

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

Hollywood's Most Endangered 2014

We all like lists. They are a way of organizing our lives. If we share them, they can turn into "action" items that can serve to promote value systems. The National Trust for Historic Preservation uses lists in this way. One of the most popular is its "11 Most Endangered," the yearly roundup of threatened buildings across the nation. Often, "11 Most," as it is commonly known, highlights specific buildings which are emblematic of larger issues or a category of resource which many people do not realize is vanishing. Local communities have followed suit.

Here is Hollywood Heritage's latest compilation of those sites whose demise or substantial alteration threatens to diminish Hollywood's historic character.

HOLLYWOOD BLVD. COMMERCIAL AND ENTERTAINMENT DISTRICT

Listed in the National Register of Historic Places at the national level of significance, this 13-block area of the Boulevard, and additional supporting buildings on north-south side streets, forms the core of commercial Hollywood from its founding through its Golden Age, World War II, and into the 1950s. The 100+ buildings are physical reminders of how the business and entertainment venues functioned, and continue to reflect the varied architectural styles that successful merchants, entrepreneurs, and institutions valued. While not all of the individual buildings within the District's boundaries contribute to the historic built environment, the majority do. Contributors must maintain their historic integrity in order for the collection to "read" as a district. Too much alteration to these buildings leaves them unable to con-

vey this important story. Even the basic size and shape of current "non-contributing" structures from the same time period help maintain the overall sense of place.

Diminution of character can take many forms. Even if the building is not demolished, inappropriate alteration of storefronts and signage or adjacent new construction will alter the character of the

itation are enforced.

Of particular concern: the vacant PACIFIC WARNER THEATER (6423-6445 Hollywood Blvd.), the two SECURITY PACIFIC BANK BUILDINGS (on the northeast corners of both Cahuenga, 6381-85 Hollywood Blvd. and Highland, 6775-6777 Hollywood Blvd.), and HOLLY CINEMA (6523-6529 Hollywood



CBS Columbia Square circa 1939

area. The Boulevard is one of the most visited tourist attractions in Los Angeles. It needs to retain its ability to tell our story in order to be economically viable. The owners of these properties must be good stewards, and the various stakeholders (Hollywood Heritage, the Hollywood Chamber of Commerce, the Los Angeles Business Improvement Districts, the City of Los Angeles Planning Department and the Los Angeles City Council offices) must provide technical assistance and ensure that standards of maintenance and rehabil-

Boulevard/1700 Hudson). In addition, the JANES HOUSE (6541-6545 Hollywood Boulevard) is under-maintained and largely hidden from view, while recent inappropriate storefront renovations at the JULIAN MEDICAL BUILDING (6380-6384 Hollywood Blvd.) and the Art Deco ATTIE BUILDING (6436-6440 Hollywood Blvd.) have caused great concern.

Hollywood Heritage is advocating a plan for the District that will retain its historic status, adopt the Secretary of the Interior's Standards for all Rehabilitations, and con-

continued on page 3

President's Message

Spring, 2014

by Brian Cooper



Spring is here! And Hollywood Heritage has sprung into action on several exciting projects and partnerships. So far this year we have continued our involvement with

L.A. Heritage Alliance and the Hollywood Chamber of Commerce as well as forging new relationships with the Mary Pickford Foundation, among others. To that end, I would like to fill you in on some recent developments.

On Saturday, February 1st I represented Hollywood Heritage at the L.A. Heritage Alliance annual meeting in the historic El Pueblo Monument in Civic Center Los Angeles. This alliance works to support heritage organizations in Los Angeles to more effectively promote and preserve the region's heritage, mainly through increased communication and coordination among the over 200 such organizations in the region. That's why I am pleased to announce our participation in the 4th Annual L.A. Heritage Day on Sunday,

April 27th from 11:00am-4:00pm. You'll discover Los Angeles and Southern California's history through tours, five museums, children's activities, presentations, giveaways, food, and other activities. The entire event and all activities are free and will take place at the birthplace of Los Angeles and adjacent to world-famous Olvera Street, making for a full day of free history, fun, and entertainment. For more information please go to: <http://laheritage.blogspot.com/>

On February 27th the Hollywood Chamber of Commerce invited us to host a booth at the 2014 Academy Awards Media Information Center in the Grauman's Ballroom of the TCL Chinese Theatre. Volunteers met with members of the domestic and international press on "what's new" in Hollywood. On March 31st we hosted a booth at the Hollywood Roosevelt Hotel for the Chamber's Hollywood Expo for businesses and the travel industry. At both events our presentation's focus was, of course, the ongoing celebration of the Lasky-DeMille partnership, which was formed 100 years ago when the two luminaries came together to form a production company in our very own barn. So while it wasn't exactly "new" it was certainly significant, because without that partnership *The Squaw Man* might not have been the very first feature-length motion picture to come out of Hollywood!

