

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.

Hooray for Hollywoodland

Hollywood Heritage has signed a contract with Arcadia Books to publish a book on Hollywoodland. The book will be a project of the Publications Committee with Mary Mallory as the primary author. She has agreed to do the hard work on behalf of our organization without



A bus stops at the Beachwood Market, a landmark of the original Hollywoodland.

photo from the Hollywood Heritage Archive

compensation. Others assisting in the book will be Marc Wanamaker and his Bison Archives, Bob Birchard, Richard Adkins and Christine O'Brien of the Hollywoodland Homeowners Association. The book should be out early next year.

Mary Mallory is on Hollywood Heritage's Board, with a day job at The Academy of Motion Picture Arts and Science's Margaret Herrick Library. She is a member of the Cultural Affairs Committee of the Studio City Neighborhood Council, which is organizing the Republic Pictures 75th Anniversary Celebration for Saturday, September 25th.

Hollywood Heritage has a rich archive of original Hollywoodland documents

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Plans Endanger Historic Hollywood

Preservation Sidelined For New Development

by Brian Curran

One of the key elements in a lawsuit that Hollywood Heritage brought against the Community Redevelopment Agency of the City of Los Angeles (CRA/LA) a few years ago resulted in a settlement with the CRA/LA regarding the protection of historic buildings in central Hollywood. When the CRA/LA recently presented its Hollywood Boulevard – Franklin Avenue Design District Urban Design Standards and Guidelines we were enthusiastic to receive it and had high hopes of a comprehensive plan to preserve the historic boulevard.

It was not to be. Upon examination of the plan by Hollywood Heritage's Preservation Issues Committee and volunteer planning professionals, it has been determined that the plan as conceived would allow for the radical redevelopment of the National Register Hollywood Boulevard Commercial and Entertainment District.

With height limits which in some areas could potentially soar to 220 feet, and



illustrations which show a four story structure in place of Musso and Frank's, the plan's focus on new development and construction fails to provide clear guidelines and incentives for the preservation and re-use of historic buildings. Assumptions that the release of the 2009 Hollywood Historic Resources Survey and the forthcoming CRA/LA Section 511 list of historic structures will provide the necessary protections is both naive and dangerous. It substitutes a real preservation plan for central Hollywood, with a policy which will lead to the destruction of historic Hollywood case by case, building by building.

There are a number of items in the plan that are admirable, such as a thorough analysis of the district's existing fabric, providing guidelines which recommend new development to be sympathetic and complimentary to the existing environment, as well as reinforcing the pedestrian environment and encouraging entertainment, theater and tourist-related uses. However, the lack

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Preservation is Planning

by Richard Adkins, *President Hollywood Heritage*

Plans have recently been submitted to Hollywood Heritage for comment regarding areas with high concentrations of historic buildings. How fitting it is to be reviewing such plans and their potential effect on those historic resources during this year, the 25th anniversary of the Hollywood Boulevard National Register Commercial and Entertainment District.

The designation of the boulevard was a direct result of a demolition that pointed out how the removal of individual structures would impact the overall context of Hollywood Boulevard and reduce the eligibility for preservation of the remaining buildings erected in the early years of the community. A kind of benign neglect had for years kept Hollywood from being of interest to developers and had retained for the world-famous street an appearance substantially unchanged in 50 years. A pick-and-choose pattern of demolition would have removed that appearance, and Hollywood Boulevard, which had gained fame as the "Style Center of the World", would be lost to future generations. The best way to keep that context and those buildings was to define the area occupied by those structures and provide protection for the entire area.

Specifically, the owner of the 1913 Garden Court Apartments had applied for a demolition permit to remove the building. The Garden Court Apartments had all the requisite qualities of a landmark – it had a known architect, Frank Meline, it was a rare Beaux Arts architectural style, and it had celebrity residents throughout its history like Stan Laurel, Mae Murray and Louis B. Mayer. It was a Los Angeles Cultural Heritage monument. None of this history was enough to save it from

demolition, even though the building that was to replace it – a copper glass box – was designed as taller than legally allowed and without sufficient required parking. The case of the Garden Court went all the way to the Supreme Court and was the center of an article in *Time Magazine*, but to no avail. Down it went.

