CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: January 12, 2010

To: Honorable Mayor & City Council

From: Steve Miller

Subject: City of Beverly Hills Float Entry in 2011 Tournament of Roses Parade - Discussion

Attachments:
1. Exhibits- 2009 Float Information
2. Copies of City float photographs from *The Beverly Hills Citizen,* January 6, 1927 and January 5, 1928 (Compliments of Mr. Robert S. Anderson)

INTRODUCTION

At the request of Councilmember Mirisch, provided is information related to the City of Beverly Hills' participation in the 2011 Tournament of Roses Parade/float entry for Council discussion.

The City has participated with float entries in past Rose Parades; however, it has been many decades since the last entry.

Attached is information from the Tournament web site related to: float entry into the parade; and the selection process, which is not an automatic approval, but subject to review by the Tournament committee which makes selections in the spring for the following year's parade entries.

DISCUSSION

If the City Council wishes to further explore the possibilities of an entry into the 2011 Tournament of Roses Parade with a float, it will require significant staff time to work immediately on gathering information and costs. Staff will need to work with City Council Liaison to bring the matter back to a study session in February for further discussion and direction by Council. As a result staff will bring back other work plan programs currently underway for City Council direction on which program/s to set aside to allow staff time to work on this effort in the near term.

FISCAL IMPACT

The typical float entry cost can start at approximately $200,000 and often can run upwards of one million dollars or more. Many cities will form a Rose Parade float committee in the community to organize the entry into the parade, raise funds for the cost of construction of the float, recruit volunteers to assist with the decorating process

of the floats, etc. Other additional fees include a float participation fee which is separate from the construction fee.

RECOMMENDATION

Another option for City Council consideration, if the concept of entering a float into the Tournament of Roses Parade is decided, is to enter a float in four years to celebrate the Centennial of Beverly Hills. This will allow time for staff to add project into a work plan for participation as one of the Centennial Celebration efforts for 2014.

City Council discussion and direction is requested.

Steve Miller
Approved By

PASADENA TOURNAMENT of ROSES

ROSE PARADE® FLOAT APPLICATION

The Tournament of Roses welcomes your interest in becoming a Rose Parade float participant.

Attached is the preliminary Rose Parade Float Application packet. Please fill out the application completely and return it by mail or fax to:

Mail: L. Monique Willis
Float Entries Coordinator
Pasadena Tournament of Roses
391 S. Orange Grove Blvd.
Pasadena, CA 91184

Fax: (626) 449-9066

You may also include additional information about your organization. Please note that supplemental application materials cannot be returned.

If you are interested in participating in the upcoming Rose Parade themed *2010 A Cut Above The Rest,* we encourage you to return the application as soon as possible. If you have any questions regarding your float application, please contact L. Monique Willis in the Tournament of Roses Marketing Department at (626) 449-4100.

Thank you for your interest in the Tournament of Roses.

PASADENA TOURNAMENT of ROSES

FREQUENTLY ASKED QUESTIONS

ABOUT ROSE PARADE PARTICIPATION

HOW DO WE ENTER A FLOAT IN THE ROSE PARADE?

Any organization or company may complete an application and return it to Tournament headquarters; interested organizations join an applicant pool of groups seeking invitations to participate.

WHEN SHOULD WE APPLY?

As soon as possible. Since space fills quickly, the Float Entries Committee suggests 9-12 months in advance.

WHAT ARE THE CHANCES OF BEING INVITED TO PARTICIPATE?

The Tournament seeks to maintain a balance of corporate, civic, non-profit, and international entries. Depending on the year, any vacancies created by another organization's departure will vary.

WHEN ARE APPLYING GROUPS INVITED TO PARTICIPATE?

Generally, invitations are extended in March or April, or about eight months in advance of the Rose Parade to which the group makes application. However, the Parade lineup is not considered closed until all invitations are issued and accepted.

HOW MANY FLOATS ARE IN THE ROSE PARADE?

There were 46 floats in the 2009 Rose Parade. Television broadcasting of the Parade and considerations related to the start time of the Rose Bowl Game make limitation of participants necessary.

WHAT DOES A FLOAT COST?

Float design and construction costs vary and generally begin at approximately $200,000. Costs can be higher or lower depending on sophistication of design, degree of animation, and varieties of floral materials. The Tournament considers floats with both smaller and larger budgets. The mutually agreed-upon cost for a float is an arrangement between the participating organization and a Tournament of Roses approved builder; the Tournament does not receive any of the funds allocated to the building of a float.

ARE THERE ADDITIONAL FEES?

A float participation fee ($6,250 for commercial entries, $3,700 for non-commercial entries) is not included in the builder costs and is paid to the Tournament of Roses after a group is invited to enter a float in the Rose Parade.

WHO ACTUALLY BUILDS THE FLOAT?

Almost all of the floats are built by professional float-builders, all of whom have facilities in or around the Pasadena area. Once a group is invited to participate, the Tournament informs all of the float-builders of the new participant.