New Unique Items in the Museum Store

In the past thirty years of operation, the Hollywood Heritage Museum has frequently been the beneficiary of Hollywood-related items from numerous sources including visitors, members and other organizations. Such was the case of a recent donation of Hollywood-related books and other items from the estate of Billie Nelson Tyrrell, which came to us through our friends at the Niles Essanay Silent Film Museum in Fremont, California.

When such donations include one-of-a-kind items and are directly connected to our mission they are accessioned into our archives. Duplicates of items already in our collection, such as photos, postcards and books or items unrelated to our mission are made available to members and visitors to our gift shop. In this way the Museum store always has a large selection of hard to find new and used Hollywood-related books, and the stock is always added to.

It's also a good reason to check frequently for new additions to find a gift for a friend, or for you!

Visit us and shop Wednesday through Sunday from noon to 4:00pm, and during Barn events.

*Want to find out what we
have done in the past?
Take a look at the Hollywood
Heritage Newsletter archive, in
color, on our website at
www.HollywoodHeritage.org
at the Newsletter link.*



BOARD OF DIRECTORS

Bryan Cooper, President
Sue Slutzky, Vice President
Mary Mallory, Secretary
Tracy Terhune, Treasurer

Amy Condit
Denise DeCarlo
Dr. Meredith Drake Reitan
Margot Gerber
John Girodo
Randy Haberkamp
John Hillman
Kevin Jordan
George Kiel
Christy Johnson McAvoy
Jonathan Nettler
Chris Nichols
Fran Offenhauser
Bill Roschen
Alan H. Simon
Beth Werling

Committees & Chairs

Finance & Development - Amy Condit
Museum - Richard Adkins
Membership - Richard Adkins (acting chair)
Nominating - George Kiel
Preservation Issues - Dr. Meredith Drake Reitan
Public Relations - Bryan Cooper
Publications - Alan H. Simon
Silent Society - Randy Haberkamp
Mary Zickefoose
Director of Membership Development
John Clifford
Newsletter and Webmaster
Contributing to this issue with research, writing, proofing, editing, graphics or photography are: **Richard Adkins, Bryan Cooper, John Girodo, Kevin Jordan, Mary Mallory, Stephan McAvoy, Alan Simon, Sue Slutzky and Mary Zickefoose.**
Hollywood Heritage Newsletter is published quarterly by Hollywood Heritage, Inc., P.O. Box 2586, Hollywood, CA 90078 323 874-4005.

Endangered — **Continued from page 1**
tinue to find ways to help owners maintain the economic viability of their property.

HISTORIC STUDIOS

Hollywood as we know it is intrinsically linked to the entertainment industry, and the historic physical plants which have characterized the industry's development for close to a century. These "dream factories" possess distinct characteristics, which show how the business was launched and is now conducted.

Hollywood Heritage values our relationships with our studio partners, who continue to improve their facilities while planning for changes in their businesses.

Rehabilitation and new construction projects are in progress or under consideration at THE LOT (United Artists), UNIVERSAL, SUNSET BRONSON (Warner Brothers Hollywood No.1), SUNSET GOWER (Columbia), HOLLYWOOD CENTER, and PARAMOUNT, as well as the CBS Radio and Television complex and CULVER STUDIOS. Hollywood Heritage continues to be an active participant in the review and entitlement process for these facilities, encouraging each to keep their plants relevant for current technology and retain their identified historic structures of all types and sizes. Many of the buildings on these sites have been, and can be, adaptively reused for industry needs.

