

## Walk in the History of Beverly Hills

### Stop #1

In front of City Parking structure at  
216 S. Beverly Drive

- In 1907, the Amalgamated Oil Company drilled here for oil but found water instead. So a Rodeo Land & Water was formed instead to provide housing. To attract buyers, circular tree lined streets were installed. [1] [2] [3] [D]
- In 1911, there were still only 6 houses. So to make the development more attractive, the 14 blocks long Beverly Gardens was installed encompassing the Pacific Electric depot to give the empty streets a pleasing look. [4] [5]
- In 1912, a big gamble was made. The luxurious Beverly Hills Hotel was erected surrounded by raw empty space. Many Hollywood actors moved in making it a success. [6]
- In 1914, when Los Angeles County refused to enlarge the nearby school, Rodeo Land decided the area needed to be incorporated. There were not enough local residents to provide the minimum required 500. So migrants from Sherman were enticed to move in.
- In 1919, Douglas Fairbanks and Mary Pickford bought a lot and built a mansion on one of the circular streets. <sup>(E)</sup> Charlie Chaplin moved in next door. He was followed by Gloria Swanson, Frederick March and Harold Lloyd. Beverly Hills became a haven for the top stars, directors and producers of Hollywood.

### Stop #2

280 S. Beverly Drive  
Suite 416

- This is the office of Dr. Sandra Basica, Psychologist. Her rate is \$100 per hour. She is one of 110 psychologists in Beverly Hills.

### Stop #3

247 S. Beverly Drive

- This is the office of Dr. Carol Lieberman, Psychiatrist, who charges \$200 per hour.
- There are 18 counties in California without even one psychiatrist. Here, in Beverly Hills, there are 250. One reason there are so many is the fact that 31% of the population here are either single, separated or widowed. The ratio is 3 females to every 2 men. There are more psychiatrists here than in 22 other states. It is easier to find a psychiatrist in Beverly Hills than to find a gas station.

#### Stop #4

Corner of Charleville and Beverly Drive

- Corinne Griffith was a star of the silent films. When talkies came in, she suddenly was unemployed. To earn a living, she went into real estate. She was so successful that she, in time, owned all 4 blocks centered by this intersection. This led other stars to try real estate. Among those who did were: Fred McMurray, Joe McCrea and Greta Garbo. The most successful of all was Bob Hope, who made more money in real estate than he ever had in the movies.

#### Stop #5

View of 206 N. Beverly Drive

The former Beverly theatre (1921-1978); now the Israel Discount Bank

- The Beverly Theatre closed because of the rapid decline of attendance in motion picture theaters.

	Weekly Attendance <u>(In Millions)</u>	<u>Admission</u>
1945	85.0	\$0.35
1960	40.4	0.61
1980	20.3	4.75

#### Stop #6

9500 Wilshire

The Beverly Wilshire Hotel

- Heiress Barbara Hutton lived here when she married Gary Grant.
- The *least* expensive room in this hotel for one person in August was \$395 per day, not including any meals. How many days do you want to stay?
- The rate is similar to that of other luxury hotels in Beverly Hills.

	<u>Cheapest</u>	<u>Most Expensive</u>
Beverly Wilshire	\$395	\$ 825 per day
Beverly Hills Hotel	\$380	\$4,040 per day
L'Emeritage	\$325	\$3,800 per day

**Stop #7**

The Golden Triangle

- This is among the ten most expensive locations in the world. Rents in 2003 were \$200 per square foot vs \$1.15 per square foot in Mar Vista. About half the sales here are from foreign tourists.
- Some typical prices have been:

210 N. Rodeo Way	Tiffany Co	Strand of Pearls	\$400,000
245 N. Rodeo Way	Jose Eber	Jacket	\$6,000
232 N. Rodeo Way	Porsch	27 gear bike	\$6,500
270 N. Rodeo Way	Gianne Ferre	Silk Shirt	\$850
232 N. Rodeo Way	Davidoff of Geneva	Panama Hat	\$70,000
224 N. Rodeo Way	Bartolo	Skin Treatment	\$530 per day

- *If you have to ask the price, you should not be shopping here.*

**Stop #8**

9650 Dayton Way  
The Grill on the Alley

- A typical past luncheon would be:

A mixed grill	\$47.50
Imported champagne	\$180.00 per bottle

- Other restaurants in the vicinity have similar prices.

