

# The story behind the sign



Dear Residents of the  
ROSHDANE PALMS Apartments:

I am a local photographer and writer, currently researching apartment buildings such as yours that have been given names of people, places or themes. You may be of help by calling me with history and remembrances of

the Roshdane name.

If your building is named for a person, he or she may have been a relative of the original owner. Even the smallest recollection will be useful, and will help in preparation for a book to be published on the subject of Southern California history through its architecture.

I look forward to hearing from you, and appreciate your participation. THANK YOU!

*Lesley*  
 LESLEY MARLENE SIEGEL

In addition to keeping a visual record of Southern California “dingbat” apartment signs, artist Lesley Marlene Siegel tries to collect the story behind each name as well. If she can track down the original owners of a building, and if they are amenable, Siegel constructs a piece of art incorporating photos, perhaps some kind of memento, and a written text detailing how the name was chosen and a bit of the family’s history. For example, the piece above describes the *Roshdane Palms*.

“The name *Roshdane* was created by Jerome and Sylvia Kummer using the first two letters of their children’s names in chronological order: twins Roberta and Sharon, Darleen, and Neil. The word *Palms* was added for the two palm trees that framed the property. The young couple had met on the East Coast while he was attending medical school and she nursing, and later moved to this “Garden of Eden,” Santa Monica, California, where he established a practice in psychiatry. Dr. Kummer’s musical talents led him to join the Los Angeles Doctors’ Symphony. Sylvia then founded the California Doctors’ Symphony Orchestra Society, organizing concert tours world-wide. Due to damage from the 1994 earthquake, the *Roshdane Palms* sign has been permanently removed.”

So far, Siegel has documented 15 “histories.” Her goal is to set down as many as she can.

