novelist's fictional hero, Philip Marlowe. Chandler himself hung out at some of the nearby hotels. In his novel, "The Long Goodbye," Chandler referred to this building, with its pink-granite exterior, as "the Cahuenga building," and placed Marlowe's seedy office on the sixth floor.

SIDE STROLL: NORTH ON CAHUENGA BOULEVARD

Hollywood's new avocado-colored **Greyhound bus terminal** at 1715 Cahuenga Boulevard kept the neon mascot from its classic bus station at DeLongpre Avenue and Vine Street, but abandoned the large neon B-U-S letters; the company is now officially the Greyhound Line, and the word "bus" is passé.



DIRECTIONS: Back on Hollywood Boulevard heading west...

10 HOLLYWOOD HISTORIC WALK

SIDE STROLLS

DIRECTIONS



Arriving by Metro Rail or Metro Bus into the heart of Hollywood is like being Dorothy Gale landing in Oz—in fact, the floor of the Hollywood/Vine Metro Rail Station is paved like the yellow brick road. Throughout the station, architect Adolfo Miralles and artist Gilbert “Magu” Lujan teamed up to create the brightly tiled combination of Hollywood history and Los Angeles’ car culture. Look up; those circles on the ceilings are recycled film reels, and the doors are bordered by faux filmstrips.

While Hollywood’s sidewalks are not paved with gold, they are paved with stars. As you step out of the Metro Rail Station, you will step onto stars honoring the likes of Hedy Lamarr, Carmen Miranda, Sammy Davis, Jr., Red Buttons, and Helen Hayes. Out on Hollywood Boulevard, the bus stops are stylized replicas of such Hollywood fixtures as the Brown Derby restaurant, Grauman’s Chinese Theatre and a stretch limo.

DIRECTIONS: This walk will take about two hours, begin across the street at the...

Pantages Theatre

6233 HOLLYWOOD BOULEVARD

The dazzling, legendary 2,700-seat Art Deco Pantages Theatre was built by Greek immigrant and movie theater magnate Alexander Pantages in 1929. Throughout the 1950s, it was where the Academy Awards were presented. It is a West Coast home to such theater productions as “The Lion King.” Just to the west, at 6245 Hollywood Boulevard, is the **Frolic Room**, a classic 1930s noir bar with a famous neon sign, and a place once favored by the Pantages’ actors.



DIRECTIONS: Walk west to...

Hollywood & Vine

Welcome to Hollywood and Vine, perhaps the most famous intersection in the world; in its heyday, before World War II, it anchored a boulevard that was indisputably glamorous, the home of nearly a dozen major theaters and weekly star-studded movie premieres. In the days of silent films, cowboy star Tom Mix rode grandly down Hollywood Boulevard in his open car with a set of Texas steer horns affixed to his radiator. And flame-haired Clara Bow,

the “It Girl,” paraded down the street in her convertible with her two chow dogs dyed to match her hair.

Even into the 1980s, a group celebrating the “harmonic convergence” of planets declared Hollywood and Vine to be a “sacred site.” A hundred years earlier, in 1885, it was already celebrated—as a watermelon patch.

On a hillside to the northwest, playing peek-a-boo in a visitor’s line of sight between the buildings along Hollywood Boulevard, is the



symbol by which the world knows this part of Los Angeles—the iconic **Hollywood Sign** (of which you will get a better view when you reach Hollywood & Highland). When it first went up in 1923, it read HOLLYWOODLAND, a promotional gimmick for a housing development. Only later, when the subdivision was forgotten and the last four letters fell down, did the sign begin to take on its own mythic significance. In 1932, a failed starlet named Peg Entwistle did achieve a footnote kind of fame when she committed suicide by jumping off the H. Over the years, the sign has been a magnet for pranksters and promoters; students from a famous institute in Pasadena once draped the sign so it read “CALTECH.”

Hollywood Equitable Building

6253 HOLLYWOOD BOULEVARD

On the northeast corner stands the Hollywood Equitable Building, originally known as the Hollywood Bank, where film producers leased office space and Irving Berlin wrote songs in Suite 207.

On the northwest corner is a block of buildings designed by the internationally renowned Richard Neutra and Rudolf Schindler, commissioned in the 1930s by Carl Laemmle, the founder of Universal Studios. Although now much altered, the building once sheltered the popular Coco Tree Cafe, Melody Lane diner and Hodys. Ads for Universal’s newest releases ranged across the roofline.



SIDE STROLL: NORTH ON VINE STREET

One block up Vine, at 1750 North Vine Street, stands the 13-story **Capitol Records** building, a classic on the skyline since 1954, designed by architect Welton Becket to put passersby in mind of a “stack of wax,” a pile of 45 rpm records with a stylus on top. After dark, the beacon on the roof flashes out “H-o-l-l-y-w-o-o-d” in Morse code. It was the city’s first fully air-conditioned building, and home to another kind of cool: its recording stars ranged from Bing Crosby, Frank Sinatra and Nat “King” Cole to the Beatles; John Lennon’s star is in front of the entrance, and in the lobby of the first major high-fidelity recording studio is a display of gold records.



Across Vine from Capitol Records is the ornate Spanish Churrigueresque-style **Palace Theatre**, at 1735 North Vine Street, built in 1927 as the Hollywood Playhouse, whose stage in later years hosted radio and television performers like Lawrence Welk and Jimmy Durante.

DIRECTIONS: Back on Hollywood Boulevard heading west...

Sardi’s

6315 HOLLYWOOD BOULEVARD

One of the Boulevard’s original glamour spots was Sardi’s restaurant, designed by the world-famous architect Rudolph Schindler. It was a chrome-and-aluminum retreat for show people, as was Sardi’s in New York. Radio personality Tom Breneman hosted his national “Breakfast at Sardi’s” show here for a few years. The showplace, with its glass-block entrance, was later replaced by an X-rated theater.



courtesy of Patt Morrison



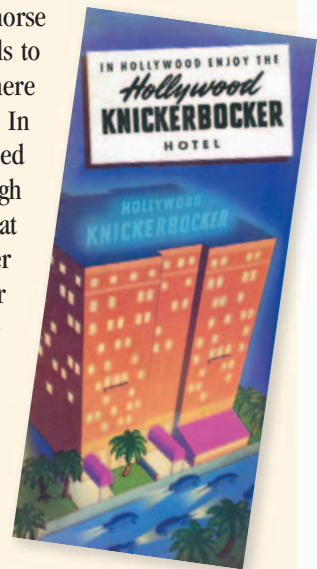
Guaranty Building

6331 HOLLYWOOD BOULEVARD

On the northeast corner of Hollywood Boulevard and Ivar Avenue is the 1923 era Guaranty Building — once undoubtedly one of the most glamorous of office addresses, when it had such tenants as Charlie Chaplin, Hedda Hopper, Al Jolson and Cecil B. DeMille. The twelve-story building, considered the first major high-rise outside of downtown Los Angeles, was designed by John C. Austin, who also designed the Griffith Park Observatory and the Shrine Auditorium.

**SIDE STROLL:
NORTH ON IVAR AVENUE**

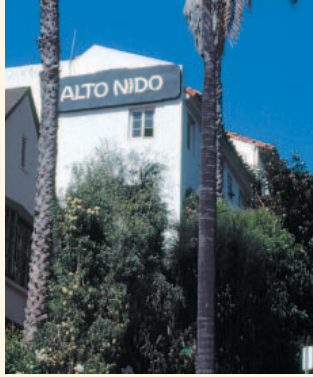
Hollywood Knickerbocker Hotel, at 1714 North Ivar Avenue, is now the Hollywood Knickerbocker Apartments. On fine moonlit evenings in the madcap 1920s, local tales hold that Rudolph Valentino rode his horse down from his home in the Ivar Hills to drink and tango in the hotel bar. (Where he parked his horse is a mystery.) In 1943, actress Frances Farmer, wrapped in a shower curtain, was dragged through the hotel lobby screaming obscenities at police after she failed to report to her parole officer. Pioneer film director D.W. Griffith dropped dead under the lobby chandelier in 1948. Marilyn Monroe often sneaked through the hotel’s kitchen and into the bar in 1954 to meet her future husband, Joe DiMaggio. And in 1962, MGM’s onetime star costume designer, Irene Gibbons, known to movie fans only by her first name, slashed her wrists in her eleventh-floor room and jumped to her death. On Halloween 1936, on the hotel’s rooftop with its distinctive neon sign visible for miles, Bess Houdini, the widow of the famed magician, tried for a tenth and final time to summon her dead husband’s spirit.



In the 1930s, an unemployed writer named Nathanael West moved into the Tudor-style rooming house called **Parva-Sed Apta** at 1817 North Ivar Avenue. Its Latin name meant “small but suitable.” The building and its hilltop neighborhood became the setting for West’s seminal Hollywood novel, “The Day of the Locust.” West’s neighbors, up-and-coming and down-and-departing actors, extras, vaudevillians and prostitutes, peopled his novel.



Uphill, at 1851 North Ivar Avenue, is the 1926 **Alto-Nido Apartments**, another building with a vivid roofline neon sign. If something looks familiar about the grand old Spanish Colonial revival building with the tile roof and ornate balconies, it is because it was the residence of Joe Gillis (William Holden), the down-and-out screenwriter who became the lover of forgotten silent-screen queen Norma Desmond (Gloria Swanson), in Billy Wilder's classic film, "Sunset Boulevard." In real life, it was the home of actress Claudette Colbert.



DIRECTIONS: Back on Hollywood Boulevard heading west...



Actor Humphrey Bogart portrayed Philip Marlowe

Security Pacific Bank Building

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DIRECTIONS: Back on Hollywood Boulevard heading west...

