

DAILY NEWS TRIBUNE

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"THE CALIFORNIA" BEAUTIFUL \$250,000 HOTEL OPENS TODAY

Lured to Fullerton by the greatest social function in the history of the city, thousands of persons from all parts of Orange and surrounding counties today thronged here to pay homage to the municipality's growth, and acquiesce to the formal opening of The California, the city's new \$250,000 community-owned hotel.

Throughout the day scores pulled up to the large structure at the corner of Wilshire Avenue and Spadra Road, discharged their quotas of admiring visitors, and withdrew to make way for more and succeeding ones.

Marked by the most elaborate program yet arranged for such a fete in the city, the opening of The California proved an epochal event. From the time the doors of the stately hostelry were opened at 10 a.m., crowds surged in and out of the building, their loud ejaculations of praise for the venture, augmented by beauteous strains of music played throughout the day, was fitting dedication for Fullerton's greatest civic venture.

While The California opened to the public at 10 a.m., the formal dedication will not take place until 8 p.m. when more than 200 persons will gather about a copiously laden banquet table in the modest, yet tastefully decorated gray and gold dining hall, where they will be both auditors and participants in the program prepared for the occasion.

Adding to the charm of the harmoniously furnished lobby, were handsome floral tokens of the good wishes of the business men of the community for the success and prosperity of the establishment.

The Rev. Walter Thornton, pastor of the Fullerton Christian Church will be the toastmaster of the evening, and will introduce Mayor William Coulter, who will be the principal speaker. Mayor Coulter will present a review of the activities of Fullerton for the past year. This will be followed by short addresses by Councilman Drake and G.A. Raymer, secretary of the Fullerton Chamber of Commerce.

"Community Spirit" will be the theme of an address by Major E.J. Marks and will close the speaking program of the evening. This will be followed by dancing until midnight.

Purple and gold tinted wicker furnishing set the color scheme for the lobby. These are upholstered with purple velvet and hangings of like material blend attractively with the gold hues of the walls. Adding color to the French gray desk, are delicately tinted purple and gold spiral effects.

To those who have registered in the hotel today will come a sweet sleep following the evenings festivities when they retire to their furnished rooms, where a quiet French gray predominates and where downy beds will yield pleasant dreams to their occupants. The apartments, too, with their Spanish balconies looking out upon the broad court, are conducive to health, joy and tranquility.