MAY A FLOAT REPRESENT A COMPANY'S PRODUCT OR SERVICE?

Floats are considered to be messages of goodwill offered by corporations and non-commercial entities. By long-standing custom, the Rose Parade promotes floral creativity and design ingenuity in its floats, while downplaying overt commercialism. Floats relate to a broad, overall Parade theme and prior to construction, the Tournament's design review committee approves each float design.

WHAT PUBLICITY DOES THE TOURNAMENT OF ROSES PROVIDE?

The Pasadena Tournament of Roses Parade and the Rose Bowl Game are among the largest special events in the world. In addition to internal communications and marketing, the Tournament employs the year-round services of a public relations firm to generate publicity about the Rose Parade and Rose Bowl Game.

The Tournament of Roses® Family

A Sampling of 2009 Tournament Float Participants

American Honda Motor Company, Inc.

Bayer Advanced

China Airlines Ltd.

City of Duarte/City of Hope National Medical Center

Farmer's Insurance

FTD

Jack In The Box Foundation

Kaiser Permanente

La Canada/Flintridge Tournament of Roses Association

Macy*s

NAMM, Int'l Music Products Association

National Association of Realtors

Natural Balance Pet Foods, Inc.

Rain Bird

Ronald McDonald House Charities

Trader Joe's

Vera Bradley

Western Asset

PASADENA TOURNAMENT of ROSES

MEDIA COVERAGE SUMMARY

120th Rose Parade themed "Hats Off to Entertainment"—Thursday, January 1, 2009

AUDIENCE

The 2009 Rose Parade had a *total* audience of approximately **40 million** in the U.S. In addition, the Rose Parade was televised in **217** international territories. (Due to a lack of an international ratings system, an exact number of international viewers is not available.)

The Pasadena Police Department annually estimates that approximately **one million visitors** are present along the Parade Route between New Year's Eve and January first for the festivities. Pasadena fire officials estimated that 700,000 people lined the street to watch the Parade in person on January 1. Approximately **120,000** visitors attended the Post Parade Float Viewing Area where the floats were on display for 2 ½ days following the 2009 Rose Parade.

NETWORK TELEVISION COVERAGE

The Rose Parade was broadcast live by **eight networks/stations**: ABC, NBC, HGTV (Home and Garden Channel), KTLA (Tribune), Univision, Travel Channel, Sky Link TV and RFD-TV.

PARADE AND GAME RATINGS

The average household rating points total reported for the 2009 Tournament of Roses Parade for the live broadcasts by ABC, NBC, HGTV (cable), Travel Channel (cable), Tribune (KTLA-Los Angeles), Sky Link TV (Chinese Language), RFD-TV (cable) and Univision (Spanish language) amounted to **12.3** U.S. national Nielsen rating points, or approximately **14.1 million households**. The average household rating points total reported for the 2009 Tournament of Roses Parade for the live and various rebroadcasts amounted to **13.8** U.S. national Nielsen rating points, or approximately **15.8 million households**.

WEBSITE

The official Tournament of Roses website, www.tournamentofroses.com, had approximately **3.7 million** views between October 2008 and January 2009. Between December 31, 2008 and January 1, 2009, there were approximately **1 million** views.

The official Tournament of Roses mobile website had approximately **22,577** unique visitors throughout the month of December and on January first.

MEDIA COVERAGE

The Rose Parade and Rose Bowl Game are covered by several hundred domestic and international newspapers. Every major newswire service features related stories before, during, and after the Parade and Game.

PASADENA TOURNAMENT of ROSES

Parade Year Applying for _____

PRELIMINARY FLOAT PARTICIPANT INFORMATION

NOT AN INVITATION TO PARTICIPATE

Name of Organization _____ Date _____

Address _____

City _____ State/Country _____ Zip _____

Name of Person in Charge _____ Phone (___)_____
Area Code

Title _____ e-mail _____

Address (if different from above) _____

City _____ State/Country _____ Zip _____

Alternate Person in Charge _____ Phone (___)_____

Title _____ e-mail _____

Address (if different from above) _____

City _____ State/Country _____ Zip _____

What is the purpose of the organization? _____

_____

Please describe the organization's activities: _____

_____

_____

Please describe any previous float sponsorship in the Rose Parade or other parades: _____

_____

_____

Date Submitted _____

_____
(Print Name & Title of person submitting information)

_____
(Signature & Title of person submitting information)

PLEASE COMPLETE AND RETURN TO:

L. MONIQUE WILLIS
FLOAT ENTRIES COORDINATOR
PASADENA TOURNAMENT OF ROSES
391 SOUTH ORANGE GROVE BOULEVARD
PASADENA, CALIFORNIA 91184

FOR OFFICE USE ONLY:

Rec'd by _____ Date _____

A Home Paper, Printed For Home Folk, By Home People, in a Home Office

Thirty Pages
Section One

For Beverly Hills Hospital, Police and Fire Departments, Call OXford 6181

THE BEVERLY HILLS CITIZEN

OFFICIAL PAPER OF BEVERLY HILLS

Volume 4 | Single Copies 10c | Beverly Hills, California, Thursday, January 6, 1927 | Telephone OXford 4714 | Number 36

