
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

URL: <https://library.pepperdine.edu/collections/boone-special-collections-university-archives.htm>

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 Feet3 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.

box 1, folder 1	Apartment Photographs undated
box 1, folder 2	Area Map of Malibu 1997
box 1, folder 3	Billie and Rick Ulrich Photographs 1931-1991, undated
box 1, folder 4	Daily News Article on Gulls' Way Real Estate Listing 2000 May 28
box 1, folder 5	Early Gulls Way Slides undated
box 1, folder 6	E.J Ulrich Resume 1931 June 9
box 1, folder 7	Entrance to Gulls' Way Photographs undated
box 1, folder 8	Ephemera from Gulls' Way undated
box 1, folder 9	Fountain Photographs circa 1953, undated
box 1, folder 10	Glass negatives of Billie and Rick Ulrich undated
box 1, folder 11	Grounds of Gulls Way Photographs 1953
box 1, folder 12	Guest House Photographs and Negatives 1947, undated
box 1, folder 13	Gulls' Way Conference Center Dedication VHS Tapes 1992 September 21
box 2, folder 1	Gulls Way Slides 1949
box 2, folder 2	Inventory of Gulls' Way Estate undated

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 4	Swimming Pool Photographs circa 1970's-1990'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