

100 MOST NOTEWORTHY, INTERESTING, AND REMARKABLE HOLLYWOOD BOWL MOMENTS

- 1. 1919**

A group of performing arts supporters who believed in the civic value of open-air productions incorporated as the Theatre Arts Alliance to create a "community park and art center." They chose Bolton Canyon – the Hollywood Bowl's site – for their proposed activities and initially named it "The Park."
- 2. 1920**

A Thanksgiving Sing was held at the Hollywood Bowl site along with a pageant, *The Landing of the Pilgrims*, directed by Lionel Barrymore.
- 3. 1920**

Hollywood High School held its graduation at the Hollywood Bowl for the first time and has continued to do so each year since then.
- 4. 1921**

The Los Angeles Philharmonic performed its first Easter Sunrise Service at the Hollywood Bowl site in a program presented from a small wooden platform. Eight-hundred people filled the site's wooden benches; the rest of the attendees settled themselves on blankets among the hillside's weeds and grass.
- 5. July 8, 1922**

A pre-season performance of Bizet's *Carmen* was presented; the evening's proceeds were used to pay for the Hollywood Bowl's first seats.
- 6. July 11, 1922**

Conductor Alfred Hertz and the Los Angeles Philharmonic inaugurated the first season of music under the stars at the Hollywood Bowl. On the bill were Wagner's Overture to *Rienzi*, the *Andante cantabile* movement from Tchaikovsky's Symphony No. 5, Brahms' Hungarian Dances, Grieg's *Peer Gynt* Suite No. 1, Fritz Kreisler's *Liebesleid* and *Liebesfreud*, and Rossini's Overture to *William Tell*. Seating consisted of simple wooden benches, and the musicians played on a temporary wood-framed stage with a canvas roof and wing-walls accented by cylinders. Tickets were 25 cents each.
- 7. 1923**

The Hollywood Bowl's first 150 boxes were built.
- 8. 1923**

With the re-paving of Highland Avenue sure to disrupt the Hollywood Bowl's season, Bowl leader Artie Mason Carter took to the streets to protest the city's work. She and another woman manned "battle positions" in rocking chairs (with their knitting) in the middle of Highland Avenue and refused to allow crews to break up the street. The result? Paving was rescheduled for the Bowl's off-season.
- 9. 1923**

The Hollywood Bowl's debt was paid off and the mortgage burned on the Bowl's stage. Among the

donors who helped retire the debt were perennial presidential candidate William Jennings Bryan, who made a \$100 donation.

10. **1925**

After several years of Hollywood Bowl concerts featuring popular, familiar favorites, renowned conductor Fritz Reiner brought what was considered "shockingly new music" by Stravinsky, Honegger, Falla and Rieti to the Bowl, to great acclaim and popularity.

11. **1925**

Ethel Leginska became the first woman to conduct a regular orchestral concert at the Hollywood Bowl. Her program included Beethoven's Symphony No. 7, Weber's Op. 11 Piano Concerto (with Ms. Leginska as soloist) and her own *Nursery Rhymes* for soprano and chamber orchestra.

12. **1925**

New York Times Music Critic Olin Downes described his experience at the Hollywood Bowl by saying, "[The concerts] have a flavor different from any other concert known to me. The setting must be seen to be realized... it is no wonder that thousands upon thousands attend the four concerts given on as many evenings each week and that these people listen...under a spell not known to audiences of concert halls, and that they learn... to love and to worship music."

13. **1926**

Pasadena architect and Rose Bowl designer Myron Hunt created an elliptical form for the Hollywood Bowl's seating amphitheater. His layout features monumental stairways that reinforce the seating area's dramatic balloon shape, which has been described as being "poised to fill with music and ascend."

14. **1927**

Architect Lloyd Wright (son of Frank Lloyd Wright) used the dismantled set for a 1927 production of *Robin Hood* to create a pyramidal shell for the Hollywood Bowl that had the appearance of a Mayan temple. The next year, Lloyd Wright designed a *streamline moderne* shell formed of nine concentric, segmental arches, which could be "tuned" panel by panel. Both were considered powerful statements of modern design.

15. **1926**

In a first – and possibly a last – a baby was born at the Hollywood Bowl under the stage during a concert.

