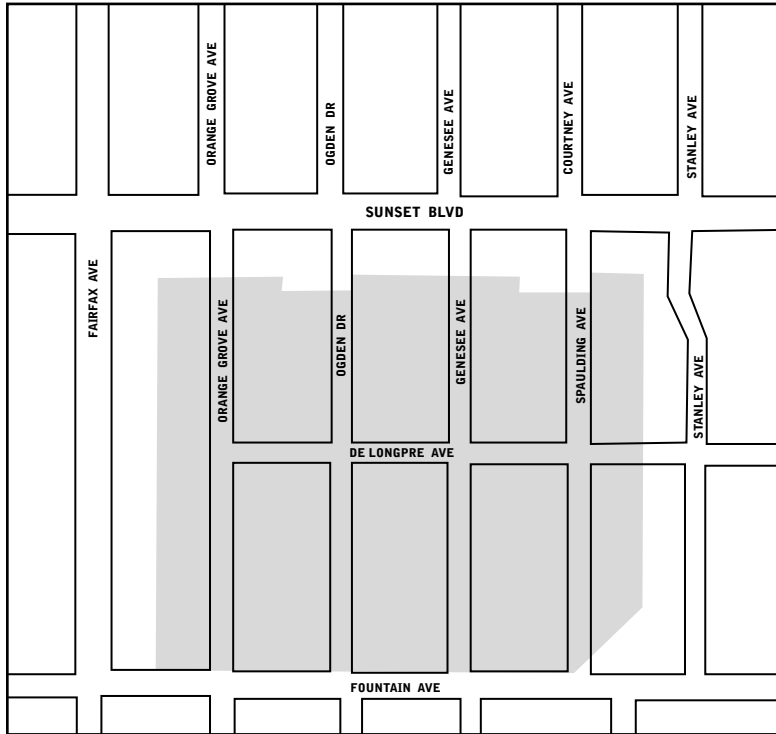


Spaulding Square (1993)



A NEIGHBORHOOD OF MODEST SINGLE-STORY PERIOD Revival houses built between 1916 and 1926, the Spaulding Square HPOZ was named after real estate speculator Albert Starr Spaulding, who purchased and subdivided the land in 1914. Spaulding attracted buyers to the area using a “lecture and lunch” strategy—interested buyers received a free streetcar ride, a lunch, and a lecture on the boundless future of the area. In addition, sales were augmented by the rise of the studios and the nearby film industry. Its location off Sunset Boulevard—fast becoming the major route between the studios in Hollywood and the stars’ homes in Beverly Hills—made it an appealing place for film technicians and up-and-coming actors to settle. Actress Lucille Ball and director Hugo Hass both lived in the area.