HOST SEES FLOAT WIN FIRST AWARD

Beverly Hills Entry Sweeps Annual Rose Tournament

CALLED BEST IN YEARS

Nation-Wide Publicity Given to Mid-Winter Event

In a typical California setting, hemmed in by the sloping foothills and warmed by a brilliant winter sun, a crowd, variously estimated from 500,000 to 750,000 people, New Year's Day, watched a score or more of gorgeous floats pass in review down Pasadena's famous Colorado Avenue in the annual Tournament of Roses. The same thousands saw Beverly Hills' entry, "Sitting on Top of the World," a gigantic arch bearing up a number of miniature homes and encircling a moving "world," carry away sweepstake honors in the highest class competition offered since the inception of the annual event 38 years ago.

Such was the story spread on the pages of Rose Tournament history by Beverly Hills' well-planned and well executed float.

A riot of color, the entries this year exceeded in magnificence and grandeur those of any previous tournament, as thousands upon thousands of blossoms, gathered from over the entire Southland, were woven into patterns of almost unimaginable beauty.

Carrying out the theme of the song, "Sitting on Top of the World," and adapting it to Beverly Hills as a great residential section, the float represented a hill with cottages clustered on its top and sides. A suspended world, made of white carnations for the continents and blue-dyed magnolia leaves for the ocean, revolved slowly beneath the arch. Pink and yellow roses were used for the base of the hill, shading almost imperceptibly up to orchid sweet peas near the miniature homes. The buildings themselves carried out a Spanish motif and were made up of brown and yellow pom-poms. Almond trees, with their attractive blossoms, were placed at each corner of the float.

On the sides of the hill were seated two charming motion picture stars, who reside in Beverly Hills, Doris Deane and Madge Bellamy. Marilyn Mills and Hoot Gibson led the float on beautiful horses, while a trio of local society girls, Dorothy Kitto, Gwen Berensen and Edna Wemple also acted as outriders.

Betty Reeder and Betty Hooper, who were awarded costume prizes, distributed forget-me-nots as representative of Beverly Hills.

Under the supervision of Ruth A. Hubbard, chairman of the float committee, plans were started about four months ago for the entrance of Beverly Hills in the Tournament of Roses. Since that time she has worked tirelessly in organizing float benefits, making arrangements and attending to other detailed work. Local service clubs and other local organizations, as well as individuals, are today praising her and her efforts on behalf of Beverly Hills.

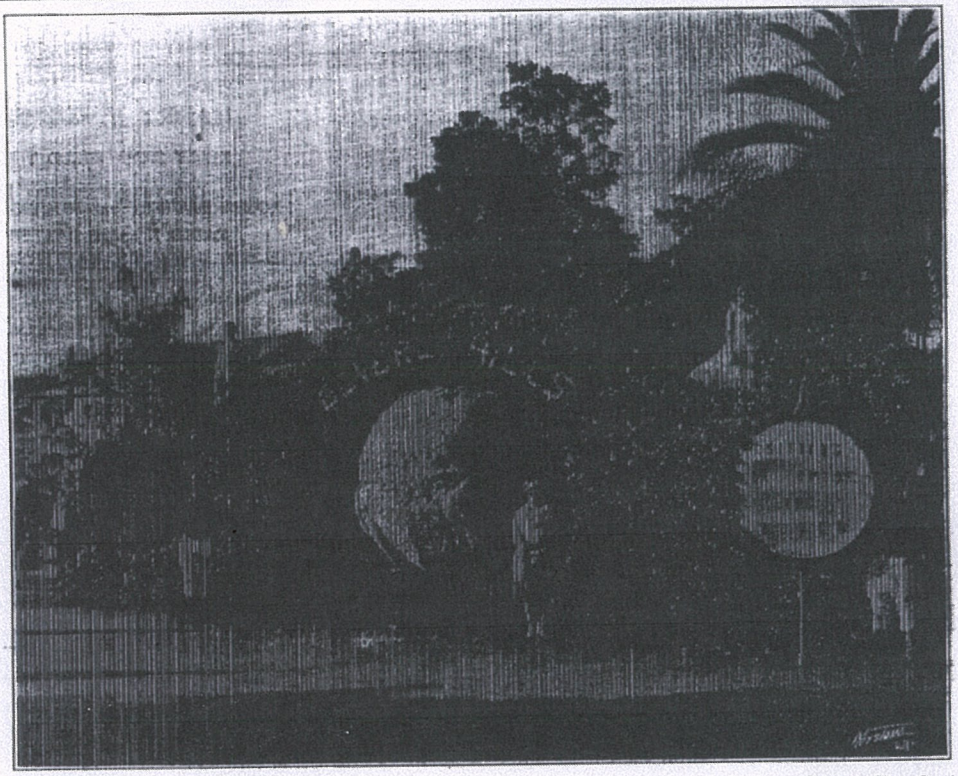
An almost inconceivably amount of publicity will be derived from the exhibition of the float and the subsequent winning of first prize. Every press association, picture syndicate, news weekly, and other news-dispensing organizations were on hand bright and early to send the story of the Rose Tournament over the entire world. While residents of the East were shivering, Californians were watching a magnificent spectacle and preparing to tell their eastern friends of the occasion.

