



Views of Clifton's

PAY WHAT
YOU WISH

DINE FREE UN-
LESS DELIGHTED

"BROOKDALE," 648 S. BROADWAY • LOS ANGELES • "PACIFIC SEAS," 618 S. OLIVE

Clifton's OF LOS ANGELES

Where you may pay what you wish or dine free unless delighted

CLIFTON'S CAFETERIA was established in 1931 with a capital of \$2,000. Clifford E. Clinton, whose family had been pioneers in the hotel, restaurant, and cafeteria field in California since 1870, resigned the presidency of the Clinton Cafeteria Company in San Francisco, and came to Los Angeles to found a new business on the principle—"We pray our humble service be measured not by gold, but by the Golden Rule."

The unique policies and features that have developed from following this finest of principles, have made of Clifton's a world famous organization, that has been honored throughout the country. Over one hundred magazines have carried featured stories about it; these include the following: American, Life, Look, Click, Coronet, Reader's Digest, Nation's Business, Forum, Christian Century, P.M., Collier's, Liberty (series of six), True Story (series of three), Official Detective (series of eight), Fortune, Time, News Week, Business Week, American Mercury, and many others.

"Every business has responsibilities." Clifton's has recognized its responsibilities to its guests by endeavoring to bring to them every possible service in an attractive environment at the lowest price. To its Associates, who are never known as employees, CLIFTON'S has discharged its responsibility by having them personally a part of the Managers and Associates Council which governs the two cafeterias, in conjunction with an Associates' "Bill of Rights," whereby the Associates own working and wage conditions are regulated. The Associates are also given every conceivable benefit and care.

(Continued on Inside Back Cover)

PACIFIC SEAS. Clifton's Cafeteria on Olive Street, Los Angeles, has a fascinating facade with waterfalls, geysers, tropical foliage—all illuminated at night. • TO THE MANY VISITORS is extended an hourly sightseeing service—a courtesy trip of twenty miles around Los Angeles, all for 15 cents.





THE ROCK PORTICO, with a seat for the passer-by beneath neon floral patterns and green foliage.



A FANTASTIC NEON PALM by a Polynesian grass hut.



ALOHA ENTERTAINMENT PLATFORM, overlooking the main dining room.

HAWAIIAN LEIS of flowers are presented hourly to evening guests.

LEI AND FLOWER SHOP attended by Esther York, editor of "Food for Thot."





EXCHANGE BOARD,
where guests list of-
ferings and wants.

ORGAN MUSIC by
Julius Johnson is en-
joyed by all guests.



MRS. VON advises
guests on personal
problems—makes ex-
change listings.



YOUR PHOTOGRAPH,
in beautiful surround-
ings while you dine.



WATERFALL (one of twelve) in mist shrouded flower grotto.



RAIN-HUT, in the Mezzanine Dining Room, where it rains every twenty minutes.