Warner Pacific Theatre

6423 TO 6445 HOLLYWOOD BOULEVARD

The "mother of Hollywood," Daieda Wilcox, first made her home on several acres here late in the 19th century, and in 1901, she helped to create Hollywood's first tourist attraction by trading three of her acres for three watercolor paintings of flowers by the French artist Paul de Longpre.

On those acres, de Longpre built an ornate Moorish-style mansion and planted lavish gardens, both of which became popular on postcards and tour routes. De Longpre Avenue, south of the Boulevard, bears his name.



courtesy of Patt Morrison

Where the Wilcox house itself once stood, the Warner Brothers Theatre opened in 1927. Now Warner Pacific Theatre and building, it was launched with the premiere of "Glorious Betsy," starring Conrad Nagel and Dolores Costello. In the 1940s, a young usherette named Carol Burnett earned her keep here, walking down to work from the apartment she shared with her grandmother at the **Mayfair**, at 1760 Wilcox Avenue (one block north of the Boulevard); the one-room flat resounded with the warbles of the Tarzan yell she would make famous on her television program.



The two towers that crown the theater with the lighted letters P-A-C-I-F-I-C once read K-F-W-B, the call letters of a radio station, and were said to stand for "Keep Filming Warner Brothers." Next door, at 6423, is **Ben's Smoke Shop**, which opened its doors at the same time as the theater.



DIRECTIONS: Continue on Hollywood Boulevard heading west, when crossing Hudson Avenue look back to your right at the mural of Dolores del Rio...

Hillview Apartments

6531 HOLLYWOOD BOULEVARD

The edifice, at the northwest corner of Hollywood Boulevard and North Hudson Avenue, was another project of movie mogul Jesse Lasky. The 64 apartments in the recently burned 1917 pink stucco Mediterranean Revival were originally intended as homes for silent screen actors who were not welcomed by other Hollywood landlords, some of whom put signs in the windows of their boarding houses reading “No actors, no dogs.”



Janes House

6541 HOLLYWOOD BOULEVARD

The last Victorian Queen Anne house on Hollywood Boulevard is the 1903 Janes House, bought in 1905 by the parents of three sisters, Carrie, Mabel and Grace. Here, from 1911 to 1926, the sisters ran a school for Hollywood’s children, among

them the offspring of Charlie Chaplin, Cecil B. DeMille and Douglas Fairbanks. It is the last of its kind on a street once lined with such residences, and it has been moved back from the street into a commercial courtyard.

Baine Building

6609 HOLLYWOOD BOULEVARD

The 1926 building at the northwest corner of Hollywood Boulevard and Whitley Avenue is a breezy mix of styles, from fancy Churrigueresque curlicues to Moorish simplicity. Col. Harry M. Baine was a leader among Hollywood businessmen, and in 1928, as a promotional stunt to boost Christmas sales, Baine inveigled his fellow merchants into buying a pair of reindeer to haul Santa’s sleigh, and suggested that for the holiday season, Hollywood Boulevard one mile west from Vine be designated “Santa Claus Lane.” Baine’s merchant campaign launched the tradition of the Hollywood Christmas parade, which still endures.



DIRECTIONS: Continue west on Hollywood Boulevard to Cherokee Avenue.

SIDE STROLL:
NORTH ON CHEROKEE AVENUE

The Montecito Apartments, at 6650 Franklin Avenue, once numbered among its tenants Ronald Reagan and George C. Scott. It was the West Coast home for such Broadway stars as Julie Harris and Geraldine Page.

DIRECTIONS: Back on Hollywood Boulevard heading west...

Musso & Frank Grill

6667 HOLLYWOOD BOULEVARD

Hollywood’s oldest and most enduring restaurant, Musso & Frank Grill opened in 1919 by Joseph Musso and Frank Toulet. With its high ceilings, tuxedoed waiters and red booths for celebrities—Charlie Chaplin’s is next to a front-corner window facing the boulevard—it was immediately a favorite of locals as well as visitors, and it still is. Chaplin and Douglas Fairbanks reputedly raced each other on horseback down Hollywood Boulevard for the prize—dinner at the place the locals call “Musso’s.” In the 1940s, writers F. Scott Fitzgerald, William Faulkner and Raymond Chandler ate at its tables and, more often, drank at its bar. During his long Saturdays at Musso’s, Faulkner often mixed his own mint juleps. It was after one Saturday dinner here that Faulkner and Meta Carpenter, a script girl at 20th Century-Fox, adjourned to the Knickerbocker Hotel on Ivar Avenue and began an affair that lasted 18 years.



DIRECTIONS: Continue west on Hollywood Boulevard, one block past the historic Outpost Building, to McCadden Place...

SIDE STROLL:
NORTH ON MCCADDEN PLACE

Don the Beachcomber, at 1727 N. McCadden Place, now a parking lot, was the granddaddy of them all, the first (1937) Polynesian-themed restaurant, and the flagship of what became a chain. Everyone from Fred Astaire to the Beach Boys sat at its ship’s-hatch wooden tables, and the delicious and dangerous Zombie, a mixture of rums and apricot juice, was created here. It was torn down in the 1980s.





Villa Capri, 6735 Yucca Street, at the end of McCadden Place, is where aspiring musicians record and teach at this former showbiz hangout opened by Patsy D'Amore as a restaurant in 1950. It soon became famous thanks to the

patronage of the "Rat Pack" circle of Frank Sinatra and Sammy Davis, Jr. Sinatra, who often sang at the bar just for fun, was godfather to one of D'Amore's sons. A series of radio shows with Sinatra called "Live From the Villa Capri" aired from 1960 to 1962. Humphrey Bogart, Lauren Bacall and Judy Garland favored its Italian menu, and James Dean ate the last dinner of his life here, before he set off on his fatal coastal car trip. The place closed in the early 1980s. The gated building has no name on it; do not confuse it with its neighbor, the Villa Capri Apartments, built at around the same time as the restaurant opened.

DIRECTIONS: Back on Hollywood Boulevard heading west...

Montmartre Cafe

6757 TO 6763 HOLLYWOOD BOULEVARD

Designed in the style of an Italian Renaissance palazzo, this building originally housed a bank on its ground floor and, in 1923, one of Hollywood's chic night spots, the Montmartre Cafe, opened on the second floor with violins and white-tie evenings. Its motto was: "Where everyone worthwhile goes to see and be seen." On any given night, Rudolph Valentino tangoed with Pola Negri, and Joan Crawford flapped her fringe as she danced the Charleston. Bing Crosby, a regular performer, met his future wife, Dixie Lee, at the Montmartre.



Hollywood Wax Museum

6767 HOLLYWOOD BOULEVARD



The Spanish Colonial Revival building dates to 1928, the year after "talkies" began changing Hollywood forever. Here, since 1965, patrons have still been able to come face to face with stars — life-sized, three-dimensional figures, all of them in wax. Movie-star displays are constantly updated, although the Hall of Presidents and Chamber of Horrors are understandably more stable. In the 1930s, the building's second



floor became the Embassy Club, a private dining club for celebrities who wanted to avoid the crowds next door at the Mont-martre; a secret passageway connected the two. Don't miss the mural in the Snow White Café.

Hours:

Sun-Thur: 10 a.m.-12 midnight
 Fri-Sat: 10 a.m.-1 a.m.



Hollywood First National Bank

6777 HOLLYWOOD BOULEVARD

When it opened in 1927 on the northeast corner of Hollywood Boulevard and Highland Avenue, it was briefly the tallest building in Los Angeles, before City Hall opened a year later. Its sober Spanish-Gothic design elements with four-foot-high gargoyles were the work of the architectural firm of Meyer and Holler, who later that year would build the more fanciful and imaginative Grauman's Chinese Theatre, the flagship of Hollywood Boulevard. From its rail-inged rooftop, with 360-degree views, makers of the 1950s "Superman" television series showed the journalist-turned-superhero leaping into flight.



SIDE STROLL: NORTH ON HIGHLAND AVENUE

DIRECTIONS: On the northwest corner is the last addition to the Boulevard, Hollywood & Highland. The walk continues there, or for those of you who are willing to take a substantial hike, for about fifteen minutes, walk north to the Hollywood Bowl. On the way you will see the...

The Hollywood Methodist Church, at 6817 Franklin Avenue, has an exterior and wood-beamed ceiling designed to resemble Westminster Abbey. In the 1952 sci-fi classic "The War of the Worlds," terrified residents took refuge here from Martians who were zapping Los Angeles with their deadly rays.

Hours:

Sun: 9 a.m.-10 p.m.
 Mon-Sat: 9 a.m.-3 p.m.



Looking north behind the church in the hills and to your right, you can make out...

The Freeman House, at 1962 Glencoe Way, is one of Frank Lloyd Wright's three textile block houses built in 1924 as an experiment in low-cost housing. The building is one of Wright's most important works, marking his transition from the Prairie style and the Arts and Crafts to the Modern Movement. The Freeman House played a significant role in the history of the avant-garde in Los Angeles. People like Edward Weston, Xavier Cugat, Martha Graham, and Bella Lewitsky visited the "Salon" at the house. When the current restoration is complete, the house is expected to function as a residence for distinguished visitors as well as a setting for small seminars and meetings. Tours of the Freeman House will resume once restored.

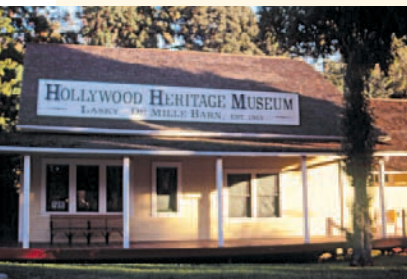


photo courtesy of Julius Shulman

DIRECTIONS: Continuing north on Highland on the east side of the street is the...

