



Hans Ohrt (1895-1960), was the National sprint champion in 1915, and rode throughout the United States, Australia, and Europe professionally from 1915 to 1924. Ohrt was also a member of the 1932 Olympic cycling committee in Los Angeles. Hans Ohrt initially opened his shop at 439 North Camden Drive adjacent to where he and his wife Ida lived at 435 North Camden Drive, but shortly relocated to a larger store at 9544 South Santa Monica Boulevard. When the shop opened it was way ahead of its time in advocating the use of lightweight, multi-speed bicycles, which were commonly called “English Racers.” As advances to bicycles were made, Ohrt brought those improvements to local residents by directly importing equipment from Europe.

It was also Hans Ohrt who had the bridle paths in Beverly Hills legalized and improved for cycling use. Following World War II, many of the movie studios were producing war movies with European street scenes that called for bicycles. Hans supplied a major portion of these bicycles to the studios. As part of his thriving business notable customers included many Hollywood “movie folks” such as Clark Gable, Maureen O’Sullivan, Fess Parker, Bob Hope, Bing Crosby, and Tyrone Power. Marilyn Monroe visited the bike shop two months before she passed away. There she rented an English bicycle for a month at the charge of \$18.00. Actor James Brolin’s first job before becoming going into acting was at the Hans Ohrt bicycle shop where he wiped down the bikes and cleaned the floor.

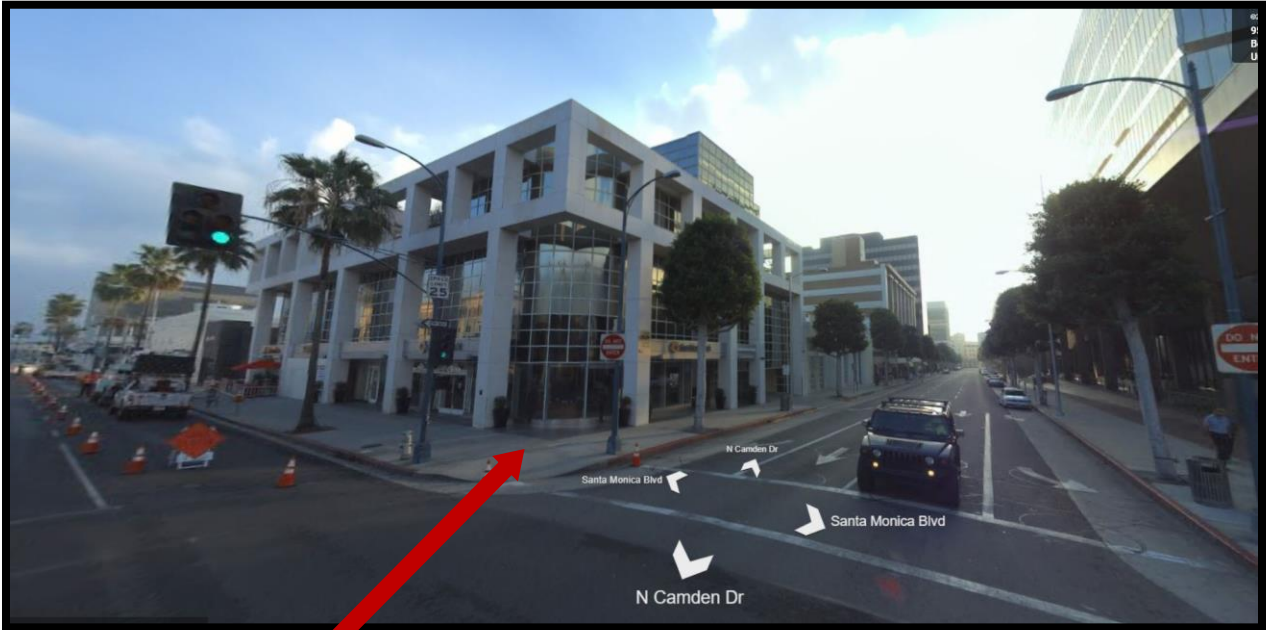
In 1960, Ohrt passed away and ownership of the shop transferred to Leonard and Connie Hearst, who had been managing the business (Connie was the niece of Hans). In 1976, the property was sold and Hearst moved the business to Westwood Village on Gayley Avenue. Just over ten years later, the Hans Ohrt Lightweight Bicycles business was formally dissolved by Hearst in 1987. The building that once housed the bike shop was remodeled in 1977 as the headquarters for Jack Heller and Associates Realtors, a firm that specialized in residential and investment real estate. Ultimately, however, the building was demolished and a new multi-story contemporary structure was built in its place in 1983.



Proposed Plaque Copy:

“Established in 1937 by the national and international sprint bicycle champion for whom it was named, the Hans Ohrt Lightweight Bicycles shop served Beverly Hills residents at this location for nearly 40 years. Generations of local children got their bikes at Hans Ohrt (along with logo-embossed canvas backpacks which they used to carry their books to school), as did Hollywood studios and many of their Golden Age stars. A plaque over the main entrance read: “My notion is that mankind would be better mortals if they all rode bicycles.”

Recommended Placement Location: Centered within the public sidewalk at the southeast corner of North Camden Drive and South Santa Monica Boulevard, placed where the canted front entry door to the bicycle shop was once located.



Photos:



Hans Ohrt

In Beverly Hills Since 1937

HANS OHRT

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The 100% Bicycle Establishment

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BEVERLY HILLS
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Specializing in Serving the Motion Picture Industry

LEONARD HEARST
Manager

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Beverly Hills, California

HANS OHRT

LIGHTWEIGHT BICYCLES

9544 SANTA MONICA BOULEVARD
BEVERLY HILLS, CALIFORNIA

LEONARD HEARST
MANAGER

Cashier 4-4711
Manager 2-1780

DATE June 23rd 1962

Miss Marilyn Monroe

ADDRESS Post Office Box 64721

Los Angeles 64 PHONE

| QUAN. | DESCRIPTION | PRICE | AMOUNT |
|-------|--|-------|---------|
| | Rental of English bicycle from May 5th to June 5th/62 (Lic. 571) | | \$18.00 |
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| | | | |

OK #17462
JUN 25 1962

6178

Bicycles—For Sale, Rent and Repair

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GRIFFIS SPORTING GOODS 366 N Beverly dr OX 7209

OHRT HANS 439 N Camden dr OX 4711

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