

Hollywood Heritage is a non-profit organization dedicated to preservation of the historic built environment in Hollywood and to education about the early film industry and the role its pioneers played in shaping Hollywood's history.

**HUGH HEFNER, Hollywood Hero of the Month**

**The Hollywood Sign Site Saved**

**P**layboy Magazine founder Hugh Hefner donated the last \$900,000 of \$12.5 million needed to purchase the land behind the legendary Hollywood Sign, guaranteeing that no development would negatively affect the landmark. Gov. Arnold Schwarzenegger, Councilmember Tom LaBonge, Hollywood Sign Trust Chairman Chris Baumgart, and Trust



for Public Land President Will Rogers were in attendance at a press conference to announce the gift. The donations began with \$1 million gifts each from The Tiffany & Co. Foundation and Aileen Getty, who later added additional large matching grants. Others joining the campaign included The Academy of Motion Picture Arts and Sciences, CBS Corporation, The Entertainment Industry Foundation, Kathleen Kennedy and Frank Marshall, the Lucasfilm Foundation, NBC Universal, Sony Pictures Entertainment, Steven Spielberg, Twentieth Century Fox, Warner Bros. Entertainment Inc. and Time Warner Inc., and The Walt Disney Company Foundation. Other Hollywood con-

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**Become An Active Member Of Hollywood Heritage**

**H**ollywood Heritage is an organization of volunteers. While there is a Board of Directors, they too are volunteers. Various committees made up of Hollywood Heritage members discuss ideas, suggest programs or projects, and make recommendations to the Board of Directors for approval.

WE NEED YOUR participation! JOIN a committee! TELL us about your special skill:

- Finance Committee** — Assists the Board Treasurer in maintaining sound accounting practices and makes recommendations to the Board regarding financial matters.
- Fund Raising Committee** — Develops programs and grants to recommend to the Board for the purpose of raising monies in support of Hollywood Heritage expenses and programs.
- Hollywood Heritage Museum Committee** — Monitors and makes recommendations concerning the restoration of the Barn, museum collections, the programs at Evening @ the Barn and the Museum Store.
- Membership Committee** — Explores ways to increase and retain membership and recommends programs relating to membership.
- Nominating Committee** — Prepares slates of candidates for election to the board of directors.
- Public Relations Committee** — Maintains contacts and explores avenues for advertising Hollywood Heritage, its programs and museum.
- Publications Committee** — Responsible for the organization's website, newsletter, and other publications.
- Preservation Issues Committee** — Reviews and advises the board concerning preservation issues affecting Historic Hollywood, and recommends policy and stands which the organization deems appropriate.
- Silent Society Committee** — Maintains, manages, and exhibits silent films.
- Museum Docent or walking tour guide**

Please email us at [membership@hollywoodheritage.org](mailto:membership@hollywoodheritage.org) with your name and phone number and the committee(s) you are interested in. The chair of the committee you are interested in will contact you regarding the next meeting date of that committee. If you have a special skill that might assist Hollywood Heritage, let us know about it too.

## President's Message

# Supergraphic Blight: The Drama Continues

Richard Adkins, President Hollywood Heritage

An interesting comment was made to a Hollywood Heritage representative during a media interview regarding the removal of the supergraphics covering buildings in the Hollywood National Register District. The media person asked why Hollywood Heritage was opposed to the supergraphics since they promoted Hollywood. Their understanding was that as long as these signs, which camouflaged historic structures, were advertising Hollywood movies that this was something we would support. It is an oversimplified view at best.

The supergraphics are billboards, only bigger. They have a life span that parallels the distribution and exhibition of the films they represent, or the length of an advertising campaign, which only lasts until the next "new" thing comes along. According to some film distribution websites, the average time is three months. In the meantime, just to put these massive advertising signs up requires that metalwork be attached to the buildings, which requires drilling holes for that metalwork. It's easy to say that holes can be filled, but the attraction for building owners is not the glory of the movie the sign promotes, it's the revenue it generates. Holes in the building are not always a concern. It's a tempting proposition to take in these large advertising dollars because, although they are illegal - especially in the historic district - they generate more money than the rental of office or retail space, and until recently, when one came down, another could go up. It was a cash cow. Who needs a tenant when you have advertising space to let?

