The Finding Aid of the Luella "Billie" Ulrich Collection on the Gulls' Way Estate 0159

Kelsey Knox
Pepperdine University. Special Collections and University Archives.
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24255 Pacific Coast Highway
Malibu 90263-4786
kelsey.knox@pepperdine.edu
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Language of Material: English
Contributing Institution: Pepperdine University. Special Collections and University Archives.
Title: Luella (Billie) Ulrich Collection on the Gulls' Way Estate
Identifier/Call Number: 0159
Physical Description: 1.2 Linear Feet 3 Hollinger boxes
Date (inclusive): 1943-1996
Abstract: The Luella “Billie” Ulrich Collection on the Gulls Way Estate contains photographs and ephemera related to the Gulls Way Estate in Malibu, as well as of the Ulrich family.

Conditions Governing Access
Advance notice required for access.

Arrangement
The collection is arranged in alphabetical order by folder title.

Biographical/ Historical
Gulls' Way is an 11.5 acre estate atop the bluffs at Latigo Point in Malibu. Billie (Luella) and Rick (Erving) Ulrich bought the property in 1943 from the Marblehead Land Company. They completed building the guest house in 1947 and main house in 1971. A number of movies and television shows filmed on the property, including It's Only Money (1962), "Fantasy Island" (1978-1984), and "Hardcastle & McCormick" (1983-1986). The Ulrichs hosted many parties and celebrations over the years, including an annual 4th of July party which coincided with Billie’s birthday. Gulls' Way remains a popular wedding venue today.

Rick passed away in 1987, and in 1992 Billie negotiated with Pepperdine to give the university the property but retain the right to remain at Gulls Way until her death. After she passed in 1996, Pepperdine sought to convert Gulls' Way into a conference center. They faced heavy opposition from the city of Malibu, and in 2000 opted to sell the property. Television personality Dick Clark bought the estate in 2002.

Preferred Citation
[Box/folder# or item name], Luella "Billie" Ulrich Collection on the Gulls' Way Estate, Collection no. 159, Special Collections and University Archives, University Libraries, Pepperdine University.

Processing Information
This collection was processed by Kelsey Knox in 2020.

Scope and Contents
The Luella "Billie" Ulrich Collection on the Gulls Way Estate contains photographs of the Gulls Way Estate grounds, guest house, apartment interior, and main house interior, as well as photographs of Billie and Rick on the property. It also contains some ephemera and other paper materials and the inventory of the contents of the estate when it was donated to Pepperdine after Billie Ulrich’s passing.

Conditions Governing Use
Copyright restrictions may apply.

<table>
<thead>
<tr>
<th>Box</th>
<th>Folder</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Apartment Photographs undated</td>
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<tr>
<td>1</td>
<td>2</td>
<td>Area Map of Malibu 1997</td>
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<tr>
<td>1</td>
<td>3</td>
<td>Billie and Rick Ulrich Photographs 1931-1991, undated</td>
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<td>1</td>
<td>4</td>
<td>Daily News Article on Gulls’ Way Real Estate Listing 2000 May 28</td>
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<tr>
<td>1</td>
<td>5</td>
<td>Early Gulls Way Slides undated</td>
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<tr>
<td>1</td>
<td>6</td>
<td>EJ Ulrich Resume 1931 June 9</td>
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<tr>
<td>1</td>
<td>7</td>
<td>Entrance to Gulls’ Way Photographs undated</td>
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<tr>
<td>1</td>
<td>8</td>
<td>Ephemera from Gulls’ Way undated</td>
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<tr>
<td>1</td>
<td>9</td>
<td>Fountain Photographs circa 1953, undated</td>
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<td>1</td>
<td>10</td>
<td>Glass negatives of Billie and Rick Ulrich undated</td>
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<tr>
<td>1</td>
<td>11</td>
<td>Grounds of Gulls Way Photographs 1953</td>
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<td>1</td>
<td>12</td>
<td>Guest House Photographs and Negatives 1947, undated</td>
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<td>1</td>
<td>13</td>
<td>Gulls’ Way Conference Center Dedication VHS Tapes 1992 September 21</td>
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<tr>
<td>2</td>
<td>1</td>
<td>Gulls Way Slides 1949</td>
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<tr>
<td>2</td>
<td>2</td>
<td>Inventory of Gulls’ Way Estate undated</td>
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</tbody>
</table>
box 1, folder 15  Inventory of Mrs. Ulrich's Photographs undated
box 2, folder 4  Invitation and Programs from Events at Gulls' Way 1976 July 4
box 2, folder 5-6  Main House Photographs undated
box 2, folder 7  Malibu Tiles Photographs 1984, undated
box 2, folder 8  Negatives of Gulls' Way Interior and Exterior undated
box 3, folder 1  Notebook (Probably Belonging to Billie Ulrich) undated
box 3, folder 2  Old Malibu Slides undated
box 3, folder 3  Receipts and Various Paperwork circa 1940's-1980's
box 3, folder 5  Tea House (Gazebo) Photographs and Negatives undated
box 3, folder 6  Various Paper Materials undated
box 3, folder 7  Various Photographs undated