City’s Human Services Director Becomes Society’s 9th Leader

Donald R. Rogers will be formally installed as the ninth CCHS President at the January 19th General Membership Meeting. This will also be a celebration of the Society’s 20th Anniversary with a gala party and dinner at the Sagebrush Cantina in downtown Culver City.

The other Officers to be installed are: Cathy Zerneno, 1st VP; Program; Ross Hawkins, 2nd VP, Museum; Reba Yudess, 3rd VP, Ways and Means; Ken Ruben, Secretary; and Virgie Eskridge, Treasurer.

Appointed as committee Chairs: Carolyn Cole, Membership; Lee Bixler, Publications, assisted by Judy Stangler as Newsletter Editor; Jozelle Smith, Public Relations; Sandy Burton, Historic Sites; Jim Lamm, Governmental Affairs; and Edna Larkin, Parliamentarian.

Active in Community Affairs

Don is currently the Human Services Director for the City of Culver City. In this position he is responsible for all of the Parks and Recreation programs, Cultural Arts and Facilities associated with those programs and for all the Social Service programs of the City.

Prior to this position, he served as the Manager of the Community and Social Services Division of the Human Services Department for the past 25 years. He administered the general operation of the Senior Citizens Center, including implementing grants for senior citizens and the disabled/disadvantaged, and developing a variety of enriching programs for the senior community. Don is currently involved in major City projects including the development of the new Senior Center and the temporary Skateboard Park.

A member of the American Red Cross Board of Directors, the Area Agency on Aging, the Brotman Medical Center Bioethics Committee and the Didi Hirsch Community Mental Health Center, Don is actively involved in many professional and community organizations associated with religious, educational and social activities.

He has received an award from the County Board of Supervisors for outstanding service to the Senior Citizen’s community, and from Pacific Bell for innovative programming in computer training for seniors.

The Society is very fortunate to have Don Rogers at the helm as we enter our 21st year!

In the Beginning....

by Cathy Zerneno and Judy Stangler

FRANK MCCANN SPEARHEADS THE BEGINNINGS OF THE SOCIETY IN 1979

As early as the 1950s, attempts were made to form a historical society, but the timing was never quite right. But in June of 1979, a successful effort was begun, spearheaded by Frank McCann, a local community activist.

At a monthly Education Committee luncheon, Frank spoke with educators, PTA members and business people, inspiring them to take action to form a much needed repository of local history and culture. Following on this initial plea, Frank persuaded Cathy Zerneno to help him officially start a historical society with an exploratory meeting to be held in November, 1979 at the home of Mildred and John Kearney (John was a retired Fire Chief of Culver City).

Attending this meeting was Frank McCann, Cathy Zerneno, Mildred and John Kearney, Dale Jones (CAO of Culver City), Clarita Young and Lupe Smith (both descendants of early families from this area). It was a very productive meeting and a follow-up was set for December to keep up the energy, and to invite other interested members of the community to build support.

(Cont’d on page 6)

SAVE THE DATE!

JANUARY 19TH CELEBRATION OF THE SOCIETY’S 20TH ANNIVERSARY
GENERAL MEMBERSHIP MEETING & INSTALLATION OF OFFICERS

Join us as we begin the Millennium with a party to celebrate the 20th Anniversary of the Culver City Historical Society and the Installation of our new Officers on Wednesday, January 19th at the Sagebrush Cantina at 9523 Culver Blvd., downtown Culver City, at 6:30 pm.

A plentiful South of the Border Buffet will be served and surprise entertainment will add to the festivities as we look back on twenty years of history and look forward to the new year with our new President, Don Rogers, taking the helm. Look for your invitation in the mail soon.

Advance reservations are a must. For more information and to purchase tickets at $24 each, please call (310) 838-1073.

Tickets will be held at the door.
My sincere thanks to our fantastic Board Members and the membership that has been in attendance at the quarterly meetings. Also, a big thank you to all for your participation in our fundraising projects. I am hopeful that we will have a very large attendance at our January 19, 2000 Installation of Officers, who will serve for the next two years.

As you know, my principal goal was to start us on the “Yellow Brick Road” towards establishing a Culver City Heritage Museum. With our membership’s support and the participation of the City of Culver City and Redevelopment Agency, I am confident that we will succeed very soon.