More than 100 men and women worked throughout the night preceding the parade in decorating the huge steel frame with thousands of blossoms. On the list of flowers used were 5000 yellow roses, 3000 pink roses, 3000 white carnations, 500 dozen bunches of pink sweet peas, 500 dozen bunches of orchid sweet peas and hundreds of yellow pom-pom chrysanthemums.

Added glory to the achievement was afforded by the sweepstakes award made to the Beverly Hills entry. This came in addition to first prize in Class A. By previous arrangement, Beverly Hills was entered in Class A with cities of a population of over 50,000, including those of Los Angeles, Glendale, Long Beach, Pasadena and others.

Considerable attention was attracted by a small handbill distributed to spectators, written by Rob Wagner in his own inimitable style, telling of the idea incorporated in the float and also giving the words of a parody on "Sitting on Top of the World."

BEVERLY HILLS' PRIZE ENTRY IN PASADENA ROSE TOURNAMENT



—Keystone Photo Service.

Miss Madge Bellamy and Miss Doris Deane, film celebrities, are shown on the float which won first prize and sweepstakes. Mrs. Ruth Hubbard, chairman of the float committee, in the foreground

THEY PUT IT OVER

—Keystone Photo Service.

Ruth Hubbard (left), who was chairman of the local float committee; Miss Irene Townsend (right), who submitted the name, "Sitting on Top of the World."

ROSE PARADE CELEBRATION AT EGYPTIAN

With Ruth A. Hubbard, chairman of the float committee, as hostess and A. C. Heegaard, president of the Chamber of Commerce, as host, a Rose Tournament party will be held this evening at the Egyptian Theatre in Hollywood to celebrate the recent success of the Beverly Hills entry in the tournament parade. Sid Grauman, manager of the theatre, is in charge of arrangements. The trophy cup for the first prize will be awarded.

In addition to the float, which has been on review in the court, the attendance of several motion picture people, including Madge Bellamy and Doris Deane, who rode in the parade, is expected as a feature of the party. Several of Marco Hellman's prize horses will be exhibited in a short pageant for the benefit of the coming horseshow.

The Board of Trustees and others are to be guests of honor.

Syd Chaplin in "The Better 'Ole" is the film attraction for the evening. Fred Niblo has been invited to act as master of ceremonies.

YEAR'S BUILDING OVER 11 MILLION

Final Figures Released By Local Department

MANY FINE RESIDENCES

Multiple Story Structures Started During 1926

BUILDING RECORD SHOWS INCREASE

1918	$ 35,200
1919	304,900
1920	513,441
1921	787,729
1922	1,636,994
1923	3,891,136
1924	5,038,000
1925	10,454,118
1926	11,001,877

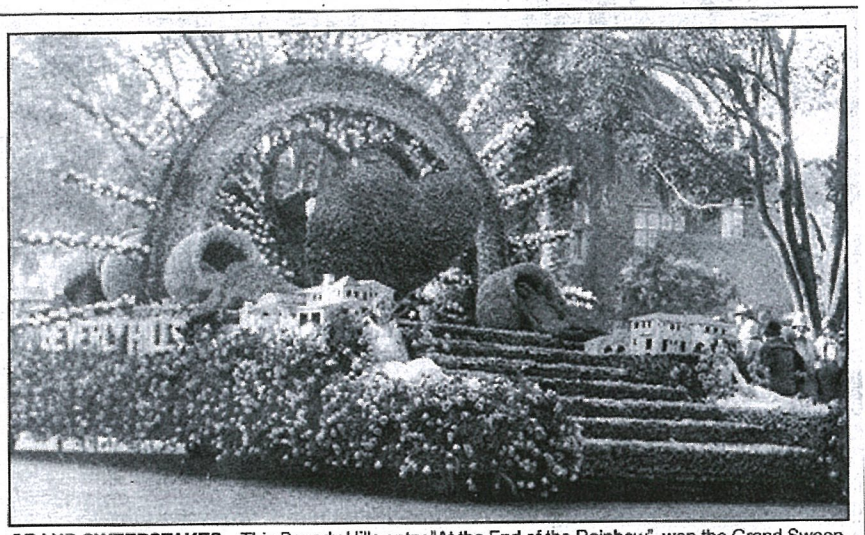
Final figures compiled by the building department show that during the year 1926, building permits totalling $11,001,877 in valuation were issued for the city of Beverly Hills, the highest amount for a single year in the history of the city.

The total amount for December, 1926, was $3,078,555, a final compilation shows. This figure ranks Beverly Hills next to Los Angeles in Southern California and tops San Diego, Hollywood, Long Beach, Santa Barbara, Pasadena and other cities much larger in size.