INSTITUTIONS

These are tough times for longstanding community groups, clubs, and nonprofits. No one knows better than Hollywood Heritage how tough it is to maintain the viability of a landmark through publicity and fundraising. (We celebrate the filming of *The Squaw Man* in our Lasky De-Mille Barn one hundred years ago, an event that put Hollywood on the map.) The fate of the WOMAN'S CLUB OF HOLLYWOOD is still in limbo both from an organizational and preservation perspective. THE STUDIO CLUB, Julia Morgan's masterpiece for the young starlets of Hollywood, sits empty (although maintained by its owner the YWCA.) The JOHN ANSON FORD (Pilgrimage) THEATER is planning new facilities, which will be discussed through the Environmental Impact Report process this year.

HISTORIC LANDSCAPES AND PARKS

There is precious little open space asso-

ciated with Hollywood history left in our crowded area. Gardens of experimental plants, often generously opened to the community by their owners on a regular basis, were a part of the Hollywood experience before the movies arrived (and it was one of the reasons they did—to take advantage of the variety of outdoor filming opportunities). GRIFFITH PARK now has landmark designation, and many are involved in the planning process for its various facilities. (See Friends of Griffith Park at; www.friendsofgriffithpark.org for more information.) WATTLES MANSION AND PARK, also a landmark, had both a Historic Structures Report and a Cultural Landscape Report prepared for it when the City of Los Angeles Parks and Recreation took over its management from Hollywood Heritage in 2009. The Mansion remains underutilized; Parks has made no report on its current condition, despite repeated requests from Hollywood Heritage. This 1903 estate is a city asset. What are the plans for its future? The property known as the COUNTRY CHURCH OF HOLLYWOOD (the structure of that name burned down) is a remnant of the BARTLETT ESTATE, another pre-movie industry asset. The remaining landscape, which links the historic Vista Del Mar/Carlos neighborhood and the Hollywood Presbyterian Church to central Hollywood, is in need of a plan for rehabilitation and public access. Hollywood Heritage supports its sister organization in West Hollywood in its efforts to preserve the historic environment and buildings of PLUMMER PARK.

HISTORIC NEIGHBORHOODS



Without neighborhoods, it is difficult to tell the story of how the workers who built Hollywood lived. That story cannot be told by just preserving the great estates or hillside developments, although these are an incredible part of what Hollywood was known for. Working class housing, close to the studios (places of employment), formed the backbone of the community. The historic neighborhoods of Hollywood have

been identified over and over again in historic resource surveys and through federal evaluations. Yet the vast majority of these, primarily located in the "flats" south of Hollywood Boulevard, have no protection from inappropriate infill or demolition. Hollywood Heritage continues to work with the City of Los Angeles to identify adequate protections for these enclaves through community plan mechanisms. The destruction is piecemeal, but pervasive. Among the most threatened: AFTON SQUARE/DE-LONGPRE, SELMA/LABAIG, VISTA DEL MAR/CARLOS, IVAR and others in the vicinity of historic COLEGROVE and neighboring streets, Sycamore, McCadden, and DeLongpre.

BUNGALOWS AND APARTMENTS

Two residential property types from the early development of Hollywood are being demolished in ever-increasing numbers, some despite being identified as historic. SurveyLA identified the buildings of Hollywood that were built prior to consolidation with the City of Los Angeles in 1910 as a type of particular importance. Primarily bungalows, the remaining examples may not be in identified historic districts, but "survivors" are scattered throughout the city. Often they have been altered, although many of their alterations are easily reversible. Hollywood Heritage is working with the City of Los Angeles to identify a collection of these buildings suitable for rehabilitation. Several have been demolished in the past year. Another population, which continues to dwindle are bungalows built just after consolidation from 1911-1920, during the first growth spurt in the area directly tied to the development of the movie industry. While not part of the separate context identified in SurveyLA, these residences (located outside of identified residential districts) deserve a conversation regarding their survival.

Hollywood Heritage supported the owners of two identified historic apartment buildings in their request for HCM status in 2013. Unfortunately, the Cultural Heritage Commission denied these requests. These buildings, located adjacent to the Hollywood commercial core, are prime examples of 1920s and 1930s multi-family residential housing, another key part of the built environment of Hollywood. This collection is also finite, and Hollywood Heritage continues to urge the City to provide protection and rehabilitation incentives to owners of

continued on page 4

Action! Preservation Issues Committee

Hollywood Heritage was proud to be in attendance of Majestic member Kilroy Realty's Columbia Square Groundbreaking for the CBS Columbia Square rehabilitation and development project. Kilroy Realty and Hollywood Heritage continue to positively engage during every step of the rehabilitation.