Hollywood Heritage Museum, 2100 North Highland Avenue, is a relic of where the Hollywood Era began in 1913, at Selma Avenue and Vine Street, in a horse barn rented for \$250 a month by Cecil B. DeMille, Jesse Lasky and Samuel Goldfish—later Goldwyn. It was where the Jesse L. Lasky Feature Play Co. made Hollywood's first full-length motion picture, "The Squaw Man," which cost \$15,000 to make, but grossed over \$200,000. The trio quickly took over the block before moving south in 1926 and opening up shop as Paramount Studios. In the 1980s, the historic yellow barn was moved here, restored and opened to the public, where it is dedicated to the history of the silent film era.

Hours:
 Sat-Sun: 11 a.m.-3:45 p.m.



DIRECTIONS: Now cross Highland Avenue to the...

Hollywood Bowl, 2301 North Highland Avenue, is synonymous with the gentle pleasures of al fresco dining and summer music under the stars, in a lovely hillside amphitheater. More than a century ago, when the spot was still known as Daisy Dell, it provided the backdrop for violent theatrics: the infamous bandit Tiburcio Vasquez was captured hiding in a cabin here. (When he tried to escape, he had his backside peppered with buckshot.)

More than four decades after that, Christine Wetherill Stevenson, heiress to the Pittsburgh Paint Company fortune, organized the Theater Arts Alliance and sent two of its members in search of a suitable site for outdoor productions. Before writing her

\$21,000 check, she asked operatic diva Ellen Beach Yaw to tramp through the 59-acre site to test the acoustics. Today the Bowl, whose dramatic bandshell was designed in 1929, is one of the most recognizable and popular of Los Angeles' many landmarks. The shell is the latest of various structures which were designed by Frank Lloyd Wright's architect son, Lloyd Wright.



DIRECTIONS: Now go south on Highland Avenue to Hollywood Boulevard, and you may want to turn right on Camrose Drive to see...

Hollywood Heights, at the north end of High Tower Drive, is where Raymond Chandler's private detective hero Philip Marlowe lived on the cliffs above. The building with its fancy elevator was described in his book "The High Window," and actually used in the movie version of his book "The Long Goodbye." The private elevator, shaped like an Italian campanile, takes residents from the parking lot to a hilltop labyrinth of bridges, walkways and stairs connecting a small community of houses nestled in dense foliage.



DIRECTIONS: Continue south on Highland Avenue to Hollywood Boulevard passing the...

Hollywood American Legion Post 43, 2035 North Highland Avenue, is a 1929 Egyptian revival building with an old cannon in front. Its "Moroccan Deco" bars and anterooms once played host to such renowned veterans as Ronald Reagan, Clark Gable, and celluloid cowboy Gene Autry. The building is now often used for musical and theatrical productions.



DIRECTIONS: Back on Hollywood Boulevard heading west...

Hollywood & Highland

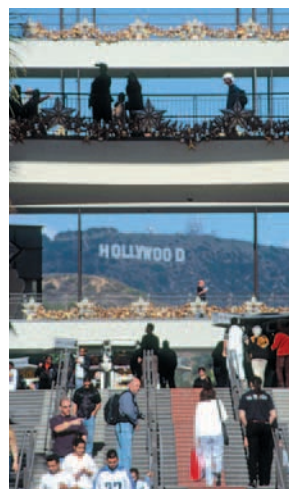
6801 HOLLYWOOD BOULEVARD

“Oscar’s” new home, for the peripatetic Academy Awards ceremony, is the Kodak Theatre in this complex that includes shops,



restaurants, offices and a hotel. The development also features touches that evoke a bit of cinema history. The inner courtyard takes themes from the scenes of ancient Babylon in D.W. Griffith’s 1916

epic “Intolerance,” whose remnants stood for decades thereafter in East Hollywood. Two columns flanking a large white archway framing the **Hollywood Sign** are topped with the statues of vast upright elephants like those Griffith used. The Kodak Theatre will seat up to 3,500, and the ballroom measures 40,000 square feet. A 150-foot-high advertising tower with 13 vast electronic signs evokes New York City’s Times Square.



The complex arises on historic ground. The Hollywood Hotel, at Highland Avenue and Hollywood Boulevard, opened in 1903 to accommodate the growing number of visitors from the East who found Hollywood’s mild climate and groves of citrus and pepper trees ideal for a winter holiday. The hotel, from which Louella Parsons broadcast her infamous gossip items for decades, even had a film named for it. It was demolished in 1956 to make way for a savings and loan building.



Just steps west of Highland Avenue, with its entrance on Hollywood Boulevard is the Hollywood/Highland Metro Rail Station. Designed by the architectural firm of Dworsky & Associates, along with artist Sheila Klein, it draws upon Hollywood fantasy with a grid of theater-style ceiling spotlights. The blue arches and pinkish columns just above the train platform are said to resemble huge ribs, giving visitors the feel of being inside “the belly of a whale.”



courtesy of Tom Bonner

Grauman’s Chinese Theatre

6925 HOLLYWOOD BOULEVARD

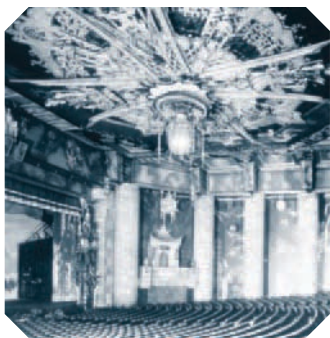
Setting foot in Los Angeles for many visitors means stepping literally into the footprints of the famous—actors with two legs and sometimes four. The tradition began in 1927, when showman Sid Grauman hit upon a means of cementing Hollywood’s ethereal glamour in the Forecourt of the Stars of his Chinese theatre on Hollywood Boulevard. Beginning with the footprints of Douglas Fairbanks, the hands, feet, even the eyeglasses of more than 200 celebrities are imprinted into the pavement.



The tradition began by accident, when Grauman himself stepped into a freshly laid sidewalk during construction. Inspired, he summoned stars Norma Talmadge, Mary Pickford and Fairbanks to provide the first celebrity prints on opening day May 18, 1927. It turned out to be the cleverest and most successful publicity stunt a picture palace has ever come up with.

Grauman’s theatre served as the cataclysmic conclusion in Nathanael West’s “Day of the Locust.”





Hollywood and Los Angeles have resisted changing history. The Mann's theater chain bought the Chinese in 1973, but many locals stubbornly called it "Grauman's," refusing to acknowledge that it had changed hands. So in 2001, the chain restored the name "Grauman's."

SIDE STROLL: NORTH ON ORANGE DRIVE

The Magic Castle, at 7001 Franklin Avenue, is a three-story 1908 Victorian Gothic mansion that is a private gathering place for magicians and the guests they amaze and astonish. The entrance through a secret bookcase leads into a warren of darkened parlors inhabited by magicians and sorcerers. Irma, the ghostly pianist, takes requests in this building that is the headquarters of the 5,000-member Academy of Magical Art.



The Highland Gardens Hotel, at 7047 Franklin Avenue, at Sycamore Avenue, is a rock and roll landmark, where singer Janis Joplin was found dead of a drug overdose on October 4, 1970, at age 27. Known then as the Landmark Hotel, the place still caters to musicians.

On a hill, above the Magic Castle is...

Yamashiro, at 1999 North Sycamore Avenue, is a restaurant whose name means "mountain castle." It is a reproduction of a Japanese temple villa perched almost 300 feet above Hollywood Boulevard in lush gardens.

In 1911, millionaire silk importer, antique dealer and horticulturist Adolph Bernheimer transformed this scrubby parcel into a stunning attraction that drew tourists from around the world. Over the years, as the acreage was whittled away, the mansion was home to "The Club of the 400," a charitable group of silent film celebrities. It also was over the years a military school, a



brothel and an apartment house, and, in the anti-Japanese fervor after Pearl Harbor, it was vandalized by mobs. In 1948, it was restored by developer Tom Glover and turned into the landmark Yamashiro restaurant and hotel.



DIRECTIONS: Head south on Orange Avenue back to Hollywood Boulevard, heading west...

C.C. Brown's Ice Cream Shop

7007 HOLLYWOOD BOULEVARD

For nearly 70 years, C.C. Brown's, the birthplace of the hot fudge sundae, satisfied the sweet tooth of Hollywood children and stars alike. The secret-recipe hot fudge confection that was served in pitchers was created by Clarence Clifton Brown, "C.C." The Ohio candymaker brought his marble candy-table west in 1906, and opened shop in downtown Los Angeles. He moved the business to Hollywood Boulevard in 1928, and fitted the place with horse-hair-upholstered booths and metal serving dishes to keep the ice cream cold. A chemist named John Schumacher bought the parlor in 1963, and for three decades thereafter he and his wife dipped the sundaes while their eight children did their homework in the booths and helped to serve customers. It closed in June 1996, and became one more boulevard retail shop, but locals swear their mouths still water when they walk by.

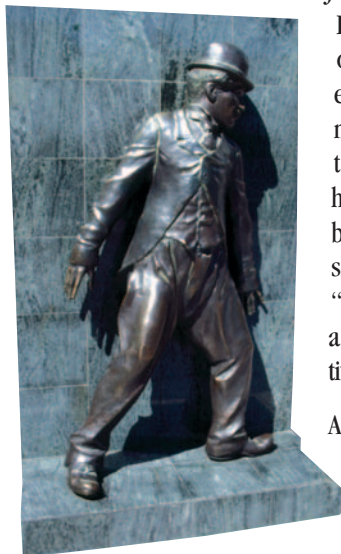


courtesy of Pat Morrison

Hollywood Entertainment Museum / Hollywood Museum Center

7021 HOLLYWOOD BOULEVARD

With rotating exhibits from wacky-shaped vintage TV sets to exhibits celebrating movie icons like Marilyn Monroe and



Judy Garland, the Hollywood Entertainment Museum that opened in 1996 offers an eclectic look at each entertainment medium, from movies to television. Every hour on the half-hour, the central gallery becomes a big-screen theater for showings of the six-minute film “The Stuff Dreams Are Made Of,” a dizzying high-speed retrospective of film clips.