It has been a great honor to serve as your President for the past two years. Please give your new President, Don Rogers, a helping hand so that he and his Board will be able to accomplish our goals of bringing us closer toward securing a much needed and long awaited Museum.

Sincerely,

Lu Herrera

---

Twenty years ago, there was a short blurb in the local paper, inviting those who were interested in forming a local historical society to an organizational meeting on December 3, 1979. My mom saw that article and asked if I would take my dad, Charlie Lugo, to the meeting. Daddy had retired three times by then and my mom was finding him a bit “under foot” so she thought this would be a perfect use of his spare time.

The meeting was in the Veteran’s Memorial Auditorium, and a pleasant man by the name of Frank McCann was spearheading the effort with Clarita Young, Mildred Kearney, Lupe Smith, Dale Jones and Cathy Zermeno. Clarita brought in resources from the Centinela Valley Historical Society including Ann Wiedel.

Clarita was, from the beginning, the Madrina (godmother) of our Society, although it took some time for us to give her the official title.

Although there had been prior efforts to preserve local history, they were peripheral to other organizations. For example, the Chamber of Commerce had an historical committee (see the plaque at Carlson Park on Park Avenue), and La Ballona Days offered a reminder of the Spanish heritage of the area. This was to be different and it drew a diverse and broad scope of membership activists from the Sister City Committee, PTA, Guidance Clinic Guild, City officials and more.

Jimmy and Bessie Freiden were a constant working presence, and, as Bessie took copious notes, Jimmy recorded history with his camera. The bylaws committee drew from some of the best parliamentary experts around – Edna Larkin, Esther Tarn and Rusty Kostick. All of our City Council at the time were founding members and Paul Jacobs gave his time to file our articles of incorporation, while his wife, Joy, showed us the publicity ropes.

Daddy and I met others who became friends like Carolyn Cole, Marti Diviak, Doral McKee, Judy Potik, Lupe Smith, Bonnie Walsh, Rebekah Yudess, Cathy Zermeno, and renewed old friendships with people like Dale Jones and Syd Kronenthal. It was a time of learning, a time of growth and camaraderie.

It was inspiring to work with these people and learn so much about the local history. It was great fun to work on historical markers, fundraisers, and see our history showcased. We offered something for everyone. There were fashion shows with the costumes Syd rescued from the MCM auction; there were events at historic sites like The Culver Studios and the Legion Building; and there were city history tours at the Fiesta and for schoolchildren.

Perhaps the most important thing I received in return for my support was an opportunity to learn more about the Lugo side of my family, its history and the history of La Ballona Valley. It was the vehicle that made me organize my research and information, which ultimately led me to become your City Historian.

(Cont’d on page 6)
MEMORIES OF THE "CULVER CITY CALL," 1924

The more things change, the more they remain the same.

In reading the Culver City Call of December 10, 1924, it was reported that more than two hundred petitioners asked for a referendum vote on the contract that the Culver City Board of Trustees had entered into with the Speedeway Corp. of Los Angeles to hold auto races at the "Speedway" at Braddock and Motor.

This forced the Speedeway Corp., represented by A.M. Young, to apply for a special permit in order to hold its first race on Sunday, December 14, 1924 as was highly promoted.

Commenting on the petition asking for a vote on the Speedeway contract, Dr. Foster M. Hull of the Culver City Hospital had this to say: "A petition is a very clever way to temporarily block our governing body from carrying out the project and in showing their good faith... Knowing a few of the people with whom this petition originated, I would brand it as the voice of the malcontents."

On the front page of the Culver City Call, it was noted that Harry H. Culver was originally opposed to the Speedeway, but had changed his mind and was now "one hundred percent for it."

The Speedeway opened on December 14th to a crowd of more than 50,000 fans, with Benny Hill, Ralph de Palma and an "Unnamed" among the contestants.