Thank you to our host Crescent Heights (developer of the Hollywood Palladium Residences) for Hollywood Heritage's attendance at Thirteenth District Councilmember Mitch O'Farrell's 2014 State of Hollywood address...fantastic to hear CM O'Farrell acknowledge Hollywood Heritage's longstanding work and devotion in his speech.

The Thirteenth District Council Office invited Hollywood Heritage to be a participating member of the Hollywood Design Review Committee...our first participation being a presentation by Essex Development for their Earl Carroll Theatre adjacent project at 6230 Sunset Boulevard. The Preservation Issues Committee appreciates the Council Office's positive engagement and inclusion. [Note: As of the date of this publication, the lease of the current tenant of the Earl Carroll Theatre building, Nickelodeon on Sunset, will expire in July 2014. Hollywood Heritage supports keeping production in Hollywood; therefore, we promote the building's continued viability as a production facility.]

Although in its early stages, the Preservation Issues Committee is monitoring the progression of the Hollywood Forever Cemetery 20-Year Master Plan.

Concerned by the proposed demolition of the Riverside-Figueroa Bridge (City of Los Angeles Historic-Cultural Monument #908), the Hollywood Heritage Preservation Issues Committee wrote a letter of support to the Enrich LA - RAC Design Build's proposal, which provides a unique opportunity to retain a piece of our City's historic and cultural heritage while intelligently providing new public space. We would like to see the retention of the last remaining Beaux-Arts steel span bridge in Los Angeles and its dedication for public use.

The fate of West Hollywood's 1938 Works Progress Administration (WPA)

built Long Hall/Great Hall at Plummer Park (7377 Santa Monica Boulevard) continues to be of great concern. The City of West Hollywood seeks to disregard and deny the importance of this National Register Listed building, threatening it with demolition. The State Office of Historic Preservation and the National Register were established to preserve the right of the people to retain visible history of their community. Hollywood Heritage encourages the retention of Long Hall/Great Hall as was intended by the state processes by which it was designated. To allow the demolition of this identified and listed historical asset is to place all structures of like importance in danger.

CIM Group's submission to the City of West Hollywood of revised plans for The Lot (Formosa & Santa Monica Boulevard; former Pickford-Fairbanks and United Artists studio lot) presents a much better fate for the studio lot's historic structures. Hollywood Heritage will continue to monitor.

Recent news of proposed development for the Culver Studios (Selznick Studios) is a fresh reminder of our work toward preservation of Hollywood's Studios while incorporating the need for technological/business expansion, update and enhancement of their facilities. Hollywood Heritage seeks to reinvigorate the Hollywood Studio Task Force; the 1990 Memorandum Of Understanding establishes a procedure to preserve significant on-lot studio structures, while incorporating change and development.

Signatories to the Hollywood Studios Preservation Coalition (aka Hollywood Studios Task Force) Memorandum Of Understanding include preservation representatives Hollywood Heritage and the Los Angeles Conservancy; government representatives Thirteenth Council District and the Office of Motion Pictures/Television Affairs, City of Los Angeles; and studio representatives from Paramount Pictures, Hollywood Center Studios, Raleigh Studios, Sunset-Bronson Studios (Warner Brothers Hollywood), and Sunset-Gower Studios (Columbia). The resolution to resolve preservation, development and land use issues which affect identified historic structures on the studio lots depends upon

the good faith and cooperation of all signatories. Hollywood Heritage continues to engage with the studios in this spirit.

Near Disaster In Barn Yard

Disaster narrowly missed our beloved Barn during the major storm that swept through southern California on February 28th. Docent Dave Bower was alone in the Museum at about 2pm, hoping some visitors would brave the rain and wind, when a loud crash startled him. A large branch of one of the tall Bay Laurel trees out front broke off. It missed the building by inches.

We can all thank the County of Los Angeles for having recently trimmed the trees, fortuitously avoiding what would have been major damage to our historic structure.

Endangered _____ **Continued from page 3**

these properties.