14

**Stop #9**

420 N. Rodeo Drive  
Bijan

- This is one store where you cannot just walk-in. Customers are seen only by appointment. Customers include king and queens, presidents, sheiks and dukes ordering made-to-order clothing.
- The cheapest suit is \$5,000. A fur cap can cost \$7,000.

### Stop #10

465 N. Beverly Drive  
Museum of TV and Radio  
(Entrance on little Santa Monica Blvd)

- Believe it or not, but the admission is free and the parking is also free. There is a suggested donation of \$7.00 but if you do not pay, no one is going to ask you to leave.
- This museum claims to have 95,000 TV and radio programs. The museum is open every Saturday and Sunday from 12:00 noon to 5:00 pm.

### Stop #11

518 Beverly Drive

- Note the unique roof on this home. Note also all the tree lined streets in this vicinity. Beverly Hills has more trees than people.
- The closer to Olympic Blvd, the lower the price of the homes. These homes here are the medium priced. The higher priced are usually north of Sunset Blvd.
- We will not, on this walk, see any of the big estates so we will tell you about them. One of the big estates was that of Harold Lloyd. Producing his own films, he amassed a fortune of \$65,000 and purchased 16 acres. The main house on it had 44 rooms, 26 baths and quarters for 33 servants. Part of the estate was an Olympic sized pool, a night lighted tennis court, a lake for canoeing, an indoor handball court, and a theatre organ in his living room. On the grounds, he kept 79 dogs. 9 18 10 11 12 13
- When Harold Lloyd died, the real estate agents knew it was unlikely to find any one customer to buy the whole estate, so they sold it in many smaller parcels.

	2003 <u>Median Value Housing</u>
<b>Beverly Hills</b>	<b>\$1,000,000</b>
Santa Monica	625,000
El Segundo	371,900
Culver City	311,100
Los Angeles	221,600
Hawthorne	183,700
Huntington Park	164,700
Maywood	156,100

### Stop #12

Beverly Drive and Santa Monica Blvd

- No business is allowed north of Santa Monica Blvd.
- For sale signs are restricted to one foot square; only one such sign is allowed.
- All utility poles are set back in the alley
- Billboards are all regulated
- Beverly Hills has no movie studios, no radio or TV broadcasting stations. In Beverly Hills, there are no country clubs and no golf courses. There are also no concert halls or sports arenas. There are also no cemeteries. So if you die here, you will have to be buried somewhere else.
- Nowhere in this city are any slums.

### Stop #13

464 N. Rexford Drive  
The Police Station

- The police here have an excellent relationship with the residents. When the residents leave on vacation, they can arrange with the police to turn off the lights at dawn and turn them on at dusk. Solicitation is permitted only by police permit. 80% of the applications to solicit are denied. Arrests for gambling or prostitution are made only on resident complaint. The police ignore aliens working as servants.
- Patrol cars pass every few minutes. In Los Angeles response time is over 10 minutes whereas in Beverly Hills response time is within 3 minutes. Police are lenient with juveniles, making arrests only after 3 or 4 violations.

### Stop #14

455 N. Rexford Drive  
City Hall

- The City Hall itself was built in 1932. <sup>7</sup> The rest of the Civic Center was added later, after a contest between competing architects. The present design was the winner between the contest of 6 top architectural firms.

- Beverly Hills spends three times that of other cities the same size but give their residents top service. Once a resident phoned in complaining of a pothole on Wilshire Blvd at 11:00am. At 4:00pm, that same day, a workman was filling in that pothole.
- Of 654 employees, only 6 live in Beverly Hills. All the others cannot afford to live in the same city where they work.