Amid the cheering fans was W. H. Kellogg, billed as the man "who has done more to keep happiness in the home and prevent divorce cases shortly after marriage by preparing and giving to the public breakfast food that the husband can prepare and serve without the aid of the wife or even having to disturb her from slumber in the early morning."
"Glamour That Made History" - the first fundraiser (1980)

Willat Studio was hoped-for Museum site (1988)

" Beauties" in beautiful costumes for "Glamour That Made History"

Madrina Clarita Young and Charlie Lugo at first fundraiser (1980)

10th Anniversary Potluck Picnic with past Presidents (L-R): Sam Cerra, Linda Brady, Lupe Smith, Marti Diviak, Cathy Zermeno & Julie Lugo Cerra (1990)
"A Work Party"

(L-R) Mildred Kearney, Madrina Clarita Young, Jo Ellen Weaver, Lupe Smith at CCHS La Fiesta booth (1980s)

Celebrating 50th Anniversary of Gone With The Wind (1989)

Paul Jacobs (standing) at "1917 Picnic" (1981)
The first "official" meeting of the fledgling Culver City Historical Society was held on December 3, 1979 in the Uruapan Room of the Veteran’s Memorial Building at 2 pm. Attending were Frank McCann, Cathy Zermeno, Lupe Smith, Marti Diviak, Ken Good, Diane Netzel, Judy Potik, Mary Ellen Fernandez, Mildred and John Kearney, Reese Anderson, Dale Jones, Julie Lugo Cerra, Charlie Lugo and Syd Kronenthal.

At Frank’s request, Cathy Zermeno prepared an agenda and, as Frank was not in good health, took over as Acting Chairman after Frank opened the meeting with a synopsis of the procedures for becoming an authorized historical society.

The first order of business was to elect officers: Cathy Zermeno, Chairman, Lupe Smith, Secretary, and Marti Diviak, Treasurer. Clarita Young suggested that a speaker from the National Historical Society be invited to come to the next meeting to counsel the group on forming a society, and it was agreed to invite Ann Wiedel, Vice President of Area B of the Associated Historical Societies of Los Angeles County to come to the next meeting.

It was also decided that future meetings would be held on the first Monday of the month at 2 pm in the Garden Room of the Veteran’s Memorial Building.

**JANUARY 7, 1980 MEETING DEALS WITH CONSTITUTION & BY-LAWS**

There were 27 persons in attendance at the next meeting which was held on January 7, 1980. Guest speaker, Ann Wiedel, outlined the procedures of becoming an authorized historical society and advised that By-laws and a Constitution needed to be adopted. A committee was appointed with Rusty Kostick as Chairman, and Marti Diviak, Jimmy & Bessie Friedman, Dale Jones and Cathy Zermeno as committee members, with Esther Tarn as an alternate.

Sadly, Frank McCann’s health had taken a turn for the worse and he was in the hospital, unable to attend but his spirit had a strong influence on the developing organization.

**FRANK MCCANN PASSES**

At the fourth meeting on March 3, 1980 (the third was held on February 4th), it was announced that Frank McCann had passed away after a long illness. At a later meeting, it was unanimously moved to name the future CCHS library The Frank McCann Library in honor of the man who had contributed so much to the creation of the Society.

With the help of Councilman Paul Jacobs, acting in an advisory capacity to handle the legal matters for the Society and to help set up the Articles of Incorporation, the By-Laws were accepted and the Standing Rules set the fiscal year from January 1 to December 31.

**L-R: Marti Diviak, Rusty Kostick, Cathy Zermeno and Charlie Lugo**

Chairman Cathy Zermeno officially declared the organization to be the Culver City Historical Society and the first slate of officers were unanimously elected: Cathy Zermeno, President, Rusty Kostick, Vice President, Marti Diviak, Treasurer, and Lupe Smith, Secretary.

The first installation of officials was set for April 7, 1980 with Charlie Lugo, a descendant of one of Culver City’s oldest families, presiding. Also installed were the following Chairs: Julie Lugo Cerra, Membership, Marti Diviak, Fundraising, Judy Potik, Newsletter, and Mildred Kearney, Publicity.

The first fundraiser, a fashion show scheduled for May 31st, was to be named “Glamour That Made History” in honor of the MGM costumes to be used. It was decided that anyone joining at this event would be considered a Founding Member. There was a total of 146 Founding Members [see insert for names] a fabulous beginning to the first twenty years of the Culver City Historical Society.

(The twenty-year history of the Society will continue in upcoming issues.)

**HISTORIAN’S NOTES cont’d.**

My dad had not spoken much of his early years until then. When the Society decided to offer the first historic tour of the city as part of the 1982 Fiesta, with help from the city bus department, I was forced to do serious research and plot a route. What I found was that all historic points are not equidistant, not to mention yielding a smooth tour. That was when I took Daddy on a ride through my proposed route, to help me with filler.