PLANS

Almost more serious than the threat to each historic resource in Hollywood identified in historic resource inventories and studies over the last three decades is the current state of Hollywood planning. As of this writing, there is no Hollywood Community Plan. The transition of the planning authority held by the now defunct Hollywood Redevelopment Agency has not been completed. Hollywood Heritage has been following these discussions as they wend their way through City Hall, and has been encouraged by the commitment of Councilmember Mitch O'Farrell's Office to find resolution. However, until we have an actual transfer of authority from the CRA which protects identified buildings with the same type of language contained in the redevelopment plan, and until we have the acknowledgment of the City of Los Angeles Planning Department that it will be proactive about planning and protection of Hollywood's resources, the community is left with little viable regulation--not a big step from three decades ago.

Therefore, the content and character of the Hollywood built environment is the most endangered aspect of Hollywood today.

Members are encouraged to submit individual sites or neighborhoods for inclusion in future articles.

Evening @ the Barn:

2014 Off to a Great Start

The Search for Scarlett

The 75th Anniversary of *Gone With The Wind* will be celebrated at the Barn on **Wednesday, April 9th** at 7:30pm. Steve Wilson, Curator of Film at the Harry Ransom Center, University of Texas at Austin, will be the presenter. Rarely seen film clips from the Center's Selznick Collection of the Scarlett O'Hara screen tests will be screened. Actress Marsha Hunt, considered for the role of Melanie, will share memories of testing for the part. Daniel Selznick, son of Producer, David O. Selznick, will give some insight into the film's legacy. Unique GWTW memorabilia will be on display.

"An Afternoon at Oakridge" – Jack Oakie Home Movies and More!

An all-Oakie evening featuring a selection of home movies as well as highlights from his extensive film career will be featured on **Wednesday, May 14th** at 7:30pm. The presentation will include a 1953 visit to his home known as "Oakridge" in Chatsworth, California, hosted Jack Oakie and Victoria Horne Oakie. The famous couple will take you on a fun-filled tour of their fabulous estate, formerly the home of Barbara Stanwyck and Robert Taylor. Plus, behind the scenes footage from *Call of the Wild* with Loretta Young and Clark Gable, Jack visiting Hearst Castle, attending the wedding of close friend Billy Gilbert, and a rare interview with Jack talking about being nominated for an Oscar for *The Great Dictator*, as well as working with Charlie Chaplin on that legendary film. Come spend An Afternoon at Oakridge, you'll never want to leave! This will be a very special evening sponsored by the Jack Oakie and Victoria Charitable Foundation.

Hollywood Goes Hawaiian!

Author Ed Rampell, who co-wrote *The Hawaii Film and Television Book* with Luis J. Reyes, will be making a presentation of the history of Hawaii as a filming location. From silents to present day productions, he will cover a 100-years of filmmaking throughout the Hawaiian Islands with a focus on Hollywood feature films and television production. Clops from Hollywood Hawaii

movies will be featured. For this **Wednesday, June 11th**, 7:30pm *Evening @ the Barn* season closer, join us in going native. Hawaiian shirt attire is suggested.

Admission to *Evening @ the Barn* is \$5.00 for members and \$15.00 for non-members. Advance tickets can be purchased through Brown Paper Tickets by phoning (1-800-838-3006, or at www.brownpapertickets.com. If seats are available, tickets can be purchased at the door. Seating is limited. Come early!



Paul Maher in front of the Wattle's Mansion.

In Memoriam

Paul Maher – September 2, 1952 – January 31, 2014

Hollywood Heritage was saddened to hear of the loss of longtime member and early volunteer, Paul Maher. Paul was an important presence in Hollywood Heritage's beginning as he video documented virtually every event of the first decade of the organization's history, a legacy of video which he has bequeathed to Hollywood Heritage. Paul videographed the moving of the Lasky-DeMille Barn, as well as the restoration process at the Wattles Mansion. Maher was the Hollywood Heritage caretaker of the Wattles Mansion during its early restoration phase. In addition to his activities with Hollywood Heritage, Paul was also the founder of the Children's Television Archive in Las Vegas and a close friend and associate of legendary animator, Walter Lantz, for whom he worked at Universal Studios. We will notify members of the upcoming memorial for Paul via email and on our website.

MEMBERSHIP UPDATE

In grateful recognition of their generous support, we sincerely thank the following new and renewing members who have made contributions at the \$100 level and above as of mid-March, 2014. Category titles are names of historic Hollywood Studios.