### **Stop #15**

444 N. Rexford Drive  
Inside the Library

- This library has the best collection of telephone books in Los Angeles County. They include all the principal cities of the U.S.
- On the main floor, near a reference desk, is a model of a book from the Middle Ages. In those days it would take all day for the scribe to write one page. At that rate of production, only a rich man could afford to buy a book. That changed in 1450 when Gutenberg perfected the printing press. Now the price dropped to where everyone could afford to buy a book.
- Before Gutenberg, the books were so large it took several men to lift one of them and they sat permanently on wood pedestals.

### **Stop #16**

444 N. Rexford Drive  
Outside the Library

- Once Beverly Hills had the greatest concentration of wealth in the U.S. That is no longer true. There are now 17 other cities of higher per capita income.
- The highest per capita wealth in the U.S. is Rancho Santa Fe, 20 miles north of San Diego. In Los Angeles County, there are two of higher per capita income: Rolling Hills (#9) and Hidden Hills (#16).

### **Stop #17**

Corner Crescent Drive and Burton Way  
Union Oil Service Station  
Part Self Service

- In 1947, when the first self service station appeared in the U.S., the owner was deluged with threatening letters. His service employees were beaten by thugs. By 1968, self service was banned in 23 states. But when, in 1970, the major oil companies accepted self service, that

soon changed. By 1975, there were 35% self service. By 1982, the number had increased to 72% self service. Meanwhile, state after state repealed the ban on self service. By 2002, only New Jersey and Oregon still retained the ban.

### Stop #18

415 N. Crescent Drive  
3-story building behind the 76 gasoline station

- Inside this office building are 63 physicians and surgeons.

In USA: 1 doctor per 612 residents  
In Beverly Hills: 1 doctor per 52 residents

- The annual income of most Beverly Hills doctors varies from \$150,000 to \$300,000 per year. Fifty earn around \$1,000,000 per year. Plastic surgeons can become millionaires in five years.

### Stop #19

Elm Street between Charleville and Gregory  
Beverly Vista Elementary School

- The students are 40% of foreign descent. 26% are Iranian descent. Why so many from Iran? When the wealthy of Iran recognized that Koumani was certain to overthrow the Shah, they decided they could never live in the rigid society that was to come. 300,000 migrated to Southern California with most ending up in Beverly Hills. There are so many here now they have their own Iranian telephone book.
- The PTA in Beverly Hills provides all sorts of extras that the State Board of Education cannot provide. For example, in the High School there is a stage equal to any in Broadway. The High School also has its own closed circuit TV station KBEV. They also have a 30 foot planetarium.
- Nearly all the students have their own automobile. Usually the oldest car in the lot is that of the teacher. There are no gangs and no graffiti.
- The following are the 2002 Stanford-9 7<sup>th</sup> grade math scores in Beverly Hills students compared to those of nearby cities:

El Segundo	89%
<b>Beverly Hills</b>	<b>85%</b>
Santa Monica	71%
Culver City	53%
Huntington Park	30%
Los Angeles	30%
Maywood	30%

## **Stop #20**

Corner Charleville Blvd and Reeves Drive

### **Summary of this Walk**

- Beverly Hills no longer has the largest concentration of wealth. There are now 17 other cities with greater concentration of wealth. Even in Los Angeles County, there are two greater concentrations of wealth.
- Beverly Hills is still an expensive place to live. Most city employees cannot afford to live here and commute every week day.
- Beverly Hills still has the greatest concentration of psychiatrists and psychologists anywhere. In Beverly Hills, it is easier to find a mental practitioner than to find a gas station.

