

Right: Cahuenga Water Gardens at Franklin and Western Avenues provided exotic plants for Hollywood estates.

Below: The Glen Holly Hotel, southeast corner of Franklin and Ivar Avenues, a Hollywood landmark for years (demolished).



An enterprising man met visitors at the new depot on Prospect near Ivar Avenue. He sold them a tally-ho tour of the "modern Garden of Eden." After lemon groves, the Outpost of General Otis, and the pineapple and avocado orchards, the tour finished at the Glen Holly Hotel, a rambling structure built in 1895. After admiring the valley view and the hotel's splendid rose garden, guests ate chicken dinners and went home.

The tour grew in the next years to a large circle of the Los Angeles basin. Cars went to Hollywood in the morning, then down to Playa del Rey and Venice and back to Los Angeles by nightfall. Called the Balloon Excursion Route after the shape of the track traveled, at its peak, eighteen packed cars made the trip each day. The local real estate interests adored it and quickly subdivided smaller lots for tourist sales.

The water problems had been solved, at least temporarily. A pipe ran from Burbank to Los Feliz Boulevard, skirting the foothills near Franklin Avenue, then went west along Prospect from Bronson Avenue to Gardner Street and then southwest to the Soldier's Home in Westwood. Additionally, the first few years of the new century had ample rainfall. This helped two property owners at Franklin and Western Avenues. Laughlin, who sold dry goods in Los Angeles, had bought the large hill there for his subdivision, Laughlin Park. He planted it with bamboo, banana and pine trees that the rain made lush. Laughlin sold a large section at Western Avenue to Edmund Sturtevant who created the Cahuenga Water Gardens. Selling rare South American water lilies and all varieties of lotus to new Cahuenga residents, Sturtevant created another tourist attraction.





## LE ROI DES FLEURS

Daeida Beveridge proved the winning promoter when, much to the gratitude of everyone, she established Hollywood's first celebrity draw, Paul de Longpre, the "King of Flowers."

Born in France in 1855, de Longpre started painting flowers on fans when he was twelve. A bank failure in Paris brought him to New York in 1886, where he began again with an exhibition of floral paintings. Flowers were expensive and there was not a great variety in New York. In 1889, de Longpre moved to Los Angeles with his wife and three children.

De Longpre loved bicycling around the area, looking for flowers. He found the most exotic, year-round supply in Hollywood.

He made friends with the Blondeau and Grass families, with whom he spoke French. They urged him to move to Hollywood.

At an exhibition of his paintings in Los Angeles (which he had sunk all his money into), he met Daeida Wilcox Beveridge. When he spoke to her about his wish for a house in Hollywood, Daeida acted swiftly. She gave de Longpre the site of her own home, three sixty-five foot lots on the west side of Cahuenga, one lot north of Prospect Avenue.

The Beveridges moved their old wood farmhouse where Harvey had died one block north to Yucca Avenue. With their real estate business booming, they built a beautiful home for themselves at Prospect and Wilcox Avenues.

De Longpre built his house, studio and guest-house in 1901. A year later, the artist offered Daeida three of his paintings for the corner lot at Prospect Avenue so he could enlarge his flower garden.

Daieda's ability to balance business and art worked beautifully. The more morally cinched, Wilcox-minded locals lapped up de Longpre. He painted flowers, not nudes. With its arbors and profuse floral varieties, the de Longpre home became one of the great tourist attractions in Southern California.

*Above:* The de Longpre residence as seen from the northwest corner of Hollywood and Cahuenga Boulevards (demolished). The Beveridge house is on the far left.

*Below:* The artist at home with his flower paintings.

