

Two-Year Effort Won City's Award

By JOHN HAGGERTY

Riverside's triumph in the 1955 All-America Cities contest culminated two years of effort to bring the community national recognition for its remarkable record of civic achievement.

In 1954, the city was one of 22 finalists in the nation-wide contest originated by the National Municipal League, but failed to be chosen one of the 11 winners.

For its effort last year, the city received an honorable mention award which is framed on the north wall of the council chamber at City Hall.

This year, Riverside was selected by a jury of 12 prominent men and women as one of the most progressive communities in the nation, winning the coveted award so narrowly missed last year.

To dozens of persons who cooperated in advancing Riverside's case in the contest during the past two years, the award brought a personal sense of victory.

This year's entry was sponsored by Riverside Chamber of Commerce, and Chamber Secretary-Manager W. G. Colbern, traveled to Seattle, Wash., last July —after Riverside again had been named a

finalist—to share with City Manager Oren L. King the responsibility of telling the 12-member jury why the city should be one of the 11 winners.

A total of 137 communities had entered the contest and winners were chosen from 22 finalists.

This reporter accompanied King and Colbern to Seattle last summer and also was present at Kansas City, Mo., last 1954, when the jury that year heard presentations by contest finalists at the Hotel President.

The 1954 contest was sponsored by the Press and Enterprise, in cooperation with the city government.

In contrast to the approach this year, elaborate preparations were made in 1954 for the contest finals.

A special booklet outlining Riverside's reasons for being adjudged a winner was printed and distributed to all the 12 judges at Kansas City, the exhibits being intended to supplement the oral arguments.

A similar booklet was printed for this year's contest, reiterating some of what

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Award . . .

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had been set forth in the 1954 booklet and adding much new material on achievements of the Riverside Plan and other civic projects.

However, last year a delegation of five traveled to Kansas City, taking with them a huge, fluorescent-lighted display board on which the "Riverside story" was outlined on a large, illustrated "book."

The display board with its "book" was assembled in Kansas City by this reporter and City Manager King and was placed on exhibit until used in the presentation.

Stevning Spoke

Speaking for Riverside in 1954 was Donald A. Stevning, manager of the L. V. W. Brown Estate, who traveled at his own expense to Kansas City to address the judges. He was accompanied by Mrs. Stevning, and the Riverside contingent was swelled to five with the arrival of T. E. Gore, citrus grower and long-time civic leader who also made the trip out of personal interest and also at his own expense.

This year, no elaborate display such as the book used at Kansas City was employed when City Manager King and Chamber Secretary-Manager Colbern went before the judges.

When Riverside failed to win in the 1954 contest, it was felt in retrospect that Stevning's able oral presentation of the city's case had suffered because the display board may have distracted the attention of the judges.

Effective Team

Last summer, King and Colbern made an effective team in again carrying the "Riverside story" before the jury headed by Dr. George Gallup, president of the National Municipal League and director of the American Institute of Public Opinion.

Dr. Gallup was also chairman of the 1954 jury.

Those of us who went to Seattle felt that the favorable impression the city had made the previous year gave us a good foundation for success this year.

Others who weighed the evidence this year and named Riverside one of the select group of 11 winners were: Tilford E. Dudley, assistant director, CIO Political Action Committee; John B. Gage, former mayor of Kansas City, Mo.; Ewart W. Goodwin, former president, San Diego Chamber of Commerce; Thomas Graham, president, Sinking Fund Commission, Louisville, Ky.; Mrs. Ruby C. Grant, president, Washington Federation of Business and Professional Women's Clubs; Harry J. Krusz, former manager of internal affairs, U.S. Chamber of Commerce; Mrs. Carroll E. Miller, recording secretary, General Federation of Women's Clubs; Vernon C. Myers, publisher, Look Magazine; James M. Osborn, research associate, Yale University; Mrs. Ralph W. Rasmussen, former president, League of Women Voters of Oregon, and Dr. Henry Schmitz, president, University of Washington.

Spade Work

Richard Malcolm, administrative assistant to city Manager King, did much of the preliminary "spade work" on the city's entry in 1954 and again this year.

Malcolm prepared a brochure exhibit both years to be sent to the National Municipal League together with the official entry blank. This exhibit, a loose-leaf book bound in leather, was filled with newspaper clippings, letters and written text detailing Riverside's achievements through united citi-

zen action. It got Riverside into the finals both years.