In order to avoid repeating this scenario for every potential historic structure on the boulevard, Hollywood Heritage submitted a district nomination to the National Trust for Historic Preservation. This resulted in Hollywood Boulevard, from La Brea Avenue on the west to Argyle Avenue on the east, including several structures on north-south streets, being designated as the Hollywood Boulevard National Register Commercial and Entertainment District in 1985. With this listing on the National Register of Historic Places came guidelines for building in a National Register District, an important tool for maintaining the historic appearance and character of the district while still allowing for new development. The guidelines facilitate new structures to be designed sensitively, retaining the character of the district and enhancing the beauty of the existing landmarks. The Secretary of the Interior Guidelines are available to owners and developers alike and include information regarding tax benefits, incentives, and strategies available for the preservation of historic and potentially historic structures. These guidelines could be easily added to every development plan presented to the public, and would assist developers and preservationists in working together to keep what is best about Hollywood.

Additionally, we can protect our built resources by letting our elected

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www.hollywoodheritage.org

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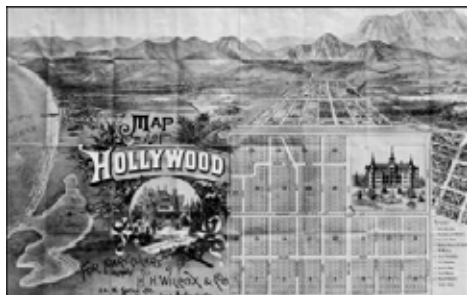
Preservation Issues Committee Reports on Projects

by Brian Curran

Hollywood Heritage's Preservation Issues Committee meets monthly to discuss the preservation of historic resources of the greater Hollywood community and sites associated with the early film industry. Any member of Hollywood Heritage can join the Committee or attend a meeting, which is generally the Thursday before the Hollywood Heritage Board meeting. Our web site calendar shows the meeting dates, but it is a good idea to contact us for details by emailing preservation@hollywoodheritage.org or by phoning the Museum at (323) 874-2276.

Here are some of the issues we have been covering in 2010:

Hollywood Historic Resources Survey



CRA/LA has recently released the results of the latest survey of historic resources in the Hollywood Redevelopment Area. The survey covers structures up to 1964 and evaluates them for architectural and cultural significance. New findings have included several historic districts and architecture from the pre-annexation (prior to 1910) and the post-war eras. The survey also highlighted buildings related to the broadcasting and recording industries. Hollywood Heritage has been intimately involved with the survey process and continues to work with CRA/LA

staff to ensure proper classification and designation of the newly identified resources. (See the article Plans Endanger Historic Hollywood, page 1, this issue)

Fairfax Theater

The 1929 neighborhood Art Deco movie house, the Fairfax Theater, was denied historic status on April 3rd. Despite Office of Historic Resources staff recommendation for approval of Historic Cultural Monument status, the Cultural Heritage



Commission voted three to one to deny designation, allowing a planned apartment complex to proceed. The Friends of the Fairfax Theater, of which Hollywood Heritage is a founding organization member, is awaiting the release of the project's Environmental Impact Report. Regardless of the decision by the Commission, The Friends still believe that the theater is a historic resource and must be treated as such under the California Environmental Quality Act, which requires the developer to come up with a preservation alternative to demolition.

Columbia Square

The future of the William Lescaze-designed former CBS Columbia Square Studios appears secure. Hollywood Heritage signed an agreement with AREA Property Partners, the developers of the site, that ensures the preservation and rehabilitation of the 1938 historic international style



studios as part of any future development of the site. Hollywood Heritage was instrumental in the designation of the site as Historic Cultural Monument #947 and worked with the developers and Los Angeles City Council President Eric Garcetti's office for two years to produce this agreement. Regrettably the Parkinson and Parkinson-designed Studios B and C are slated for removal. However, architectural elements from the historic broadcasting venue will be integrated into a new building elsewhere on the site.