Majestic **\$2500+**
Millennium Partners / North Vine Street Holdings

Bison **\$500+**
Donelle Dadigan

Kalem **\$250+**
Peter & Jane Trapnell Marino

Triangle **\$100+**

Bruce Carroll

Peter & Miriam Colantuoni

Denise DeCarlo

Ken Denton

Milt Larson

David & Christina McAleer

Myron Meisel

Roger C. Memos

Louise A. Monaco

Jarrow Rogovin

Andrew Schwartz

Tracy Terhune

Eric & Karen Warren

Jan Westman

Welcome New Members!

Tammy Brown

Pearl Brown

Lucy Carr

Eric Dugdale

Steve Eitzen

David J. Foote

John Hillman

Gary Lawton

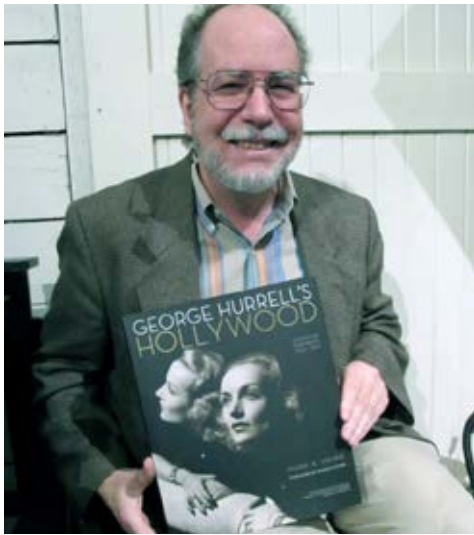
Mark Montgomery

Patricia Rieken

Robert Shudic

Jeff Thompson

Gwen Van Dam



Author Mark Vieira displays a copy of this latest book, *George Hurrell's Hollywood* at the Hollywood Heritage Museum.

In January, *George Hurrell's Hollywood* was the Evening @ the Barn presentation by author Mark Vieira, who screened scores of beautiful Hurrell photographs, telling the audience about how Hurrell developed his legendary glamour photography, which set the stage for others to follow. Mark answered questions about Hurrell's career and signed copies of his fabulous book loaded with stunning photographs.



The Mary Pickford Foundation was featured at the March Evening @ the Barn. *Discovering the Rare, Early Mary Pickford*. Foundation Chairman Henry Stotsenberg and Elaina Archer, Director of Archive & Legacy (next to Henry), screened the 1915 film *Rags* and the 1912 Biograph short *A Lodging for the Night*, from the Foundation's film vault. Andrew Manley (in top hat) treated the audience to live piano accompaniment from original scores he composed for each movie. Bryan Cooper, Hollywood Heritage President and producer of the program, smiles for the camera.

Lasky-DeMille Centennial

Continues With a Special Screening of *Madam Satan*

On Saturday, March 15th there was a full house at the Egyptian Theatre for a special screening of director Cecil B. DeMille's *Madam Satan* (MGM-1930). The film was presented by the American Cinematheque and the Art Deco Society as part of the year-long celebration of the Lasky-DeMille Centennial. Dance and Film historian Debra Levine presented a fascinating opening lecture about Theodore Kosloff, Russian dancer and choreographer, who staged dance scenes for DeMille starting with *The Woman God Forgot* in 1917, and continued with the *Ballet Mechanique* dance sequence during the masquerade party on the zeppelin in *Madam Satan*. The rarely screened film starred DeMille discovery Kay Johnson, alongside Reginald Denny, Lillian Roth, and Roland Young. In the audience for the film was 100-year-old Mary Carlisle, who was a featured extra in the film, and every time she appeared on screen the crowd went wild! Thanks should also go to our own Margot Gerber, Richard Adkins, and to Bob Birchard for their contributions to this exceptional program.



Dance critic Debra Levine (L) with American Cinematheque publicist and Hollywood Heritage board member, Margot Gerber, at the lecture for the Art Deco Society of Los Angeles and screening of *Madam Satan*, a continuing celebration of the Lasky-DeMille Centennial. Photo by Dana Ross

Evening @ The Barn

Still Event Focuses on Silent Motion Picture Photography

While the polar vortex couldn't prevent an eager audience from attending our February Evening @ the Barn, it did keep our presenter, Dr. David S. Shields, homebound on the East Coast due to the bad weather grounding his flight. What to do? Technology prevailed. Shields emailed his PowerPoint photos to be projected and his notes to be read. And, *Still, American Silent Motion Picture Photography Evening @ the Barn* producer, Hollywood Heritage Board Secretary and researcher/author Mary Mallory, stepped up to the podium.