The city manager's assistant also did most of the work of preparing the printed booklets given to the judges in 1954 and 1955.

Herman F. Bruehler, staff artist for the Rubidoux Printing and Photo-Engraving Co., an affiliate of the Press-Enterprise Co., also contributed heavily to the city's contest entries of the past two years.

Bruehler did the art work for the printed booklets distributed to the judges and also designed and did the art work for the large display board used in the 1954 presentation at Kansas City.

ALL AMERICAN CITY?

Riverside Set For Big Pitch

Riverside will make its big pitch for the title of "All America City of the Year" on Tuesday in Seattle before the 61st national conference on government. It is one of 22 finalists chosen from a record entry list of 137 cities, towns and villages across the nation.

Starting tomorrow forenoon, spokesmen for 11 of the 22 finalist cities will appear and argue their "case" before a jury of leaders in the fields of education, business, civic affairs and government headed by Dr. George H. Gallup, New York. The contest is sponsored by the National Municipal League and Look magazine.

A screening committee reduced the list of 137 down to the 22.

These cities will present their cases tomorrow:

Aiken, S.C.; Bellevue, Wash.; Bloomington, Ill.; Brownstown, Ind.; Cambridge, Ohio; Dubuque, Iowa; El Campo, Tex.; Elmwood Park, Ill.; Fort Collins, Colo.; Grand Island, Neb.; and Joliet, Ill.

On Tuesday will be — besides **Riverside** — Lake Charles, La.; Medford, Mass.; Phenix City, Ala.; Port Huron, Mich.; Reading, Pa.; St. Paul, Minn.; Savannah, Ga.; Seymour, Ind.; Sidney, Ohio, and Ypsilanti, Mich.

Under terms of the contest, the winner will not be announced until next December. Last year **Riverside** also was one of the finalist cities.

Only City in California Thus Honored

Riverside yesterday was named one of 11 cities in the nation to win the coveted All-America City award for 1955 for civic action.

News of the award, previously scheduled to be announced Tuesday of next week, was carried on national news wires late yesterday morning.

The awards, which go to 11 cities annually, also went to Bellevue, Wash.; Bloomington, Ill.; Cambridge, Ohio; Grand Island, Neb.; Joliet, Ill.; Port Huron, Mich.; Reading, Pa.; St. Paul, Minn.; Savannah, Ga. and Phenix City, Ala.

Forged Ahead

The citizens of Riverside were honored for "putting through long-range plans to control explosive population growth threatening to blight the city of fine homes and excellent schools.

"Unlike most cities, Riverside did not wait for its troubles to become acute before acting. As soon as the growth problem loomed, its far-seeing citizens formed study groups and drew up the Riverside Plan for balanced community expansion."

This year's entry for the award was sponsored by the Riverside Chamber of Commerce, headed by President Ben Lewis and Secretary-Manager W. G. Colbern.

The National Municipal League praised Riverside for its adoption of a council-manager government, which soon made the city one of the rare debt-free cities in the nation.

Said the League in its announcement:

"While reducing its tax rate, the (Turn to WINNER, Page 25)

Winner . . .

(Continued from County Page)

city has paved new streets, extended lighting and sewers, is extending its hospital, built five new schools and created four new parks.

"But the real test of foresight came when Riverside residents voted their debt-free city into debt to solve a problem which would not become pressing for another 10 years; an adequate water supply."

"It is a great honor for Riverside to be a recipient of this national award," Chamber President Lewis said, "and it is the only city in California to be selected.

Many Values

"While the national publicity is important from the standpoint of the Chamber of Commerce, I am sure that the residents will recognize that we have a wonderful city in which to live.

"I would like to extend my appreciation to all the citizens of Riverside who helped bring about this honor, and especially, W. G. Colbern, Chamber manager, City Manager Oren L. King and John Haggerty, Press and Enterprise reporter, who so ably carried out Riverside's presentation last July in Seattle before the National Municipal League jury."

Chamber Manager Colbern added, "The Riverside Chamber of Commerce has a continuing faith in the people of Riverside and in their accomplishments.

"This honor was bestowed in recognition of the city's accomplishments, but must also serve as a spur to continuing city activities, thus placing Riverside in a position to accommodate civic expansion and maintain its position as a leader in municipal government."

Mayor E. V. Dales, when informed of the award this morning by the Riverside Daily Press, said, "We're very happy to hear Riverside has received such an honor.