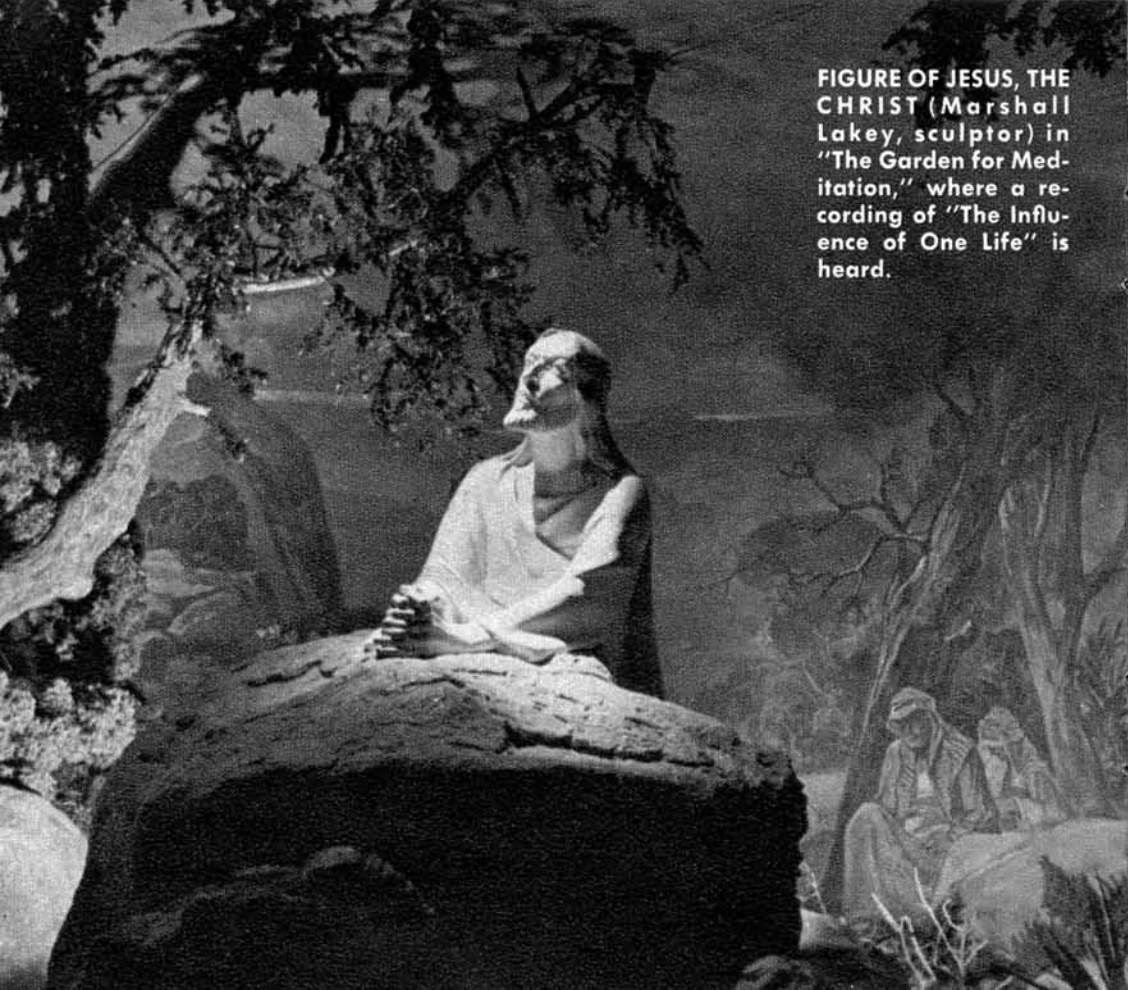


FIGURE OF JESUS, THE
CHRIST (Marshall
Lakey, sculptor) in
"The Garden for Med-
itation," where a re-
cording of "The Influe-
ence of One Life" is
heard.



JERUSALEM WELL
in "The Garden
for Meditation."

THE INFLUENCE OF ONE LIFE

MILLIONS HAVE PERISHED IN WAR AND TERROR,
WE SURVIVE. MILLIONS ARE HOMELESS,
WE ARE SHELTERED.

THIS NIGHT IN ALL THE WORLD, FOR EVERY MAN WELL NOURISHED THREE ARE HUNGRY,
WE ARE FED.

THE WORLD'S ABUNDANCE SHOULD HAVE BLESSED MANKIND WITH HOMES, HEALTH AND COMPETENCE.
INSTEAD, IT HAS BEEN USED TO DESTROY ALL THESE—TO BREED PESTILENCE, MISERY AND POVERTY.

THE FINGER OF THE BITTER PAST POINTS TO A BLOODY PAGE—"AND WE SHALL MEANLY LOSE OR NOBLY SAVE THE LAST BEST HOPE OF EARTH."

EACH LIFE IS TESTED BY ITS ANSWER TO THE QUESTION FIRST ASKED IN THE WORLD'S BEGINNING—"AM I MY BROTHER'S KEEPER?"

ONE LIFE WAS LIVED IN ANSWER. BY ALL THE FORMAL MEASUREMENTS OF GREATNESS IT SHOULD HAVE FAILED. 'T WAS SUCH A LITTLE SPAN OF YEARS IN SUCH A FAR-OFF LONELY LITTLE LAND.