The large December total, augmented by the permit for the eight-story McCarty Building, exceeds that of December, 1925, by more than $1,500,000. The total for that period was $1,117,702, the depart-

(Continued on Page Three)

CBH - City Council Study Session - 01/12/2010



GRAND SWEEPSTAKES—This Beverly Hills entry "At the End of the Rainbow" won the Grand Sweepstakes in 1930 depicting a huge red heart in the process of opening.

Snapshot History of Beverly Hills — Part 36

Beverly Hills and the Tournament of Roses

By Robbie Anderson

The first Tournament of Roses was held in Pasadena in 1890 and staged by The Valley Hunt Club. It started out as a way for transplanted residents from the East and Midwest to express gratitude for being in a climate where flowers could actually grow in the winter.

Beverly Hills participation began in the early teens with the Beverly Hills Hotel having entries depicting its famous morning breakfast rides with the chef preparing breakfast on a float that was accompanied by a host of horseback riders. The hotel and The City had numerous floats that followed, but the sweepstakes winners were a ways off.

On January 1, 1927 the BH entry in the Tournament of Roses won the sweepstakes award for the finest float in the parade with its "Sitting on Top of the World," which featured a gigantic arch and a number of miniature homes encircled by a moving "world". Tens of thousands of flowers, which had been gathered from gardens and nurseries across the Southland, made up the float. BH residents and students from local schools played a number of roles on the floats including the Queen and her court along with Boy Scout and Beverly Hills Police escorts.

Ruth Hubbard, chairman of the women's division of the BH Chamber of Commerce, was in charge of the float committee and said: "Only the community spirit and the cooperation from the citizens of Beverly Hills made this float possible." Design was made and executed by Lewis Stanley assisted by Lee Barnes and over a 100 residents worked through the night to decorate the float with over 5,000 yellow roses, 3,000 pink roses, 3,000 white carnations, 500 dozen bunches of pink sweet peas, 500 dozen bunches of orchid sweet peas and hundreds of yellow pom-pom chrysanthemums. This display was a new record for flowers on a float.

In 1929 after winning the sweepstakes awards the previous two years The City's involvement was scaled back dramatically due to the depression and the council committed only $275 from the annual advertising budget towards parade expenses which was to present a number of horses and their riders decked out in period pieces one of which depicted Joan of Arc in her armor. The apparel, supplied by Western Costume, was dumped into a hotel room in Pasadena with no semblance of order nor instructions on how to put this array of equipment on nor anyone from Western Costume to help in this process. This turned into quite a mess as Dorothy Kitto had to ride the entire parade route with no inner suit to protect her from the coat of metal armor biting into her skin. To make matters worse, the horse was being extremely uncooperative and "stood on its head" when Kitto tried to mount it. After finally doing so, the blanket under the saddle got dislodged and was dragged along on the ground almost the entire parade route.

The chamber was very distraught about this situation and passed a motion holding up any type of payment to Western Costume and also passed another resolution to Pacific Electric thanking them for supplying the means of getting this rag tag group to Pasadena.

In 1930, BH got back on track and brought home the grand prize in front of a crowd estimated at over a half million with a float named "At the End of the Rainbow" that depicted Beverly Hills in graphic fashion showing the "fountain of youth" enclosed within the "heart of happiness" both of which were encircled by the rainbow with pots of gold on the ends. A marketing genius feature were the exact miniatures of some Beverly Hills houses on the steps of the float which led to the fountain (made entirely of lilies-of the-valley). As a side note, one of those exact miniature homes displayed on the float, was a large spec house built by Elgin Houseman at 621 N. Arden Dr. The actual home sold after the parade to the Ralph Blums for $53,500.

The mechanical features of this float included the opening and closing of the huge red heart that encased the fountain.

Harriette Knox, secretary of the senior class at Beverly Hills High School, had been named "Queen." The float exhibited more than 20,000 pink and yellow roses, 6,000 lilies of the valley, 16,000 yellow pom poms, 4,500 white & yellow sweet peas, 2,500 carnations and a variety of other plants and flowers. Those responsible in this year as in the

(see HISTORY, page 6)

BIG BREAKFAST—The City's participation began in the early teens with the Beverly Hills Hotel float entries depicting the amenities it offered including their famous morning breakfast ride with the chef preparing breakfast

HISTORY

(Continued from page 4)

past goes to Ruth Hubbard, chairman of the float committee who was assisted by Elizabeth Lloyd Smith along with the chamber's secretary/manager R. Ellis Wales in overseeing more than 100 persons working throughout the night in an airplane hanger in Arcadia decorating the float for the following morning.

Pacific Electric would provide free to the parade two three-car trains leaving for Pasadena from the Beverly Hills station at 7:35 and 8:05 a.m. and then on to the football game and back home again.

The Beverly Hills winning entry was moved to the park on Santa Monica Blvd. after the parade so the residents who did not make it to Pasadena could marvel at this gorgeous float.