A 15-foot statue called the Goddess of Entertainment greets visitors in the main rotunda, holding symbols of four entertainment arts—radio, television, sound and movies.

Although the sitcom “Cheers” went off the air in 1993, sports, trivia and nostalgia fans can drop by, pull up a stool from the set of “Cheers,” and see where cast members carved their names during the final episode. Like the “Cheers” bar on TV, this one is also on the basement level.

Like so many Hollywood buildings, this one too stands on fabled ground. The Garden Court Apartments opened here in 1919, with a red carpet unrolled all the way from the grand portico to what was then an unpaved Hollywood Boulevard. Society and



movie people arrived in limousines to gaze at the most opulent apartment building they had ever seen. Suites came furnished with Oriental carpets, baby grand pianos and oil paintings.

courtesy of Pat Morrison



The manager planted thorny cacti around the grounds to deter intruders and peeping Toms. Among the early tenants were director Mack Sennett, actress Mae Murray, and Greta Garbo’s lover John Gilbert. Sennett never lived anywhere else, and died in his apartment in 1960. The Garden Court was torn down in 1985.

The \$48 million Hollywood Museum Center was the first major step in efforts to transform Hollywood Boulevard from a time-worn stretch of tacky shops and transients into a gleaming thoroughfare attracting tourists and locals alike.

Winter Hours: Mon-Sun, 11 a.m.-6 p.m. (closed Wed.)

Summer Hours: Open every day 10 a.m.-6 p.m.

Phone: (323) 465-7900. www.hollywoodmuseum.com



DIRECTIONS: You’ve reached the end of the north section of the Hollywood Historic Walk. Before continuing on to the south section of the walk, you can stroll west over to La Brea Avenue and cross the street to see...

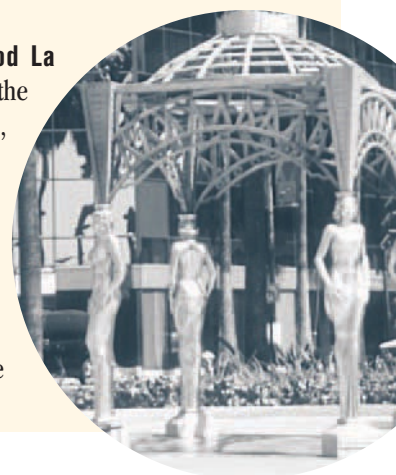


SIDE STROLL:

WEST ON HOLLYWOOD BOULEVARD

On a palm-adorned traffic island at the intersection of Hollywood Boulevard and La Brea Avenue, a 30-foot-tall metal gazebo stands, topped with a tower not unlike the Eiffel one in Paris. It is held aloft by four polished stainless-steel life-sized sculptures: actresses Mae West, Dolores Del Rio, Anna Mae Wong, and Dorothy Dandridge. Marilyn Monroe is the weather vane on the top.

Officially entitled the **Hollywood La Brea Gateway**, it is a tribute to the women of Hollywood—white, Hispanic, Asian-American and African-American. On the spire and on each column, the name “Hollywood” appears in metal and in neon, atop the 1990s landmark that tells you you have arrived at the western edge of Tinseltown.



DIRECTIONS: Head east on Hollywood Boulevard, first stop is...

The Johnny Grant Building

7018 TO 7024 HOLLYWOOD BOULEVARD

This building houses the Hollywood Chamber of Commerce and the Community Redevelopment Agency's Hollywood office. In 1995, the Roosevelt Hotel, which owns the building, dedicated it to Grant stating, "Dedication in honor of Hollywood's Ceremonial Mayor Johnny Grant. This enterprising Emmy-winning showman, producer and host embodies the spirit, excitement and heart of the most famous community in the world. He truly is 'Mr. Hollywood'."

Hollywood Roosevelt Hotel

7000 HOLLYWOOD BOULEVARD

Separating fact from fantasy in Hollywood is rarely easy—indeed, not doing so is the town's stock in trade! A classic example is one of its most famous landmarks, the Hollywood Roosevelt Hotel. The hostelry, with its twelve-story tower and two-story penthouse, was named for President Theodore Roosevelt when it was built in 1927.



Most famously, its Blossom Room was the site of the first Academy Awards in 1929, when movie and aircraft tycoon Howard Hughes' film "Wings" won best-picture honors. The hotel lobby is a grand affair of recessed ceilings and hand-painted beams.

It's easy to evoke the Roosevelt's glamorous patrons like Errol Flynn, John Barrymore and W. C. Fields—whose stars glimmer on the sidewalk outside the hotel—enjoying a cocktail (or two) at the poolside or the hotel's Tropicana Bar. A now-vanished two-story cottage on the grounds was once Clark Gable and Carole Lombard's love nest.

An all-star lineup of celebrity ghosts is said to inhabit the hotel: Montgomery Clift's spirit paces up and down the

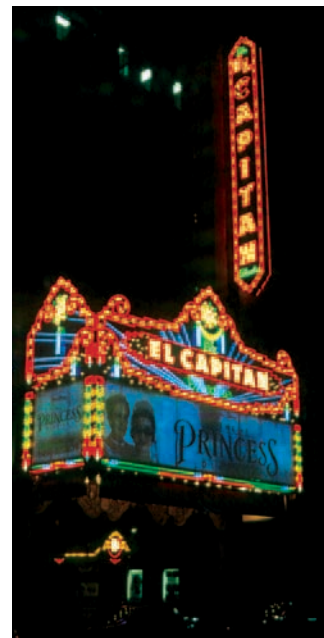


ninth floor hallway, and a vision of Marilyn Monroe appears in a mirror that once hung in Suite 1200. The mirror now hangs in the manager's office.

El Capitan Theatre

6838 HOLLYWOOD BOULEVARD

"Hollywood's First Home of Spoken Drama" is what it was called when it opened as a legitimate stage theater in 1926. It was built by Los Angeles developer Charles E. Toberman, often called the "father of Hollywood" for his commercial development of Hollywood. Partnering with Sid Grauman, Toberman built three "themed" theaters — The Chinese, The Egyptian and The El Capitan.



The likes of Clark Gable, Rita Hayworth, Buster Keaton and Douglas Fairbanks, Jr. performed on stage here in theatrical productions. By 1942, the overwhelming popularity of films meant that the El Capitan was converted to a movie house, renamed the Paramount, and reopened with the premiere of Paramount director Cecil B. DeMille's "Reap the Wild Wind." The El Capitan was reborn yet again in 1991 with its original exotic Indian interior meticulously restored by the Walt Disney Co., whose films now show there exclusively.

SIDE STROLL: SOUTH ON HIGHLAND AVENUE

Hollywood High School, at 1521 North Highland Avenue, opened in 1904 in a lemon grove and bean field, and students tethered their horses on what is now the athletic field. Grand new buildings went up in 1936, and the drama department served as an unofficial actors' training ground for the studios. So many of its graduates went on to fame—Judy Garland, Mickey Rooney, James Garner and John Ritter among them—that a book was written about the school. Even in its athletic endeavors, the school invokes its own Hollywood myth; the football team is The Sheiks, after the most fabled role Rudolph Valentino ever played.



DIRECTIONS: Across Highland Avenue is the...

The **Max Factor Building**, at 1650 Highland Avenue, is a memorial to the makeup artist who spent years helping Hollywood put its best face forward. Factor then went on to become a global “cosmetics king” who changed the way the women of the world—and some of the men—look. A wig-maker turned barber, Factor taught himself the makeup arts. His flair for bringing the beautiful out of the ordinary and making the lovely appear spectacular never brought him an Oscar. But it earned him a special award from the Academy of Motion Picture Arts and Sciences. Although his name has appeared as a brand name on millions of cosmetic packages, his major local namesake is this Art Deco four-story building that he remodeled in 1935. It opened grandly, with a party to which 3,000



people had been invited, but 8,000 showed up. While Factor was popular, that didn’t explain the crush: because it was an election day, the city’s bars were closed. Factor’s party had a bar on every floor, and another one in the elevator.

For the opening of his beauty salon, Factor created four specialized make-over rooms to complement women’s coloring. Jean Harlow cut the ribbon for the blue-painted salon “For Blondes Only.” Ginger Rogers did the honors in the green room for redheads, Rochelle Hudson for “brownettes” in the peach-colored room, and Claudette Colbert presided over the opening of the brunettes’ pink salon. Hollywood’s stars, male and female, all called Factor “Pop.”

Among Factor’s film breakthroughs that found their way into any woman’s beauty kit were false eyelashes, which Factor created in 1919 for a starlet named Phyllis Mayer. Other stars quickly took to the look, among them Marlene Dietrich and Katharine Hepburn in the 1930s, and they would get a big wink in the 1950s from Lucille Ball.



The man accustomed to beautifying and camouflaging one face at a time got his biggest assignment in 1925, when 3,000 extras in “Ben Hur”—the most expensive silent film ever made—were hosed down, 300 at a time, with a total of 600 gallons of Factor’s Liquid Body Makeup, all in different shades for an appropriate ethnic look. This building will house the Hollywood History Museum which is due to open in 2002.

DIRECTIONS: Back to Hollywood Boulevard heading east...