"We could not have received this recognition without the active participation of citizens in their community government. We certainly appreciate their time and efforts."

City Manager Oren L. King said: "Each year for the past seven years, 11 communities in the country have been named All-America Cities by the National Municipal League, publicized by Look Magazine.

'No Greater Recognition'

"A community can win no greater recognition than this award."

"It is based upon a city's record of achievements involving good municipal government backed up by citizen interest and participation.

"The awards are basically honoring citizens who have, through their actions, brought about better government in their communities, specifically in Riverside.

"Recognition was given to all of the citizens who worked so hard and diligently with the Mayor and City Council in setting up capital improvements known as the Riverside Plan.

"This plan, set into action in 1934, includes civic center development, public works, public utilities, public safety, park development, off-street parking and airport development.

The "All - America City award are given for citizen teamwork rather than for municipal perfection," Dr. George Gallup, president of the National Municipal League said.

The awards are co-sponsored by the League and Look Magazine.

Awards were given to the other cities for modernizing city facilities, solving school problems, expanding industry, replacing inefficient, outmoded local governments and for cleaning out community crime elements.

The all-America Cities Award were established in 1949 by the National Municipal League, and for the past four years have been co-sponsored by Look.

DUAL EFFORT

Beautification Week, Drive On Trash in Planning Stage

By BOB BODEN

An all-out drive was launched yesterday to enlist widespread cooperation in a whirlwind personalized campaign, April 21 to May 1, to Spring-Clean Riverside.

Heading the citywide beautification effort that is being keyed to include every home, office, industry and business house, is Carl Harin, director of the Community Settlement Association.

This drive is designed to provide a clean sweep of the community from corner to corner, digging out trash that is unsightly, a fire hazard and breeding place for rodents.

City cooperation has been assured as a followup to City Beautification Week, with an armada of trucks scheduled to pick up tons of trash throughout the community.

The giant attack on trash piles accumulated during the cleanup drive will get under way May 2 across the community. Trucks from the Street Department, Light and Water Departments, and Park Department will cooperate. This phase has been tagged "Operation Clean Sweep."

These and many other plans for the community beautification effort were made yesterday afternoon in a meeting of civic leaders at the Chamber of Commerce.

The city also has agreed to waive fees at the city dump for householders who want to carry their own trash to the dump south of Mt. Rubidoux.

Widespread support already has been received from civic organizations. They plan to spread the word, urging full cooperation of every householder in the cleanup drive.

The committee stressed that the week is not designed only to encourage trash collection.

Beautification of yards, landscaping, painting exteriors, interiors, doing the little odd jobs long neglected, pulling in a barbecue pit, paving the patio, papering a wall, building something for better living—all were termed part of Beautification Week.

All Inclusive

Anything that will make the home a better place to live in, the city a better place for a home, the office a better place to work in, was included in the overall plan.

A move is brewing for several organizations to help clean up the work of litterbugs. These nuisances now are the subjects of state legislation, and an effort will be made to clamp the new legal provisions on them here.

Schools have agreed to circulate specially designed literature urging cooperation in City Beautification Week.

Time Change to Help

Early indications pointed to this as the most successful cleanup campaign ever attempted here.

This was seen as one of the events that will put Riverside in higher contention for the All-American City award this year.

The beautification drive was geared to start with the beginning of daylight saving time, April 21, assuring householders of an extra hour of daylight each day to work on outdoor phases of the spring cleaning.

Harin said that emphasis will be placed on the idea that "a clean city is a beautiful city."

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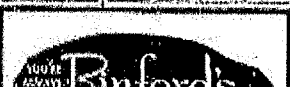
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City's Display Ready for Jury

KANSAS CITY, Nov. 7.—The City of Riverside's large display, which will be used to illustrate its oral presentation before the 1954 All American City Contest jury Tuesday, arrived in Kansas City yesterday morning.

Gallup Says Ike's Appeal Helped GOP

KANSAS CITY, Nov. 7.—Earlier and more vigorous campaigning by the President might have dramatically changed the results of the recent national election, Dr. George H. Gallup told an opening day meeting of the 16th annual national conference on government, sponsored by the National Municipal League.

Dr. Gallup, head of the league and of the National Institute of Public Opinion, told conference delegates that President Eisenhower is immensely popular and he credited the President's last minute appeal with swinging many votes to Republican candidates.

The public opinion authority said that surveys now show Eisenhower to be the top GOP candidate for the 1956 nomination, with Vice President Richard Nixon the second choice.