Sunset Lanai, West Hollywood

The City of West Hollywood is moving forward with an effort to landmark the remaining apartment complexes designed by post-war master architect Edward H. Fickett. Its latest effort, the 1952 Sunset Lanai located at 1422 North Sweetzer Avenue, is a perfect example of the architect's use of the vernacular modern style in the construction of post-war courtyard apartment housing, which captured the Southern California ethos of leisure and indoor-outdoor living while utilizing modern materials to maximum effect. Brian Curran, Vice-President of Hollywood Heritage, joined the LA Conservancy and Los Angeles City Councilman Paul Koretz of the Fifth

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of specific maps and information with regard to land use and historic resources is unacceptable.

The Sunset Boulevard Urban Design Plan is no better. Deliberate omissions of historic data and analysis of existing landmarks along Sunset Boulevard as well as known historic districts is baffling. There is also a lack of specific recommendations and planning tools to aid in the protection and sustainability of existing neighborhoods. Instead, emphasis is placed on the design of new high-rise development and the vision for a new Civic Center.

It must be stated that Hollywood Heritage is not anti-development. We acknowledge that central Hollywood is not a museum but rather a dynamic and living community, whose growth we celebrate and encourage. However, we do not believe that this growth must take place to the detriment and at the expense of Hollywood's cherished historic resources. Preservation planning is essential to ensure that, as our community grows, its historic sense of place and character is protected and preserved.

Hollywood Heritage has submitted its comments to the CRA/LA, but in an effort to begin to inform the community of the threat to Hollywood's historic resources that these plans pose, has also forwarded the comments to Councilmen Eric Garcetti and Tom LaBonge as well as to the Office of Historic Resources and the Central Hollywood, Hollywood Studio District, East Hollywood, Hollywood Hills West and Hollywood United Neighborhood Councils. The comments are also posted on our website. Hollywood Heritage encourages you to contact the Hollywood CRA and Council President Eric Garcetti's office to insist that a Preservation Plan for Hollywood be included in the new Hollywood and Sunset Urban Design Plans.

Please contact:
Christopher Rudd, Hollywood CRA,
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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 almost over. 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

New "Silent Players" Exhibit

An exciting new exhibit has recently debuted at the Barn, entitled "Silent Players: a photographic homage to the early motion picture stars." The exhibit currently features 50 "players" but we soon expect to be showcasing up to 130 silent stars.

Each exhibit features an early photograph, the actor's name, real name, birth and death places and dates, a list of their most important films (with years and production companies), and a short biography with all the juicy tidbits we could verify!

Over the years, many visitors to the Barn have noted that a museum honoring silent film seemed incomplete

without some information about the actors who performed in the films. This exhibit adds one more layer to our educational material about Hollywood's exciting early years.

Many thanks go to George Kiel and Mary Zickefoose for gathering the biographic material and writing the biographies, to Bob Birchard for editing, researching, and providing the filmographies and production studios, and to Sue Slutzky, who provided the photographs, did all the graphic design and painted and mounted the entire exhibit.

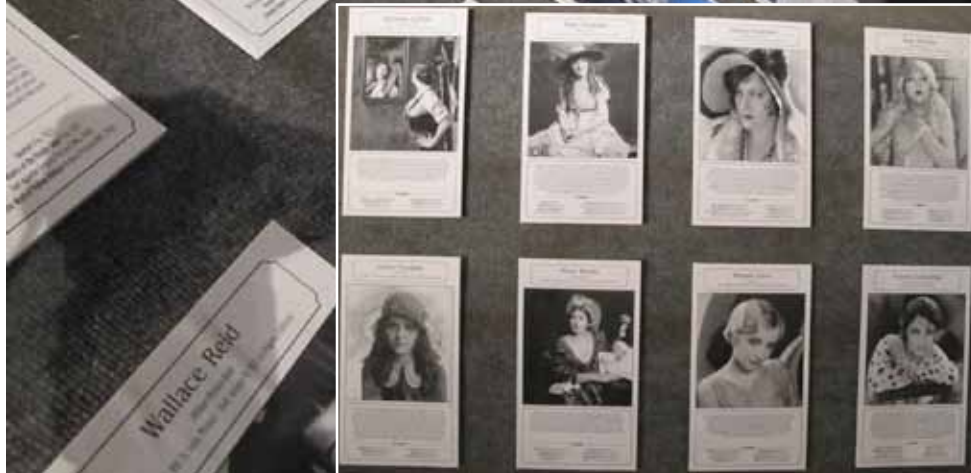
Now it's your turn. Come in and visit your favorite silent star!

