



At this location was the original Pioneer Hardware Store that opened in 1927. Now the Pioneer-Lucerne Hardware Store, the business had its beginnings in 1925, as the Charles A. Meyer Hardware Store on Rodeo Drive. Only two years later when Meyer retired, Justin C. Platner (1884-1949) bought the business for \$10 in gold coin and some other valuables. Platner moved the store to 439 North Beverly Drive in the newly built Scholl Building, where it quickly became known as the hardware store to the stars. It remained on North Beverly Drive for over fifty-five years as a family operated enterprise. Upon Platner's death in 1944, his daughter Roma and her husband Claude continued the business. Roma passed away in 1992, and Claude operated the store until he retired in 1989 (he passed in 2004). At that time, Lucerne Hardware acquired Pioneer's name and inventory and relocated the business to 315 North Crescent Drive. Lucerne Hardware in Beverly Hills was opened in 1983 by Joseph Tilem, a local attorney and prior mayor of Beverly Hills (1978). Tilem's family had founded Lucerne, an equally storied hardware store in New York, and had recruited his siblings to establish a southern California branch.

Following the 1994 Northridge earthquake, Jeff Tilem, Joseph's son, took over operations of the hardware shop and continues today in that role. Since then, the business was given a Golden Palm award by the Beverly Hills Chamber of Commerce in the "Community Support" category in 2013. Back in the day, the store hosted a star-studded client list that included Fred Astaire, Barbra Streisand, Marilyn Monroe, Michael Caine, and Gene Kelly. Kelly bought the roller skates for the "I Like Myself" number from the motion picture *It's Always Fair Weather* (1955) at Pioneer (and practiced on his tennis court before filming). Pioneer has kept the checks signed by Jimmy Stewart and the charge plates and addresses of such Golden Age stars as Jack Lemmon, Sidney Poitier, and Rosemary Clooney. In many ways, the well-established hardware store is like the old general store of yesteryear offering an emporium of goods and services. It continues serving the Beverly Hills community and surrounding area and is considered the oldest, still operating family-run hardware store in the city.

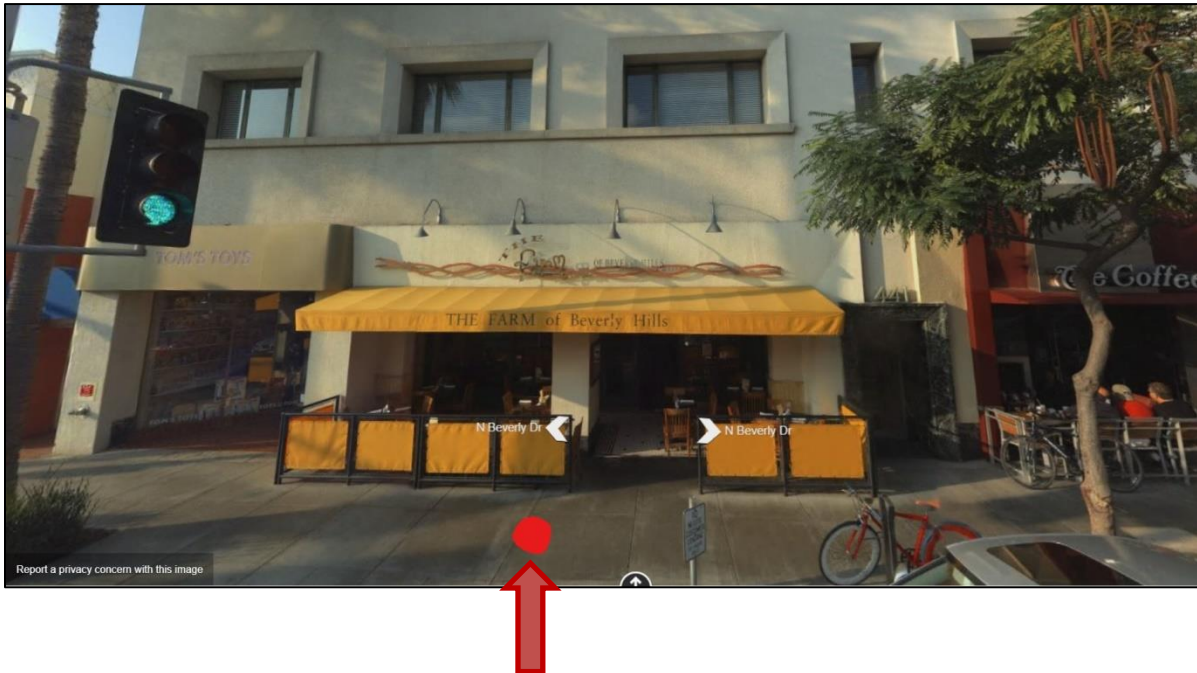


Proposed Plaque Copy:

"Beverly Hills' original "hardware store to the stars," was located on this site from 1927 to 1989. Operated by Justin Platner and his family, it boasted a client list that was a virtual who's who of Hollywood's Golden Age - regulars included Jimmy Stewart, Marilyn Monroe, and Sidney Poitier. Gene Kelly famously bought

a pair of roller skates here to use in the 1955 movie, “It’s Always Fair Weather”. When the store finally closed upon the deaths of Platner’s daughter and son-in-law, it was merged with Lucerne Hardware, an equally storied hardware store in New York City that had opened a Beverly Hills Branch in 1983, and relocated to Crescent Drive. “

Recommended Placement Location: Within the public sidewalk, at the original retail location at 439 North Beverly Drive.



Photos:

**PIONEER
HARDWARE**
439 NORTH BEVERLY DRIVE
27 Years Same Location

BR 2-3108
FREE DELIVERY
TWICE DAILY

CR 6-1167
FREE PARKING
IN REAR

- SHERWIN-WILLIAMS PAINTS
- HOUSEWARE GOODS
- PLUMBING SUPPLIES
- GARDEN SUPPLIES
- BUILDERS HARDWARE
- ELECTRICAL APPLIANCES

**PIONEER
HARDWARE**
IN BEVERLY HILLS FOR OVER
THIRTY-FIVE YEARS

**COMPLETE
HOUSEWARES DEPT.**
• ELECTRICAL APPLIANCES
• GARDEN SUPPLIES
• SHERWIN-WILLIAMS PAINTS
• PLUMBING SUPPLIES
• BUILDERS HARDWARE

FREE DELIVERY
Twice Daily

276-1167
272-3108
439 N. Beverly Dr.
AMPLE FREE PARKING

CLASSIFIED ADVERTISEMENTS, 1955 AND 1973



North Beverly Drive looking south, 1930 (Pioneer Hardware right center)



Pioneer Hardware (highlighted yellow), original location at 439 North Beverly Drive, 1930



Pioneer Hardware, original location at 439 North Beverly Drive, early 1940s



Pioneer-Lucerne Hardware, current location, 315 North Crescent Drive