

# HOLLYWOOD HEIGHTS VIEW

VOLUME 11, ISSUE No. 2

APRIL 1983

## SAVE THE MOUNTAIN

Because Governor Deukmejian took \$5 million out of the budget for our park system, we may lose many acres of the Santa Monica mountains.

On Sunday, May 1 at 12 noon, there will be a rally at Coldwater Canyon and Mulholland -- there is a park there -- to try and save our beautiful mountains from becoming another overpriced tract development.

Gray Davis and his assistant, Steve Glazer, are working to have that money restored to the park system. But they need our help.

Make a note in your calendar now to attend the SAVE THE MOUNTAIN rally on May 1, at 12 noon, at Coldwater Canyon and Mulholland. The least we can do is sign the petitions which will be circulated, and thereby save our mountain!

--By Herb Berlin

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## ADS IN "VIEW"

We are accepting ads for this newsletter.

Each ad should be accompanied with a \$5 check, payable to the Hollywood Heights Association.

Your \$5 will buy a one-by-one inch column ad, about 30 words.

The ad should be placed in our HHA suggestion-and-mail box, on the northwest corner of Camrose and La Presa, directly behind the U.S. post box.

Or give your ad and your check to any member of the VIEW staff.

## MAY 2 - GENERAL MEETING - MAY 2

WHAT: General meeting of all residents of our neighborhood

WHERE: American Legion Bldg.  
2035 N. Highland Ave.  
(between Camrose & Franklin)

WHEN: Monday, May 2, 1983

7-8pm - Social Hour. Please bring whatever it is you want to drink.

8pm --- Meeting

If you are not yet a member, this is your chance to join. If you are a member, this is your chance to discuss and to get information about the many important affairs of our neighborhood. If you live here, this is a meeting for YOU!

President Grayce Baldwin will bring us up to date on the events that affect all of us in the Hollywood Heights Assn

There will be reports from committee chairpeople. There will be an opportunity to discuss matters all of us should be aware of, if we want to keep this neighborhood as lovely and secure as possible.

COME TO THE MEETING!

PUT IT ON YOUR CALENDAR!

Monday, May 2, 1983

## MEET OUR VEEP



"A man for all reasons and all seasons." That's our vice president, Elliot Johnson. Though Elliot started out in Brooklyn, he's lived all over the world: Rome, Tangiers, Kenya. But when he came to So. Calif., Elliot knew he was home. He plans to stay.

Beneath an urbane, sophisticated exterior is a hard-working, hard-driving, down-to-earth activist. Elliot is on the Citizen's Advisory Committee of the RTD. And tells us that we must monitor their meetings regularly unless we want to have a subway running under our hills.

About the HHA: "This organization will be able to control the destiny of the hills." And as we grow, we must take an active role in a community effort. In community redevelopment, in revitalization committees, in the Community Redevelopment Agency proposed for Hollywood.

It is up to us, says Elliot, to mold the future of our hills. It will not happen without our active help. And since we live here, we must be active.

Elliot finds time not only for being our Vice President, but also attending RTD meetings, Chamber meetings. He enjoys the beauty and serenity of the Hollywood Hills and means to work hard to maintain what we here are all so fortunate to have.

Elliot is an administrator at County-USC Medical Center. And as if all this isn't enough, he finds time for mountain climbing and racing sports cars.

"Among our members, we have many skilled people. With the diversity and ability to keep Hollywood Heights a beautiful place to live." Thank you, Elliot. You're certainly doing your part for Hollywood Heights.

--By Herb Berlin

## TREASURER'S REPORT

While not extra impressive, the Association's finances are in somewhat better condition than Braniff's coffers with \$1,193.48 in its Bank of Hollywood account as of March 21. This amount has been generated almost entirely from dues paid by the approximately 200 members with some funds derived from sales of Association decals.

Treasurer Don Wakefield's current concern is not the size of the bank account, but the lack of sign-ups for the security service to be provided by Foothill Patrol. There are currently twelve commitments to pay the \$20 monthly fee, although service cannot start until at least 45 homes have been enlisted.

Association expenses have been primarily for publication of the newsletter with other expenses being for decals and stationary. Decals can be obtained by sending \$1.00 to Don Wakefield, 2152 Rockledge Rd., Hollywood 90068. Don says that he appreciates the inclusion of a self-addressed, stamped envelope, something that many purchasers have done without having been previously asked. These decals will greatly simplify entry through the "Berlin Wall" and onto Camrose Ave. once the Hollywood Bowl season has started.

Membership sign-ups have been favorable, and if you're reading this, you probably are a member. If you're not and wish to do so, please send \$10 per member of your household to Don Wakefield at the above address, or leave it at the Association's box at the corner of Camrose and La Presa.