Adlai Stevenson remains first choice for the Democratic nomination, he said.

Travel Agents Honor Indio Aviatrix

INDIO, Nov. 7. — Aviatrix Jacqueline Cochran today was named one of the "ten best traveled Americans" at the American Society of Travel Agents convention in San Francisco.

Reporter John Haggerty was on hand to direct delivery of the display to the Hotel President where a 12-man jury will begin judging the 22 finalists in the annual contest tomorrow.

Donald Stevning, who will make the oral presentation, City Manager Oren L. King and T. E. Gore, chairman of the Riverside Chamber of Commerce civic affairs committee, were scheduled to arrive here by air today.

To Choose Eleven

Reporter Haggerty traveled by rail to maintain a close check on the city's contest display.

Eleven winners are to be selected from the 22 finalists that have been chosen already from a total of 116 cities and counties that originally entered the contest.

The All American Cities Contest is sponsored by the National Municipal League and Look Magazine. The final judging of the contest is being held in connection with the 16th annual national conference on government, sponsored by the National Municipal League.

The winners will be announced next January.

One of State's Four

Riverside is one of four California cities in the final contest, competing along with Burbank, Modesto and El Cerrito.

Theme of the contest is "Civic Achievement Through Citizen Action," and Riverside's entry stresses the establishment of the seven-year \$14 million Riverside Plan; the successful campaign to form the Western Municipal Water District and annex to the Metropolitan Water District; the Community Hospital fund raising drive; the successful campaign for a \$5 million school bond issue; and the East Side cleanup.

The 'Good City' Is Impressive, Too

Riverside has a champion to cheer today—itsself.

The achievements the city has accomplished in recent years have finally been crowned by the announcement that this community is among the 11 cited for recognition by the National **Municipal** League.

Riverside is "All-America, 1955." And of us we sing.

In the past seven years, 77 communities have been given the national recognition this citation entails. So it is a highly select company that Riverside joins.

The National **Municipal** League's awards are based on citizen action. Quite often the recipient cities have challenged and licked vice and corruption. This is perhaps "citizen action" in its most spectacular form.

But Riverside had no mare's nest to clean up, no rascals to turn out. Riverside was no Phenix City.

Rather, Riverside was, and is, one of the fastest growing cities in the country.

With growth came problems in proportion. Growth and growth's problems have been dealt with intelligently.

This was due to two factors. Enlightened public officials and civic leaders and an interested public. Many individuals could be singled out for their special roles, but this would be unfair to those left out. It is the community which is being honored. We all worked together.

There were many things to which those who so represented the city in the judging at Seattle last June could point with pride. But the thing which seems to have impressed the judges most was when, in what the **Municipal** League announcement calls "the real test of foresight," the people of Riverside "voted their debt-free city into debt to solve a problem which would not become pressing for another 10 years; an adequate water supply."

We did not, as the **Municipal** League observes in its citation, wait for our troubles to become acute before taking action. Council-manager government was

installed and the Riverside Plan, a genuine citizen effort, was formulated and put into operation. And therein lies the community's success.

Now it is said of All-America aggregations—be they of athletes or of cities—that they don't mean a thing.

Almost always this is said by those who are on the outside looking in. We never heard of an All-American halfback who scorned the honor.

But welcome as national recognition is, of itself it is not the mark of a good city. National recognition, though it may be given for the very highest of reasons and made by the most qualified of judges, as is the case in the National **Municipal** League's awards, is not the greatest thing that can happen to a city.

Riverside was a "good city," a fine place to work and live, before the National **Municipal** League got around to recognizing our accomplishments.

But it is nice to have them recognized and we do not for a minute make light of our "All-America" rating.

We would like to see the honor paid Riverside have practical effects beyond our city limits.

We would like other cities similar to Riverside to take encouragement from the recognition which has come to this community, to know that the "good city" is not necessarily the most sensational one, or, to put it another way, that a clean, solid, progressive community is dramatic in its own way.

And we would like to see the honor paid Riverside have practical effects within our city limits, too. This is not a laurel to rest on. It is a laurel which should spur.

Or—because this All-America business is suggestive of the gridiron—it is convenient to lapse into football parlance: When we have finished with the cheering, Riverside, like a real All-American, should resolve to hit the line a little harder in the future, run the ends a little faster and never ever be too timid to try the long gainers, even when there is risk involved.