Hollywood Heritage Founder Ailing

Marian Gibbons, Hollywood Heritage Co-founder, is seriously ill. She is confined to home but would welcome cards and letters. Marian was one of the driving forces in the organization and up until several months ago she was on the Board of Directors. Anyone who has met Marian knows of her great passion for Hollywood and her dedication to the organiza-



tion. She can be reached at: Marian Gibbons, P.O. Box 2586, Hollywood, CA 90078. She tires easily, so calls and visits are problematic.



George Kiel looks over the newly installed Silent Players exhibit

photo by Alan Simon

Development *Cont. from page 4*

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Where Hollywood Elite Would Meet in 1915 – Hotel Alexandria

By Claire Bradford

Before there was the Roosevelt, before there was the Biltmore and the Ambassador, there was the Alexandria Hotel, in downtown Los Angeles. The Alexandria



THE HOTEL ALEXANDRIA—in Los Angeles, is a model of up-to-date metropolitan comfort. It stands in a strategic location near the center of the business district.

was the first of the grand hotels to hit the scene, and where the Hollywood stars of the silent era would go to see and be seen. Charlie Chaplin, Valentino, Gloria Swanson, Douglas Fairbanks – you name them. They spent time there, and to this day there are still two upper floor rooms with name plates on the doors for Swanson and Valentino.

The Alexandria Hotel, located at Fifth Street and Spring Street, opened to the public in 1906 as a grand Roccoco-style hotel, with massive marble columns lining the lobby and a 60-foot-high ceiling with crystal chandeliers. The floors were covered with the finest Persian carpets. The center carpet later took fame as the “million dollar carpet,” as so many movie deals were made in the

lobby. There's an early story about the carpet at the Alexandria being used as a source of good luck. In those early days it was well known that so many successful deals were made on the carpet in the lobby that would be producers, performers and anyone else hoping to make a successful deal anywhere else in town, snipped a square from the carpet to take its good luck powers with them to their interviews and meetings. In no time, the carpet looked like the hotel had a serious problem with oddly self-destructing carpeting

Cecil B. DeMille arrived in Los Angeles with Oscar Apfel (co-scenarist and co-director), Dustin Farnum and Alfred Gandolphi (cameraman) on December 20, 1913 and took up residence in the Alexandria Hotel. DeMille looked up his friend, director E.A. Martin, who recommended he use the Burns & Revier studio in Hollywood. The original lease for the Barn (now the Hollywood Heritage Museum) between the Lasky Feature Play Company and Burns & Revier was typed out on Alexandria Hotel stationery.

The Alexandria is rich with Hollywood and Los Angeles history. Presidents and kings all chose the Alexandria as their home when visit-

ing Los Angeles. It was in the restaurant, the Palm Court, that Mary Pickford, Douglas Fairbanks and company framed the idea for United Artists. There is a rumor that Tom Mix actually rode his horse through the lobby. Rumor also has it that Sid Grauman played a joke on the hotel one afternoon and stole the carpets from the lobby. One rumor says that the hotel is haunted by a lady guest.

Photographs and post cards of the hotel reflect the splendor of what it was like during that early era. It was truly grand. The hotel contained five restaurants and promoted the finest in dining and dancing. It featured a full-scale ballroom on the second floor. The *Los Angeles Times* was quoted in 1911 stating: “When the new ballroom opened in October 1911, it was acknowledged for its beauty. The room was ‘christened’ in a gala attended by 385 of the city’s ‘most prominent names’.” The Alexandria orchestra played throughout the evening.”

The Times reported the next day on the city’s spectacular new room: “The great room, over one hundred feet in length and seventy-five feet in width, was a sunburst of light. Great crystal chandeliers blazed from a dozen vantage points, while softer

continued on page 8



Above left: Newspaper announcement of Hotel Alexandria; above: Interior of the hotel historic postcards from Alan Simon

An Evening with Jane Russell

By Bryan Cooper

Legendary actress Jane Russell made a rare appearance at the Lasky-DeMille Barn on Wednesday, June 23rd as part of the ongoing series *Evening @ the Barn*. The event, which was an immediate sell-out, was co-sponsored by the



Hollywood Chamber Community Foundation. Friends and fans of the beloved actress began lining up outside the Barn early in the day in hopes of getting a seat inside the museum for the tribute. Raffle tickets were sold to the waiting throngs who had a chance to win one of several



original Barn roof shingles signed by Russell and other well-known celebrities.