--By Dan O'Connell

(Few members of the HHA knew that in our midst lived one of the most glamorous stars of early Hollywood, Alice White. But among those who knew and cherished her was Association member, Nita Thomas, who wrote this after the actress' recent death.)

In 1924, Camrose Dr. not only had a beautiful view, but was enfolded by lovely trees. A choice of vacant lots was available, and on one of them at the Hightower corner, Alva Alexander and her husband, who had come west from New Jersey, built a gracious Spanish house. It had a special bedroom, bath, private entrance and porch for their granddaughter -- who was to become known as Alice White.



(Alice White with her grandmother)

At that time, she was known as Alva, a petite beauty who worked as a script girl for Charlie Chaplin. One day he said to her, "Bunny, you should be in front of the camera, instead of behind it." A screen test was arranged, Alva became Alice, and the auburn hair was changed to blonde (as Clara Bow, the "It" girl, was already the brunette star under contract at the same studio.)

In 1926, Alice White made her first film, "Sea Tiger", starring Mary Astor. The production was not a success, but Alice got rave reviews as the newcomer who ran away with the show.

During a career in which she made 35 movies, Alice was in such films as "Gentlemen Prefer Blondes" for Paramount in 1928 and "Flamingo Road" in 1949.

In 1938, Alice appeared on stage at the Belasco in "Dinner At Eight". Her leading men included James Cagney, Chester Morris, Robert Preston, Neil Hamilton, Edward G. Robinson, and Andy Devine.

Alice made films in England, where she was extremely popular. For Tiffany Productions, she made a film entitled, "Lingerie", and for Gainsborough she made "Where There Is A Will", with William Bodin.

Vaudeville was another endeavor for Alice. She toured the circuit with her own company, and was billed as "The Blonde Blaze".



By the 1950's, Alice was tired, and agreed only to guest appearances on TV shows with such stars as Ann Sothern. In the 1960's, she retired, living here in the same house where she had been raised by her grandparents. She recalled that her grandmother, in the old days, made a ritual of lunching every Thursday in the bay window of the Hollywood Blvd. restaurant, Musso and Frank, observing the glamorous stars going by and basking proudly in the knowledge that her own granddaughter was one of them.

Alice protected her privacy, and would have succeeded in becoming "that colorful Camrose recluse" had it not been for her humanitarian concern for her neighbors and her compassion for animals. It kept her door open.

She left so suddenly, we did not have time to tell her: "Alice, we were warmed by your contribution to our hill, and by the aura of the original Hollywood glamour. We will miss you and we will cherish the memory of the green Thunderbird dashing down the street with the pert driver behind the wheel, wearing sunglasses under that cartwheel hat. Nestle in peace into your honored star next to that of Jack Benny on Vine St. When we pass that spot, we will smilingly say, 'She's at it again', for surely Alice will be tossing one-liners to Jack."

--By Nita Thomas

## IT'S THE BEST BUY IN HOLLYWOOD

If you're not a member of the Hollywood Heights Association, why aren't you? For a nominal ten dollars a year you can enjoy all the benefits of a growing, functioning neighborhood association. If you're reading this VIEW, you know what we do. Send your membership fee to: Don Wakefield, 2152 Rockledge Rd., Hollywood 90068. And if you add an extra dollar, or a total of eleven dollars, you'll receive a very pretty Hollywood Heights Assn. decal, which will get you through the summer Bowl crowd faster than you can say Hollywood Heights Association.

--By Herb Berlin



### MYSTERY MAN SOLUTION

Who was the mystery man with singer Sophie Tucker? If you guessed that the man in the photograph we ran in our last issue was Don Wakefield, you were right.

Here is a 1978 photograph of Don, our treasurer. He is with Mayor Tom Bradley, looking over plans for the proposed Wall Street expanded flower market. Don then was president of the Southern California Floral Association.

## HOLLYWOOD HEIGHTS ASSN. COMMITTEES

Absentee Owners .....	Juliette Cummins ....	275-312
Cavalcade of Talent .....	Michael Feinstein ...	851-542
Community Affairs .....	Bernard Sparer .....	876-687
	Herb Berlin .....	851-177
Directory .....	Donna Summers .....	851-431
	Bob Summers .....	851-431
Distribution .....	Jack MacFarlane .....	851-084
	Nonnie Vishner .....	851-469
Fire .....	Tom Glover .....	466-512
Garage Sale .....	Bill Harlicker .....	876-650
	Barbara Betlem .....	876-797
Historical .....	Fran Offenhauser ....	874-163
	June Moore .....	851-081
Newsletter .....	Theo Wilson .....	874-293
	Linda Deutsch .....	851-173
PR-Spokesperson .....	Elliot Johnson .....	874-233
Parliamentarian .....	Bob Shafer .....	874-766
Security .....	Scott Chambers .....	874-623
Traffic/Beautification/ Parking .....	Frank Kalt .....	851-512

\*\* If you are interested in joining a committee, please contact the chairpeople listed above.