HE WAS BORN IN A VILLAGE STABLE. NO BIRTH COULD BE LOWLIER, HENCE NONE NEED DESPAIR BECAUSE OF LOWLY BIRTH. POSSESSED OF PROFOUND WISDOM HE HAD BUT MEAGER EDUCATION. NONE, THEREFORE, NEED DESPAIR FOR LACK OF SCHOOLING. NO WIFE, NO CHILD—HE SHOWED EACH LONELY HEART ITS DEEPEST NEED.

FOR THIRTY YEARS, NEAR THE VILLAGE OF HIS BIRTH, HE GREW AND LEARNED HIS SIMPLE TRADE, SHAPING THE NATIVE WOOD TO SERVE THE WANTS OF HOME AND CRAFT.

THREE YEARS HE WANDERED, TEACHING, SHAPING THE NATIVE HEARTS TO SERVICE OF TRUTH AND LOVE. HE WAS NEVER MORE THAN A FEW HUNDRED MILES FROM HIS BIRTHPLACE.

HE HELD NO EARTHLY RANK OR OFFICE; WROTE NO BOOK, NO SONG; PAINTED NO PICTURE, BUILT NO MONUMENT.

HIS NATIVE LAND WAS RULED BY CONQUERORS AND FOREIGN LEGIONS. WHILE STILL IN THE FLUSH OF YOUTH HIS OWN PEOPLE TURNED AGAINST THIS MAN WHO STRANGELY TAUGHT THAT EVIL CAN ONLY BE OVERCOME BY GOOD.

HE WAS DENIED BY HIS CLOSE FRIEND, DESERTED BY MOST, BETRAYED FOR THIRTY PIECES OF SILVER BY ONE HE HAD BEFRIENDED.

ONE DARK HOUR HE KNELT IN THE GARDEN, HIS HOUR OF DECISION.

HE GAVE HIMSELF OVER TO HIS ENEMIES, WAS TRIED AND CONDEMNED IN MOCKERY, SPAT UPON AND LASHED, NAILED TO A CROSS BETWEEN TWO THIEVES.

HE DIED ASKING FORGIVENESS FOR HIS PERSECUTORS WHILE HIS EXECUTIONERS GAMBLED FOR HIS ONLY EARTHLY POSSESSION—HIS ROBE.

HE WAS LAID IN A BORROWED TOMB.

NEARLY TWO THOUSAND YEARS HAVE PASSED AND NONE HAS REIGNED OR WROUGHT, OR SERVED, OR DREAMED WHO HAS SO TOUCHED AND MOULDED HUMAN LIFE. HE IS THE IDEAL—THE EXAMPLE—WHO HAS INSPIRED THE MODERATE AND THE HUMBLEST LIVES—THE GREAT UNALTERABLE, WHOLESOME, GROWING INFLUENCE IN A WORLD OF BLOOD AND TEARS.

HE WHO WAS FRIENDLESS WOULD BE FRIEND OF ALL. HOMELESS, HE DWELLS IN COUNTLESS HOMES. BOOKS ON HIS LIFE FILL LIBRARIES. HIS GOSPELS COVER THE EARTH. SONG AND MUSIC IN HIS PRAISE FILL THE HEAVENS. PICTURES, SPIRES AND MONUMENTS PROCLAIM HIS INFLUENCE. SCHOLARS, ILLITERATES, RICH MEN, BEGGARS, RULERS AND SLAVES—ALL ARE MEASURED BY HIS LIFE.

THE NAMES OF PHAROAH, CAESARS, EMPERORS AND KINGS OF ALL THE AGES THAT HAVE COME AND GONE ARE BUT GHOSTS UPON A PRINTED PAGE. ALL THEIR COMBINED LEGIONS AND MILITARY MIGHT ARE DUST UPON THE LAND, THEIR PROUD SEA-BORNE ARMADAS, RUST UPON AN OCEAN FLOOR.

BUT THIS ONE SOLITARY LIFE SURPASSES ALL IN POWER. ITS INFLUENCE IS THE ONE REMAINING AND SUSTAINING HOPE OF FUTURE YEARS.