One concerned resident of a combined retail / office / condominium project on Hollywood Boulevard told the Hollywood Heritage Board a story of how he woke up one day to find all his windows covered with a supergraphic so that he had 24-hour darkness in his living space. The



landlord had never even informed him. He had chosen that living space for the view, but the owner's view was of a somewhat different green.

Another proposed disturbing supergraphic truly endangered a prominent landmark, the El Capitan Theatre. I'm sure it sounded good on paper and in the conference room - a large mural of a pop singing sensation who was already larger than life. The mural would occupy the entire east facing side of the El Capitan and be bolted to the side of the structure. Only the structure was

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## BOARD OF DIRECTORS

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Printed by **Nonstop Printing**  
6140 Hollywood Blvd.,  
Hollywood, CA 90028

**Hollywood Heritage Newsletter** is published periodically by Hollywood Heritage, Inc., P.O. Box 2586, Hollywood, CA 90078 323 874-4005.

# The Last Of The Victorians

by Claire Bradford

**A**t the turn of the Century, Hollywood Boulevard, then known as Prospect Avenue, was lined with Victorian style houses. Turn the clock forward to 2006, and only two of the original Victorian houses still existed. One of the houses, known as the Jane's house, was moved back from the boulevard and to date has been renovated and preserved, and operates as a restaurant. The other house, located at 1717 Bronson still survives, but its fate has been on our watch list for years.

In 2006, it was slated for another illegal demolition. Hollywood Heritage reacted, and wrote a 2 page draft to the city planner regarding the inappropriate re-categorization of the property, and the California Environmental Quality Act (CEQA) violations were duly noted. Our letter stated in part :

## Historical Significance of 1717 N. Bronson Avenue

*Upon reviewing the Negative Declarations itself, it is clear that it is poorly prepared and does not meet the requirements of CEQA. It does not explain why everyone else's, including their own a year earlier, historic surveys gave the structure a "3S" level of significance and why it is not so now. The description of the house is that it was built in 1904 and had a garage built behind it in 1920-23. The house had additions of a different style made to it in the 1930s and these appear to have left the 1904 house intact underneath with significant sections of it remaining visible as original. Despite the apparent exterior having had little or no modifications made to it for over 70 years, no description of the condition of the interior is given. The National Register does not simply look at a building to see if it is in a completely original condition. If so,*

*very few buildings would be eligible. The condition refers to the "period or periods of significance," which is almost always to be at least 50 years*



Victorian House at 1717 Bronson

photo by Claire Bradford

*of age. Modifications or additions can be considered an important part of a structure's history, especially if done for a purpose of historic significance, such as is the situation with those modifications made here in the 1930s.*

*When constructed in 1904, Hollywood Boulevard was a residential street with a few scattered homes (it wasn't even Hollywood Boulevard until 1910), known then as Prospect Avenue. During the 1910s and 1920s commercial development moved onto Hollywood Boulevard, resulting in the demolition of existing homes or the building of retail strips in front of residential properties. Only two such homes survive from this era today, the Jane's House (1905) which had*

*a gas station built in its front yard and the home in the Neg Dec. Being the older of the two, this is the oldest known surviving structure built on Hollywood Boulevard (Prospect Avenue). This does give the house a significance of "3S" or better.*

**I am pleased to report that the house still stands.**

I have been in constant contact with the developer who bought the property. After several years of trying to figure out what to do with the old house, developer **Jacques Mas-sachi** turned to Fran Offenhauser (past Hollywood Heritage President, and one of HH founders) for some guidance. I followed up with Jacque as construction and renovation

went underway to bring the property back to its original (or as close as possible) condition. Unfortunately, much of the interior was in such decay, that the bulk of the interior was not salvageable. The original staircase, and mahogany turned railing located in the center of the house is beautifully intact and has been left in place.