Well, I cannot relate all the stories, but I sure learned a lot! For example, when I got to La Cienega, which seemed like a natural return route, he suggested I “translate the word,” and it would explain the absence of documentation. Yes, since it is probably a misspell of cienega, that would make it a “swamp” which did not offer much in the way of buildings, and in fact may explain why the east end seems to have more earthquake damage than most of the city. I had visited the Lugo Ranch before my aunt, Vicenta Lugo, sold it in the 1950s, but I had not realized that my grandfather, Mercurial Lugo, was the unofficial lawman and ranjero (or ranismo - water overseer) in this area. I think that bit of information came out of Lupe Smith’s oral history efforts for the Society. That was the same way I learned that my dad started the Juvenile Bureau during his 25-year tenure at CCPD, with a $35 authorization, by his boss, the chief of police.

In the 20 years of the Society’s existence, it has pulled a lot of us together to achieve our goals. When Frank McCann learned that he was ill, Cathy Zermeno took the helm and became our first president. I was privileged to follow her, and since then, Lupe Smith, Marti Diviak, Linda Brady and Sam Cerra, Bonnie Walsh, Hal Home and Lu Herrera have presided.

During that time, we have collected and catalogued memorabilia, recorded history, marked nine sites, offered educational programs, participated in events like the Fiesta La Ballona, and worked toward establishing a museum.

Remembering where we started, I want to encourage the folks who have come in along the way to join me in a New Year’s Resolution for 2000—to support our new president, Don Rogers in an effort to make the Culver City Heritage Museum a reality!

(The first thing we can do is attend the installation, Wednesday, January 19th.)

**CCHS Looking for Help**

Do you have or know people who have films and memorabilia treasures which may be sitting in their garages or attics? The CCHS and “Real Life in Culver City” are searching for film footage and background documents for this extraordinary film history. Please contact Ross Hawkins for more information or leads at (310) 839-5725.
Thoughts at the Millennium
by Lupe Smith

It was my privilege to serve as the 3rd President of the Society from 1986-88. And what an exciting time it was! We came the closest ever to obtaining a museum, but with frustrating results. In February, 1987, the "Witches House," officially known as the Willard Studio or Spadena House, was offered to us by the owner, Mrs. Doris Green, who wanted this unique house preserved. Since all offers she received included tearing down the structure, she decided to donate the charming house to the Society for use as our long hoped for museum.

We enthusiastically approached the Redevelopment Agency about the possibility of moving the house back to Culver City from Beverly Hills. Marti Diviak and Carolyn Cole spent countless hours on research and came up with a proposal to present to the Agency. It was accepted and $600,000 was allocated for the house to be moved to the corner of Duquesne and Jefferson. After all the hard work, Mrs. Green reneged on the offer and shattered our dreams!

A more positive accomplishment was the development of the "Game of Culver City." On a trip to Idyllwild, CA in February, 1986, I noticed that all the gift shops had a game very similar to Monopoly and made inquiries about it. I decided it could be adapted for our city, and with the help of Marti Diviak, proceeded to lay out a game board with CC business names in the squares, available for purchase.

Lots of legwork and cooperation from Marti, Esther Tarr and Cathy Zemenko helped get the "Game of Culver City" launched. The whole city was very enthusiastic and the spaces sold out quickly. Because several businesses couldn't be accommodated, a second edition was called for. Sales of the game were brisk, and we raised a whopping $15,000, a fundraising record for us up to that time!

A few other memories: We had the honor of meeting famed director-producer Hal Roach at the April 4, 1986 Chamber meeting, and oversaw the relighting of the "Leo the Lion" sign atop the filmland building on June 11, 1987, which turned into a huge media event seen around the world.

1988 was spent selling games and holding fundraisers which were well-attended and enthusiastically supported by the community adding measurably to our treasury!

It was an especially rewarding time for me personally and I'm very proud of the accomplishments that so many worked so hard to achieve. I look forward to the next twenty years and even greater accomplishments for the Society and our members ahead!

Reel Life cont'd.