Once inside, Nick Beck, who produced the event, welcomed the lucky guests. About mid-way through his introduction the actress arrived and received a standing ovation by the crowd. Ms. Russell graciously waved and shook hands with those along the aisle as she made her way to her seat in the front of the room. After everyone settled down, a 45-minute biographical tribute was projected on the Barn's large screen, giving a concise overview of the famed performer's fascinating life and career. Afterwards she was presented with a birthday cake, having just turned 89 two days prior to the event. The huge red velvet cake, which was donated by the Hollywood Renaissance Hotel, was a happy surprise for the crowd and everyone joined in an impromptu chorus of "Happy Birthday." The beaming Jane was clearly touched by the gesture. She then made her way onstage to discuss her career and take questions from the audience.

Obviously still very sharp, Ms. Russell had no trouble recalling details from her work on films like *The Outlaw* and *Gentleman Prefer Blondes*, as well as her association with the World Adoption International Fund (WAIF), an organization that was clearly very close to her heart. As time began to run short, eager fans were given an opportunity to meet Ms. Russell while she signed various books, CD's and other memorabilia for sale in the



front of the Barn.

All in all it was a very special evening and Hollywood Heritage would like to thank everyone who attended as well as those behind the scenes who helped put the event together, including members of the Hollywood Heritage Museum Committee and the Executive Board. The *Evening @ the Barn* series will resume in October and details regarding that forthcoming event are on page 9 and will be posted online at www.hollywoodheritage.org as they are booked. We look forward to seeing you there!



Clockwise from top left: Jane Russell signs autographs; Jane Russell's birthday cake; Nick Beck, program producer, with Jane Russell photos by Alan Simon

Alexandria *Continued from page 6*

and smaller lights were placed along the four sides of the room. ... The perfection and symphony of the great room held the guests spellbound upon their arrival. As the stately ladies and gentlemen entered the salon the pause each made at the threshold, as with intense interest they swept the salon with their gaze, was noticeable.”

Unfortunately, rough times fell on the Alexandria, and the hotel fell into disrepair and has stayed in a dilapi-

storing the building, he recognized that the quality and detail of these original features were a compliment to the remodel, and therefore decided to incorporate them into the plan.

The renovation crew advises that the original lobby ceiling will most likely never be opened up to the 60-foot high corridor it once was (a false lower ceiling has been in place since the 1950's). The original ornate ceiling can still be seen by going to the second floor.



dated state for 30 years. Some effort was made in the mid-1970s for a hotel face-lift, but the neighborhood and surrounding area could not support the hotel as anything other than a home for low-income residents.

In July of 2006, things started happening in the area, and a San Diego-based developer worked with the owner and the City on a bond-backed remodel project to renovate and refurbish the hotel. The issues concerning many long-time, low-income residents being displaced brought the project into court temporarily, and the project start was delayed.

The project did take hold, however, and the hotel is seeing a new life. Many original details of the hotel have been uncovered, including tiles and woodwork. While we don't know that the developer complied with the Secretary of Interior Standards in re-

The hotel is now being promoted as sporting nice new low-income loft spaces within the historic building. A new restaurant, The Gorbals, also recently opened in the hotel lobby.

The Hollywood Heritage Museum currently has some original Alexandria artifacts in one of the display cases, so take a look next time you are at the Barn. If you find yourself in downtown Los Angeles, you may take a stroll over to see this amazing historic hotel that has survived for over 100 years and is still serving residents of Los Angeles.

Preservation *Cont. from page 3*

Council District (formerly a West Hollywood councilman) in support of the nomination, which passed the city's Historic Preservation Commission. The West Hollywood City Council will take up the matter on September 20th.



The Richard Dix and Robert Dix Evening @ the Barn, in March was a memorable evening with Robert talking about the career of his father and his own work in Hollywood. Left to right: Mary Ellen (Robert's wife), Sue Slutzky (the program's producer), Sara Sue (Robert's sister), Robert Dix and Sue Guldin.