As the economy has taken a turn for the worse, Mr. Massachi has only been able to work on the property on a part time basis, and the project has been slow. However, I check in with the property and with him frequently, and he has fallen in love with the old house, and is determined to bring it back to Hollywood past as a beautiful reminder of years past.

**President** \_\_\_\_\_ *Continued from page 2*

not a solid wall, and a significant wind would have sent the pop icon tumbling to the ground followed by concrete rubble. One can only hope that it would not have fallen on pedestrians on their way to the parking lot behind the theatre. Not to mention that not long after this proposal, the pop star had significant legal and public relations problems stemming from his private life. His oversize image would have then been the focus of anger and derision and its removal would have been demanded on moral grounds.

As far as historic structures are concerned, the supergraphics are a “buy now, pay later” proposal and as such should not be allowed to do long-term damage to buildings which were designed to last more than a three-month advertising cycle. They were against the law to start with and while we celebrate that the law is being enforced, we regret that it was necessary to remind historic building owners who are lured by a quick payday, that they too, are stewards of civic history.

**Hollywood Sign** \_\_\_\_\_ *Cont. from page 1*

tributors include Tom Hanks and Rita Wilson, and Norman Lear.

The 138 acres of land adjacent to the Sign, which will now become part of Griffith Park, were originally bought by industrialist Howard Hughes. Hughes’ estate sold the property in 2002 to a group of Chicago investors. Alarmingly, they put the property on the market in 2008 for \$22 million with the potential to build four luxury homes.

Thanks to the tireless and generous efforts of benefactors large and small, the land is now permanently preserved and the world famous landmark view of the Hollywood Sign landmark will not be diminished.

**Fundraising**

# Hollywood Heritage Has All The Money It Needs..

By Claire Bradford

**If only this headline were true!** Hollywood Heritage is a non-profit organization, and our monthly intake of revenue consists mainly of membership fees, revenues from the *Evenings @ The Barn* and small Grant awards. Hollywood Heritage is a priceless resource in our community, delivering benefits to residents, students, businesses and many others. Now, **Hollywood Heritage NEEDS your help!**

**5 REASONS to support Hollywood Heritage** (I can think of 100)

- 1. Hollywood Heritage Museum** – A place for tourists and local residents to see early Hollywood artifacts, get information and learn about Hollywood history. It’s a one of a kind!
- 2. Preservation – Preservation – Preservation.** Hollywood Heritage’s mission is to preserve and protect. Imagine Hollywood Boulevard today, minus all the historic buildings
- 3. *Evenings @ The Barn!***
- 4. Archives of information.** The museum maintains a collection of entertainment industry and community related historical artifacts.
- 5. Our members.** We have brought so many people together through membership activities!

**THE GOAL**

Hollywood Heritage has a goal to raise **\$25,000 in 2010**. We are a long way from that goal and summer is approaching fast. As you know, because of Bowl activities our *Evenings @ the Barn* are suspended during the summer. We need to have money to pay our bills through the dry season.

**WHAT CAN YOU DO? CLIP and Contribute!**



**“The 5 REASONS Summer Fundraising Campaign”**

Yes, I want to contribute to Hollywood Heritage’s fundraising effort. I am enclosing my check. Please make checks payable to **Hollywood Heritage, Inc.** and mail to: *Hollywood Heritage PO BOX 2586, Hollywood CA, 90078*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**OR:** Charge my:  Visa  MasterCard

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

You can also contribute online at [www.hollywoodheritage.org](http://www.hollywoodheritage.org)

# Saturday Surprises at the Barn

“Richard, Alan, Help!” The silence of the Barn was broken a few Saturdays ago with a shout upstairs by docent and Board member Mary Mallory. Board President, Richard Adkins, and Board Secretary, Alan Simon, were upstairs going through our archives looking for old photos of the facade of Musso & Franks to help owner Jordan Jones restore it. Bounding down the stairs they came face to face with 29 French citizens surrounding Mary at the entrance desk. They were cinematography teachers and their students on a visit to Hollywood from their school in Johannesburg, South Africa. They knew all about the origins of the movie industry in Hollywood and wanted to see it first hand.