The floats entered into this parade were the best money which could be invested and its very nature is reflective of what Beverly Hills stands for, beauty, charm and high standard of living and civic conditions.

The most recent float from Beverly Hills to be entered in the Rose Parade was in 1987 and titled "A World of Excellence". This was sponsored by civic leader Fred Hayman, chairman and CEO of Giorgio, which was then celebrating its 25th year of business on Rodeo Dr. and the 5th anniversary of the company's fragrance.

A Home Paper, Printed For Home Folk, By Home People, In a Home Plant

Thirty-two Pages
Section One

For Beverly Hills Hospital, Police and Fire Departments, Call OXford 6181

THE BEVERLY HILLS CITIZEN

OFFICIAL PAPER OF BEVERLY HILLS

Volume 5 | Single Copies 10c | Beverly Hills, California, Thursday, January 5, 1928 | Telephone OXford 4714 | Number 36

SWEEPSTAKES WON AT ROSE TOURNEY

Beverly Hills Float Takes Prize Second Time in 2 Years

IT IS REAL MASTERPIECE

More Than 750,000 Persons Watch Annual Spectacle

E. F. Sanders, Secretary,
Chamber of Commerce:

You certainly lied to us the other day when in all your enthusiasm you tried to describe the beautiful Beverly Hills float. You did not tell us anywhere near the whole story of how beautiful it really was. In all my experience I have never seen anything to equal it and certainly every one having a part in it must feel well repaid.

Sincerely yours,
William Dunkeley, Secretary
Pasadena Chamber of Commerce.

In a pageant of indescribable beauty passing before a crowd estimated at more than 750,000 persons, Beverly Hills won sweepstakes prize for the second time in two years with its "Kingdom of Paradise," in the annual Tournament of Roses parade which was placed in panoramic review on Pasadena's famous Colorado Street Monday.

The float represented the approach and the steps leading to a throne on which Phyllis Holden, pretty Beverly Hills High School girl, sat as its queen. On either side there were two ladies-in-waiting, Gertrude Wing and Helen Hostetler, and in the back of the throne a third lady-in-waiting, Dorothy Belle Dugan, all three selected from Beverly Hills' grammar schools.

Two boy buglers, Charles Church and William Bartlett, preceded the float while two Boy Scouts, George Elmendorf and Thomas Bonney, acted as banner carriers.

The approach to the throne, the steps and the further approach, were made of pink and yellow roses in block form to resemble tile. Behind the throne, radiating from the dais were rays spreading fan-shape. Each ray was three-sided, made solid of sweet peas, and was so arranged that it could be turned mechanically displaying three different colors at intervals. The queen's robe was of lilies of the valley, faced down the front with orchids, and the train of the robe fell gracefully over the first three steps leading from the dais. Carrying out the theme of the float, a bird of paradise made of violets adorned the "tile" approach. Two small but complete replicas of Beverly Hills homes were mounted at the rear of the throne.

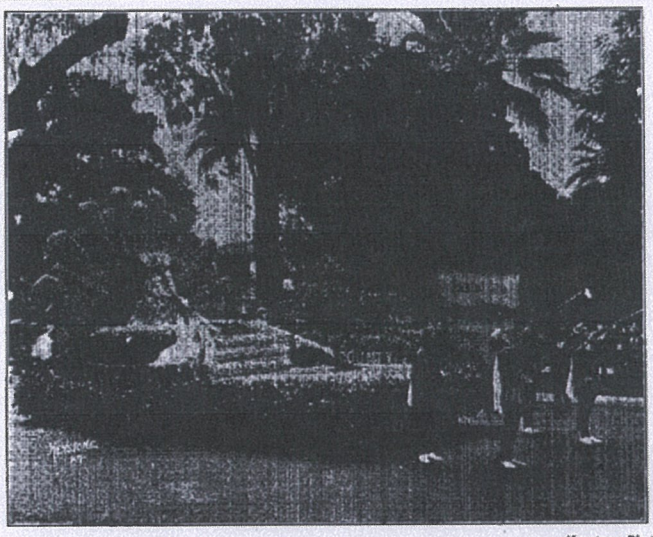
The success of the float and credit for placing it before the crowds that lined Pasadena streets goes to Ruth A. Hubbard, who acted as chairman of the Beverly Hills float committee. She was assisted by W. B. Hunnewell and Miss Irene Townsend. Mrs. Hubbard served in the same capacity last year when the entry, "Sitting on Top of the World," walked away with the sweepstakes prize.

A veritable riot of colors and beautiful blooms, the floats this year exceeded in magnificence and grandeur those of any previous tournament as the numerous entrants vied with one another in the keenest competition in the history of the annual event. Not only the Southland, but the entire country was scoured this year for the prettiest flowers possible to obtain and all were woven into the floats that had their brief showing in the tournament.