16. **1927**

The first radio program was broadcast from the Hollywood Bowl. Later, "Hollywood Bowl Night" became one of the most popular programs offered by Armed Forces Radio Service during World War II and the following years.

17. **September 1927**

A group of Native Americans leased the Hollywood Bowl for "Inter-tribal Indian Ceremonials."

18. **1927**

During the year that Gershwin's *Rhapsody in Blue* had its first performance at the Hollywood Bowl, season box holders included Cecil B. DeMille (#641), Charles Chaplin (#117), Sid Graumann (#136), Fay

Wray (#861), Douglas Fairbanks, and Louis B. Mayer.

19. **1928**

Aaron Copland performed at the Hollywood Bowl, playing the West Coast premiere of his Piano Concerto. According to Copland's autobiography, upon hearing the jazz-influenced piece at rehearsal, "the musicians actually hissed."

20. **1928**

The first recording was made at the Hollywood Bowl by the Hollywood Bowl Symphony Orchestra conducted by Eugene Goossens.

21. **August 9, 1928**

Composer Percy Grainger conducted the world premiere of his tone poem *To A Nordic Princess*, dedicated to Swedish poet Ella Viola Ström, whom he married on The Hollywood Bowl's stage immediately following the performance.

22. **1929**

The fourth Hollywood Bowl shell (which remained in place until 2003) was designed by Allied Architects. Elliott, Bowen, and Walz, an engineering firm, constructed the shell for a cost of about \$50,000. Acoustical advice was provided by physicist Vern O. Knudsen.

23. **1932**

The evening-long ballet *Elysia*, which was presented to celebrate the 1932 Los Angeles Olympic Games, was one of a number of dance works that have been commissioned for performance at The Hollywood Bowl.

24. **1932**

During his presidential campaign, Franklin Delano Roosevelt addressed a large audience at the Hollywood Bowl.

25. **1932**

Jascha Heifetz, considered the 20th century's greatest violinist, made his Hollywood Bowl debut, returning many times throughout the years. In 1963, he performed Brahms' Double Concerto with master cellist Gregor Piatigorsky.

26. **1933**

Otto Klemperer was named music director of the Los Angeles Philharmonic, a post he held until 1939. His stature as one of the most important European conductors at the time, his level of musicianship, and his accomplishments during his tenure with the Philharmonic changed the face of classical music in Los Angeles.

27. **1934**

Alfred Hertz conducted his 100th concert at the Hollywood Bowl.

28. **1934**

German director Max Reinhardt directed a production of *A Midsummer Night's Dream*, seen by more than 100,000 during its eight performances. The Hollywood Bowl's shell was moved, and tons of earth were hauled in to construct a hill for the forest setting. Among the performers were Mickey Rooney,

Sterling Holloway, and the then-unknown Olivia de Havilland.

29. **1936**

A performance by French opera star Lily Pons set an all-time Hollywood Bowl attendance record of 26,410 paid admissions. The Bowl's seating capacity was 20,000 at that time.

30. **August 17, 1936**

Conductor Leopold Stokowski made his Hollywood Bowl debut at the "Paramount Night of Stars."

31. **1937**

A memorial service was held at The Hollywood Bowl for George Gershwin, attended by a cast of Hollywood's "who's who." Among those who spoke or performed during the service were Fred Astaire, Eddie Cantor, Otto Klemperer and the Los Angeles Philharmonic, Oscar Levant and José Iturbi.

32. **1937**

The Hollywood Bowl played a role in the classic David O. Selznick film *A Star is Born*. Through the ensuing years, the Bowl has been featured in numerous motion pictures and television programs, from *Anchors Aweigh* (1945) to *Beaches* (1988), from *The Beverly Hillbillies* to *Melrose Place*.

33. **1937**

The Rite of Spring was performed at the Hollywood Bowl, staged by Lester Horton in the first time that Stravinsky's music was utilized by an American-born choreographer. The ballet featured Bella Lewitzky, who went on to become an internationally famous choreographer herself.

34. **1940s**

Paul Robeson and Marian Anderson, two of the most important African-American artists of their day, made appearances at The Hollywood Bowl.

35. **1940**

The Hollywood Bowl's "Muse of Music" entrance statue was erected by the WPA at a cost of \$100,000. It was designed by sculptor George Stanley, most noted for his design of the "Oscar" statuette.