Being a docent at the Museum can be a great chance to catch up on your reading, if no one shows up, or it can be unexpectedly stimulating like this Saturday was. Mary and Richard divided the group and gave two tours while Alan watched the front desk and took care of Museum Store sales. How exciting! Their questions were good and our two tour guides were up to fielding them.

After they left, things settled into a deep reflective silence. Then two women came in. They told us they were new members having just signed up with “George” that morning after taking his walking tour of Hollywood. George of course, is George Kiel, our Board Treasurer and volunteer Museum Manager. They talked about how knowledgeable George was and how they asked hard questions, but he knew the answers. After a while, one of the new members, Penny Puente, opened a bag and asked the three of us to look at some old photos she had. As the photos were viewed, there

were questions about where they came from. Penny explained that her grandfather, James Earl Woodbury, who was D. W. Griffith’s still photographer, took these photos. Many were taken on the set of *Intolerance*. At about that time George returned to the Museum, followed shortly by Board members Bob Birchard and Claire Bradford. More photos were taken out of the bag and passed around. Eyes bulged, perspiration beaded, and Bob was heard to exclaim that these are all unpublished photos. There were studio shots, personal photos of Griffith with others, and an autographed photo of Mary Pickford. Bob and Richard started identifying places and people. Hearts raced. Finally, someone asked Penny what she planned to do with these photos. “I want to donate them to the Museum. I have been looking for a place where they would understand the photos and appreciate them and honor my grandfather. I found that

*continued on page 6*



*Penny Puente holds an album page that she donated with Mary Pickford's autographed photo and an early studio shot. photo by Alan H. Simon*

# Marsha Hunt Films Screened at Museum

On February 19th, 2010, The Hollywood Heritage Museum was the site of the first screening of actress Marsha Hunt’s *A Call From the Stars* since its original airing in 1960. Hunt produced the documentary as an extension of her participation in the United Nations’ “Year of the Refugee.” The documentary featured startling footage of refugees departing their homelands as a result of political upheaval and the subsequent deplorable living conditions they faced while awaiting relocation assistance. Producer Hunt was aided by her husband, Robert Presnell, Jr., who wrote the documentary and by an impressive list of celebrity speakers such as Harry Belafonte, Paul Newman and Joanne Woodward, Steve Allen, David Niven, Jean Simmons and many others.

Preceding the screening of the documentary was a preview of a work-in-progress documentary on Miss Hunt, “Marsha Hunt’s Sweet Adversity” by the production company Zelda Can Dance, which includes Emmy Award winner executive producer Roger C. Memos, writer-pro-

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*Hollywood Heritage President Richard Adkins, Marsha Hunt, and Roger C. Memos at the February 2010 Evenings @ The Barn Event photo by Alan H. Simon*

## Silents Under The Stars

# 23rd Season of Paramount Ranch Screenings

**S**ilents Under The Stars, a program of the Silent Society of Hollywood Heritage in conjunction with the Paramount Ranch National Park in Agoura has announced its 23rd year of outdoor silent film screenings. It will begin with *The Lucky Devil* (1925) starring Richard Dix and Esther Ralston on Sunday, July 18, and *Beggars Of Life* (1928) starring Louise Brooks and Richard Arlen on Sunday, August 15.