Where does such power dwell?

BE YE NOT THEREFORE ANXIOUS SAYING:—"WHAT SHALL WE EAT?" OR "WHEREWITHAL SHALL WE BE CLOTHED?" BUT SEEK YE FIRST HIS KINGDOM AND HIS RIGHTEOUSNESS—AND ALL THESE THINGS SHALL BE ADDED UNTO YOU.

IN A ROMAN COURT NEARLY TWENTY CENTURIES AGO PONTIUS PILATE ASKED OF THE MULTITUDE DEMANDING THE DEATH OF THIS YOUNG GALILEAN:

"I FIND NO EVIL IN HIM—WHAT SHALL I DO WITH THIS MAN?"

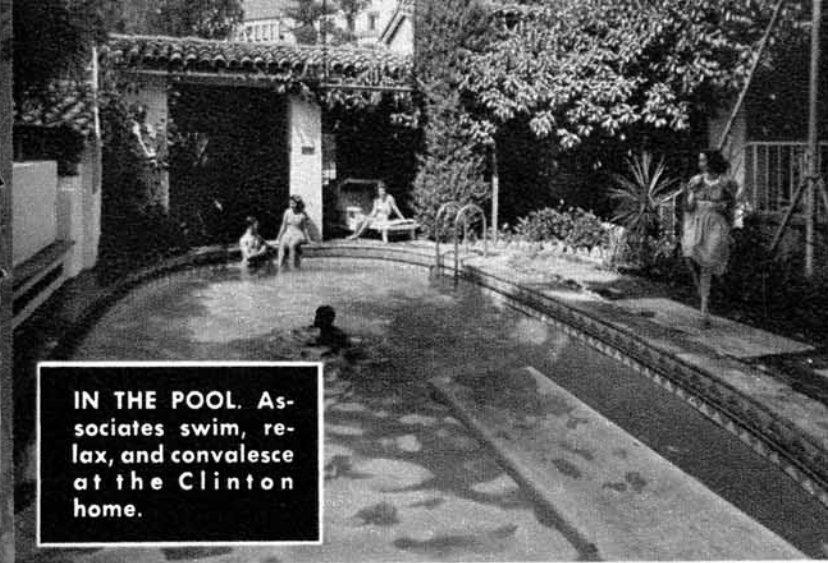
TODAY EACH TROUBLED HEART MUST MEET THE CHALLENGE WHEN THE PILATE—WITHIN ASKS:

WHAT SHALL I DO...?

This 5-foot parchment scroll hangs in the "Vaulted Archway" opposite the "Grotto of the Rock" where the words of the Influence of One Life are heard on a recording before entry into "The Garden."



MANAGERS' COUNCIL, the governing body of Clifton's, meets in one of the ten group rooms. These rooms accommodate from ten to four hundred persons and are furnished without extra charge.