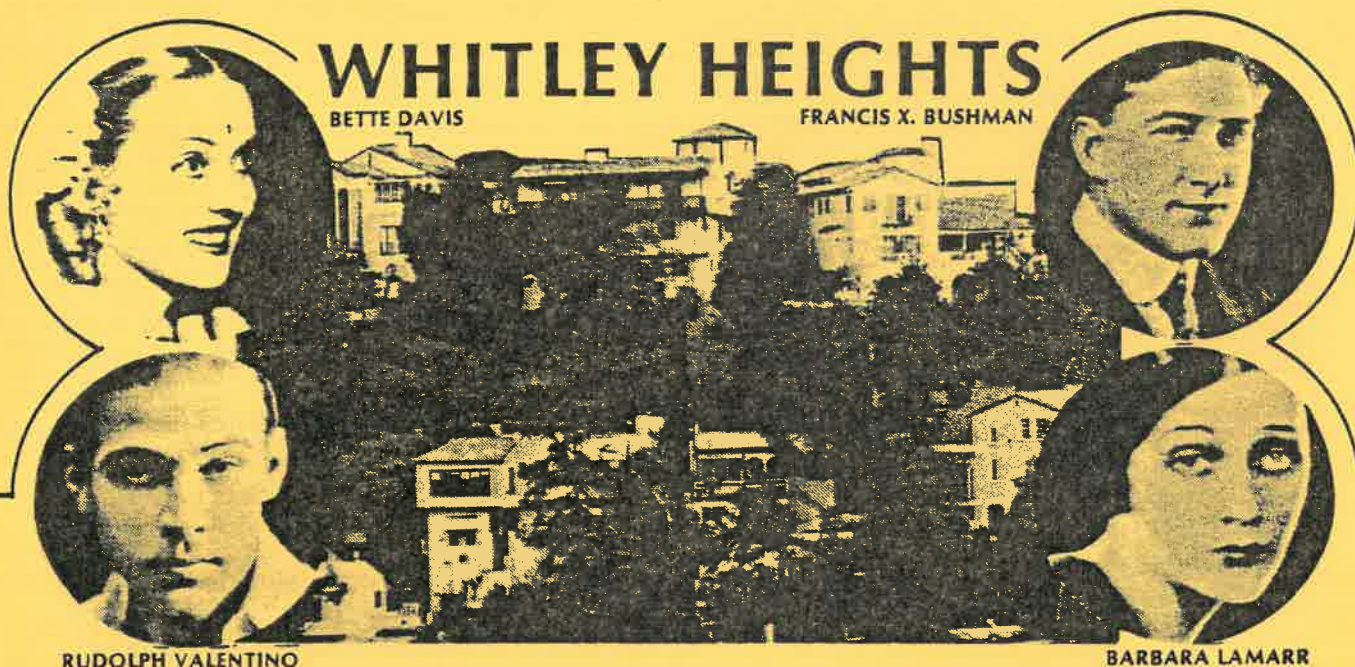
## NEW COMMITTEE HEAD

Frank Kalt has accepted the position of chairperson for the Traffic-Beautification-Parking Committee.

If you want to work on this committee please call him at 851-5120. This is one of our most important committees, and we need all the help we can get.

MEET YOUR NEIGHBORS AT PHASE 2:  
BEYOND AEROBICS  
M-W-F EXERCISE/DANCE  
T-TH BEGINNING JAZZ ---6:30-7:30  
SAT CHILDREN'S DANCE (Please call  
for details)  
ROOM 211 - CHURCH ON HIGHLAND &  
FRANKLIN  
TOBIE COLUMBUS - 666-5116  
FIRST ADULT CLASS FREE WITH THIS AD!





THE ROARING TWENTIES have been dubbed the Glamour Decade, a time of elegance and experimentation, opulence and changing social patterns. The arts were paramount, and a new art form, the film industry, had captured the hearts and minds of the American public. Filmdom's " Stars " were idolized; every facet of their lives scrutinized. They became America's visible royalty.

Where did they go to retreat from the public eye? To the secluded hillside community of Whitley Heights, just minutes away from the bright lights of Hollywood Boulevard but light-years away in ambience. This neighborhood of elegant Mediterranean villas was home to the beautiful Barbara LaMarr, Beulah Bondi, dashing Francis X. Bushman, Bette Davis, W.C. Fields, Rudolph Valentino and many others. Brainchild of developer H.J. Whitley, the unique siting of each residence provides unparalleled views.

