

WORD OF MOUTH

THE DESTINATION ISLANDS HAVING A MOMENT RIGHT NOW. EDITED BY ERIN FLORIO

THREE HOMEGROWN HEROES

THE LA. WEEKENDER CATALINA ISLAND, CALIFORNIA

Los Angeles and gridlock are virtually synonymous. But in **Avalon**, a hamlet of 4,000 people on Catalina, built a hundred years ago by chewing gum magnate William Wrigley Jr., you're more likely to find yourself riding in a golf cart (there's a 25-year wait list for a vehicle permit). Or take an ATV tour through the rugged interior with the hopes of spotting the island's herd of wild bison. Many Angelenos, who on a clear day can see the green- and yellow-grass-covered speck 30 miles off the coast, think of Catalina as little more than a place where Boy Scouts go camping and rich people dock their sailboats. But this year brings new reasons to catch the 60-minute ferry from Long Beach. In August the seaside **Hotel Atwater** reopened after a restoration that brought back much of the familial character Wrigley imbued it with in 1920, when he hoped to turn Catalina into a world-class holiday destination. Sweet rooms have beds in corals and teal and cozy comforters, while the lobby holds Wrigley family albums and heirlooms. Nearby, the **Catalina Island Museum** has an exhibition devoted to the tycoon's influence. You can also head around to the coast to dive with bat rays or zip-line through a lush canyon—though for all of Catalina's natural beauty, there are still reminders of Hollywood's proximity: Avalon is home to one of the first talkie theaters, where Cecil B. DeMille hosted lavish preview parties, and the Art Deco rotunda **Catalina Casino**, where Benny Goodman's big band played in the 1930s. Even those bison have silver-screen cachet; rumor has it that they're descended from a few menacing extras who broke free from the set of the 1925 Western *The Vanishing American*. MAXWELL WILLIAMS