Fill-in speaker Mallory has researched and written about stillmen on her *Hollywood Heights* blog in *The Daily Mirror* (<http://ladaily-mirror.com/category/mary-mallory/>) and was able to elaborate on Mr. Shields' notes as she showed the photographs he prepared. The audience learned about the connections between early theatrical and motion picture stills photography. Ms. Mallory demonstrated her knowledge by answering questions about stillmen who worked in and around the early motion picture studios.

After Ms. Mallory's part, a short, entertaining film reel created for the evening by Hollywood Heritage board member Kevin Jordan, documenting stills photographers on the silent screen, played before the screening of the beautiful, allegorical 1918 film, *The Blue Bird*. An extensive museum exhibit from the Hollywood Heritage archives and Ms. Mallory's personal collection, documenting the work of some of these talented, forgotten artists, supported Shields' scholarly work. Many of the photographs on display had never been publicly exhibited.

In spite of Mr. Shields' misfortune of not being able to get out of the cold, the evening was a roaring success!



Mary Mallory poses in front of one of the museum's display cases full of stillmen photographs with David S. Shields' book *Still: American Silent Motion Picture Photography*. This great reference book full of wonderful photographs is available for purchase in the Museum Store.

Hollywood Heritage Museum

2100 N. Highland Ave.

Hollywood, CA 90028

Across Highland Ave. from the Hollywood Bowl

HOURS

Wednesday through Sunday:

Noon - 4:00pm

Members admitted free

Museum Store is open when museum is open and during all events.

Hollywood Heritage Meets the Oscar Press

Hollywood is buzzing and at capacity during the Oscars with local and international press arriving in droves a few days before the big night. Each year, the Hollywood Chamber of Commerce creates an “Award Media Center” for the press to inform them about “what’s new” in Tinsel Town, and this year Hollywood Heritage was invited to inform them about “what’s old” here as well!



Hollywood Heritage board members Mary Mallory and Kevin Jordan staffed the Hollywood Heritage table at the Hollywood Chamber of Commerce Award Media Center. Kevin created the Hollywood Heritage displays for both Chamber events.

Photo by “Walk of Fame Photographer” Robert Freeman

Kaylee Kiecker, the Chamber’s VP of Marketing and Business Development, says of the annual event, “The Chamber’s Media Information Center provides an ideal opportunity for domestic and international press to learn more about our community, long after the award season is over. Our exhibitors have the unique opportunity to showcase their goods and services to a worldwide audience and garner media exposure that is virtually impossible to gain outside of this event.”

Visiting journalists from around the world did indeed stop by our booth, in the lobby of the TCL Chinese Theater, where they were given a brief history on Hollywood’s first steps at the Lasky-DeMille Barn by board member/secretary Mary Mallory, author of *Hollywoodland*. Not only did Mary provide an oral tale but also a parting treat—homemade “Heritage Cookies” baked by board member and co-owner of Grub Restaurant, Denise DeCarlo.

History For Hire prop house generously loaned out an authentic silent film camera as used in *The Squaw Man* for photo ops, and there were many! Dozens of media outlet camera operators looked in awe at the wood-

en box on wooden sticks, the great grandmother of the latest HD cameras they were all holding.

The event was kicked off with a special unveiling of a new Madame Tussaud’s wax figure of Academy Award winner Anne Hathaway. This statue took 20 artists three months to create at a cost of approximately \$300,000. Aside from Madame Tussaud’s, many other local business owners and members of the chamber were in attendance.

Overall the event was a great success. Not only for informing various news outlets about the meaning of Hollywood Heritage but also in regards to working with the Hollywood Chamber. Our organization’s survival depends on our wonderful members and spreading awareness about our cause. Actively working with our local business community will, of course, only advance this effort!