Ripley’s Believe It or Not! Museum

6780 HOLLYWOOD BOULEVARD

Around the corner from the Max Factor building, you can’t miss the landmark dinosaur dangling a clock from its mouth. The building was put up before 1920 by the town’s busiest developer, Charles Edward Toberman, launching the long career of the builder who became known as “Mr. Hollywood.” Originally a four-story office and apartment building, the top three stories were cut off in 1935 to create the one-story building where the Hollywood branch of the Bank of America operated for many years.



Hours:
Sun-Thurs, 10 a.m.-10 p.m.
Fri-Sat, 10 a.m.-11:30 p.m.



Hollywood Theatre

6764 HOLLYWOOD BOULEVARD

In 1987, out in front of this home to the **Guinness World of Records Museum**, actor-strongman Arnold Schwarzenegger received the 1,847th star on the Hollywood Walk of Fame. Inside, visitors will discover the world’s “most”: a three-dimensional replica of the world’s tallest man, who stood 8-foot-11-point-one inches tall ... the tale of the world’s most married man, with 27 “I dos” to his credit ... and the account of the world’s fastest talker, who could spit out 586 words per minute. The collection is housed in the second movie house built in Hollywood; it is the oldest now standing. This theater dates to 1913, when it was built as a 700-seat nickelodeon house, the forerunner of movies. It was later



remodeled to its present Art Deco appearance with a neon marquee—one of the first designed with large side panels angled to catch the eye of passing motorists.

Hours:
Mon-Sun,
10 a.m.-12:00 midnight





The Pig'n Whistle Restaurant

6714 HOLLYWOOD BOULEVARD

Dancing pigs are carved above the entrance to this building, one of the few remnants of the original landmark Pig'n Whistle restaurant chain. It was one of a chain of early family restaurants, welcoming children when it opened in 1927. A pipe organ played popular tunes for diners and the Hollywood Glee Club performed here on Friday nights. The restaurant's historic decor, with its massive, hand-carved ceilings, was rediscovered in the 1990s, still intact above the lowered ceiling of a garish pizza parlor. The original Pig'n Whistle furniture with the pig motif is now at **Miceli's Italian Restaurant** around the corner at 1646 Las Palmas Avenue.



Egyptian Theatre

6712 HOLLYWOOD BOULEVARD

When Sid Grauman first broke ground for a movie palace here in 1922, he had wanted to raise up a Moorish palace. But months later, an English archeologist named Howard Carter discovered King Tutankhamen's tomb, and the world was seized by Tut-mania. No matter: Grauman had workmen rip out the Moorish touches and replace them with huge Egyptian columns. The redecorated motif led moviegoers through rows of columns on Hollywood Boulevard and into a fake-stone forecourt depicting scenes from Egyptian mythology. When the Egyptian opened later in 1922, the air was slightly perfumed with a scent concocted especially for Grauman and sold in small bottles in the lobby. A sentry clad in mock Egyptian garb paced the roof, and Douglas Fairbanks gamboled on the



screen in the premiere of "Robin Hood." A ticket cost all of \$1.50—big money in those days. The decorative ceiling with its gilded sunburst, and the muted reliefs of pharaohs and phoenixes, were inspired by King Tut's tomb.

Now the completely modernized stadium-seating theater is the permanent home of the **American Cinematheque**, a nonprofit independent film center that screens forgotten classics and the work of young and unknown talents. Historical tours take place Saturdays and Sun-days at 10:30 a.m. Admission is \$7 for adults, and \$5 for children under 12 and those older than 65. The \$10 ticket includes the tour and admission to "Forever Hollywood," a behind-the-scenes account of the history of Tinseltown.



SIDE STROLL: SOUTH ON LAS PALMAS AVENUE

Walk a short two blocks to **Sunset Boulevard**, on your left will be...

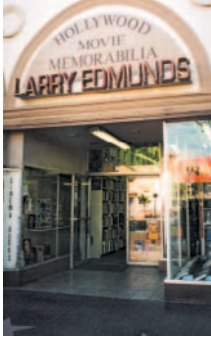
Crossroads of the World, at 6671 Sunset Boulevard, the city's first cosmopolitan shopping mall, was built to resemble a cruise ship topped by a spinning globe. The grandiosely named Crossroads



was the film location for the office of Tattler tabloid in the 1997 film "L.A. Confidential." In classic Hollywood fashion, its past is both colorful and murky. It opened in 1936, built by the widow of vice kingpin Charlie Crawford, who tore down the building that already stood here—the one where her husband was shot to death in 1931.

DIRECTIONS: Head back to Hollywood Boulevard up Las Palmas Avenue or Cherokee Avenue and continue heading east on Hollywood Boulevard...

As you walk east take note of the various colorful stores including...



Larry Edmunds Bookstore

6644 HOLLYWOOD BOULEVARD

A landmark on the Boulevard since 1935, when Hollywood Boulevard was a reader's paradise of bookshops, this store is a film buff's delight, with its trove of Hollywood memorabilia, heavy on books that explore every period and virtually every major performer and creator of the movies.

Frederick's of Hollywood

6608 HOLLYWOOD BOULEVARD

Frederick's, with its naughty reputation, seems almost quaint now, having been surpassed by hardcore boutiques. But people still come from far and wide to this Hollywood icon, whose window displays, under hot-pink awnings, run to the likes of a lace and white sequined bustier with matching panties. Fuchsia neon signs beckon visitors through the glass doors into a world of pink. Founder Frederick Mellinger was inspired by World War II pinups of Betty Grable to establish a New York store to sell "unmentionables" in 1946. The following year, he moved to Hollywood and opened Frederick's of Hollywood in the old S.H. Kress dime store. The dime store's curiously elegant spiral staircase was removed to make more floor space for naughty lingerie, which was also sold by catalogue. Mellinger nudged women out of pale-colored and white underwear into vivid colors, padded and peekaboo lingerie.



DIRECTIONS: Continue on Hollywood Boulevard heading east, crossing Wilcox Avenue look to your right at the mural of stars...



**SIDE STROLL:
 SOUTH ON CAHUENGA BOULEVARD**



World Book and News, at 1652 North Cahuenga Boulevard, is the newsstand where New York mobster Harry "Big Greenie" Greenberg bought his last newspaper before he was gunned down at his nearby home moments later on Nov. 22, 1939. Greenberg had apparently revealed some important names to the FBI, including that of mobster Bugsy Siegel, and so two weeks after Siegel's arrest, Greenberg was rubbed out. Siegel himself was killed almost eight years later, shot

to death in his girlfriend's Beverly Hills living room — while reading a newspaper.

Shelly's Manne-Hole Cover, at 1608 North Cahuenga Boulevard, is marked by just that: a manhole cover on the sidewalk, showing where jazz drummer Shelly Manne ran his jazz club and celebrity hangout, the Manne-Hole, for a dozen years during the 1960s and 1970s. A dark, wood-paneled room was home for traveling performers, among them giants such as Miles Davis, Bill Evans, Cannonball Adderly and local artist Shorty Rogers.



DIRECTIONS: You can go back to Hollywood Boulevard and continue, or you can see the Ivar Avenue sites on the next page by continuing around the block, however, you will see the Ivar Avenue sites in reverse order. Turn left on Selma Avenue for one block, and then turn left again on Ivar Avenue...



SIDE STROLL: SOUTH ON IVAR AVENUE

Hollywood USO (United Services Organization), at 1641 North Ivar Avenue, was, since 1940, a home away from home for wayfaring military personnel. Here at the Bob Hope Hollywood USO Club, men and women in uniform could find a cup of coffee, a meal, a game of pool, a friendly conversation. On Saturday nights they could dance or hear live music. It was the first such place of its kind in the nation and it became a model for the chain of USO clubs chartered by Congress in 1941 to serve the nation's military personnel.



It was here that movie stars came to mingle with enlisted men, and did the honors as entertainers, coffee servers and dance partners; during World War II, it attracted as many as 25,000 servicemen a year. The USO moved to a new location in Long Beach in 1988 and thereafter, the building was purchased by a film company.

This was not the more famous “Hollywood Canteen,” which was on Cahuenga Boulevard below Sunset Boulevard, a wartime hangout sponsored by the Hollywood Stars baseball team and funded by weekly donations from such actors as Bette Davis and John Garfield.

Frances Howard Goldwyn Hollywood Regional Branch Los Angeles Public Library, at 1623 North Ivar Avenue. Destroyed by fire in 1982, the Hollywood branch library was rebuilt and dedicated four years later as the Frances Howard Goldwyn Hollywood Library. The light, open, inviting building, designed by Frank O. Gehry, was made possible by a \$3.24 million gift from the Samuel Goldwyn Foundation.



Hours: Mon-Thurs, 10 a.m.-8 p.m.,
Fri-Sat, 10 a.m.-6 p.m., Sun, 10 a.m.-5 p.m.



The New Ivar Theatre, at 1605 Ivar Avenue, formerly known as the Ivar Theatre, was built in 1950 by Armenian-born Yeghishe Harout, after he started a restaurant called Har-Omar here in the 1940s. The first production was “The Barretts of Wimpole Street,” and The Ivar is now the permanent home of the California Youth Theatre, Inc.

DIRECTIONS: Continue on Hollywood Boulevard heading east for one block to Vine Street...