36. **1940**

The Gideon Society displayed 15,000 Bibles, weighing 23 tons, on the Hollywood Bowl's stage.

37. **1942**

During war years, blackouts and gas rationing necessitated restrictions in the number of audience members permitted into the Hollywood Bowl. Mrs. Leiland Atherton Irish, executive vice president of the Bowl's operating organization, convinced U.S. Army officers to obtain an allotment adjustment to assure continued Bowl operations. Audiences were limited at first to 5,000, but the number was later raised to 10,000.

38. **July 1942**

At the conclusion of Vladimir Horowitz's Hollywood Bowl performance of Rachmaninoff's Piano Concerto No. 3, the composer walked on stage, took Horowitz by the hand and told the pianist that his performance was how the composer had always dreamed his concerto should be played. Horowitz later

described this as "the greatest moment of my life."

39. **1943**

Frank Sinatra was the first "pop" singer to perform with the Los Angeles Philharmonic at the Hollywood Bowl.

40. **1943**

Pianist Artur Schnabel, who made his home in Los Angeles from 1941 through 1953, proudly accepted a trophy for performing for the Hollywood Bowl's largest audience of the season.

41. **1945**

Arnold Schoenberg wrote *Fanfare for a Bowl Concert* for Leopold Stokowski (the Bowl's Music Director for two years), who presented its premiere.

42. **1945**

Conductor and arranger Johnny Green made his Hollywood Bowl debut, ultimately performing 77 American musical theatre pops concerts at the Bowl over 39 years.

43. **1946**

Soprano Margaret Truman, daughter of President Harry Truman, created excitement among ticket holders (many of whom arrived up to six hours prior to the concert's start) but less-than-rave-reviews among critics, one of whom gave her "a bright, golden 'A' for courage" but more of a C- for her singing ability.

44. **1946**

Although rain began to fall during a memorable Hollywood Bowl concert by Judy Garland, not a soul left. Garland kept singing and strode out into the rain on a ramp specially built for her performance, generating an especially warm ovation from the drenched but captivated crowd.

45. **1947**

The Patroness Committee, the Hollywood Bowl's first volunteer group, was founded.

46. **1948**

Conductor Eugene Ormandy led the first West Coast performance of Mahler's monumental Symphony No. 8 at the Hollywood Bowl.

47. **1948**

George London, a Hollywood Bowl usher during his high school days and later a noted bass baritone with the New York Metropolitan, made his professional debut at the Bowl.

48. July 1951

After a disastrous partial season of unpopular, budget-busting productions, the Hollywood Bowl abruptly closed – bankrupt – only to be rescued thanks to the efforts of an "Emergency Committee" chaired by Dorothy Buffum Chandler. Chandler rallied support, and after missing little more than a week of programs, the Bowl reopened with a renewed commitment to the principals of "symphonic music for everyone." The balance of the season actually turned a profit.

49. 1953

A reflecting pool was installed in front of the Hollywood Bowl's stage, later to play a memorable role in many rock n' roll concerts. It was 106 feet long, 32 feet wide, and 6 feet deep, with a 100,000-gallon capacity.

50. 1953

Peggy Lee made her Hollywood Bowl debut and later appeared in one of the first television programs shot at the Bowl.

51. 1954

Among the performers during the Hollywood Bowl's season were Eddie Fisher, Tony Martin, Ethel Merman, Nat "King" Cole and Benny Goodman, who made a subscription concert appearance playing the Weber Clarinet Concerto with the Los Angeles Philharmonic.

52. 1954

The Hollywood Bowl's six distinctive 35-foot sound and light towers were erected.

53. 1955

Perhaps the most ambitious project of the decade at the Hollywood Bowl, the progressive Festival of the Americas, led by Music Director Leonard Bernstein, brought together such diverse artists as Isaac Stern, Martha Graham and her company, Mexican composer/conductor Carlos Chávez, Dave Brubeck, Billie Holiday, André Previn, and Shelly Manne.

54. 1956

Ella Fitzgerald and Louis Armstrong performed together at the Hollywood Bowl, their performances a cornerstone of a double album, "Jazz at the Hollywood Bowl" (Verve).