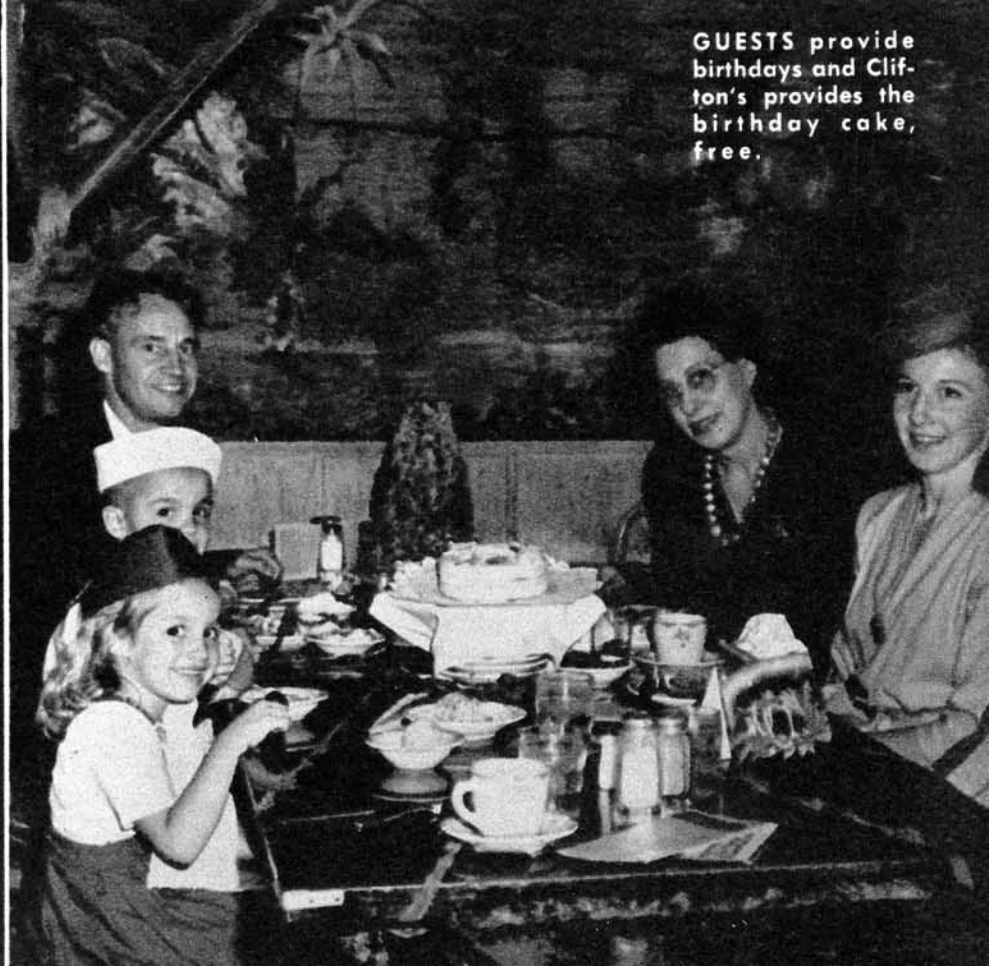
IN THE POOL. Associates swim, relax, and convalesce at the Clinton home.

SOCIAL CENTER for Clifton's Associates is the Hollywood home of Clifford E. Clinton.





(MPM) MULTI-PURPOSE MEAL. Clifton's COMPLETELY BALANCED, NUTRITIONALLY ADEQUATE FIVE-CENT MEAL (no charge to those without funds).

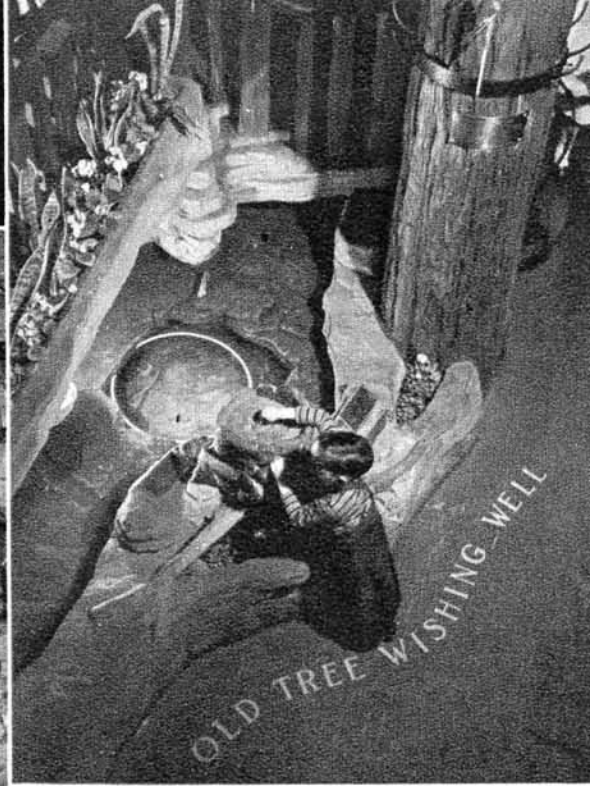


GUESTS provide birthdays and Clifton's provides the birthday cake, free.