Special Thank You:

Donations To The Museum Archives

Through the generosity of individuals and organizations Hollywood Heritage Museum continues to build a collection that documents and preserves the history of Hollywood and the early motion film industry.

We are pleased to announce the receipt of phonographic history items from the Cremin Family.

We also received from United Kingdom Hollywood Heritage member Richard Lovett, who was here for the 83rd Annual Rudolph Valentino Memorial at the Hollywood Forever Cemetery, a 1925 Metro-Goldwyn loan-out contract for Aileen Pringle to Distinctive Pictures of New York. Accompanying the contract is a letter by Miss Pringle agreeing to the loan. Mr. Lovett also donated a 1916 fan letter on Metro stationery from Francis X. Bushman written during the making of the 1916 *Romeo and Juliet*.

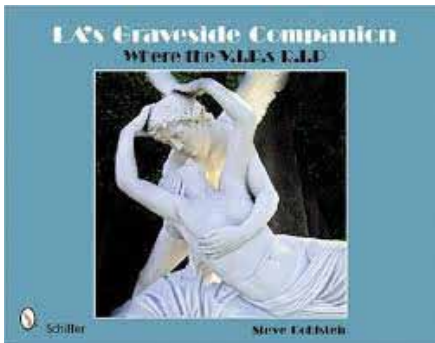
To the Cremin family, Richard Lovett, and all of those who have or will make important donations to the Hollywood Heritage Museum archive, Thank YOU!!!

Popular Series Continues In The Fall

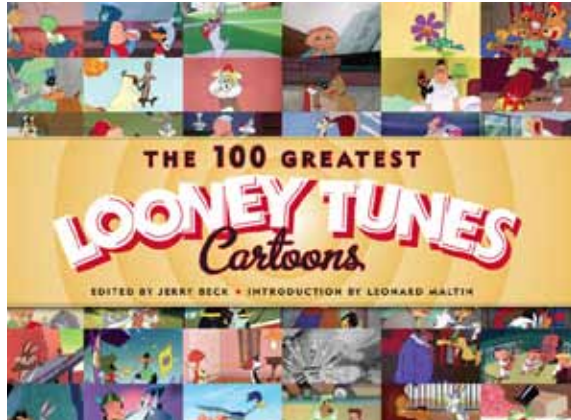
The 2009-10 Season of Hollywood Heritage's perennial *Evenings @ the Barn* series was the most successful to date. Many of the programs, including our last program of the season with Jane Russell (see page 7) sold out. The Three Stooges program, always a popular favorite, drew a capacity crowd to the point where a second program was added to accommodate everyone and even that sold out. With a maximum capacity of 110, we anticipate that future programs will sell out as well. Remember, the programs are on a first-come, first-served basis. Hollywood Heritage members get a discount (\$5 as opposed to \$10 for non-members), but we can't guarantee seating. Tickets are only sold at the door.

The first two programs of the 2010-11 season have been announced:

October 13: Halloween Program



Join Steve Goldstein of "Graveside With Steve," author of *LA's Graveside Companion: Where the VIPs RIP*, for a very special Halloween program. An expert on where Hollywood celebrities are interred, Goldstein knows where the skeletons are buried and he's sure to have some surprises up his sleeve.



November 10: Looney Tunes

Jerry Beck will be presenting a program on the classic Warner Bros. animation. Beck collaborated with Will Friedwald to update and revise their Warner Brothers cartoon history as *Looney Tunes and Merrie Melodies: A Complete Illustrated Guide to the Warner Bros. Cartoons* in 1989. Beck has also written *I Tawt I Taw a Putty Tat: 50 Years of Sylvester and Tweety*, *The 50 Greatest Cartoons*, and co-authored (again with Will Friedwald) *Warner Bros. Animation Art* in 1997. Beck is also a contributing editor to *Leonard Maltin's Movie & Video Guide* and *Maltin's Family Film Guide* as well as many other publications. He will be sharing his extensive knowledge of the animation genre and Warner Bros. in particular.