HOLLYWOOD HERITAGE and the WHITLEY HEIGHTS CIVIC ASSOCIATION are pleased to present a TOUR of this special area ( Hollywood's first National Register district ) SATURDAY and SUNDAY, MAY 7th and 8th. Admission is \$12.00 per person, \$7.00 for seniors ( free to HWH members ). Several homes will be open to view, and each participant will receive a brochure detailing the history of the area. Tours will depart every twenty minutes from the Hollywood Studio Museum ( Hollywood Bowl Fairfield parking lot ) between 11:00 AM and 3:30 PM. Tour takes approximately two hours. Reservations are requested. Please call 466-6782 or write to:

HOLLYWOOD HERITAGE TOUR  
Box 2586 Hollywood, California 90078 ( 213 ) 466-6782

Name \_\_\_\_\_ Phone No. \_\_\_\_\_

Number of Reservations: \_\_\_\_\_ Amt. Enclosed \_\_\_\_\_

Preferred Day \_\_\_\_\_

Preferred Time:

11:00 \_\_\_ 11:20 \_\_\_ 11:40 \_\_\_ 12:00 \_\_\_ 12:20 \_\_\_ 12:40 \_\_\_ 1:00 \_\_\_ 1:20 \_\_\_ 1:40 \_\_\_ 2:00 \_\_\_ 2:20 \_\_\_ 2:40 \_\_\_ 3:00 \_\_\_ 3:20 \_\_\_ 3:40 \_\_\_

Tickets will be held at the door.



# WHITLEY HEIGHTS CIVIC ASSOCIATION

OLDEST CONTINUOUS CIVIC ASSOCIATION IN LOS ANGELES

23 April 1983

Dear Neighbors:

We need your help -- very briefly, let me explain: In 1980, a coalition of Hollywood Heights and Whitley Heights residents were able to put certain conditions on a developer's proposed tract map for 57 condominiums at 2026 N. Highland Avenue. One of those conditions was that NO ENTRANCE OR EXIT COULD BE MADE INTO LAS PALMAS AVENUE, the small sub-standard hill street that abutts the rear of 2026 N. Highland, and can barely handle traffic for its fifteen homes.

The condos were never built, but the developer is back on the same lot, and has begun construction of 81 low-rent apartments (bachelor "juniors" and one-bedroom units). He now calls his company THE HIGHLAND DEVELOPMENT COMPANY. His main entrance is planned for 2039 North Las Palmas Avenue. 81 units will be using a small residential R-1 street that has more safety hazards and parking problems than any other of our streets. There was no public hearing. The bulldozers simply showed up and began work. This is apparently a legal procedure!

We ask that the original condition of the condo tract map, that no entrance or exit be made from Las Palmas be re-instated to this project, and that a traffic survey and an environmental review be done for the Highland corridor from Franklin north to the Freeway, and all side streets in the corridor.

We feel this is vital to our future safety and well-being. The important facts and addresses are below. Please write a brief letter supporting our position.

What happens to WHITLEY HEIGHTS today, will happen to HOLLYWOOD HEIGHTS tomorrow ---- and vice versa --- we must stick together!

Your WHITLEY HEIGHTS neighbors,

P.S. Please mail your letter no later than MONDAY, April 25. THANK YOU!!!

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FACTS THAT MUST BE INCLUDED IN THE LETTER: Construction permit #59314 issued March 2, 1983 for building on lots addressed at: 2039 N. Las Palmas Avenue: 61 Junior apartments plus 20 one-bedroom apartments. WE DEMAND A TRAFFIC SURVEY OF THE HIGHLAND CORRIDOR and an ENVIRONMENTAL REVIEW of the area.....EXTREMELY IMPORTANT: Previous tract map for condos #39371 had a conditon imposed by City Planning that NO ENTRANCE or EXIT was to be allowed from this property onto Las Palmas Avenue. We demand this condition be re-instated on this permit.

ADDRESS ALL EMERGENCY LETTERS TO:

COUNCILWOMAN PEGGY STEVENSON  
Room 317, CITY HALL  
200 North Spring Street  
Los Angeles, CA 90012

COPIES OF LETTERS TO THE FOLLOWING TWO MEN.

MR. DONALD HOWERY  
Dir.: Dept. of Transp.  
Room 1200, City Hall  
200 North Spring St.  
Los Angeles, CA 90012

MR. CALVIN S. HAMILTON  
Dir.: Dept. City Planning  
Room 561, City Hall  
200 North Spring St.  
Los Angeles, CA 90012