Hours of the morning other news reported that Louis B. Mayer, his wife and two daughters arrived in New York after sailing on the Aquitania from Europe. Before heading back to Culver City, Mayer announced that while in Europe, he had signed a nineteen-year-old actress by the name of Greta Garbo to a motion picture contract.

Also noted was an article announcing that character actor George Sidney was appearing at a local playhouse in "Welcome Stranger" to rave reviews. Mr. Sidney was the uncle of famed movie director George Sidney [see accompanying article] who directed such film classics as Show Boat, The Three Musketeers and Pal Joey, during an illustrious career.

A quick return to the present to wish "A Happy and Healthy New Year to all!"

Mayer cont'd.

I have a clear memory of sitting through endless public hearings wherein in each and every citizen who wanted to talk was allowed to do so regardless of the time of night or length of the oration. It was really democratic, although often agonizing!

Among the benefits of our film preservation efforts was to preserve the history of MGM and Culver City. Not only did the films use the backlots and streets of Culver City as backdrops, but, by preserving the films, we helped preserve the photographic history of the City.

Perhaps Culver City will finally be recognized not only for the fine residential and light industrial community it has become, but also for its varied, colorful and important historical past. It has been my pleasure to have contributed something to its story.

Sidney cont’d.

Lana Turner and Ted Turner; Joan Crawford, Peter Lawford and Laurel & Hardy; L.B. Mayer and Roger Mayer.

And the ladies: Barbara Lamarre and Hedy; Scarlett O'Hara and The Red-Headed Woman; Marie Dressler, Marie Antoinette, Mrs. Miniver and Sadie Thompson, to name but a few among the multitude of beauties, saints, sinners and vixens.

I walked through The White House and Tara; visited with Santa Claus, Tarzan, Lincoln, Washington, F.D.R., the Indomitable Teddy, Napoleon and Citizen Kane. I journeyed along the Hudson River, the Nile, Thames, the Show Boat on the Mississippi, Volga, and Yangtsee; traveled to the North Pole, China, Japan, Shangri-La, Hawaii, England, Europe, Africa, under all the seas and into outer space.

I watched Mickey and Judy grow up; Our Gang remaining kids forever; Tom and Jerry wreaking havoc. I experienced the burning of Atlanta and Gone with the Wind, the San Francisco earthquake, locusts and The Good Earth, and Singin' in the Rain.

Washington Blvd. looking west at the time Mr. Sidney first saw it.

I watched chariots race in Ben Hur, sport cars in Grand Prix, and Buster Keaton on a locomotive. I knew The Wizard of Oz, Gunga Din, The Great Ziegfeld and The Greatest Show on Earth.

I strutted along with all of these stars and celluloid giants who paved the way for those who will continue to matriculate on this street for the entertainment of 2000 and beyond. It all happens on my "dream street" in Culver City.

I look forward to the time when the most important film festival is not in New York, Europe, or the Orient, but in the birthplace of the studio system where fans and aficionados will come annually, as well as daily to share and marvel at the work of the greats of the past and be introduced to the ingenious imaginations of the future entertainment makers here in the Garden of Eden of entertainment CULVER CITY.

PS: Can't forget The Thin Man, Nora and, of course, "Asta."
Become a member of the Culver City Historical Society Today!
Join others in preserving the history of the “Heart of Screenland” and the efforts to create the Culver City Heritage Museum.  We can’t do it without you!

**TYPES OF MEMBERSHIP**

- ___ Benefactor ($1000)
- ___ Family Lifetime Member ($500)
- ___ Patron Member ($100)
- ___ Family Member ($25)
- ___ Individual Member ($15)
- ___ Corporate Sponsor ($500)
- ___ Individual Lifetime Member ($250)
- ___ Business Member ($50)
- ___ Organization ($15)
- ___ Student Member ($5)

Please make checks payable to The Culver City Historical Society and mail to P.O. Box 3428, Culver City, CA 90231-3428.  For further information, call (310) 838-1073.

Name/Company: ____________________________________________

Contact Person: ____________________________________________

Mailing Address: ____________________________________________

Telephone: _______ Fax: _______ Email: ____________

Contributions of both historic and social significance as well as monetary donations are encouraged, and the CCHS IRS tax exempt status may make such contributions tax deductible.

Culver City Historical Society
Post office Box 3428 • Culver City, CA • 90231-3428