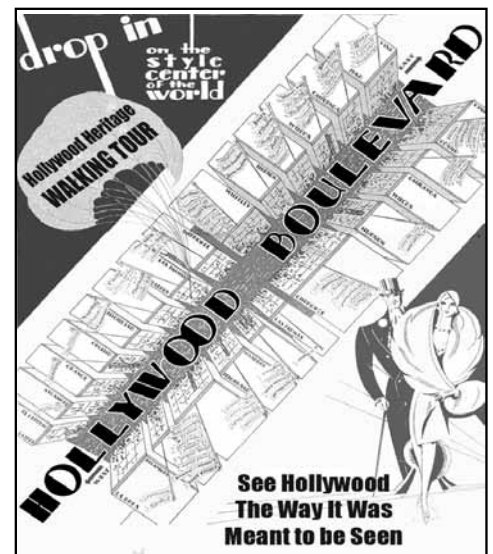
Evenings @ the Barn is a monthly series held at the Hollywood Heritage Museum in the National Register Lasky-DeMille Barn, located at 2100 North Highland Avenue (across from the Hollywood Bowl). Admission is members \$5, and non-members \$10. *Evenings @ the Barn* programs begin at 7:30 pm. Refreshments and beverages are available.

We're Looking For A Few Good People

Hollywood Heritage is quickly coming up on its annual meeting and board elections in November. Each year half of the Hollywood Heritage board of directors comes up for election/re-election. In addition, our bylaws have term-limits which limit members to three two-year terms. This year we have several members who are terming off the board.

A nominating committee has been formed with long-time Hollywood Heritage member and board-member Bob Birchard serving as its chair. If you wish to be considered for a board position, or if you know of anyone that you'd like the nominating committee to consider, you can email the committee at: nominations@hollywoodheritage.org.

The Hollywood Heritage board of directors is a 20-member "working" board that meets monthly. Nominees must be willing to attend the monthly board meetings as well as to serve on committees. It's hard work, but the benefits are well worth it for those individuals who love Hollywood, love history, and love the work of Hollywood Heritage.



**Call (323) 465-6716 to book
your tour**

16th Music Box Steps Day Film Festival Slated For Oct. 23

The Academy Award® winning 1932 film *The Music Box* is one of the best-loved creations of the comedy duo of Stan Laurel & Oliver Hardy. Just mention the piano moving to anyone who has seen the film, and a smile usually breaks out at remembered moments on the infamous steps in Silver Lake.



Los Angeles City Council president, Eric Garcetti, Councilman Tom LaBonge, and the Silver Lake Improvement Association are presenting the 16th annual Music Box Steps Day Film Festival, October 28 from 12:00 pm to 3:00 pm at Laurel & Hardy Park, just across the street from the iconic staircase. Laurel & Hardy Park is located between 923 and 935 Vendome St. in the Silver Lake area of Los Angeles. The event will include movie screenings of some of Laurel & Hardy's greatest films, a raffle, crafts, and free food and beverages.

For further information, call (323) 663-7641. And, you'll probably want to wear some good walking shoes as no one can resist travelling up those steps in the footsteps of one of the greatest comedy teams in film history.



Hollywoodland — *Cont. from page 1*
and memorabilia, much of it purchased from the Woodruff Collection in 2006, from which Ms. Mallory will draw her materials. Other local archives have also volunteered their materials to Hollywood Heritage for use in the book.

We are looking for anything that you might have access to that relates to Hollywoodland, or the Hollywood sign. Of particular interest are original photographs that we can borrow, scan, and use in the book. No copyrighted material can be used, unless you own

the copyright. We are also interested in any stories you know about Hollywoodland, or the Hollywood sign, and any information you might have about people who have lived there. If you think you can be of help, contact the head of our Publications Committee, Alan Simon, by email at contact@Mar-Ken.org, or telephone him at (818) 780-6453.

MEMBERSHIP UPDATE

In 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 August 2010. Category titles are names of historic Hollywood Studios.