55. 1958

Dorothy Buffum Chandler was honored with the premiere of "The Dorothy Chandler Theme for Hollywood Bowl," a carillon fanfare by Elinor Remick Warren that called concert-goers to their seats for many years. Mrs. Chandler had not only spearheaded the drive to reopen the Hollywood Bowl following its 1951 troubles but also served as president of the Bowl Association, overseeing the Bowl's modernization and improvements. Among many other accomplishments, she is credited with the introduction of the Bowl's beloved picnicking tradition.

56. 1958

Duane Eddy was the first rock n' roll artist to appear at the Hollywood Bowl in a year that also saw the first of several Dick Clark-produced revues at the Bowl.

57. 1958

The Ringling Brothers and Barnum and Bailey Circus performed on the Hollywood Bowl's stage complete

with elephants, flying trapeze and cannons.

58. 1959

Industrial designer Henry Dreyfus created a fountain that was installed in the Hollywood Bowl's pool. The fountain, which displayed alternating rainbow hues at intermission, was dedicated to Dorothy Buffum Chandler.

59. October 1959

The first Los Angeles Jazz Festival, a two-day post-season Hollywood Bowl event, featured Count Basie, Bobby Darin, George Shearing, Sarah Vaughan and Nina Simone.

60. 1961

Conductor Zubin Mehta, who served as the Los Angeles Philharmonic's music director from 1962 to 1978, made his Hollywood Bowl debut. In later years, he remarked, "I don't think that there has been an important musical artist in the 20th century, either classical or pop, who has not enthralled thousands at the Hollywood Bowl. To be invited to appear on its stage is as prestigious to the West Coast as Carnegie Hall is to the East."

61. July 24, 1962

The first national telecast of a Hollywood Bowl concert was taped by KHJ-TV (now KCAL-TV) and aired on August 1. The Tchaikovsky program was conducted by André Kostelantetz with pianist Lorin Hollander.

62. 1962

Mexico's celebrated Ballet Folklórico made its U.S. debut at the Hollywood Bowl.

63. 1962

Two moving sidewalks, with a capacity of 8,000 people an hour, were installed at the Hollywood Bowl.

64. August 23, 1964

At the height of Beatlemania, 18,000 frenzied fans witnessed the Beatles' Hollywood Bowl debut. A Brinks armored truck transported the Fab Four from their hotel to the Bowl and back. The Beatles performed again at the Bowl twice in 1965. Twelve years later, Capitol Records released "The Beatles At The Hollywood Bowl" featuring selections from the 1964 and 1965 concerts.

65. 1965

Bob Dylan and The Beach Boys made their Hollywood Bowl debuts.

66. 1966

Violinist Itzhak Perlman made his Hollywood Bowl debut, commenting in later years that "I have had a lot of experience playing outdoors, but nothing is as special or exciting as playing the Hollywood Bowl."

67. 1966

The Rolling Stones and Sonny & Cher made their Hollywood Bowl debuts.

68. 1968

The Doors performed at the Hollywood Bowl in a concert attended by four of the five Rolling Stones. The evening was taped and filmed for album and video release.

69. **1968**

Jimi Hendrix performed at the Bowl in a concert so electrifying that close to 2,500 people rushed the stage, 100 or so of them diving into the reflecting pool.

70. **1968**

When it began raining lightly during his performance, singer-songwriter Donovan suggested to the 17,000-plus-member audience that together they could stop the precipitation by simply thinking it away. The audience, apparently, complied, because shortly thereafter, the rain stopped. This moment was captured for posterity when Donovan related the story a week later at another performance, which was recorded for his "In Concert" album. During the Bowl's history, only a handful of concerts have been postponed by rain.

71. **August 16, 1969**

Ernest Fleischmann, the Hollywood Bowl's new general director (he also concurrently served as executive director of the Los Angeles Philharmonic), established the now-hallowed tradition of fireworks at the Bowl. Not unexpectedly, the first program to feature fireworks was a Tchaikovsky Spectacular, concluding with the *1812 Overture*, conducted by Zubin Mehta.

72. **1969**

The "Open House at the Bowl" program was inaugurated. Over the years, it has provided generations of children with their first performing arts experience and now attracts approximately 36,000 children annually.

73. **1970**

The Hollywood Bowl shell's interior was redesigned, and distinctive acoustical sonotubes, created by internationally renowned Los Angeles architect Frank Gehry, were added to improve sound quality.

74. **1971**

Beverly Sills, Plácido Domingo and Sherrill Milnes starred in a production of *La Traviata* at The Hollywood Bowl conducted by James Levine.