*Lucky Devil* will be presented on Richard Dix's birthday and is a rollicking tale of romance and race cars with a crazy uncle thrown in for comic relief. *Beggars Of Life* finds Brooks on the run from an abusive father, so she rides the rails dressed as a man with the help of Arlen. Attendees are encouraged to come early, bring along a picnic and to allow time to enjoy the Park's standing western sets, rolling parkland, and trails. The films start at sundown (approximately 8:00 pm in July and 7:30 pm in August) and will be pre-



ceded by a surprise short subject and include live accompaniment by Michael Mortilla. Picnic tables, seats and lawn space are all unreserved, so choose accordingly. Tickets are still only \$6.00 for adults, \$5.00 for Hollywood Heritage members and \$3.00 for kids ages 3-12. Parking is free. The Paramount Ranch National Park is located at 2903 Cornell Road in Agoura Hills, CA.

**BARN SURPRISE** *Continued from page 5* place here." There was stunned silence. And, then everyone talked at once, accepting her generous offer.

Although Penny knows little about her grandfather except that he was an early Los Angeles professional photographer who documented some of the early movie industry, she has since provided us with family photos, and research into the career of James Earl Woodbury is now underway. We hope to publish a biography about him in the next newsletter.

It is hard to describe the thrill of that Saturday. We never know what the day will bring. There have been many interesting people who show up and even random donations that add to our bookstore or archives. If you are interested in being trained to be a docent and volunteer your time at the Museum, fill out the form in this newsletter and let us know.

**MARSHA HUNT** *Continued from page 5* ducer Richard Adkins, and researcher and associate producer Joan Cohn. Film clip highlights from Miss Hunt's career, along with interviews with associates from her days at Paramount and M.G.M. and from her substantial work with the U.N., were bookended with reminiscences of the blacklisting days of Hollywood which had a profound affect on her life choices. Guest speakers from the local offices of the United Nations spoke with the audience. A special guest was the Rev. John Simmons, whose home was fire-bombed in 1958 while he and Miss Hunt were giving a speech on the dangers of right wing extremism.

As a result of the publicity and promotion of the event at the Museum, the producers of this evening were invited to repeat the presentation as the closing night event of the Seventh Annual Los Angeles Harbor International Film Festival the last week in April.

To learn more about the documentary, go to: [www.hollywoodandart.com](http://www.hollywoodandart.com) and click on *Sweet Adversity*.

## MEMBERSHIP UPDATE

**I**n grateful recognition of their generous support, we sincerely thank the following renewing members who have made contributions at the \$100 level and above as of May 2010. Category titles are names of historic Hollywood Studios.

**MAJESTIC** \$2,500+

Tom Trynin – *Millennium Partners*

**KEYSTONE** \$1000+

Ted E. Bulthaupt III – *Hollywood Boulevard Cinema*

**BISON** \$500+

*TimeWarner Employee Grants Programs*

**KALEM** \$250+

Bill Condon & Jack Morrissey  
Stephen Lesser  
Christy & Stephen McAvoy  
Ashley & Jocelyn Schauer  
Anthony Slide



## **TRIANGLE**

**\$100+**

Mr. & Mrs. Lawrence Bulk  
Miriam & Peter Colantuoni  
Brian Curran & Kevin MacLellan  
Pam Elyea  
Betty & Gunter Herman  
Mark Howell  
Don Hunt  
Randy & Stephanie Klopfleisch  
Marcella Meharg  
Kelly Ruf  
Andrew Schwartz  
Sue Slutzky & Bret Mixon  
Jeff Stutts  
Tegan & Molly Summer  
Norman Triplett  
Karen & Eric Warren  
Jan Westman  
Lon Weyland & Alan Paull  
Jeffrey Williams  
Mary Zickefoose



An Evening @ The Barn with Norman Lloyd in May drew a full house to hear the actor, director and producer talk about his 70-year career with such luminaries as Orson Welles, Alfred Hitchcock and Charlie Chaplin. Mr. Lloyd is a wonderful story teller and has the memory to go along with it, keeping the audience entranced for several hours. In this photo Mr. Lloyd poses with long time Hollywood Heritage member Nick Beck (in the hat) who produced the program.  
photo by Alan H. Simon