Beverly Hills' entry this year cost in excess of $4000 and was said by many to be the most elaborate and gorgeous float ever entered since the inception of the annual New Year's event. The queen's veil, alone a masterpiece, composed of lilies-of-

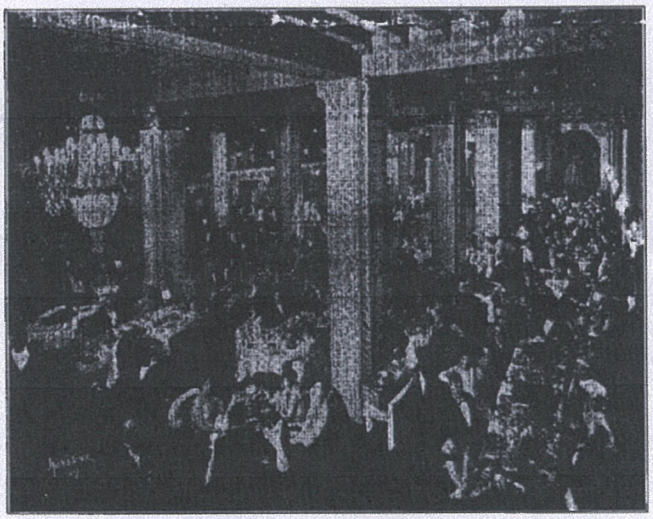
(Continued on Page 4-A)

TWO IMPORTANT EVENTS OPEN THE NEW YEAR



—Keystone Photo

Beverly Hills' Winning Float at Pasadena Tournament of Roses



—Keystone Photo

Gala Scene Marking the Opening of New Beverly-Wilshire Apartment Hotel on New Year's Eve

BEVERLY HILLS POSTAL RECEIPTS JUMP $21,434 DURING YEAR

Indicative of the rapid growth of Beverly Hills during the past year, postal receipts at the local office jumped from $54,212.14 in 1926 to $75,646.88 in 1927, an increase of $21,434.74, according to figures compiled this week by Postmaster J. Lewis Ross.

December receipts, including the Christmas mailing, showed an increase of 40 per cent over the preceding year, Mr. Ross said. A total of 400,502 postage stamps were sold during the last month of 1927, this figure exclusive of envelopes and postal cards.

Steady growth of the city since 1924 was plainly shown by comparative figures compiled by Mr. Ross and given out this week.

In 1924, receipts aggregated $25,740.77. The following year this amount was increased by $15,021.05 to $40,761.85. In 1926 an equally substantial gain was experienced, and the figure amounted to over $50,000, then the peak in receipts for the local office.

At the close of 1925, the office had grown until the old quarters were insufficient to house the business carried on, and the new and modern building on Brighton Way was occupied.

New routes added demanded more carriers for the office, and two were placed on the force, bringing the total number of employes to 38. As the city expands, new routes are necessary, Mr. Ross explained, and to meet the expansion there will be three new carriers placed on duty the middle of the month.

"Our new building and additions to the postoffice force places us in a position to give the very best service at the start of the new year," said Mr. Ross, "and we will make every effort to keep pace with the rapid expansion of Beverly Hills and increase our force as it becomes necessary."

CHAMBER DINNER TO BE NEXT MONDAY NIGHT

The annual Chamber of Commerce dinner announced for the 16th of this month, will be held next Monday evening at the Beverly-Wilshire Hotel. An extended notice of the program and events appears on another page of this issue.

NEW YEAR PARTY OPENS NEW HOTEL

Dinner, Dancing Usher in 1928 at Beverly-Wilshire

JOHN HERNAN, MANAGER

Fashion Show Underscored as Next Early Attraction

The new Beverly-Wilshire apartment hotel became the realized dream of its progenitor, Walter G. McCarty, and the community of Beverly Hills with the ushering in of the new year when some 400 guests gathered to see for the first time the magnificent appointments of the new hotel and to express their felicitations to Mr. and Mrs. McCarty, who were the center of attraction upon the happy occasion.

Dinner was served from 8 o'clock on in the main dining room, and it was there that the dancers remained for the most part until the midnight hour was struck and the smaller hours of the new year were reached, for while the magnificent ballroom invited the dancers with full orchestra, they herded together in the dining room space and refused to be divided in their allegiance to the "Cafe Madrid of Paris." It was a wonderful social gathering—just that. While conventional in form, it was unconventional in reality and the spirit was that of a neighborly party.

Entering the lobby the guests were greeted with a great profusion of flowers—floral pieces from friends and business associates,—testimonials of regard and wishers of good luck. The massive columns of Italian marble, the architraves inlaid with gold and silver leaf, the hand-carved friezes and original mural designs combined to make the lobby a thing of exquisite loveliness and offered a handsome background for the floral display.

The dinner was served at long tables in the center of the dining room and small tables along the walls and on the mezzanine floor overlooking the restaurant room. The huge chandeliers of massive design in the dining room were greatly admired. Favors gave a New Year's flavor.

The J. J. Haggarty New York Store mannequins promise an added attraction at the hotel on Saturday evening, January 14, and every Wednesday thereafter.

"It has always been an idea of mine," explained J. J. Haggarty in his office today, "to bring the Rue de la Paix literally upon parade before the luncheon and dinner tables of the smart women of the Southwest.