## Comparable Statistics 2004

### Population

Los Angeles	3,864,400
Glendale	202,700
Torrance	144,400
Pasadena	142,200
Inglewood	117,000
Santa Monica	89,300
Hawthorne	87,400
Redondo Beach	66,500
Gardena	60,100
Culver City	40,250
Manhattan Beach	36,300
<b>Beverly Hills</b>	<b>35,350</b>
South Pasadena	25,250
Hermosa Beach	19,350
El Segundo	16,700
Palos Verdes Estates	13,950

### Area

Los Angeles	469.1 mi <sup>2</sup>
Glendale	30.6 mi <sup>2</sup>
Pasadena	23.1 mi <sup>2</sup>
Torrance	20.5 mi <sup>2</sup>
Inglewood	9.1 mi <sup>2</sup>
Santa Monica	8.3 mi <sup>2</sup>
Redondo Beach	6.3 mi <sup>2</sup>
Hawthorne	6.1 mi <sup>2</sup>
Gardena	5.8 mi <sup>2</sup>
<b>Beverly Hills</b>	<b>5.7 mi<sup>2</sup></b>
El Segundo	5.5 mi <sup>2</sup>
Culver City	5.1 mi <sup>2</sup>
Palos Verdes Estates	4.8 mi <sup>2</sup>
Manhattan Beach	3.9 mi <sup>2</sup>
South Pasadena	3.4 mi <sup>2</sup>

### Per Capita Income

Palos Verdes Estates	\$69,040
<b>Beverly Hills</b>	<b>\$65,507</b>
Manhattan Beach	\$61,136
Hermosa Beach	\$54,244
Santa Monica	\$42,874
Redondo Beach	\$38,305
El Segundo	\$33,996
South Pasadena	\$32,620
Culver City	\$29,025
Pasadena	\$28,186
Torrance	\$28,144
Glendale	\$22,227
Los Angeles	\$20,671
Gardena	\$17,263
Hawthorne	\$15,022
Inglewood	\$14,776

### Educational Rank Stanford 9 – 7<sup>th</sup> Grade Math

Manhattan Beach	88%
Palos Verdes Estates	85%
<b>Beverly Hills</b>	<b>81%</b>
South Pasadena	81%
El Segundo	74%
Torrance	69%
Santa Monica	67%
Hermosa Beach	64%
Redondo Beach	64%
Glendale	63%
Culver City	50%
Pasadena	37%
West Hollywood	26%
Gardena	26%
Los Angeles	26%
Inglewood	25%

## Comparable Statistics

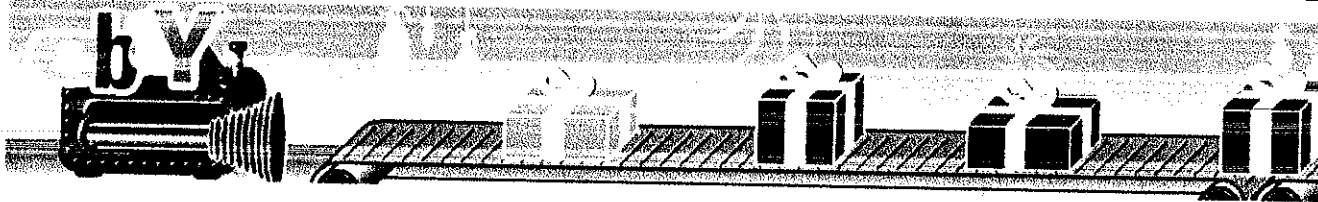
### Date of Incorporation

Los Angeles	1850
Santa Monica	1886
Pasadena	1886
South Pasadena	1888
Redondo Beach	1892
Glendale	1906
Hermosa Beach	1907
Inglewood	1908
Manhattan Beach	1912
Beverly Hills	1914
Culver City	1917
El Segundo	1917
Torrance	1921
Hawthorne	1922
Gardena	1930
Palos Verdes Estates	1939

Yahoo! My Yahoo! Mail

YAHOO! LOCAL Sign In  
Maps New User? Sign Up

Search the web



# Yahoo! Maps Maps Home

Maps | [Driving Directions](#) | [Create My Locations](#)

WALK IN HISTORY OF BEVERLY HILLS



**Intel Centrino mobile technology:** Wirelessly connect at cafes, hotels, airports and more. Learn more at [Intel.com/unwire](http://Intel.com/unwire) or [Click here to add Wi-Fi Hotspots](#) to your map below!