## **WELCOME NEW MEMBERS!**

Rod Allison  
James Batchelor  
Christina Bergstrom  
Bridget Block  
Peter Bosch  
David Bower  
Dan'a Reese Chamberlain &  
Mathew Chamberlain  
Beth Cook  
Barry Ford  
Jere Guldin  
Rich & Sue Harper  
Gilroy Haulze  
Fritz Herzog  
John T. Hillman – *Silent Cinema, Inc.*  
Lilla Horvath  
Joan Eyles Johnson  
Gaelyn Whitley Keith  
Danny Kuchuck  
Joe Czop LaBritz  
Bonnie & Jim Lambert  
Daniel Laughlin  
Ken Levy  
Joan, David, Jonathan & Jennifer Linderman  
Michelle Lund  
Woody McBreairty  
Yumiko McClanahan  
Nina McEwan  
Roger & Laurie Memos  
Micajah Mott  
Rachel Nico  
Jill Prestup  
Lester Probst  
Aditya Putcha  
Chuck & Evie Rienstra  
William Seelig  
Barry Slavin  
David Starkman  
Michael Torgan



**At Left:** Alan Simon and Johnathan Daugherty tend the Hollywood Heritage booth in Heritage Square for the April 11 L.A. Heritage Day. The event saw over 1200 people visit the booths of all of the area's heritage organizations. Many people learned about Hollywood Heritage and our members in attendance networked with other preservation and history minded people who do the same work in other parts of the greater Los Angeles area.  
photo by Joan Simon



Actor Robert Dix was our featured speaker at the March Evening @ the Barn for a program on his father: Out of Hollywood, Two Generations of Actors: Richard Dix and Robert Dix, the title of Robert's book. Mr. Dix narrated a slide presentation highlighting the lives and careers of both himself and his father. The attendees also watched a Richard Dix movie with live accompaniment by Michael Mortilla. In this photo Robert Dix poses with his wife, Mary Ellen, and Board Director Stan Taffel.  
photo by Alan H. Simon



P.O Box 2586  
Hollywood, CA 90078

**SAVE THESE DATES**  
**Upcoming Hollywood Heritage Events**

**WEDNESDAY, June 23, 2010, 7:30 pm** - Hollywood Heritage Museum - *An Evening with Jane Russell.*

**SATURDAY, July 18, 8:00 pm** - Paramount Ranch, Agoura - "Silents Under the Stars," *The Lucky Devil* with Richard Dix and Esther Ralston (1925).

**SATURDAY, August 15, 7:30 pm** - Paramount Ranch, Agoura - "Silents Under the Stars," *Beggars of Life* with Louise Brooks, Richard Arlen and Wallace Beery (1928).

**PRESERVING OUR HOLLYWOOD HERITAGE FOR OVER 25 YEARS**

• Hollywood Heritage Museum/Lasky-DeMille Barn •

• Silent Society: Motion Picture History and Preservation • Architectural Preservation, Advocacy, and Education •



**Membership Application**

*Memberships may also be submitted online at  
www.HollywoodHeritage.org*

**YES!** I would like to become a member of Hollywood Heritage, Inc.

- \$2,500 Majestic     \$1,000 Keystone     \$500 Bison
- \$250 Kalem         \$100 Triangle\*\*     \$50 Household
- \$40 Individual     \$25 Senior 65+/  
Full Time Student

\*\*Join at the \$100 Triangle level or above, and receive a 24"x36" collectable reproduction poster, *A Map of Hollywood from the Best Surveys of the Time* c. 1928.

**Membership Benefits Include:**

- Free admission to the Hollywood Heritage Museum for two adults and two children.
- Ten percent discount at the Museum Store.
- Advance notification of special member programs.
- Discounts on Silent Society film programs at the Hollywood Heritage Museum, UCLA, and the Paramount Ranch.
- Quarterly **Hollywood Heritage Newsletter.**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**I wish to pay by:**

Check

Please make checks payable to **Hollywood Heritage, Inc.**

Charge my:  Visa  MasterCard

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Clip and mail to: Hollywood Heritage, Inc., P.O. Box 2586, Hollywood, CA 90078**