75. **1971**

Singer-songwriter James Taylor made his Hollywood Bowl debut, saying in later years, "When you play the Hollywood Bowl, you have a feeling -- like at Carnegie Hall or the Royal Albert Hall in London -- that you are playing in a major place, a place that has a lot of weight and is an important part of musical history. You have a feeling of having arrived."

76. **1972**

The famed Hollywood Bowl pool was eliminated to make room for additional boxes.

77. **1972**

Jessye Norman made her American operatic debut in a production of *Aida*, conducted by James Levine.

78. **1972**

"Shock"-rock star Alice Cooper's Hollywood Bowl concert was described by one observer as having included enough special effects for a Boris Karloff tribute. Among the evening's "highlights" was the appearance of a helicopter that dropped thousands of paper panty "souvenirs" onto the crowd, many of

which missed their mark and landed in the yards of none-too-pleased neighbors.

79. 1973

Four Newport Jazz Festival concerts were presented for the first time at The Hollywood Bowl.

80. 1973

Opera newcomer Luciano Pavarotti made his Hollywood Bowl debut. After achieving renown as one of the opera world's greatest stars, Pavarotti became a Bowl favorite, consistently playing to sold-out crowds.

81. 1978

Chuck Mangione played at the Hollywood Bowl in a concert captured live on an A&M recording, "An Evening of Magic," released in 1979.

82. 1978

Conductor John Williams made his Hollywood Bowl debut. Williams, who has visited the Bowl annually since 1980, conducts his own film scores and remains one of the Bowl's most popular attractions.

83. 1979

The Playboy Jazz Festival was inaugurated at the Hollywood Bowl; by 1987 the festival would be a regular sell-out event. Proceeds support free community concerts throughout Los Angeles.

84. 1979

Ballet great Mikhail Baryshnikov caused a sensation at his Hollywood Bowl debut. His three performances with the New York City Ballet have been his only Bowl performances to date.

85. 1980

Architect Frank Gehry made his mark again at the Hollywood Bowl when he designed the signature fiberglass spheres that hang from the Bowl's shell to enhance acoustics.

86. 1980

"Jazz at the Bowl," a series of Wednesday night concerts, was introduced. The first season's artists included Chick Corea, Ray Brown, Mel Torme, Carmen McRae, Joe Williams, Dave Brubeck, George Shearing, B.B. King, Muddy Waters and Big Joe Turner.

87. 1981

The Los Angeles Philharmonic Institute, conceived by Leonard Bernstein and Ernest Fleischmann, was established at the Hollywood Bowl with Bernstein and Daniel Lewis as artistic directors. The program operated for ten seasons, providing world-class training for young instrumentalists and conductors, many of whom have since returned to the Bowl to perform, including Keith Lockhart and David Alan Miller.

88. **1982**
Monty Python Live at The Hollywood Bowl was performed by the popular English comedy troupe and filmed for release as a motion picture. Memorable moments included the hilarious interlude just before the end of intermission when Python member John Cleese, in drag, wandered out into the audience yelling, "Albatross! Albatross! Albatross!" as, stadium vendor-style, he attempted to hawk the water fowl to unsuspecting Bowl patrons.
89. **1984**
The Hollywood Bowl Museum opened its doors through a partnership between L.A. County and the L.A. Philharmonic Association. In 1995, the museum was renamed the Edmund D. Edelman Hollywood Bowl Museum to honor the former L.A. County supervisor who was its key supporter.
90. **1985**
Due to the popularity of the Playboy Jazz Festival, Japanese consumer electronics corporation JVC began sponsorship of an annual contemporary jazz concert. The 2005 JVC Jazz at the Bowl will be the 21st annual event.
91. **1985**
Current Los Angeles Philharmonic Music Director Esa-Pekka Salonen made his Hollywood Bowl debut, leading a program of works by Bernstein, Gershwin, Sibelius and Beethoven.
92. **1990**
The Mariachi USA Festival was launched, joining the Playboy Jazz Festival as one of the pillars of pre-season events at The Hollywood Bowl.
93. **1990**
The Hollywood Bowl hosted the first of two Los Angeles Festivals directed by Peter Sellars; the second was held in 1993.
94. **1991**
The Hollywood Bowl Orchestra, under the direction of conductor John Mauceri, made its debut as the Bowl's resident ensemble, developing an international reputation as a result of its popular performances and successful recordings and tours. The Hollywood Bowl Orchestra has played an important role in the increasing emphasis on multimedia events at the Bowl, creating new fireworks programs and often incorporating film elements projected onto the Bowl's big screen.
95. **1991**
The Hollywood Bowl Orchestra's second CD, "The Gershwins in Hollywood," featured vocalists Patti Austin and Gregory Hines and won a Grammy.
96. **1993**
Former Beatle Paul McCartney headlined an Earth Day benefit at the Hollywood Bowl that also featured Don Henley, Steve Miller, 10,000 Maniacs and Kenny Loggins. "You [the audience] look a bit different than the last time I was here," joked McCartney, who was joined by fellow ex-Beatle Ringo Starr on drums for the concert's finale.
97. **1994**
The Hollywood Bowl hosted World Cup Week, featuring artists ranging from Van Cliburn and Itzhak

