

*Out where they say,
let us be gay,
I'm going Hollywood.
I'll ballyhoo
greetings to you.
I'm going Hollywood.*

Arthur Freed



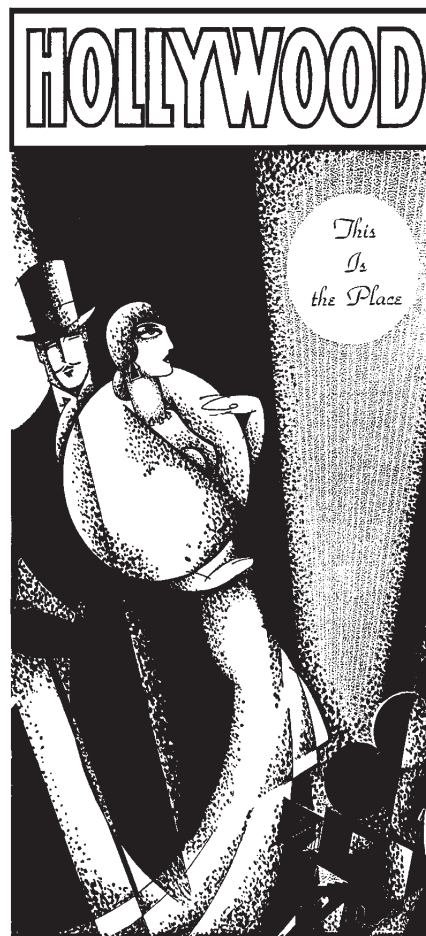
CHAPTER 4

MAIN STREET OF THE MOVIES

SEE THE STARS

From the first roar of the 1920s, Hollywood crawled with newly minted movie stars. The output of motion pictures within the district's boundaries reached an unsurpassed 854 features in 1921. The East Coast financiers reinvested movie profits into permanent Hollywood studios. At Fox Films on Western Avenue, neophyte director John Ford assembled films so fast that, starting in 1919, Fox had dozens of famous faces on the lot, including Tom Mix, Buck Jones, and John Gilbert. In his imperial Paramount-Lasky office at Selma and Vine, Cecil DeMille signed a struggling Gloria Swanson to star in daringly risqué marital comedies. The films made Swanson one of the reigning stars of the silent era.

The famous faces walking Hollywood Boulevard caused pedestrians to do double takes. Movies were now part of the national consciousness and the silent stars were semi-deities. In 1918, Englishman George Westmore came to establish himself in the movie makeup business and rented an apartment on Cahuenga Boulevard. Westmore's evening meals at John's Restaurant brought him in thrilling proximity to many silent stars: William S.



Above: Hollywood Boulevard looking east to Cahuenga Boulevard. John's Cafe is in Wilcox Hall at center right. 1919

Opposite page: Hollywood Boulevard west of Cahuenga Boulevard (circa 1923). Kress Drug Co. is on the northwest corner. The Beveridge home and yard is at the end of the block.