KEYSTONE \$1000+

Andrew Colquitt - *Alliance Residential Co.*

Joan Witte - *Paramount Pictures*

KALEM \$250+

Bank of America Charitable Foundation

Todd Holland & Scotch Ellis Loring

TRIANGLE \$100+

Dan Barham

Nick Beck

Boeing Gift Matching Program

Leo & Dorothy Braudy

Bert Cassan

Violet & William Cavitt

Patty Dryden & Brian Siberell

Paul Dusckett

Allan Ellenberger

Maria Fant-Schellhardt

Fred Glienna

Jordan Jones - *Musso & Frank Grill*

James Karen & Alba Francesca

Rosemary Lord & Rick Cameron

Carol Mitchell

Gary Nestra - *Outpost Homeowners Association*

Lisa & Paul Norling

Lisa Nunns

Dale C. Olson & Eugene Harbin, Jr.

Betty Pettitt

RVD Productions

William Self - *Self Productions*

Don Taylor

Christian Trinker

Norman Triplett

Patrick S. Young

In Memoriam

Los Angeles Loses Someone Who Cared.

by Fran Offenhauser

A great friend of preservation—and a larger-than-life champion of urbanism and of Los Angeles—died unexpectedly Friday August 13, at his restored Craftsman home.

John Chase, 57, urban designer in the Planning Department at West Hollywood for over 14 years, was a

Francisco Examiner, and a Disney Imagineer.

John authored un-stuffy books on LA urbanism: *Exterior Decoration*, *Glitter Stucco and Dumpster Diving*, *LA 2000*, and *The Everyday Urbanist*. He constantly walked in LA, and taught his readers that there was fun to be had in seeing architecture—close up, on your own two legs, leaving your pretenses behind.

John was a member of Hollywood Heritage. When the City of Los Angeles threatened to take back the Wattles Mansion from Hollywood Heritage, John swung into action in our defense. Having painstakingly restored his own home near Wattles, he rallied his neighbors and appeared on our behalf before his Neighborhood Council, even bringing members of the Wattles family back into the fold.

Steve Afriat, a land use consultants who worked with Mr. Chase on many projects, said, “John Chase will always be an example of someone whose love for West Hollywood was defined by his passion and vision for living in a City that could grow and evolve into continued greatness. He always did so with an open mind and integrity.”

John’s death was sudden. He leaves his husband Jonathan Cowan. A memorial gathering took place at Plummer Park in West Hollywood on Tuesday, August 24th.

WELCOME NEW MEMBERS!

The following persons and organizations have joined Hollywood Heritage since our last newsletter. We are happy to welcome you to our Hollywood Heritage Family.

Kelly Carry

Collector’s Shangri-La

Grace Demos - *O’Melveny & Myers*

Allan Eichler

Peter Ford - *Glenn Ford Library & Archives*

Fred Glienna

Rosemary Lord & Rick Cameron

Chevo Mendoza

Carol Mitchell

Lisa Nunns

Penny Puente

RVD Productions

Anita Sabine - *O’Melveny & Myers*

Inge Sawerthal

David Tiktin

Photo courtesy of Alissa Walker



provocative figure. Mr. Chase served as WeHo’s Urban Designer for 14 years; prior to joining the City, he was a Principal at Chase & Burnett, Inc., his own architectural consulting firm. He was beloved because his forthright opinions supported what is best in architecture, preservation, and urbanism in our locale, and his charm took the edge off of any possible antagonism. He was formerly the architecture critic for the *San*

President *Cont. from page 2*

representatives know through letters and emails how we feel about our built history, and by keeping ourselves informed through attendance at meetings, demonstrating that we are all keenly interested in protecting our history now and in the future.



P.O Box 2586
Hollywood, CA 90078

SAVE THESE DATES
Upcoming Hollywood Heritage Events

WEDNESDAY, October 13, 2010, 7:30 pm -
Hollywood Heritage Museum - *Evening @ the Barn*, Halloween program with Steve Goldstein.

SATURDAY, October 23, 12:00 pm - The Music Box Steps film Festival. Laurel & Hardy Park, Silverlake

WEDNESDAY, November 10, 7:30 pm - *Evening @ the Barn*, Looney Tunes with Jerry Beck.

NOTE: all *Evenings @ the Barn* programs begin at 7:30 pm. Seatings is limited to 110 persons.

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 re-production poster, *A Map of Hollywood from the Best Surveys of the Time* c. 1928.

Membership Benefits Include:

- Discounts to *Evenings @ the Barn* programs
- 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

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