Hollywood and Vine Plaza

1645 NORTH VINE STREET

The Hollywood and Vine Plaza, on the Boulevard at Vine Street, brags of both a movie and a mercantile history. The nine-story office tower was built in 1928 as the B.H. Dyas Department Store, and in 1931 became the Broadway Department Store—the swankiest store in Hollywood. Stars working at Warner Bros. studio on Sunset Boulevard—now television station KTLA—strolled in to buy suits and silk handkerchiefs. Among the style “firsts” sold here were women’s slacks. In the 1940s, when Howard Hughes occupied the



courtesy of Pat Morrison

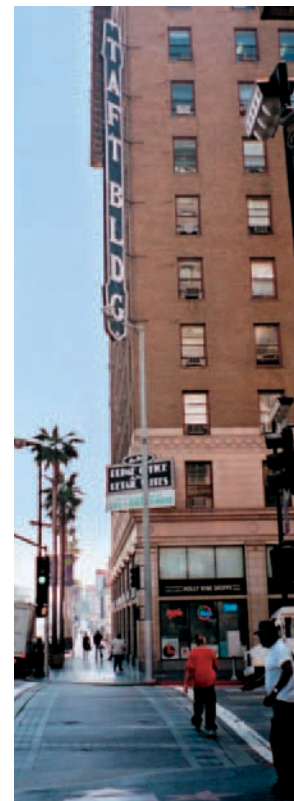
top two floors as an office and home, he drove his Cadillac into the freight elevator to ascend and descend every day, rather than walk from the parking lot. Legend also holds that Hughes had the rooftop filled with water, and there he sat in a dinghy, shooting any ducks that happened to fly overhead.

Now, look across Vine Street to see...

The Taft Building

1680 NORTH VINE STREET.

Anchoring the corner of Hollywood and Vine is a 12-story office building whose gleaming-white marble lobby and Renaissance coffered ceiling ornamented Hollywood’s first high-rise office building when it went up in 1924. Its still-towering neon sign later guided fictional private eye Philip Marlowe through a thousand lonely nights. Many dentists set up their offices here; one became famous for making Clark Gable’s false teeth. Legend has it that Gable and producer Jack Warner played craps in the basement during their lunch hour. Mobster Willie Bioff kept an office here; the courtly, impeccably dressed Bioff was a convicted Chicago panderer who used the mob’s muscle and labor connections to win a foothold for organized crime in the burgeoning film industry.



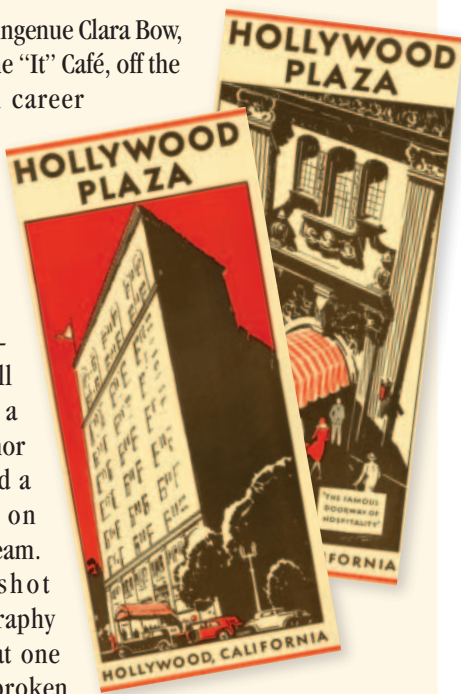
SIDE STROLL: SOUTH ON VINE STREET

Hollywood Plaza Hotel, at 1637 North Vine Street, is one of the many 1920s Hollywood hotels that has been converted into a retirement home, but in its heyday, it was popular with radio performers, because many broadcast stations were nearby. In



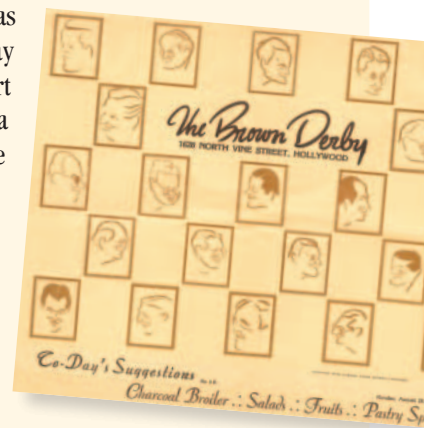
1928, as a publicity stunt, Buick dealer Phil Hall arranged to have actor Edward Everett Horton's new convertible delivered directly to his fourth-floor suite. Thousands gathered as the car was hoisted up the side of the building.

In 1937, ex-silent film ingenue Clara Bow, the "It Girl," opened the "It" Café, off the hotel lobby. Her film career was long over, but her scandalous past guaranteed the café's success. Her reputation had been shattered in a court battle with her former secretary, who tried to sell Bow's "secrets" to a publisher, like the rumor that she had romanced a number of players on USC's 1927 football team. (The rumor was shot down in a later biography which found only that one Trojan lineman had broken his thumb at a party at Bow's Beverly Hills home, and coach Howard Jones thereafter ordered his team "to stay away from Clara Bow, 'individually and collectively.'")



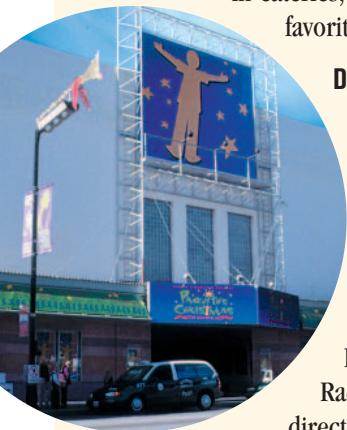
Look across the street and where you see a parking lot once stood...

The Brown Derby restaurant, at 1628 North Vine Street, was opened on Valentine's Day 1929 by restaurateur Herbert Somborn, one of Gloria Swanson's husbands. Three years earlier, Somborn had opened the original Brown Derby on Wilshire Boulevard after a friend dared him: "If you know anything about food, you can sell it out of a hat." Somborn opened up three more Brown Derbies, in Hollywood, Beverly Hills and Los Feliz, although only the original was shaped like a hat. The one on Vine Street was the most popular with the movie crowd because of its proximity



to the studios. Eventually the restaurant chain was taken over by Robert H. Cobb, inventor of the chopped Cobb salad. Hard to imagine in the age of cell phones, but Cobb was a revolutionary for putting telephones on the tables for diners' use. It was here, in booth 54, that Clark Gable proposed to Carole Lombard. This Brown Derby was damaged by fire, later by earthquake, and demolished in 1994. The Derby was by no means the only notable eatery in the magic radius of Hollywood and Vine: such hot spots as the Coco Tree Cafe, the

Russian Eagle, the Hollywood Rooftop ballroom, Al Levy's Tavern, La Conga, Club Morocco, The Swing Club, The Firefly, Ah Fong's and other nightclubs provided music and nightlife. Two drive-in eateries, Carpenter's and the Pig Stand, were favorites of the movie set.



Doolittle Theatre (soon to be re-named the Ricardo Montalban Theatre), at 1615 North Vine Street, is a theater that has played varied roles. As the **Vine Street Theatre**, it passed from the home of stage plays to radio in the 1930s, becoming the CBS Radio Playhouse. The fabled Burns and Allen show and the Lux Radio Theater, hosted each week by director Cecil B. DeMille, originated here.

In the 1950s, millionaire Huntington Hartford bankrolled the theater's renaissance and it once again went "legit." Performers with time on their hands and food on their minds could patronize the Brown Derby across the street, or head next door to Mike Lyman's Grill. Both have now vanished. In 1986, the theater was renamed for impresario James A. Doolittle, whose greatest gift—apart from the productions the theater staged—was the creating of a voucher system that brought in bigger crowds, including many patrons who could otherwise not afford to go to the theater. Doolittle set aside a



certain number of seats for each performance, and those with vouchers—like students and working-class Angelenos—could see a play for a dollar.

Vine Street and Selma Avenue, at the southeast corner, is hallowed Hollywood ground, the birthplace of Hollywood moviemaking. In 1913, a horse barn here was rented by Cecil B. DeMille, Samuel Goldfish (Goldwyn) and Jesse Lasky for \$250 a month to film Hollywood's first full-length motion picture, "The Squaw Man." The film cost \$15,000 to make and grossed over \$200,000. Lasky's Feature Players Company quickly took over the

whole block, and was renamed Paramount Studios before moving south in 1926. Over time, the Vine Street and Selma Avenue studios became everything from a movie-prop rental lot to a miniature golf course. In 1938, NBC Radio built its massive Radio City, where many of the network's radio shows originated, attracting many tourists. It was torn down in 1964. The barn was shuttered



and shuttled around and finally restored when it was moved to its permanent home across from the Hollywood Bowl and dedicated to the history of the silent film era.

Sunset & Vine, at 1525 North Vine Street, between Selma Avenue and Sunset Boulevard, is a Streamline Moderne building once known as Tom Breneman's Restaurant. This was where the radio personality hosted his popular, long-running radio show, "Breakfast in Hollywood," in the late 1930s and early 1940s. Irving Berlin and Sammy Cahn wrote songs here. The place later became the Trans American Video Celebrity Theater, the West Coast home to ABC Radio and to "The Merv Griffin Show." Only the facade remains; a fire gutted the building in 1996. But the facade is to be incorporated into 300 apartments/studios atop a pedestrian level of shops and restaurants, a complex named Sunset & Vine.

Wallich's Music City, at 1501 North Vine Street, opened in 1940, boasting the world's largest serve-yourself record department. The store's radio ads featured a chorus singing the jingle "Sunset and Vine," bringing in even more customers. The store went out of business in 1978 and the building was torn down in the 1980s. The site is to be part of the Sunset & Vine complex.