Meeting the Business & Travel Folks

A month after we met the journalists covering the Academy Awards, Hollywood Heritage was invited to participate in the Hollywood Chamber of Commerce’s Business & Travel Expo. Again, a special display was set up to attract the travel and event planners, travel writers, concierges, bloggers, social networkers, executives, business owners, hospitality professionals, and local news and media who attend this annual event. This well-attended networking venue was in the Hollywood Roosevelt Hotel where our booth saw a lot of traffic. It was an opportunity for local businesses to learn who Hollywood Heritage is and what we do. With many travel writers in attendance, we are hopeful of better media coverage to tourists introducing them to the Hollywood Heritage Museum.



Hollywood Heritage display at the Hollywood Chamber of Commerce’s Business and Travel Expo.

A Special Guest Visits the Museum

It is always a thrill to have someone who had a role in history visit the museum. On February 3rd a handful of Hollywood Heritage members were in attendance when F. Scott Fitzgerald’s secretary came to the Barn to view the Great Gatsby exhibit.

In April of 1939, at the age of 20, Frances Kroll Ring became Fitzgerald’s secretary, remaining with him until his death in December 1940. Ms. Ring wrote about her experience in her memoir, *Against the Current: As I Remember F. Scott Fitzgerald*. Viewing the exhibit brought back fond memories, which she shared during her visit. “Mr. Fitzgerald was a wonderful man,” she told those present. When asked how she got hired, she said that she could type and he couldn’t, and went on to tell the story of what Fitzgerald did when she went for her job “interview.” He gave her some money and asked her to wire it to his daughter on her way home. When he verified the delivery he hired her as his secretary, satisfied that she was an honest person. She worked from his handwritten pages, although sometimes he dictated his prose to her. She would type them triple spaced, for the first draft, then double spaced the second time around, with a final copy to follow. The work was primarily done at a house in Encino rented from Edward Everett Horton at Belleigh Acres, and later in a rental on Laurel Avenue, in West Hollywood.

While at the museum Ms. Ring also signed copies of her book, donated for the occasion by Nick Beck, whose Great Gatsby collection was on loan to the museum for this exhibit. It was an afternoon to remember.



Frances Kroll Ring stands front and center, while her former boss, F. Scott Fitzgerald looks on over Hollywood Heritage board member Sue Slutzky’s shoulder. Nick Beck, to Ms. Ring’s left, provided the displayed material for the Great Gatsby exhibit.



Mark Your Calendar

April:

Hollywood Heritage Celebrates the 75th Anniversary of *Gone With The Wind*; *The Search for Scarlett*; *Evening @ the Barn*: **Wed. April 9** – 7:30pm

Hollywood Party, Sons of the Desert Tent; archival film screening at the Lasky-DeMille Barn, **Thurs., April 10** – 7:15pm

L.A. Heritage Day; at the Pico House, El Pueblo Monument, Civic Center Los Angeles: **Sun. April 27**, from 11am -4pm. (free)

May:

“An Afternoon at Oakridge”- Jack Oakie Home Movies & More; *Evening @ the Barn*: **Wed. May 14** – 7:30pm

June:

Hollywood Goes Hawaiian!; *Evening @ the Barn*: **Wed. June 11** – 7:30pm

Hollywood Party, Sons of the Desert Tent; archival film screening at the Lasky-DeMille Barn: **Thurs., June 12** – 7:15pm

July:

Hollywood Chamber’s Summer Celebration of the Lasky-DeMille Centennial – **Tues. July 1**, 5pm and into the evening at the Barn.

Silents Under the Stars, Paramount Ranch – **Sun. July 20**, at dusk.

August:

Silents Under the Stars, Paramount Ranch – **Sun. August 17**, at dusk.

PRESERVING OUR HOLLYWOOD HERITAGE FOR MORE THAN 34 YEARS

• Wattles Mansion and Gardens • Hollywood Heritage Museum/Lasky-DeMille Barn •

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



Membership Application

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 / Lubin

\$40 Individual / Artcraft \$25 Senior (65+) / Selig

**Join at the \$100 Triangle level or above, and receive a 23" x 29" collectible reproduction poster, *A Map of Hollywood from the Best Surveys of the Time*, 1926.

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: _____

E-mail Address: _____

I wish to pay by:

Check Make checks payable to: Hollywood Heritage, Inc.

Charge Visa or MasterCard only

Card Number: _____

Exp. Date: _____ 3- digit code (from back of card) _____

Signature: _____

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