Perlman to Linda Ronstadt and Garth Brooks.

98. 1998

Season attendance at the Hollywood Bowl hovers around one million people.

99. 2002

The Who make their first concert appearance at the Hollywood Bowl following the sudden death of their bass player John Entwistle in June.

100. 2004

After nine months of construction, the brand new shell and acoustic canopy make their debut as the new and improved stage makes the concert experience better for both musicians and audiences. Also added are 4 screens, two at stage level and two in bench seating, to bring the concert action closer to audiences.

Ranging from historic to playful, the compendium features key dates such as the Bowl's opening in 1922, the Bowl's first Easter Sunrise Service performed by the Los Angeles Philharmonic, the introduction of opera, modern dance, theatre, ballet, jazz, and rock music at the Bowl, the first Bowl recording, and the first radio and television broadcasts from the Bowl. The list also details the years when war-related rationing necessitated restrictions in the number of audience members allowed into the Bowl, plus the short-lived (one week) bankruptcy-related closing of the Bowl in 1951 along with its swift reopening thanks to the leadership of arts champion Dorothy Buffum Chandler.

Included, too, are the Hollywood Bowl debuts of artists ranging from violinist Jascha Heifetz and conductor Leopold Stokowski to Frank Sinatra and Peggy Lee, from Luciano Pavarotti and Mikhail Baryshnikov to The Beatles, The Beach Boys, Bob Dylan and the Rolling Stones. Also noted are comments about the prestige and excitement of a Bowl appearance by artists ranging from Zubin Mehta to James Taylor.

There are descriptions of the surprisingly few rain-interrupted Bowl concerts, including the night that 1960's-era psychedelic folk artist Donovan convinced his audience that if they "thought the rain away," it would stop (he was, apparently, correct).

Several non-music/arts events make the list, such as the Hollywood High School graduations that have been held annually at the Bowl since 1920, a Native American "Inter-tribal Indian Ceremonial," a campaign speech by Franklin Delano Roosevelt, the appearance of circus trapezes, cannons and elephants under the Bowl's shell, and a Gideon Society event that included a display on the Bowl's stage of 15,000 Bibles weighing 23 tons.

Architecture-related facts include the year the Bowl's first boxes were built; the contributions to the Bowl's structures made by internationally renowned architect Frank Gehry, Rose Bowl designer Myron Hunt, Frank Lloyd Wright's son Lloyd, and sculptor George Stanley, who also designed the "Oscar" statuette; and the installation – and removal – of the Bowl's storied reflecting pool.

The Bowl's starring roles in films are catalogued, beginning with *A Star is Born* (1937) and including the classic *Monty Python Live at The Hollywood Bowl*. Bowl television appearances on programs ranging from *The Beverly Hillbillies* to *Melrose Place* are listed, too.

Bowl attendance records are noted, as are lesser-known facts about the genesis of beloved Bowl traditions like picnicking and fireworks. Several surprising and whimsical moments in Hollywood Bowl history are on the list, notably "shock" rock star Alice Cooper's 1972 concert at which a helicopter dropped paper party "souvenirs" onto the crowd (and, inadvertently, into the front yards of nearby Bowl neighbors)

And, finally, although Bowl ticket prices have risen over the years, the list documents that while a ticket in 1922 cost 25 cents, a Bowl concert in 2005 can still be enjoyed for as little as \$1.

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