Washington Mutual Bank, 1500 North Vine Street. It's still all business at the former Home Savings and Loan Assn. building, built in 1970 and adorned with more than a dozen colorful mosaic images of



film legends like Greta Garbo and Gary Cooper. Outside the marble banking palace is a water fountain with a bronze statue of a woman sitting backwards atop a bull supported by dolphins. A small angel rests upon her shoulder. Inside, a huge mural depicts scenes from "The Squaw Man,"

Hollywood's first feature-length film, and stained glass panels show film scenes such as moments from the Keystone Cops.

In the basement, the past is present again; the Pioneer Broadcasters Club Room is an old NBC radio recording studio, a working relic of the days when the nation's ears were enriched and enlivened by radio westerns, dramas, mysteries, science fiction, comedy and soap operas. Vintage microphones still stand on a small stage, an "on the air" sign hangs over a glassed-in sound control room, and among the myriad photographs of old-time radio personalities are vintage gramophones and radios.

DIRECTIONS: From this intersection, you can now take a Side Stroll heading east along Sunset Boulevard to Gower Street...



SIDE STROLL: EAST ON SUNSET BOULEVARD

Before heading east, look to your right and across the street to see the...

Cinerama Dome Theatre, at 6360 Sunset Boulevard, was a marvel when it opened in 1963, and still is. The 900-seat concrete dome theater, with its giant, curving screen, was intended to be the first



of hundreds of geodesic dome theaters, but it remains the only one, and preservationists have labored to save the Hollywood landmark, which is being renovated.

DIRECTIONS: Now head east on Sunset Boulevard to the...

Sunset Theater, at 6230 Sunset Boulevard—remember the short-lived Chevy Chase Theater, site of the comedian's equally brief talk show? That was only one of the identities of this 1938 Art Deco building, which has also borne the names Aquarius Theater, Kaleidoscope, Hulla-baloo, Moulin Rouge and, in its earliest days, Earl Carroll's Vanities, featuring "Hollywood's Most Beautiful Girls." In the 1950s it was where the melodramatic "Queen for a Day" television show crowned its winners, contestants with the saddest of hard-luck stories. Through the years the theater was also a rock 'n roll night club and a stage for such musical productions as "Hair" and "Zoot Suit." It is now home to various Nickelodeon television productions.



The Hollywood Palladium, at 6121 Sunset Boulevard, opened on Halloween Eve in 1940, with the Tommy Dorsey Orchestra and his vocalists (Frank Sinatra, Connie Haines, the Pied Pipers). Through the years, the landmark dance hall presented entertainers as diverse as Lawrence Welk and the Rolling Stones.

DIRECTIONS: Turn left on Gower Street, heading north back to Hollywood Boulevard.



SIDE STROLL: NORTH ON GOWER STREET

Here you will make the acquaintance of "Gower Gulch," as it's been called since moviemakers began setting up shop here before the 1920s. Quickie Westerns were churned out by the small and struggling studios—

so struggling that the street also became known as Poverty Row. Of the Gower Gulch tenants, only Columbia, later CBS, ultimately prospered.

Gower Street was a sort of outdoor hiring hall, where extras and movie cowboys stood around an employment agency, hoping for a job. Every morning, a studio employee would come out and handpick cowboys to board a bus for Iverson Ranch, a movie-shoot site in the San Fernando Valley. The lucky few got a sack lunch and \$5 a day wages.



 **SIDE STROLL: WEST ON HOLLYWOOD BOULEVARD, BACK TOWARDS VINE**

DIRECTIONS: Back on Hollywood Boulevard heading west to the Metro Rail Station you will pass...

The Henry Fonda Theatre

6126 HOLLYWOOD BOULEVARD

From stage to screen and back to stage again, the 863-seat theater opened in 1926 as the Carter DeHaven Music Box, specializing in Broadway-style musical comedies. In the 1940s, when live theater no longer shored up local nightlife, the grand old theater was converted into a movie theater, last incarnated as the Hollywood Pix in the late 1970s before it was closed. A decade later, its neo-Spanish interior was reopened, restored to its original splendor, and named for actor Henry Fonda.

DIRECTIONS: You have reached the end of the Hollywood Historic Walk. You can now take the Metro Rail north to Universal Studios or you can take it east to the Hollywood/Western Station, where you will find the sights, shops and cafes of Thai Town and Little Armenia...



DIRECTIONS: Accessible by bus or car.



The Griffith Observatory, at 2800 East Observatory Road, a major Los Angeles landmark since 1935. It sits on the southern slope of Mount Hollywood where it commands a stunning view of the Los Angeles basin below. It was a gift to the city by Colonel Griffith J. Griffith, who also donated Griffith Park and The Greek Theatre. Its purpose is to provide information on astronomy and related sciences to the public. Griffith Observatory will be closed to the public for a three-year renovation starting January 2002.

Old Fire Station 27, at 1355 North Cahuenga Boulevard, is a valuable community resource and destination. The building houses the Los Angeles Fire Department (LAFD) Historical Society Museum which presents the exciting and rich history of the LAFD and its many ties to the development of Los Angeles. The Museum is Historic Land-mark No. 163 and was originally opened in 1930 as the biggest fire station west of the Mississippi for decades.



Hollywood Forever, at 6000 Santa Monica Boulevard, is where one can find more stars than anyplace else in Hollywood—six feet under. In the walled embrace of the 101-year-old cemetery, nearly 90,000 found their final resting place, among them such legends as Rudolph Valentino and Douglas Fairbanks. Abutting these quiet green acres is **Paramount Studios**, at 5555 Melrose Avenue, built in 1926, the year Adolph Zukor and Jesse Lasky moved their Famous-Players-Lasky-Paramount studios to this site.

De Longpre Park, at 1350 North Cherokee Avenue, is a one-square-block park where a “haunted” Rudolph Valentino statue lost his nose to vandals three times.

Wattles Garden Park, at 1850 North Curson Avenue, is a 50-acre area managed by the City of Los Angeles; on its grounds are a mansion, Japanese teahouse and garden, rose garden and avocado orchard.

RESTAURANTS

NORTH SIDE OF HOLLYWOOD BOULEVARD

M & G Shoppe 6245 Hollywood Blvd.
Ronnie's Donuts 6247 Hollywood Blvd.
Dos Burritos 6251 Hollywood Blvd.
Hollywood and Vine Diner 6263 Hollywood Blvd.
Sandy's Burger 6319 Hollywood Blvd.
Hollywood Sushi 6323 Hollywood Blvd.
Chicken Delight 6327 Hollywood Blvd.
Lam's Kitchen 6445 Hollywood Blvd.
Los Burritos 6517 Hollywood Blvd.
Studio Café 6633 Hollywood Blvd.
The Musso & Frank Grill 6667 Hollywood Blvd. ★ see pg 13
Los Cocos 6679 Hollywood Blvd.
Heaven & Earth Café 6687 Hollywood Blvd.
Hollywood Pizzeria 6689 Hollywood Blvd.
Stefano's Two Guys from Italy 6705 Hollywood Blvd.
Joe's Dinner 6721 Hollywood Blvd.
Starbucks 6745 Hollywood Blvd.
Snow White Café 6769 Hollywood Blvd.
Sunshine Sweet Café 6771 Hollywood Blvd.
Hollywood & Highland 6801 Hollywood Blvd. ★ see pg 18



- Auntie Anne's Pretzels
- Burger King
- Café Mozart of Europe
- Cold Stone Creamery
- Cupid's Hot Dogs
- Fresh Fire Kabob
- Hollywood Mongolian Grill
- Great Steak & Potato
- Green Earth Café
- Johnny Rockets
- Me Gusta
- Nestle's Toll House Café
- Neuhaus Chocolatier
- Richie's Neighborhood Pizzeria
- Starbucks
- Surf City Squeeze
- Volcano Tea House
- Bice Mercato
- California Pizza Kitchen
- The Grill on Hollywood
- Loggia (at the Highlands)
- Koji's Sushi & Shabu/Shabu Restaurant
- Monkees Seafood Restaurant
- Trastevere
- Twist (in Hotel)
- Vert

Shelly's Café 7013 Hollywood Blvd.
Knitting Factory 7021 Hollywood Blvd.
Jacky's Deli 7095 Hollywood Blvd.

SOUTH SIDE OF HOLLYWOOD BOULEVARD

Subway 6288 Hollywood Blvd.
Tom Yum 6340 Hollywood Blvd.
Combos New York Pizza & Deli 6350 Hollywood Blvd.
Popeyes 6384 Hollywood Blvd.
Greco's New York Pizza 6400 Hollywood Blvd.
Eddie's Star Burgers 6504 Hollywood Blvd.
Pig'n Whistle Restaurant 6714 Hollywood Blvd. ★ see pg 28
Green Room Café 6752 Hollywood Blvd.
Togos 6756 Hollywood Blvd.
Combo's Pizza 6760 Hollywood Blvd.
McDonald's 6778 Hollywood Blvd.
Greco's New York Pizzeria 6814 Hollywood Blvd.
Hamlet 6914 Hollywood Blvd.
Roosevelt Hotel 7000 Hollywood Blvd. ★ see pg 24
 - Theadors
 - Teddy's (Bar)
 - Cinegrill
 - Grand Central Coffee
Tully's 7000 Hollywood Blvd.
Andre's Pizza 7038 Hollywood Blvd.
Hollywood Café 7060 Hollywood Blvd.
Cyberjava 7080 Hollywood Blvd.

CAHUENGA BOULEVARD

Chan Dara 1511 North Cahuenga Blvd.
Astoria Russian Restaurant 1556 North Cahuenga Blvd.
El Camino Real 1562 North Cahuenga Blvd.
Catalina Bar & Grill 1640 North Cahuenga Blvd.

Hong Kong Deli 1643 North Cahuenga Blvd.
Chicken Kitchen 1649 North Cahuenga Blvd.
Sharkey's Mexican Grill 1716 North Cahuenga Blvd.