BROOKDALE in the Redwoods—the main dining room.

WISHING WELL, Clifton's "Brookdale in the Redwoods." ♦



♦ **WATERFALLS AND BROOK**, Eagle's Nest Landing.



LITTLE CHAPEL,
accommodates
just two for Med-
itation.

◆



OLD MILL
WHEEL, at en-
trance to service
room.

◆

OLD ROCK FIRE-
PLACE, in the din-
ing nook below
organ ledge.



THE DINING-
RACES overlook
the main dining
room, Wishing
Well.



DOORS

Lona MacDorman

Some doors have hearts, it seems to me,
They open so invitingly;
You feel they are quite kind—akin
To all the warmth you find within.

Some doors, so weather-beaten, grey,
Swing open in a listless way,
As if they wish you had not come;
Their stony silence leaves you dumb.

Some classic doors stand closed and barred,
As if their beauty might be marred
If any sought admittance there,
Save king or prince or millionaire.

Oh, may mine be a friendly door;
May all who cross the threshold o'er,
Within, find sweet content and rest,
And know each was a welcome guest.



CLIFTON's responsibility to the community is dispatched by caring for those who come hungry and without funds, by sharing tax and charity burdens, and by taking active part in securing better local government. Efforts financed ninety per cent by CLIFTON's and Mr. Clinton have recalled a mayor . . . removed a District Attorney. In addition, CLIFTON's has helped elect many public officials and continues to work for a finer community.

Today in the two Los Angeles cafeterias, the six hundred Associates serve approximately 20,000 meals daily at an average check of forty cents, and with a profit of less than one-half cent a meal.

The policies that have built up this tremendous business are the very unique following ones:

Pay What You Wish—one per cent of the guests alter their checks on this plan.

Dine Free Unless Delighted—one-tenth of one per cent use this plan.

No Guest Shall Go Hungry For Lack of Funds—two million have been served thus. Multi-Purpose Meal (MPM), that famous five-cent meal which supplies complete body nourishment for a third of the day, is the scientific result of this policy. This meal is given without charge to those without funds.

Food For The Soul Is Important, Too—results of this policy are shown in the atmosphere, the interior decorations, and in the many features too numerous to relate. Hundreds of guests comment: "We have traveled the world over and have seen nothing to equal this."

(Continued on Back Cover)

RESTAURANTS - LOS ANGELES - CLIFTON'S

Services At Lowest Prices—the average profit per meal is kept at less than one-half cent. Meals are available for as low as five cents for the M.P.M.

The features most enjoyed are:

Food For Thought—a table folder with the inimitable page titled "Guests Voice," which goes all over the world reaching an estimated 90,000 each week. It will be mailed for the postage, 36 cents yearly.

The Little Chapel at *BROOKDALE* and

The Garden For Meditation at *PACIFIC SEAS* are visited by a half-million guests annually.

You Furnish the Birthday or Anniversary, we'll supply the cake and fancy the table without extra charge. Over 100,000 cakes have been supplied.

***Green Water Drink**—CLIFTON'S own free soft drink, 2,500,000 glasses yearly.

***Free Sherbet**—2,600,000 servings yearly.

Guests Exchange—guests are advised and the items listed they need or wish to exchange.

L. A. Hospitality Service—complete service to visitors and residents: information; sightseeing; ticket, photograph, housing and employment services; volunteer Los Angeles hostess for friendly contact; etc.

Clifton's Courtesy Sightseeing Trip—15c—a twenty-mile orientation of Metropolitan Los Angeles. Trips leave *PACIFIC SEAS* hourly.

Organ and Instrumental Music

***Singing and Entertainment Programs**—Community sings, Amateur night, Party nights, and Flower Lei presentations.

Free Parcel Checking

Book, Card, Lei, Flower, Curio, Candy, Import, Ceramic, and related Shops, and A Peoples Art and Craft Center.

**These services modified until ration and tax restrictions lifted.*

A free folder, "IN YOUR SERVICE" gives more detail.

PACIFIC SEAS, 618 So. Olive—Los Angeles—BROOKDALE, 648 So. Broadway

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