"Nowhere is there such feminine loveliness as one finds in Los Angeles, and so, I believe that the fashion promenades every Wednesday will hold great interest for the women of Southern California.

"The artistic, Parisian atmosphere of the Beverly-Wilshire makes an appropriate setting for the creations of Chanel, Lanvin, Corbeau and others."

Under the direction of John J. Hernan, managing director, the personnel of the hotel has been organized with A. F. Farrell, assistant manager; Paul A. Boradaile, from the new El Cortez, San Diego, and Charles McClure, from Poland Springs, Maine, as assistant managers in charge of office; N. M. Gilman, night manager; Adolph Gasser, chef; Alfred Stutz, maitre d'hotel; Gus Comselides, steward and purchasing agent; Miss A. V. Mortimer, housekeeper; Miss Cora M. Eames, secretary; Joseph Chill, superintendent of service; Miss Hall, manager of telephone department; J. F. Cavanaugh, chief engineer; C. P. Hinrickson, manager of commissary.

The first registration of the new hotel was Mrs. W. B. Floyd, Columbus, Ohio, followed by Mrs. Rhodes Garvey of Pasadena and Mr. and Mrs. Paul Renaud, of Detroit.

The first entertainers at the new hotel were Mr. and Mrs. E. L.

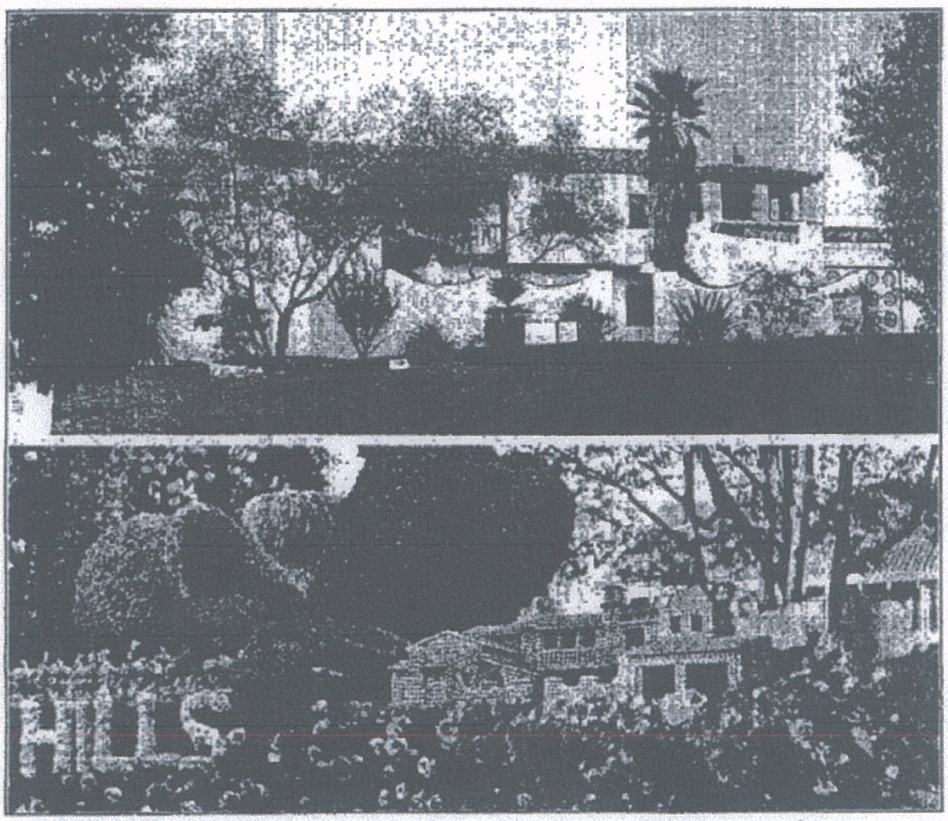
(Continued on Page Two)

ROSE
PASADE
MEN AT WORK

ESTABLISHED 1923

BEVERLY HILLS, CALIFORNIA, THURSDAY, JANUARY 23, 1930 Telep

Residence Represented on Winning Float is Sold



Purchase of the large residence at 621 N. Arden Drive by Mr. and Mrs. Ralph Blum (Carmel Myers) was made this week from Elgin Houseman, Beverly Hills builder, and the couple will occupy the new structure the first of next week.

The house is of the Spanish type with 12 rooms, five baths, solarium, library, enclosed patio containing barbecue pit, and many other features. Addition of a swimming pool and tennis court is contemplated.

It was designed and built by Mr. Houseman who is credited with construction of many of the fine homes in Beverly Hills. Purchase price was given at $53,500.

An exact replica of the house was used on the Beverly Hills float this year which won sweepstakes at the Pasadena Tournament of Roses. Both the house and the model are pictured above.

Joe Brown represented Mr. and Mrs. Blum in the transaction while V. W. Miller handled the deal for Mr. Houseman.

BUILDING PERMITS

BEVERLY HILLS