CHEROKEE AVENUE

Boardner's 1652 North Cherokee Ave.

GOWER STREET

Pinot Hollywood 1448 North Gower St.
Roscoe's Chicken & Waffles 1514 North Gower St.

HIGHLAND AVENUE

Hamptons Hollywood Café 1342 North Highland Ave.
Kenny Rogers Roasters 1618 North Highland Ave.
Mel's Drive-In 1650 North Highland Ave.
The China Sea Restaurant 1710 North Highland Ave.
Power House 1714 North Highland Ave.
Burger King 1730 North Highland Ave.
Bobs Philly Steaks 1770 North Highland Ave.
Starbucks 1900 North Highland Ave.
Pizza Bella 1900 North Highland Ave.
Subway 1900 North Highland Ave.
Yamakasa Japanese Restaurant 1900 North Highland Ave.

IVAR AVENUE

Russia Restaurant 1714 North Ivar Ave.
Joseph's Café 1775 North Ivar Ave.

LAS PALMAS AVENUE

Les Deux Café 1638 North Las Palmas Ave.
Miceli's Restaurant 1646 North Las Palmas Ave. ★ see pg 28
Las Palmas Restaurant 1714 North Las Palmas Ave.

LELAND WAY

Off Vine Restaurant 6263 Leland Way

MC CADDEN PLACE

Café des Artistes 1534 North McCadden Pl.

SCHRADER BOULEVARD

16-50 1650 Schrader Blvd.

SYCAMORE AVENUE

Yamashiro 1999 Sycamore Ave. ★ see pg 20

SUNSET BOULEVARD

Denny's Diner 6100 Sunset Blvd.
Siam Garden 6230 Sunset Blvd.
The Fabiolus Café 6270 Sunset Blvd.
360 Restaurant 6290 Sunset Blvd.
Hollywood Athletic Club 6525 Sunset Blvd.
The Cat N' Fiddle Pub 6530 Sunset Blvd.
IHOP 7006 West Sunset Blvd.
In-n-Out Burger 7009 Sunset Blvd.
Acapulco Restaurant 7038 Sunset Blvd.

VINE STREET

Molly's Famous Long Island Hot Dog 1605 North Vine St.
Juices Fountain 1616 North Vine St.
Sun Palace Chinese Food 1718 North Vine St.
Nicks Place 1722 North Vine St.

YUCCA STREET

Chao Praya 6307 Yucca St.



Best Western Hollywood Hills
6141 Franklin Avenue, 323-464-5181

Best Western Hollywood Plaza Inn
2011 North Highland Avenue, 323-851-1800

Comfort Inn & Suites
2010 North Highland Avenue, 800-221-2222

Days Inn Hollywood
7023 Sunset Boulevard, 323-464-8344

Dunes
5625 Sunset Boulevard, 323-467-0771

Holiday Inn – Walk of Fame
2005 North Highland Avenue, 323-876-8600

Holiday Inn Express
1520 North La Brea Avenue, 323-464-3243

Hollywood Downtowner
5601 Hollywood Boulevard, 323-464-7191

Hollywood Metropolitan Hotel & Plaza
5825 Sunset Boulevard, 323-962-5800

Hollywood Roosevelt Hotel
7000 Hollywood Boulevard, 323-466-7000

Magic Castle Hotel
7025 Franklin Avenue 323-851-0800

Orchid Suites
1753 N. Orchid Avenue, 323-874-9678

Ramada Hollywood
1160 N. Vermont Avenue, 323-660-1788

Renaissance Hollywood Hotel
1755 North Highland Avenue, 323-856-1200

Travel Lodge
7051 Sunset Boulevard, 323-462-0905



HOLLYWOOD BOULEVARD TOURISM SIGNAGE PROGRAM



1. **Garden Court Apartments**
7021 Hollywood Blvd.
2. **C.C. Brown's Ice Cream**
7007 Hollywood Blvd.
3. **Chinese Theatre**
6925 Hollywood Blvd.
4. **Hollywood Hotel**
5. **Hollywood First National Bank Bldg.**
6777 Hollywood Blvd.
6. **Christie Realty Building** 6765-6773 Hollywood Blvd.
7. **The Montmartre Café** 6753-6763 Hollywood Blvd.
8. **Musso and Frank Grill** 6667 Hollywood Blvd.
9. **Baine Building** 6605 Hollywood Blvd.
10. **Janes House** 6541 Hollywood Blvd.
11. **Hillview Apartments** 6531-6535 Hollywood Blvd.
12. **Warner Pacific Theatre** 6423-6445 Hollywood Blvd.
13. **Security Trust and Savings** 6381-6385 Hollywood Blvd.
14. **Knickerbocker Hotel** 1714 Ivar Avenue
15. **Guaranty Building** 6331 Hollywood Blvd.
16. **The Palace** 1735 Vine Street
17. **Capitol Records Building** 1750 Vine Street
18. **Pantages Theatre** 6233 Hollywood Blvd.
19. **Music Box Revue Theatre** 6126 Hollywood Blvd.
20. **Taft Building** 1680 Vine Street
21. **Site of the Vine Street Brown Derby**
22. **Jesse L. Lasky Feature Play Co.**
23. **NBC Radio City**
24. **Wallichs Music City**
25. **TAV (Trans America Video) Celebrity Theater**
26. **Vine Street Theatre, 1615 Vine Street**
27. **Hollywood Plaza Hotel** 1637 Vine Street
28. **The Broadway Department Store** 1645 Vine Street
29. **Owl Drug/Julian Medical** 6380-6384 Hollywood Blvd.
30. **Raymond Chandler Square** Hollywood Blvd. at Cahuenga Blvd.
31. **Studio Building** 6554 Hollywood Blvd.
32. **J.J. Newberry Building** 6600-6604 Hollywood Blvd.
33. **S.H. Kress Department Store** 6608 Hollywood Blvd.
34. **The Cherokee Building** 6646 Hollywood Blvd.
35. **Hollywood Center Bldg.** Hollywood Blvd. at Cherokee Avenue
36. **Egyptian Theatre** 6712 Hollywood Blvd.
37. **The Pig & Whistle** 6714 Hollywood Blvd.
38. **The Christie Hotel** 6724 Hollywood Blvd.
39. **Hollywood Theatre** 6764 Hollywood Blvd.
40. **C.E. Toberman Co. Building** 6780 Hollywood Blvd.
41. **Max Factor Building** 1668 Highland Avenue
42. **El Capitan Theatre** 6834 Hollywood Blvd.
43. **The Masonic Temple** 6840 Hollywood Blvd.
44. **Hollywood Roosevelt Hotel** 7000 Hollywood Blvd.
45. **The Johnny Grant Building** 7018-7024 Hollywood Blvd.
46. **Hollywood Professional Building** 7046 Hollywood Blvd.

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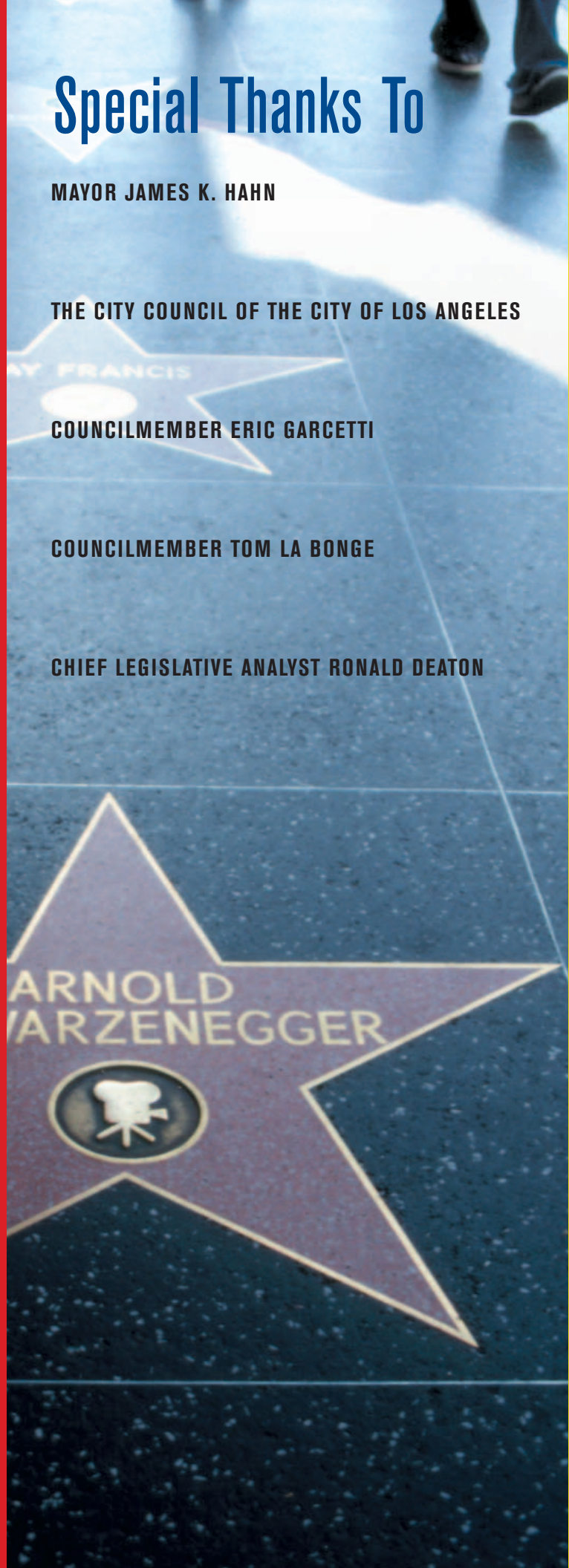
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