Click!

**1** We assumed that you meant **Wilshire Blvd At N Bedford Dr**, instead of **Wilshire And Bedford**.

[Printable Version](#) | [Email Map](#) | [Link to this Map](#)

☆ *Wilshire Blvd At N Bedford Dr Beverly Hills, CA 90212*

[Change Location](#) | [Save this Address](#) | [Driving Directions: To this location or From this location](#)

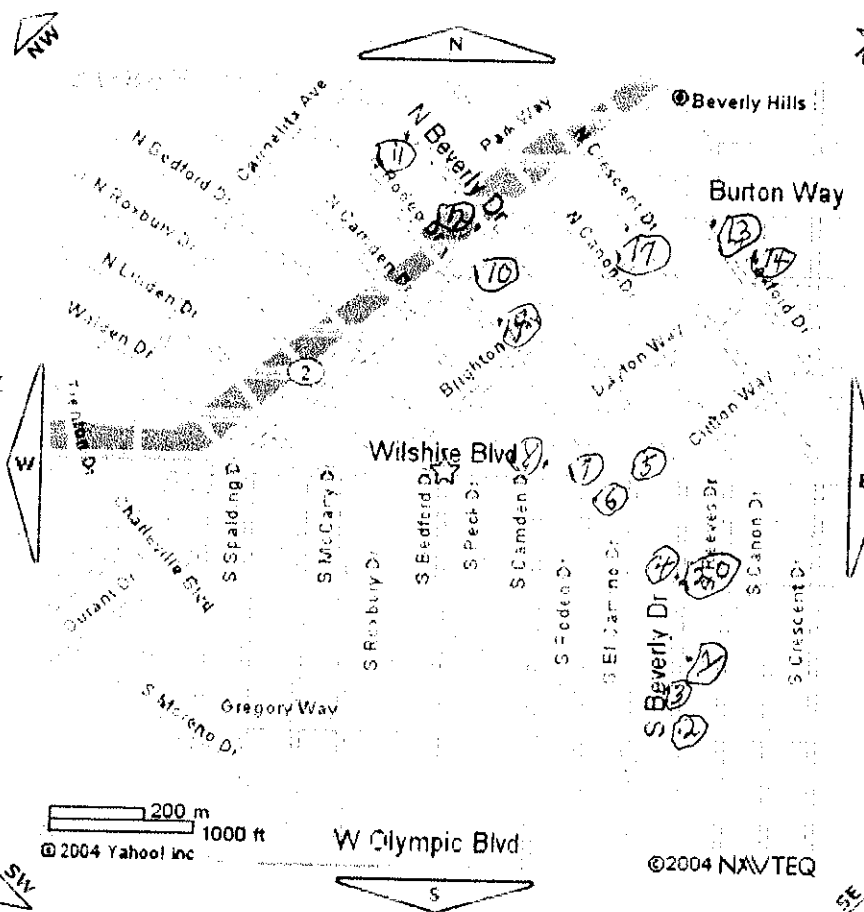
- Zoom In**
- 1
- 2 street
- 3
- 4 city
- 5
- 6
- 7
- 8 state
- 9
- 10 country

**Zoom Out**  
Make Map Larger Clicking on Map:

Zoom in & Re-Center

Re-Center Only

Map Legend



Traffic VIEW  
VIEW TRAFFIC ON MAP

- SmartView™**  
See Locations on this Map
- Food & Dining  All Restaur
  - Mexican  Pizza  Seafood
  - Recreation & Entertainme
  - Community Services
  - Shopping & Services
  - Travel & Transportation
  - Financial & ATMs

What's this?  
[Find more nearby...](#)

See the following business locations on this map: