

PASADENA

Tournament of Roses

1957

PICTORIAL

60c





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ANN MOSSBERG, QUEEN, 68th TOURNAMENT

Six beautiful princesses pose with Queen Ann, center: Mitzi Lee Albertson, Frances Smith, Frida Nilsen, Diane Wagner, Antoinette McClean and Lynn McCaffrey. All are coeds at Pasadena City College. Prior to the Tournament of Roses

Parade, these beauties preside at numerous functions pertaining to the Parade and Rose Bowl grid Classic. They are the envy of millions of girls throughout the world. On New Year's Day they are world's most photographed girls.



Rose Queen's Float—"Famous Firsts in Flowers"

Queen Ann Mossberg and her court lead the majestic array of 63-flower-covered floats. The princesses are, reading clockwise from lower left: Mitzi Lee Albertson, Frances Smith, Frida Nilsen, Diane Wagner, Antoinette McClean

and Lynn McCaffrey. The seven lovely ladies, seated amidst more than 10,000 red roses, were selected from more than 2,000 women students at Pasadena City College. Contests are held each year to determine Queen and Court.

Built and decorated by Miller Bros. and Hasting, Inc.



Long Beach Mounted Police

Heading the Tournament of Roses pageantry are the famous Long Beach Mounted Police on their thirty-two matched Palomino horses. Combined value of horses and equipment over \$3,500,000.

FAMOUS FIRSTS IN FLOWERS

City of San Francisco

"First In State." Sweet peas, maiden hair fern, candy tuft, deflexis, roses, carnations and mums of various hues were used to reproduce the first post office in the State of California.





Odd Fellows and Rebekahs

"First in Friendship." A large stained glass window of Vanda orchids, stock blossoms, other exquisite flowers, forms background for portrayal of friendship of David and Jonathan. Built and decorated by Miller Bros. and Hasting, Inc.



Al Malaikah Shrine Temple

"The First Step." Backdrop is Fez with Shrine insignia. Hospital in center is decorated in white 'mums; surrounded by azaleas. Many-hued 'mums, lily roots were also used.

FIRST STEP



"TOURNAMENT FIRST LADIES" — Occidental Life Insurance Co.

Occidental Life Insurance Company of California bridges half a century in time and honors three past Rose Queens with its float. Depicted here are three giant roses, each 20 feet across and decorated in thousands of red and pink carnations.

Riding on the float are Hallie Woods McConnell, 1905 Rose Queen; Dolores Brubach Chase, 1942 Queen, who did not ride in the rose parade because of war restrictions; and Joan Culver, the 1956 Rose Queen. Mrs. McConnell was the first Rose Queen.

Designed, Constructed by Mrs. Isabella S. Coleman

GRAND PRIZE

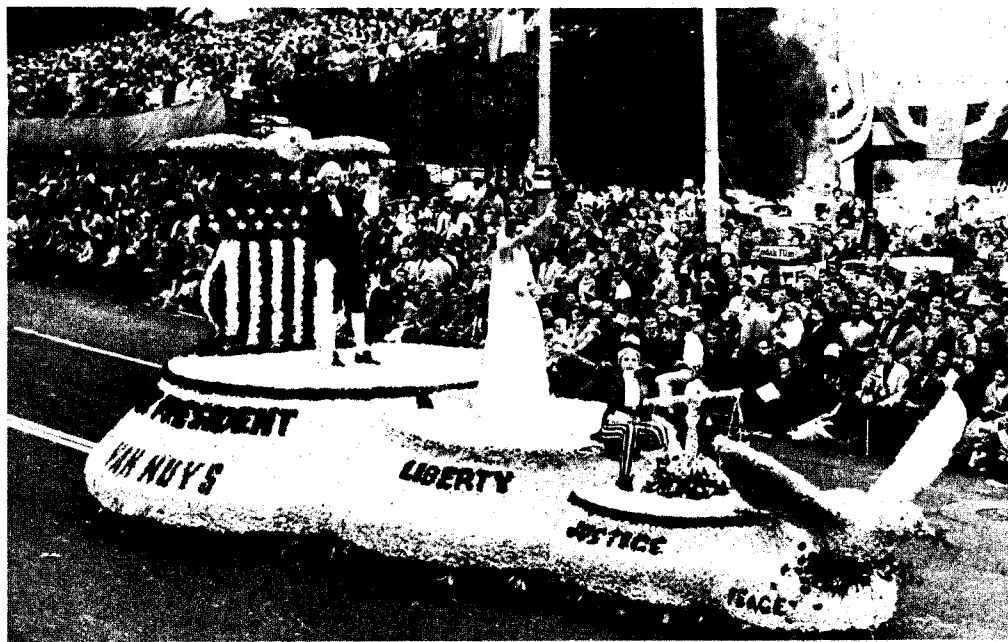


"FIRST DAY of SPRING"—City of Glendale

Spring in all its splendor is captured in the gorgeous floral display. The mythical Greek goddess of blossoming, Thallo, portrayed by lovely Coleen Cummings, stands on a carpet of gardenias, with a fanciful tree in the background artistically

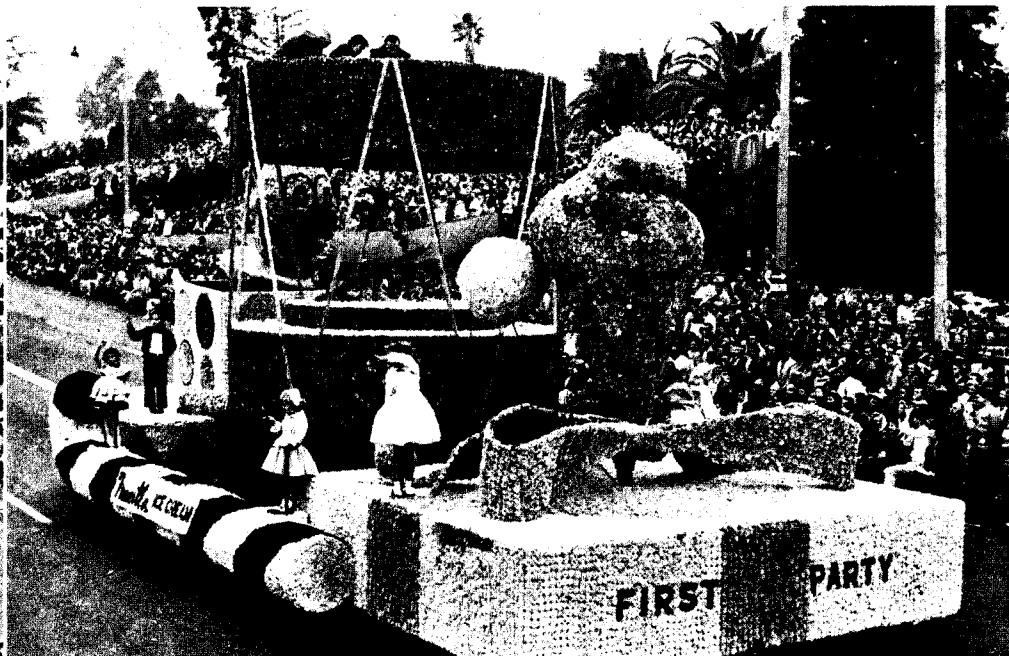
decorated with pink stock and vanda orchids. The goddess is flanked by two strutting peacocks made of narcissus, white orchids and carnation petals. A scroll with a butterfly lighting on it, and a swan floating on an azure pond develop theme.

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City of Van Nuys

"First President." Honoring the memory of George Washington, the ideals of peace, justice and liberty he helped establish are symbolized by dove, scales and Van Nuys girl.



Franilla Ice Cream Company

"First Party." Toys, objects associated with children's parties, are florally depicted in roses, carnations, candy tuft, 'mums, sweet peas in many hues. Shafton's Puppeteers entertain.



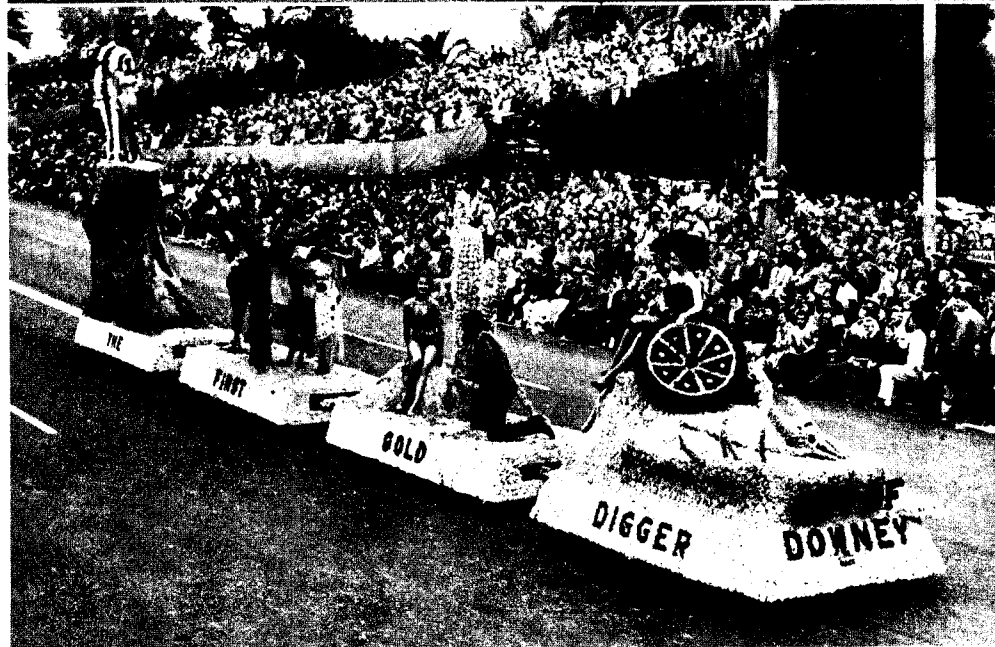
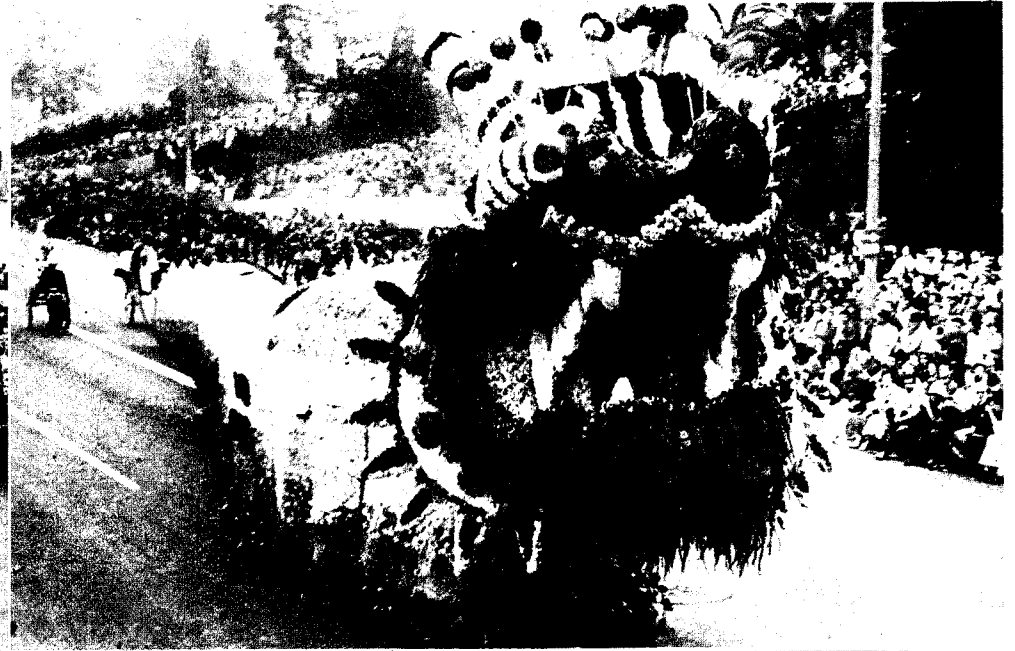
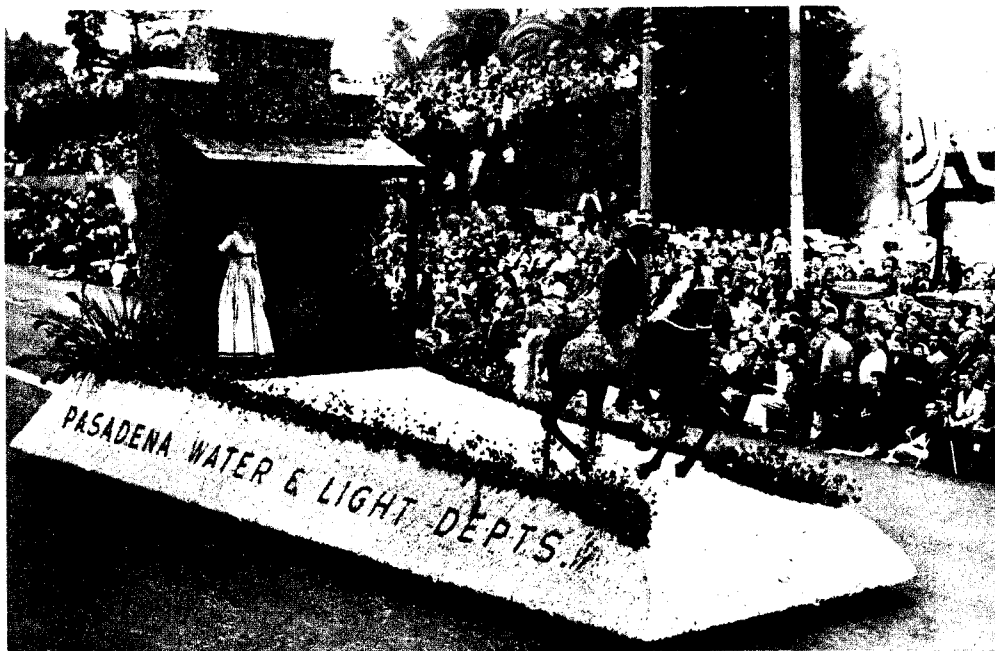
Pasadena American Legion Post 13

"The First With the Most." Scale model aircraft carrier flots on a sea of heather, blue iris on this float depicting the famed Navy slogan. 15,000 'mums were used to form anchor. Built and decorated by Miller Bros. and Hasting, Inc.



Native Sons, Daughters, Golden West

"La Fiesta." Huge Spanish comb forming back of float is made of thousands of white stock blossoms. Musicians, dancers, pretty señoritas contribute to the gay Spanish atmosphere. Built and decorated by Miller Bros. and Hasting, Inc.



Pasadena Water and Light Depts.

"Pony Express." Roses, sweet peas, 'mums were used on this colorful entry showing an intrepid rider, his hardy pony galloping from the station, waving to beautiful belle left behind.

City of Downey

"The First Gold Digger." Symbolizes the miner who pans for gold, the female who plans how to get it. Among flowers used are carnations, rose petals, deflexis, candy tuft, sweet peas.

City of South Pasadena

"Chinese New Year." A huge floral dragon symbolizes China's colorful celebration of its New Year. South Pasadena High School Queen, court appear. Students helped decorate the float.

City of Alhambra

"First Date." Dramatizing one of life's greatest moments are a young couple as Cupid aims his bow at a big red heart before soft pink clouds. Leaves have been decorated with 7000 orchids. Built and decorated by Miller Bros. and Hasting, Inc.



"FIRST BIRTHDAY CAKE" — Bakery & Confectionery Workers'

The Bakery and Confectionery Workers' International Union calls attention to one of life's famous firsts in their presentation of the "First Birthday Cake." Dominating the float is a huge one year old child, whose arms move up and down as he huffs and puffs

to extinguish the flame on the lone candle. The five pretty girls adorning the float are bakerettes, two of whom are putting on the cake's final decorations. Among the flowers used were 'mums, flame ginger, orchids, sweet peas to make this a very popular float.



"FIRST IN BEAUTY"—City of Long Beach the picture collection of the

The City of Long Beach float features Miss Universe of 1957, lovely Carol Morris, 20-year old beauty from Ottumwa, Iowa. Her float consists of three-tiered base supporting a large swan, a cupid fountain and a large throne protected by a dais.

Miss Universe and her four attendants, who are Long Beach girls, are protected by an Arabian canopied dais, from which four turrets extend. Thousands of Cattleya orchids and roses, both red and white, were used to create this beautiful entry.

Designed and built by Dr. Sam M. Coleman



City of Inglewood

"The First Garden of Eden." Eve is seated on a large apple. Bed of float is covered with tropical flowers, bushes, trees. Among blooms used are roses, candy tuft, 'mums and stock.

City of Riverside

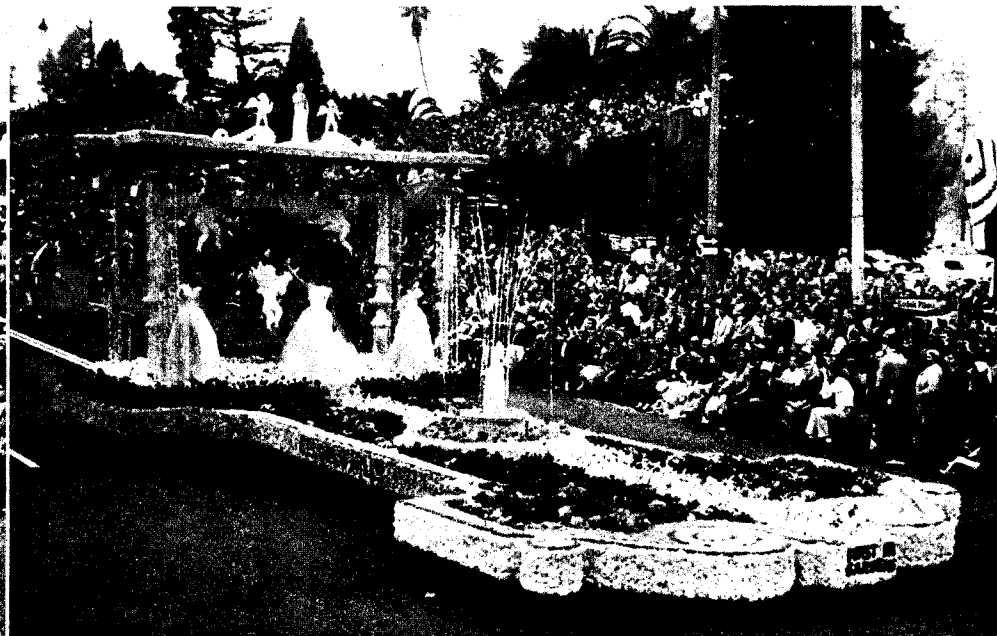
"America's First Naval Orange Tree." A stylized replica of the Parent Washington Navel Orange Tree, planted in Riverside in 1873, uses wild lemon leaves, marigold, red TI leaves. Built and decorated by Miller Bros. and Hasting, Inc.

City of San Clemente

"La Cristianita." Carefully designed floral entry depicts first Christian Baptism in California, in 1769. A priest, Spanish soldier, Indian girls, braves develop the very beautiful setting. Built and decorated by Miller Bros. and Hasting, Inc.

Salvation Army

"The First Bible." The Gutenberg Bible is depicted in the foreground with its cover of black croton leaves. Pages are in white chrysanthemums, while the edges are in gold 'mums.



Pasadena City Schools

"Pasadena's First School." A little red school house of 1876 period, large gold crown, crossed keys symbolic of the "Crown City," are focal points. Red, yellow 'mums were used in decor.

City of Beverly Hills

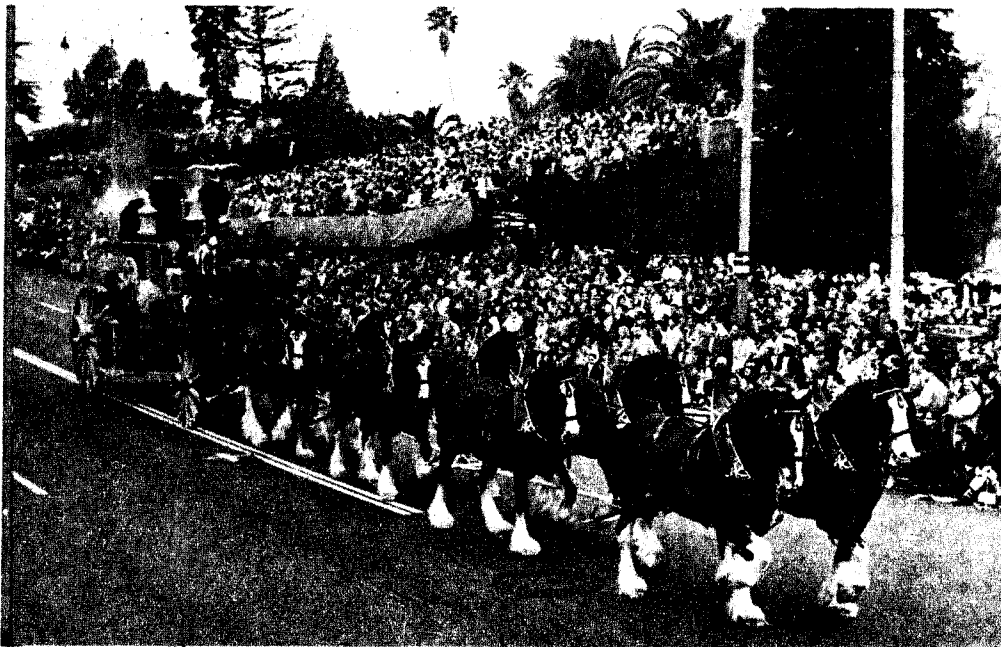
"First In Gardens." Noted as a mecca of beautiful gardens. Beverly Hills has a replica of its landmark, the fountain on Wilshire Blvd. Azaleas, orchids and beautiful roses surround it. Designed, Constructed by Mrs. Isabella S. Coleman

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City of South Gate

"First In Our Hearts." Patriotic theme is carried out with a replica of the American Flag, fashioned from thousands of red, white 'mums, blue cornflowers. Statue is of white stock blooms. Built and decorated by Miller Bros. and Hasting, Inc.

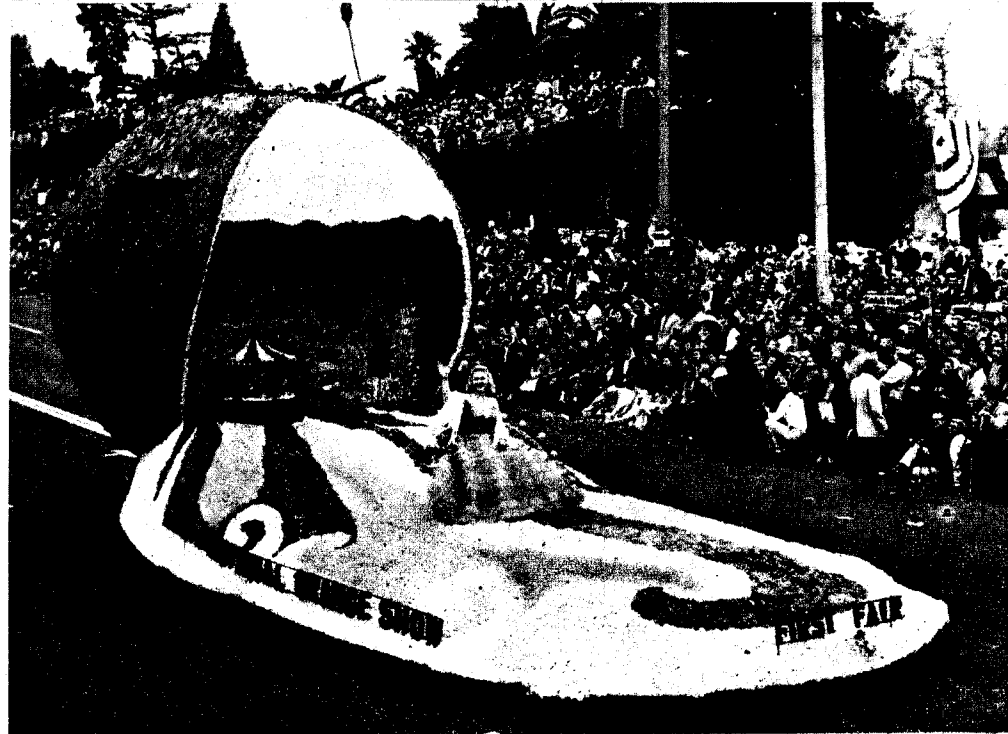
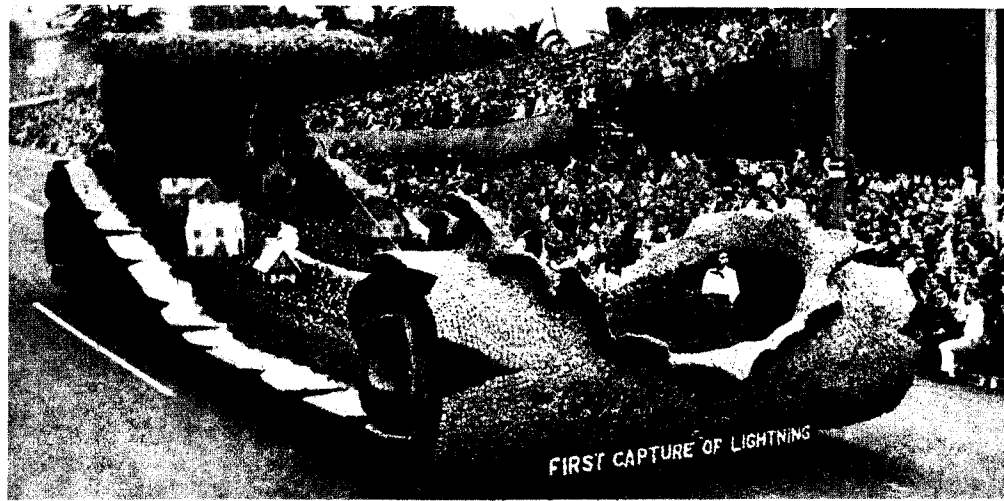


City of St. Louis, Missouri
 "First Steam Fire Engine." 8-horse team of Clydesdale champions draw exact replica of St. Louis' 1st horse-drawn steam fire engine. More than 100,000 blossoms were used here. Built and decorated by Miller Bros. and Hastings, Inc.

Grand Marshall—Tournament of Roses
 Grand Marshal of the 68th annual Tournament of Roses, Captain Eddie Rickenbacker rides in a convertible decorated with over 5,000 fresh red roses. Mrs. Rickenbacker accompanies him.

City and County of San Diego
 "First Fiesta del Pacifico." Backdrop of float is a Spanish fan, while the center piece features animated Spanish dancers executing the traditional Mexican hat dance, all in flowers.

President Tournament of Roses Ass'n
 Over 5,000 red roses decorate the open convertible in which John S. Davidson, President of the 68th annual Tournament of Roses, and Mrs. Davidson, Tournament's 1st lady ride.



Union Oil Company

"First Capture of Lightning." Real rain is used for first time in Rose Parade in this float depicting Benjamin Franklin and son flying the very first kite that first captured lightning.

National Orange Show

"The First Fair." Floral setting centers on a 14-ft. orange with front cut away to show a modern mural of a fair. Used in the decorations, calendulas, stock and chrysanthemums. Built and decorated by Miller Bros. and Hastings, Inc.

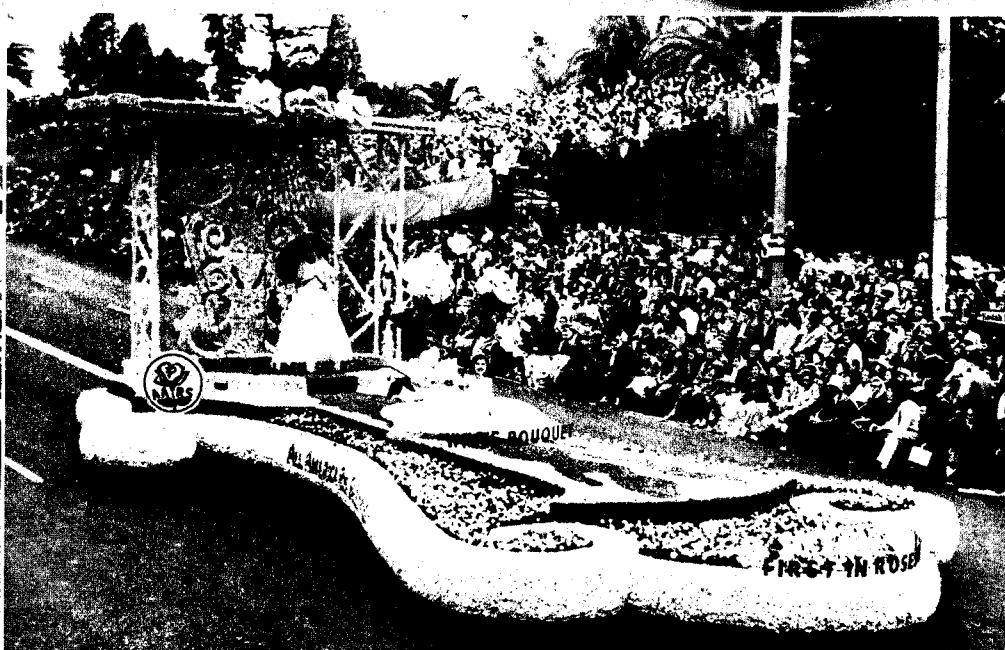
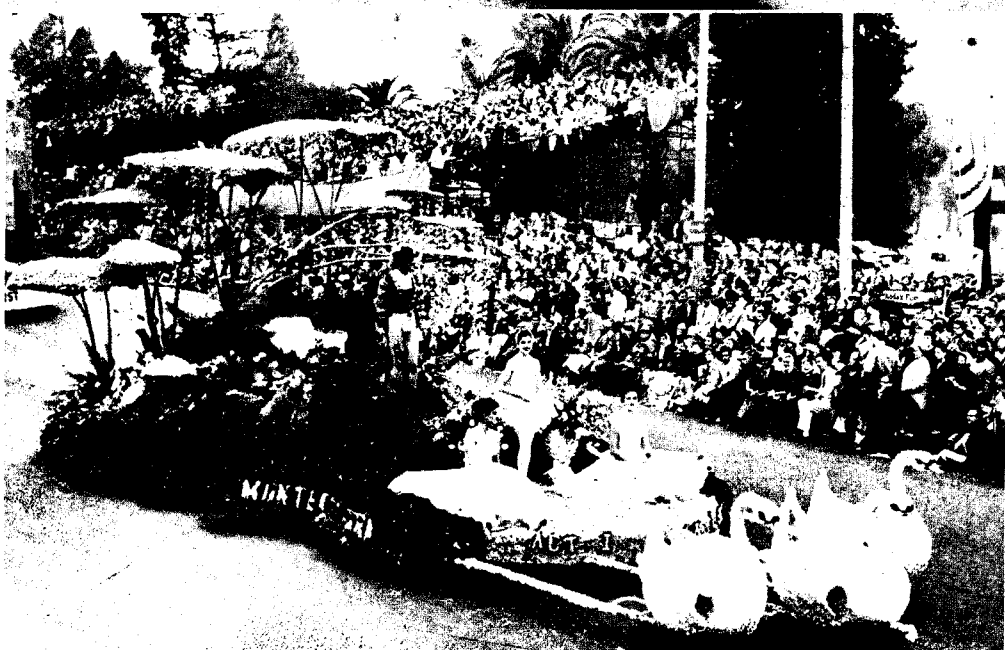
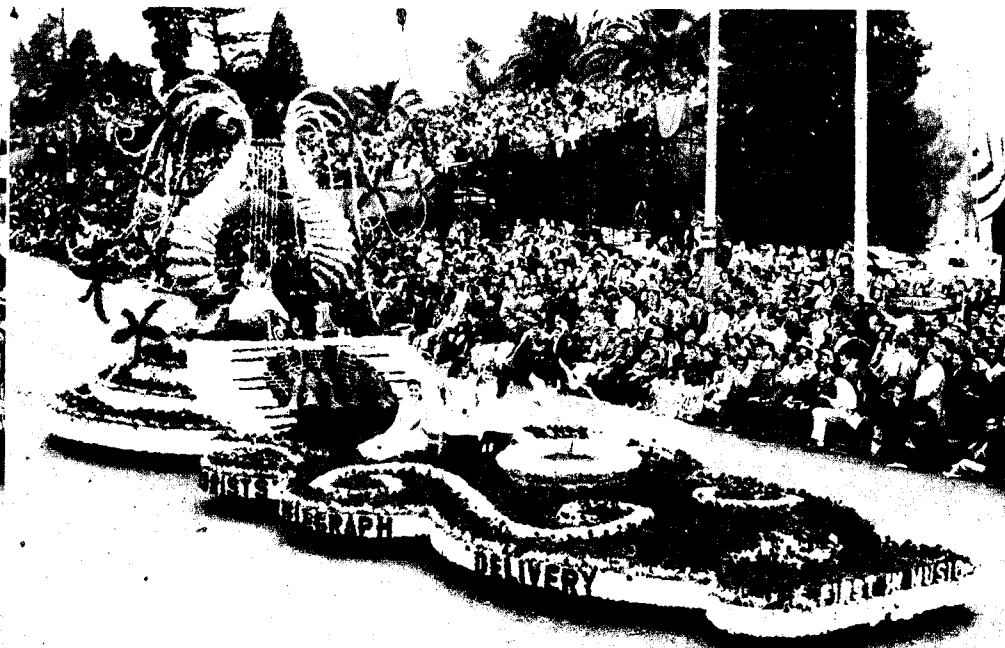
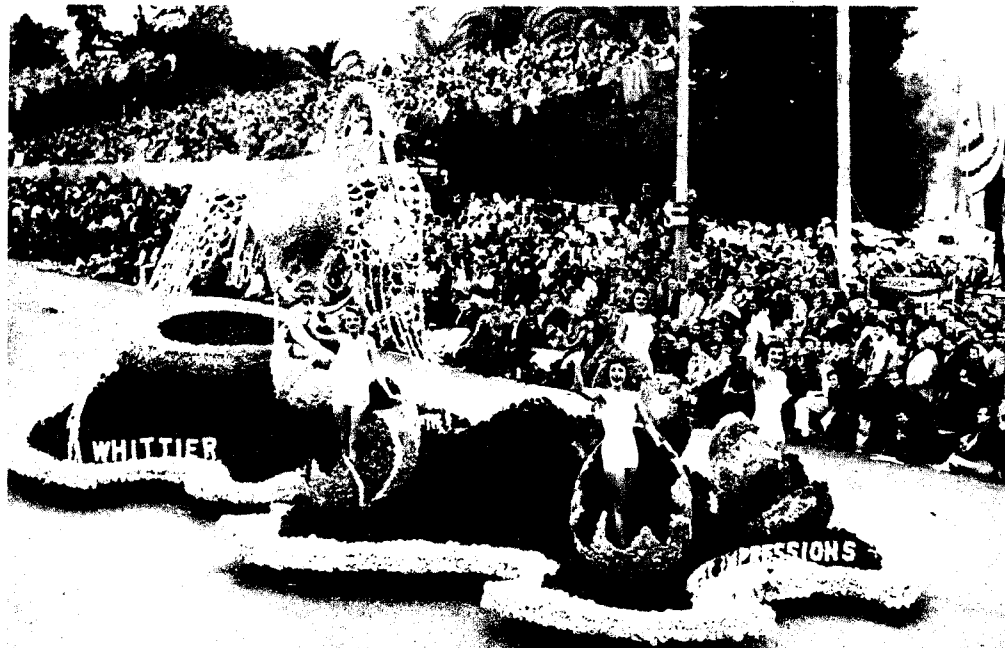


City of Portland, Oregon

"First Adventure." City of Portland captures dreams of boyhood depicting the joyous adventures of reading. Roses, deflexis, carnations, chrysanthemums, sweet peas were blooms used.

City of Hawthorne

"The First Tournament of Roses." Roses, cornflowers, delphinium, sweet peas and Ti leaves were used abundantly to re-create the horse and buggy that led first Pasadena Rose Parade. Built and decorated by Miller Bros. and Hastings, Inc.



City of Whittier

"First Impressions." A queen on her throne, a stork, princesses emerging from stork's eggs are focal point. Orchid chrysanthemums blended with red roses from the irregular shaped base. Built and decorated by Miller Bros. and Hasting, Inc.

City of Monterey Park

"Act One, Swan Lake." This colorful and delicate floral entry depicts one of world's great ballets. Swans are decorated in carnation petals. Other blooms, roses, stocks and orchids.

Florists' Telegraph Delivery Service

"First In Music." KABC-TV's Lawrence Welk & Champagne Lady Alice Lon ride this float. Twin harp trees are fashioned of white stock, yellow rose petals; croton leaves from the piano keys. Built and decorated by Miller Bros. and Hasting, Inc.

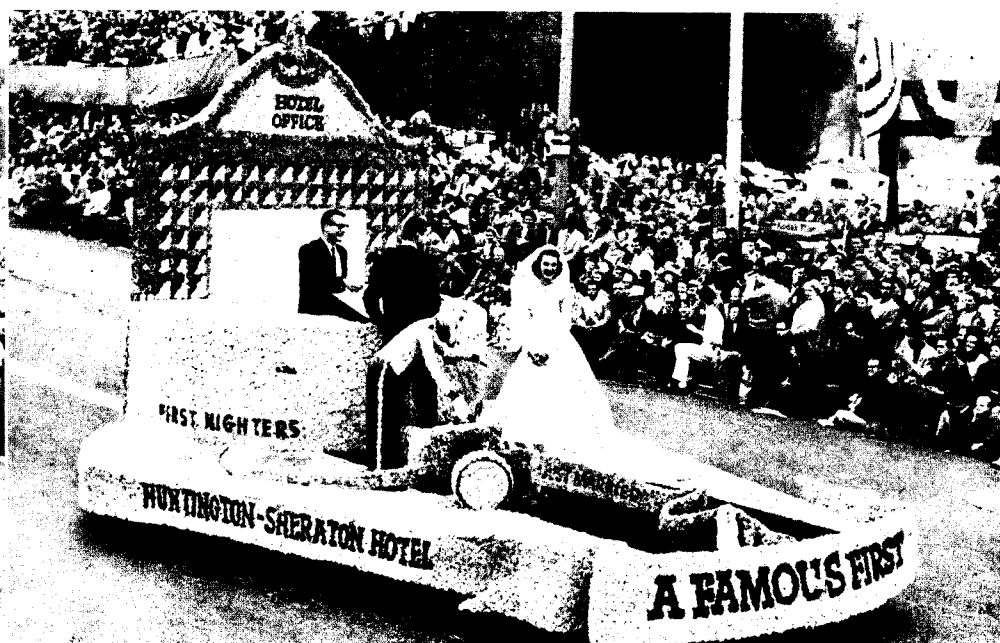
All-America Roses Selections, Inc.

"Firsts in Roses." A cascade of yellow roses at rear of float, bouquet of white roses in foreground, call attention to the two new roses of 1957, named Golden Showers & White Bouquet. Designed, Constructed by Mrs. Isabella S. Coleman



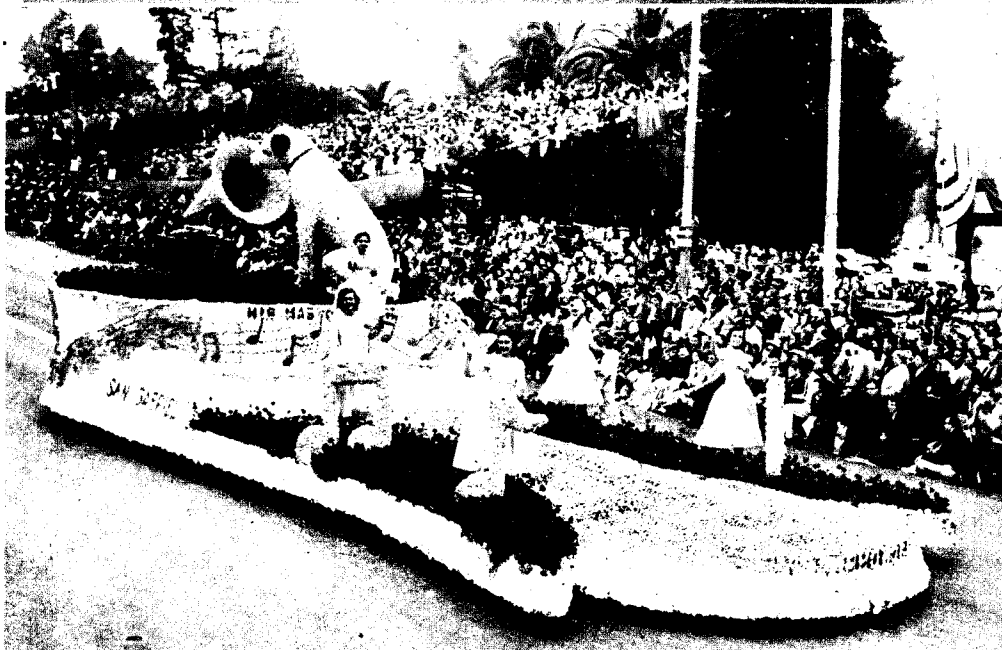
City of Los Angeles

"Founding of Los Angeles." Floral figures depict Indians, Spaniards, a padre in portrayal of 1st day of L.A.'s history. Three birds of Paradise symbolize official flower of Los Angeles. Built and decorated by Miller Bros. and Hasting, Inc.



Huntington-Sheraton Hotel

"The First Night." Famed for humorous floats thru the years, the Huntington-Sheraton entry pictures a newly-wed couple registering. Chrysanthemums of many hues have been used. Designed, Constructed by Mrs. Isabella S. Coleman



City of San Gabriel

"First Phonograph." Illustrated by famed dog listening to "His Master's Voice." San Gabriel Queen and court ride the float. 15,000 orchids, 10,000 roses and chrysanthemums were used. Built and decorated by Miller Bros. and Hasting, Inc.



Standard Oil Company of California

"First Family Car." Appropriate flowers of many hues were used to decorate replicas of early 1900 auto, Victorian home. A spiked iron fence of sweet peas encircles the beautiful home.



"FIRST DATE FESTIVAL"—City of Indio

Thousands of beautiful lavender, pink and white flowers are used in grand profusion in this first entry of the City of Indio, home of the Indio Date Festival. This stirring entry heralds its desert clime and fabulous dates by using the predominate Arabic

colors in flowers. Real Indio dates are suspended from the date trees while 20,000 vanda orchids form the leaves. Jeaniene Cook, 1956 Indio Date Festival Queen, portrays Queen Scheherazade; two princesses and slave girls serve Luke Christiansen as Caliph. Designed and built by Dr. Sam M. Coleman

SWEEPSTAKES WINNER



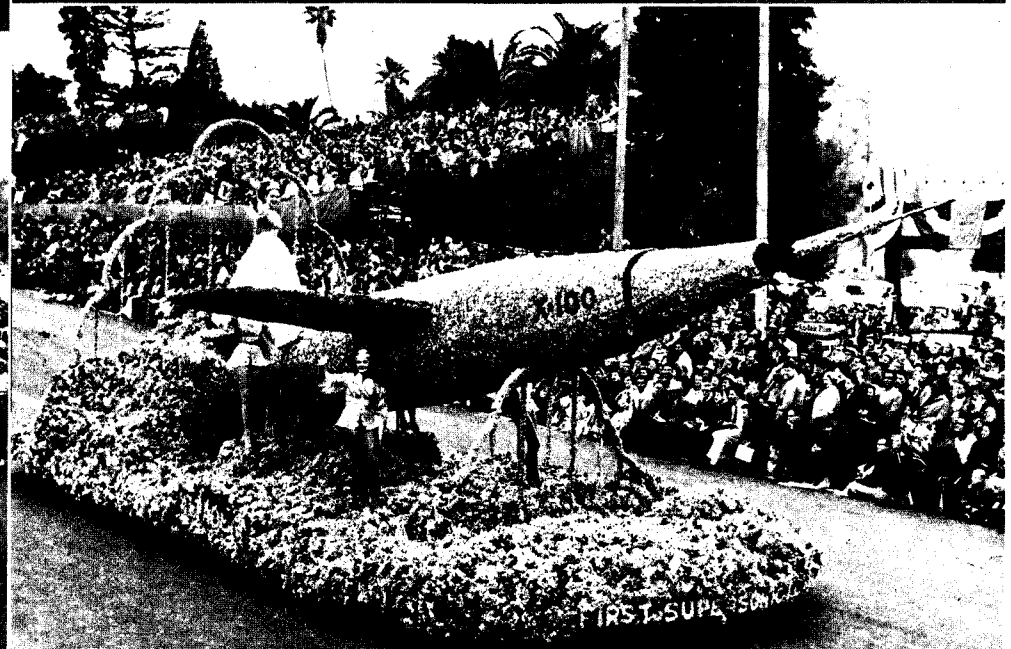
"WHICH WAS FIRST, CHICKEN OR THE EGG?"—Calif. Poly

Students at California State Polytechnic College pose this teasing question in the float designed, built and decorated by them. Flowers used to carry out the theme were also grown by the students on their own campus. At the front of the float is a huge mother

hen pushing an egg in a buggy, while behind is a mother hen with her chick. Further back is a smiling rooster in top hat with cane and "knowing" look. The entire float is a veritable sea of beautiful roses, stock, croton leaves and many variously hued mums.

THEME WINNER

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City of Burbank

"Lindy Does It." Lindbergh's plane, "The Spirit of St. Louis" flies over blue cornflower sea, amidst clouds of white stock, on the 1st trans-Atlantic Flight, New York to wonderful Paris.

Snow Crop Frozen Foods

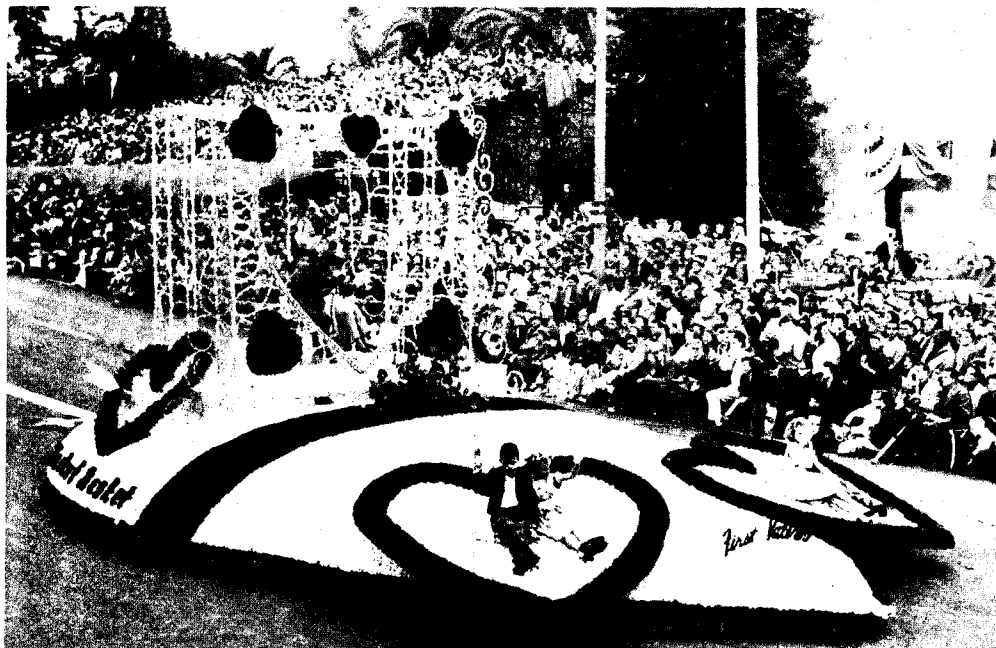
"See America First." A floral highway of white connects the four panels which represent East, South-Midwest, Rocky Mts., California, all created in thousands of colorful blossoms.

See's Candy Shops

"The First Calendar." More than 500,000 rare flowers, 28 varieties in all, were used to tell the story of the Aztec Calendar. It is one of the largest floats in Rose Parade history. Built and decorated by Miller Bros. and Hasting, Inc.

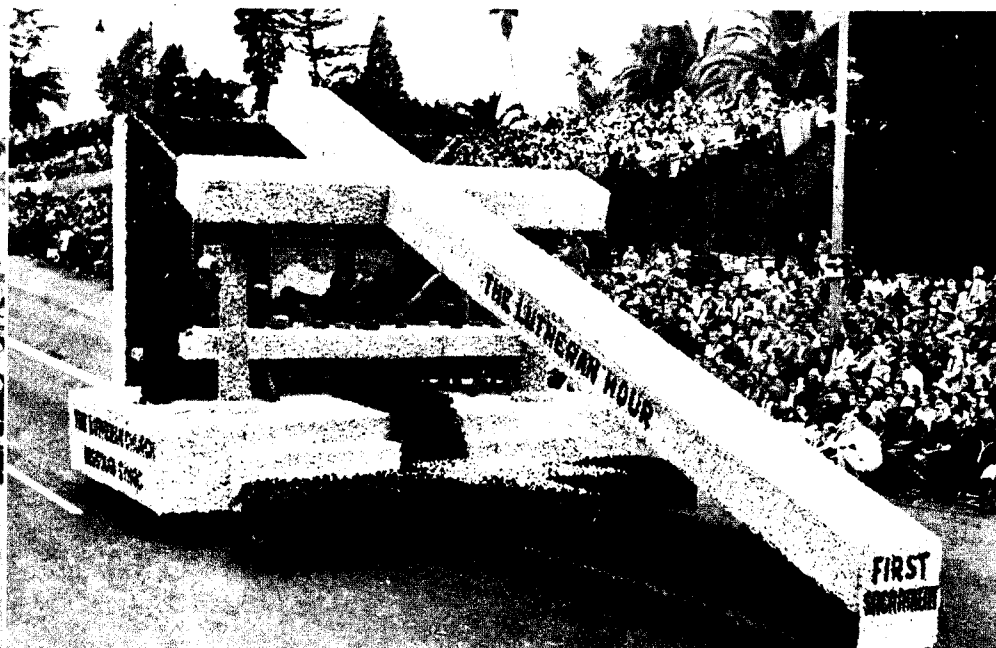
Altadena

"First Supersonic Flight." A space ship rises from huge white cloud forming bed of float. Flowers used include carnations, stock, deflexis, rose petals, candy tuft, 'mums, sweet peas.



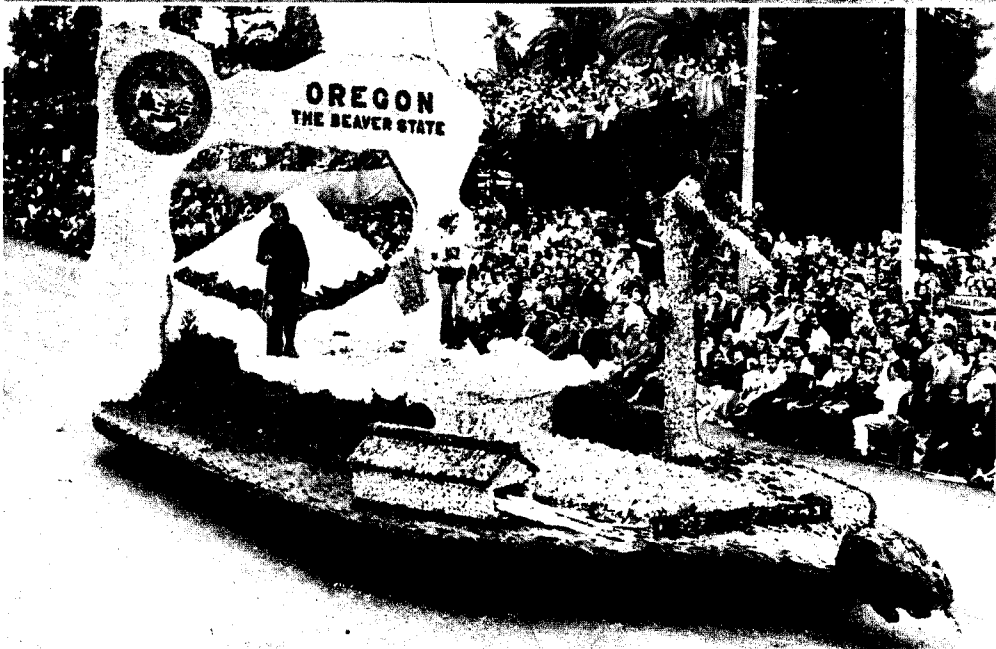
Market Basket Stores

"The First Valentine." Red roses, sweet peas, narcissus are strung to give lacy effect to old-fashioned Valentine forming backdrop. Deck of float is of gardenias, 'mums, carnations.



Lutheran Laymen's League

"The First Sacrament." Colorful entry is a recreation of the famed painting by Leonardo Da Vinci of "The Last Supper," where Christ and 12 Apostles are shown sharing Communion.



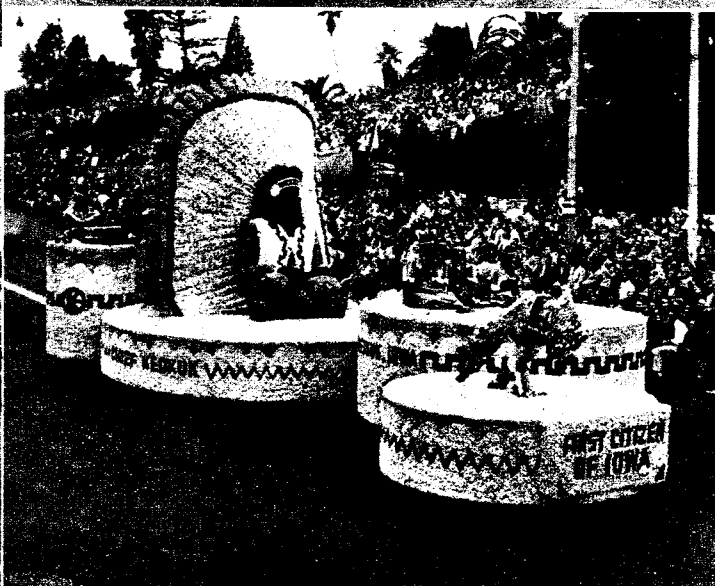
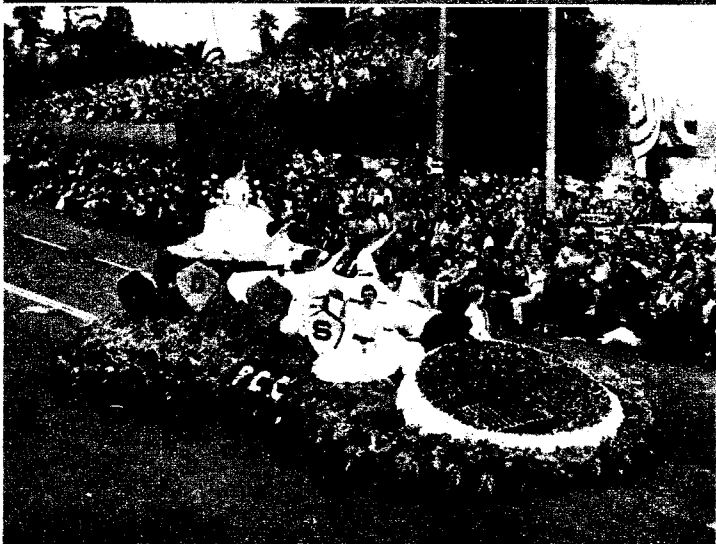
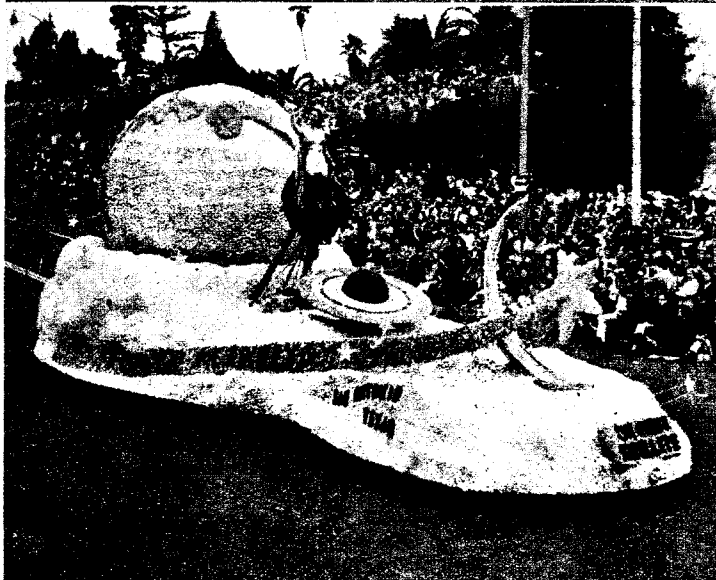
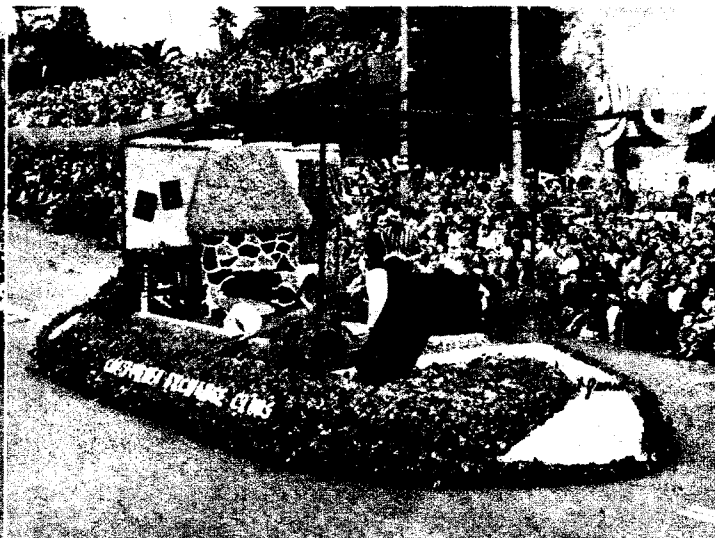
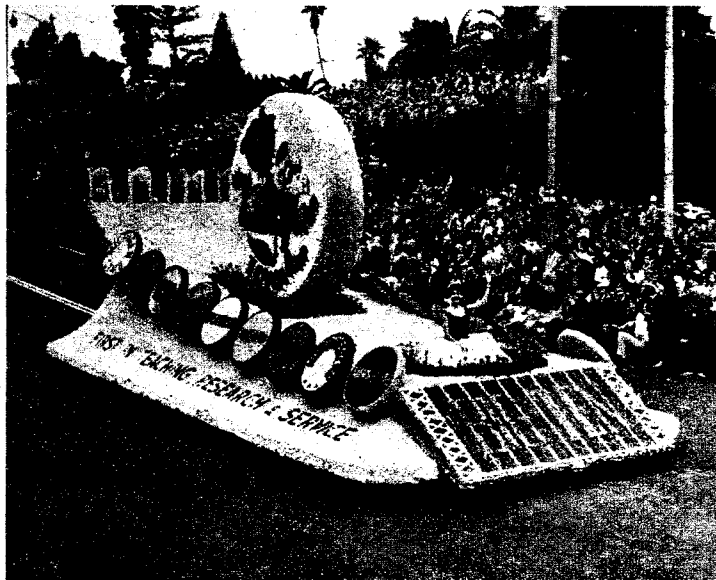
State of Oregon

"The First Logger." Scenic wonders of Oregon emerge from a giant cut-out of the State. Lumber camps and processing plants represent the state's leadership in the lumber industry.



City of Huntington Park

"First Day of Summer." Birds and wildlife tropical plants, flowers, and a young couple enjoying the season's first picnic, carry out the theme. City's Queen also rides this float. Built and decorated by Miller Bros. and Hastings, Inc.



TOP

CENTER

BELOW

Big Ten Conference

"First In Teaching, Research and Service." A floral plaque of each school's colors identifies the 10 member institutions of Big Ten Conference, which Iowa represents in Rose Bowl.

Exchange Clubs of California

"First Quarrel." Humorous float depicts the first quarrel of a young married couple. Exchange Club emblem is in blue & gold flowers; 'mums, stock, heather were others used.

City of San Antonio, Texas

"The First Satellite." "Miss Fiesta," San Antonio College coed, is shown emerging from clouds of 'mums in a satellite of poinsettias. Planets are made of 'mums, roses & orchids. Built and decorated by Miller Bros. and Hasting, Inc.

Helms Bakeries

"Baby's First Tooth." Happy baby rides in an exact replica of French antique wicker buggy, covered with a blanket of orchids. Other blossoms included stocks, orchids, yellow lilies.

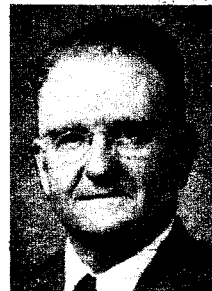
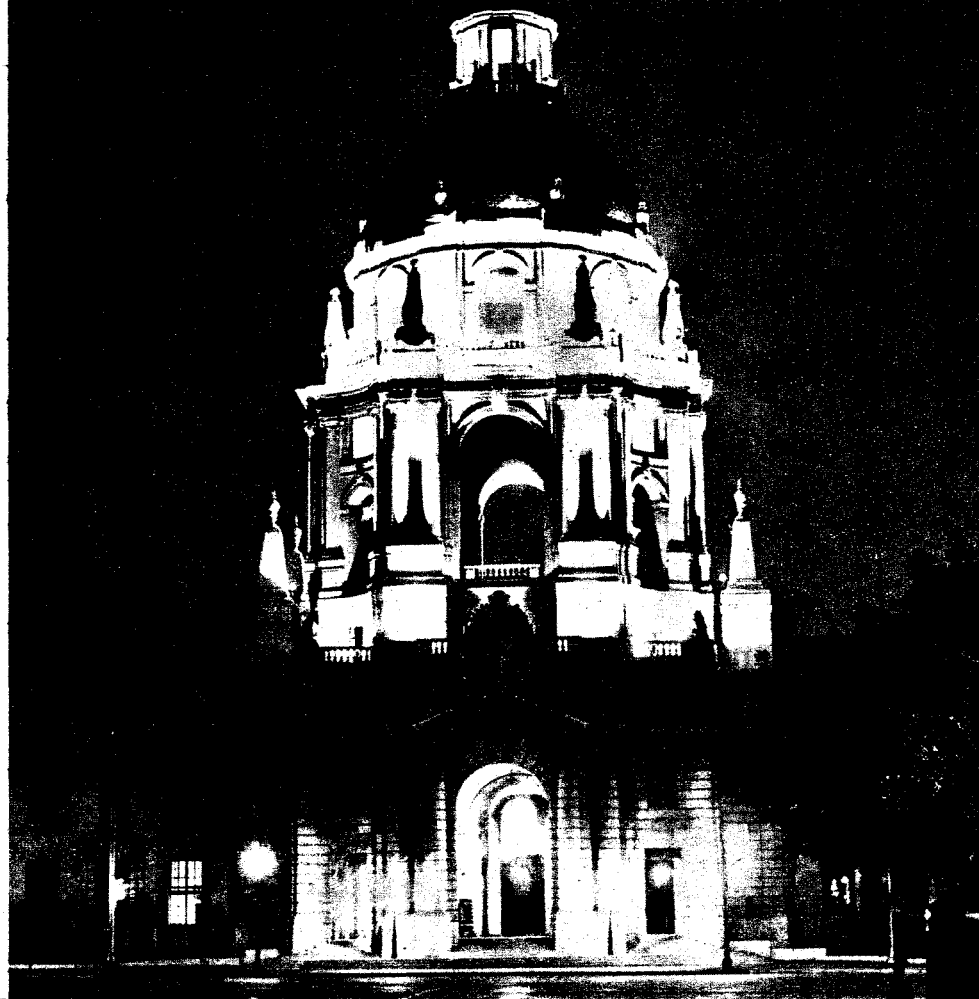
Pacific Coast Conference

"The First Bowl Game." The 9 member schools of PCC honor 1st Bowl Football Game, the Rose Bowl Game in 1902. Replica of Rose Bowl is in center, Oregon State Shield in background.

City of Keokuk, Iowa

"First Citizen of Iowa." Keokuk, Iowa, makes its first appearance in Rose Parade with salute to Indian Chief Keokuk. Floral hawk on 1st drum is symbolic of Iowa's football team.

CITY OF PASADENA



DON McMILLAN
City Manager



ROBERT M. MCCURDY
Assistant City Manager



WILLIAM A. ALLEN
Adm. Ass't to City Mgr.



T. M. GOODRICH
Gen. Mgr. & Chief Engineer
Pasadena Mun. Light Dept.



SETH MILLER
Chairman, Board of
City Directors

Welcome..

Each New Year's Day, we, the Board of Directors of the City of Pasadena, take this opportunity to call your attention to our lovely city and its now world-famous Tournament of Roses and Rose Bowl grid classic. Nestled in the foothills of the majestic Sierra Madre mountains, Pasadena's setting is unsurpassed for sheer beauty. No less renowned are its wide tree-lined streets, municipal playgrounds, beautiful homes, excellent hotels, stores and broad avenues leading to mountain resorts, seaside and desert playgrounds.

It is our sincere wish that your stay with us be pleasant and that this New Year brings you prosperity and happiness.

(Signed) Seth Miller,
Chairman, Board of City Directors



RAY G. WOODS
City Director



ALSON E. ABERNETHY
City Director



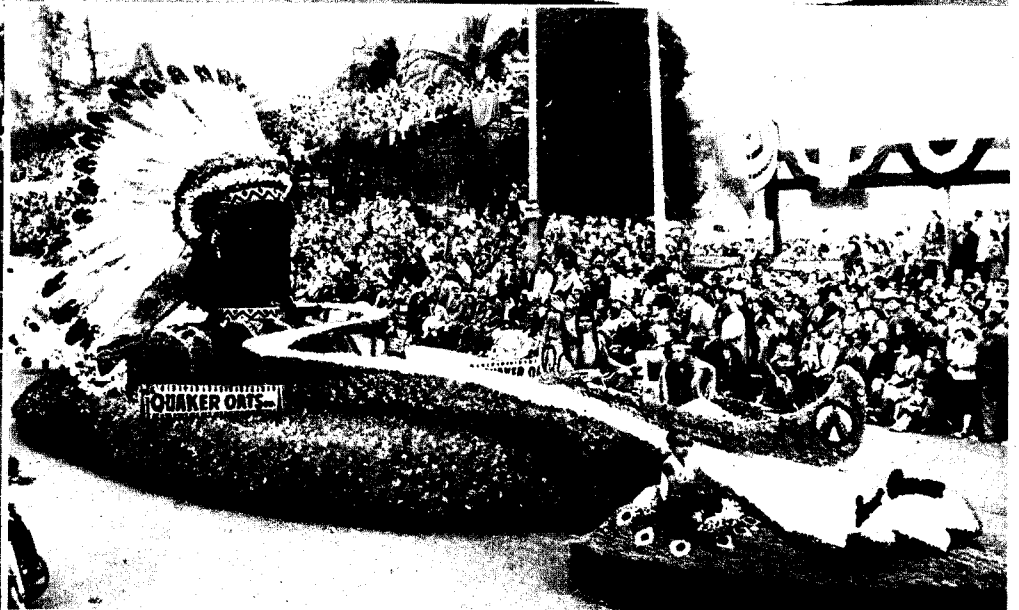
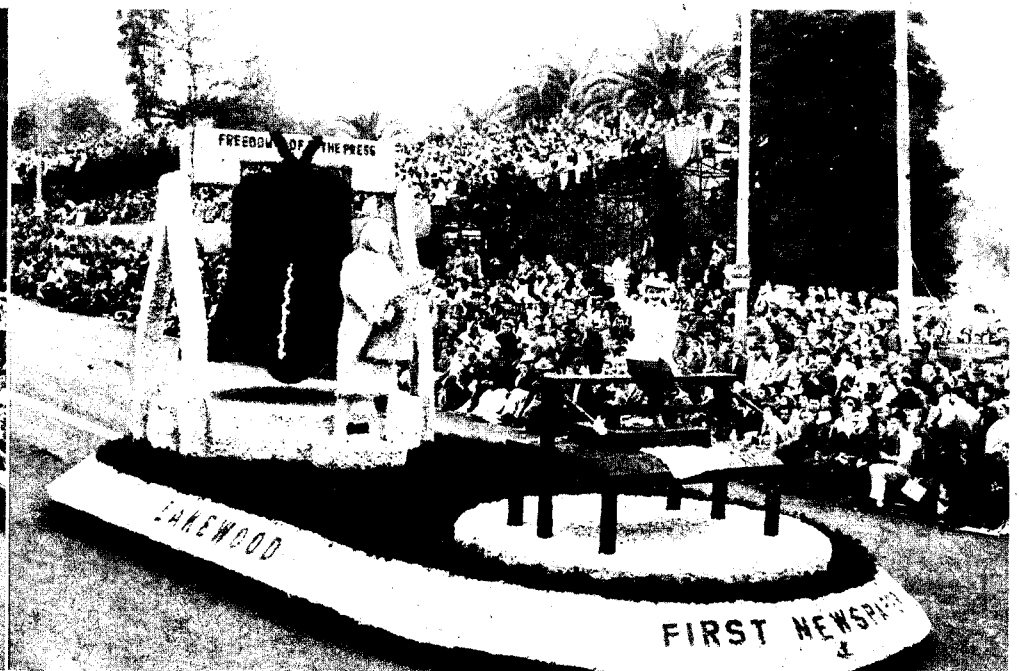
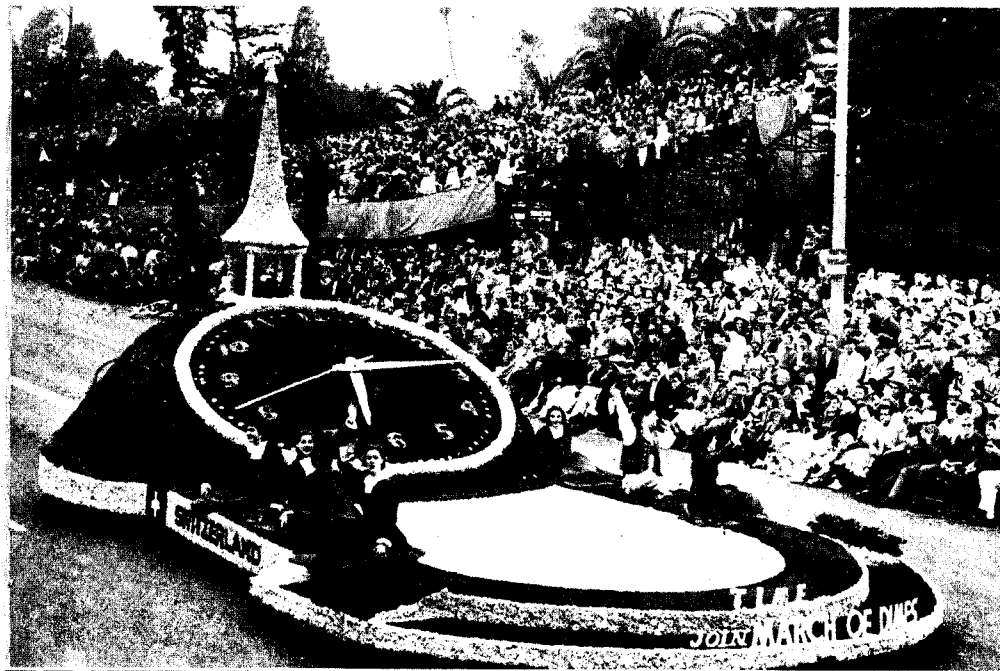
M. S. BRENNER
City Director



CLARENCE A. WINDER
City Director



A. RAY BENEDICT
City Director



Switzerland and March of Dimes
 "Time to Join March of Dimes." A huge floral clock calls attention to the time being here to join March of Dimes drive. Six Swiss students from the Alpine nation appear on the float. Designed, Constructed by Mrs. Isabella S. Coleman

The Mayor of Pasadena
 Mayor Seth Millet, wearing traditional white suit, hat, red tie, and Mrs. Miller in a pastel aqua suit and hat with white gloves, ride in convertible covered with 5,000 roses.

City of Lakewood
 "The First Newspaper." America's "Fourth Estate" is honored by a re-creation of Benjamin Franklin standing before the Liberty Bell. A solid carpet of red roses covers bed of float. Built and decorated by Miller Bros. and Hasting, Inc.

Quaker Oats Company
 "First American." Entry honors the American Indian. Huge head of an Indian Chief in full head dress is a startling array of color. Thousands of foreign and domestic flowers used.

DRILL TEAMS, BANDS, INSPIRE VIEWERS



Once again, as it has since 1930, the Pasadena City College Lancer Band served as the official Tournament of Roses Band. The unit, directed by Robert M. Fleury, is composed of 100 musicians, 2 drum majors, 1 director, 2 twirlers and 4 banner

carriers. All bands, marching units and drill teams in the parade represented approximately 2,000 participants from service clubs, high schools, universities, armed forces and religious groups. Gay parade music, brilliant colors, excitement.

Pasadena Tournament of Roses Association

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A. R. Benedict
Robert E. Dawson
Warren M. Dorn
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Abe J. Hay
Judge Harold P. Huls
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A SALUTE TO MAX COLWELL

Behind the scenes of the world wide success of the Pasadena Tournament of Roses is the figure of its permanent manager, Max Colwell.

It is Colwell who coordinates the various activities of the numerous volunteer committees and is most deserving of credit for the part he plays in making the whole operation run smoothly throughout the year of planning, climaxing with the clock-like precision and efficiency of the Parade itself, New Year's Day.

It is significant that every Tournament of Roses



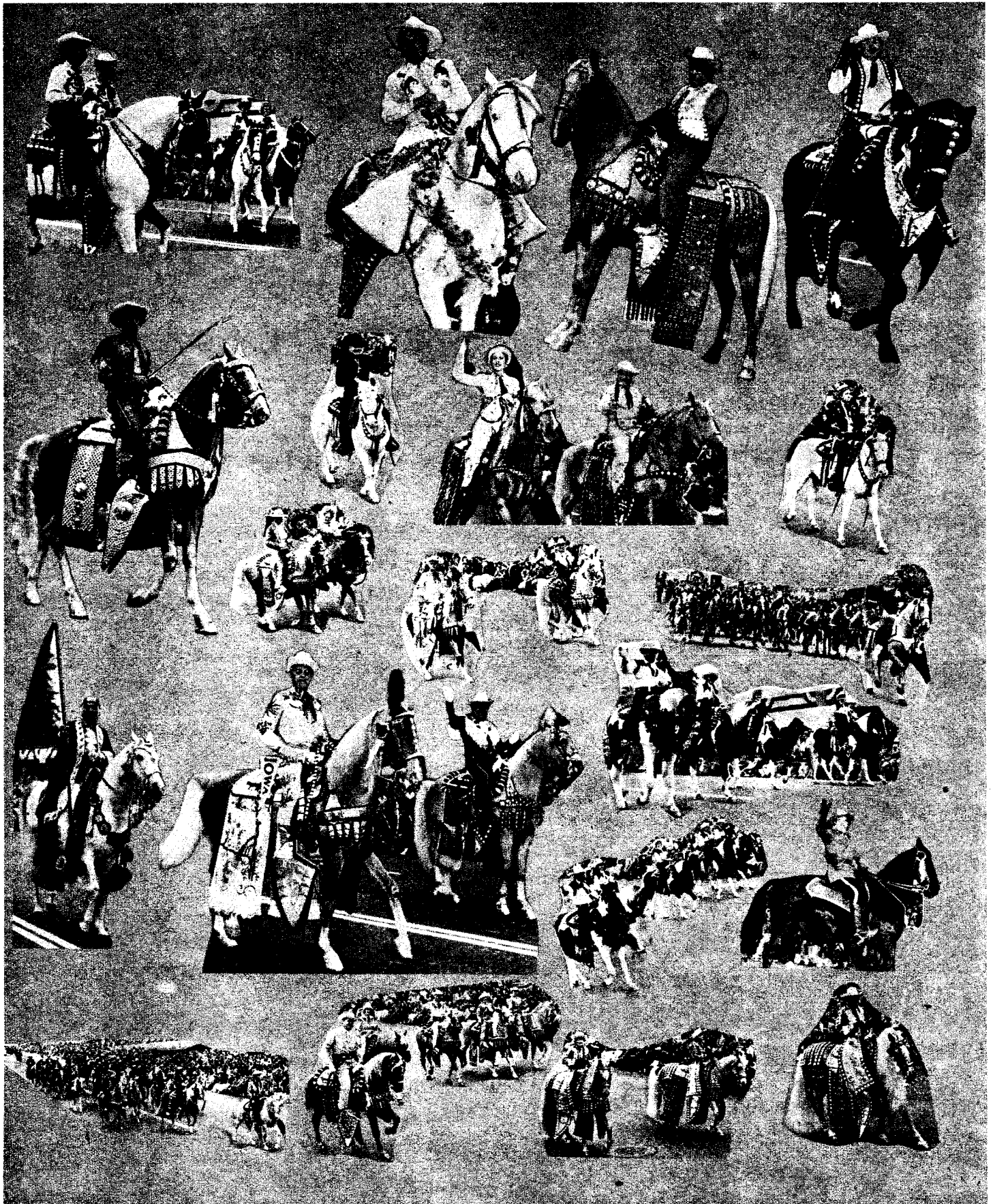
MAX COLWELL
Manager

Association president, in expressing appreciation to the many thousands of men and women who contribute to the success of the parade and Rose Bowl game, has paid special tribute to the work and loyalty of Manager Colwell.

It was in 1922 that Colwell became an active member of the Tournament of Roses Association. In the years that followed he served on most of the 30 volunteer committees and as an officer. Thus he was well qualified to take over the responsibility of Association manager in 1952.

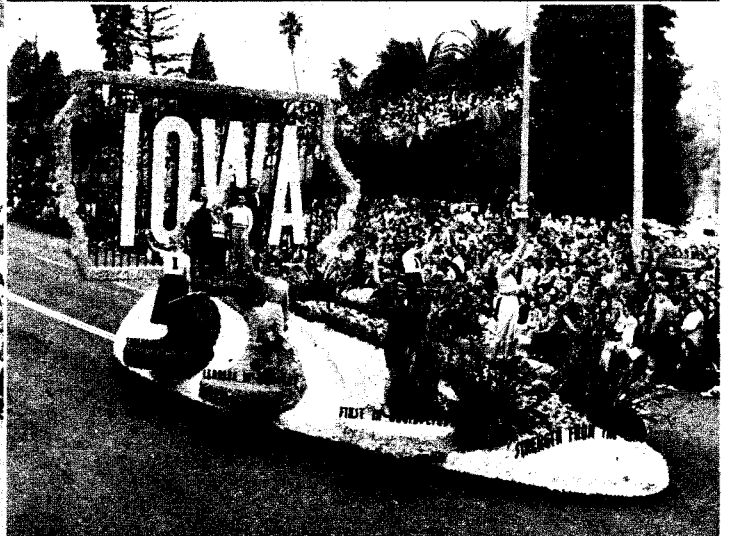
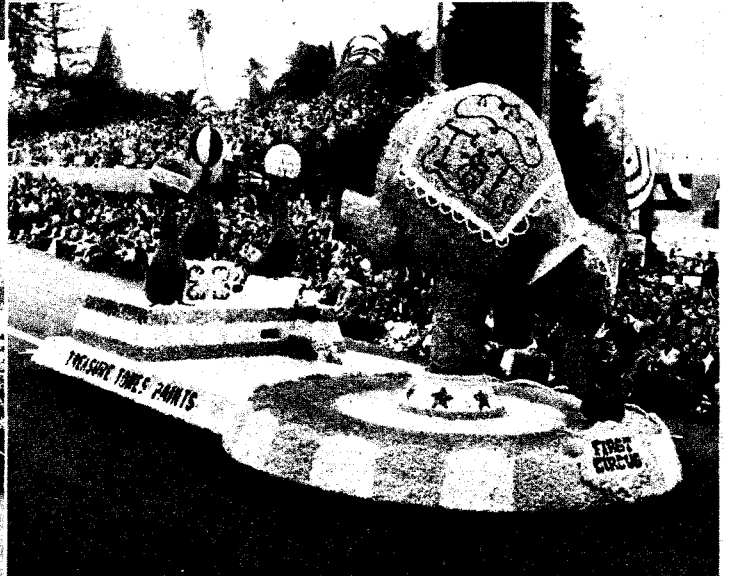
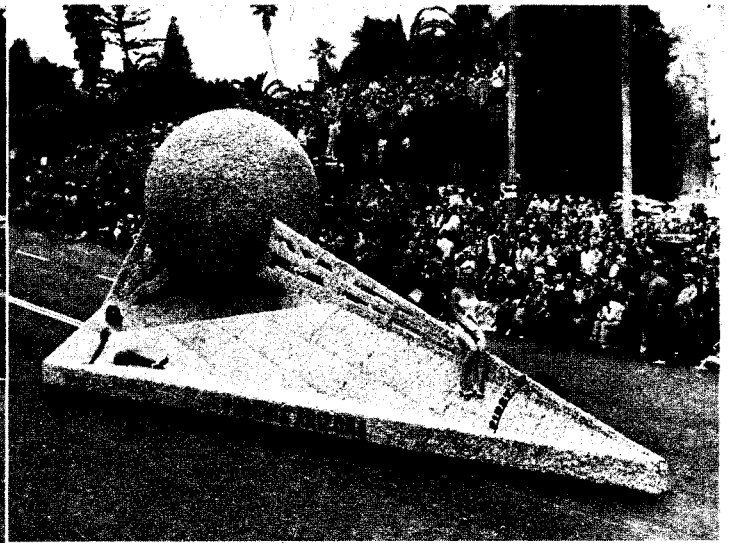
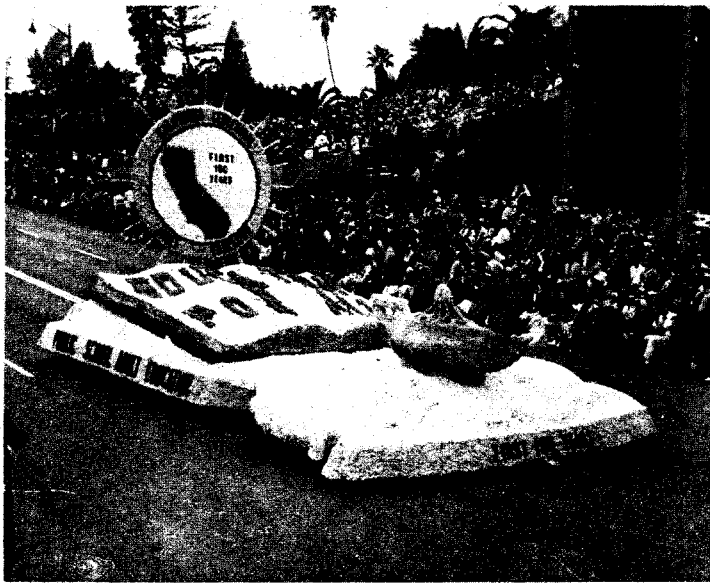
The Publisher of the Pasadena Tournament of Roses Pictorial takes pleasure in saluting Max Colwell, an able executive and a fine friend.

RECORD CROWD VIEWS 68th ROSE PARADE



The world's greatest floral spectacle was witnessed by more than 1,750,000 persons along world-famous Colorado Boulevard, while upwards of 50,000,000 viewed the thrilling parade over television, including color telecast by KTLA. For the

ninth time the renowned Long Beach Mounted Police, on 32 matched Palominos, each bearing American Flags, led the parade. Estimated value of all horses and trappings in the parade, world's greatest pageantry, exceeded \$3,500,000.



TOP

Adult Students, L.A. City, County

"The First 100 Years." Gold chrysanthemums form a lamp of learning above a rococo sea of white 'mums. Open book of white 'mums gold edged pages reads "Education for All." Built and decorated by Miller Bros. and Hasting, Inc.

City of Phoenix, Arizona

"First in Sunshine." Abstract design is by Frank Lloyd Wright, famed architect. Float is completely bathed in sunlight thru use of yellow flowers. Phoenix College girls appear on float.

CENTER

U.S. Army Recruiting Service

"The Nike, A Pioneer in Guided Missiles." Floats authentically reproduces the sound of the Nike in takeoff. Blast flame is created of sweet peas, pansies, orchids and baby breath.

Treasure Jones Paints

"First Circus." Theme is developed with a large circus ring, decorated in red, white, bronze 'mums. Seals are decorated in red Ti leaves; the elephant in pink and white chrysanthemums. Built and decorated by Miller Bros. and Hasting, Inc.

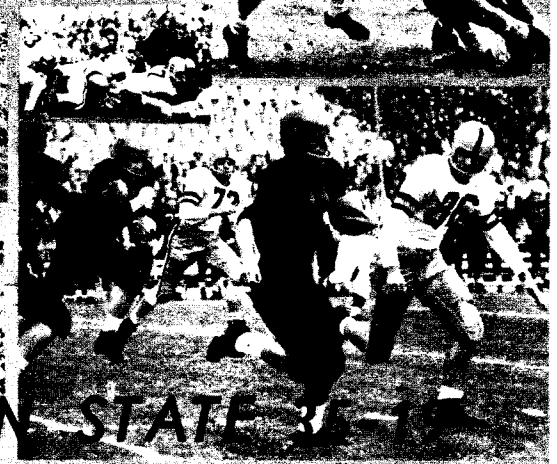
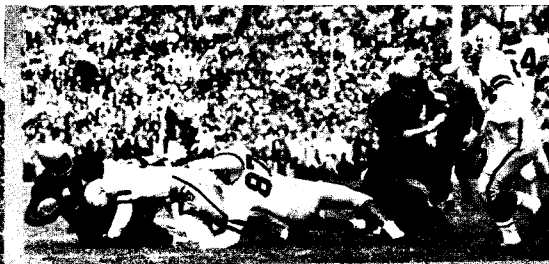
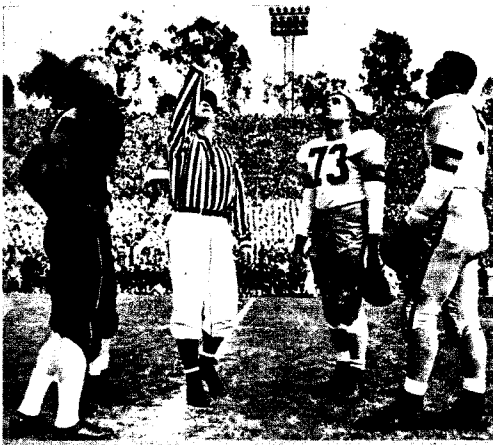
BELOW

Los Angeles County

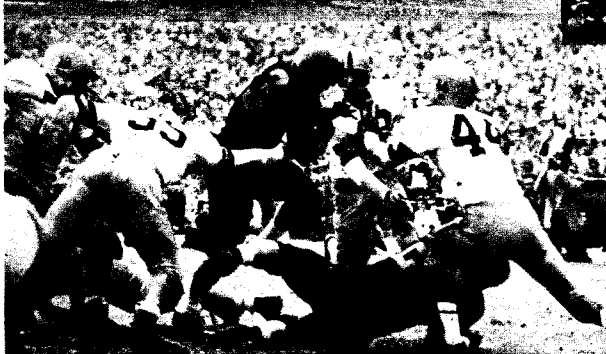
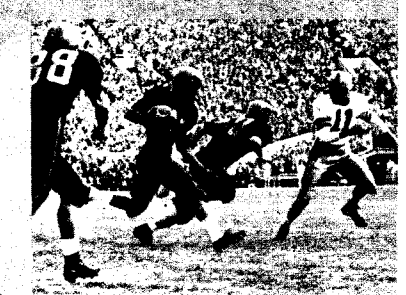
"First California Gold Discovery—1842—in Los Angeles County." The two figures are flowered with stock, 'mums and sweet peas. Other blossoms used were roses, strelitzia, and anthurium.

State of Iowa

"Strength from the Land." Roses, sweet peas, torch ginger, other blossoms were used in Iowa's initial entry, depicting Iowa State as a leader in agriculture, industry, and education.



IOWA DEFEATS OREGON STATE 34-17



PACIFIC COAST CHAMPS—OREGON STATE



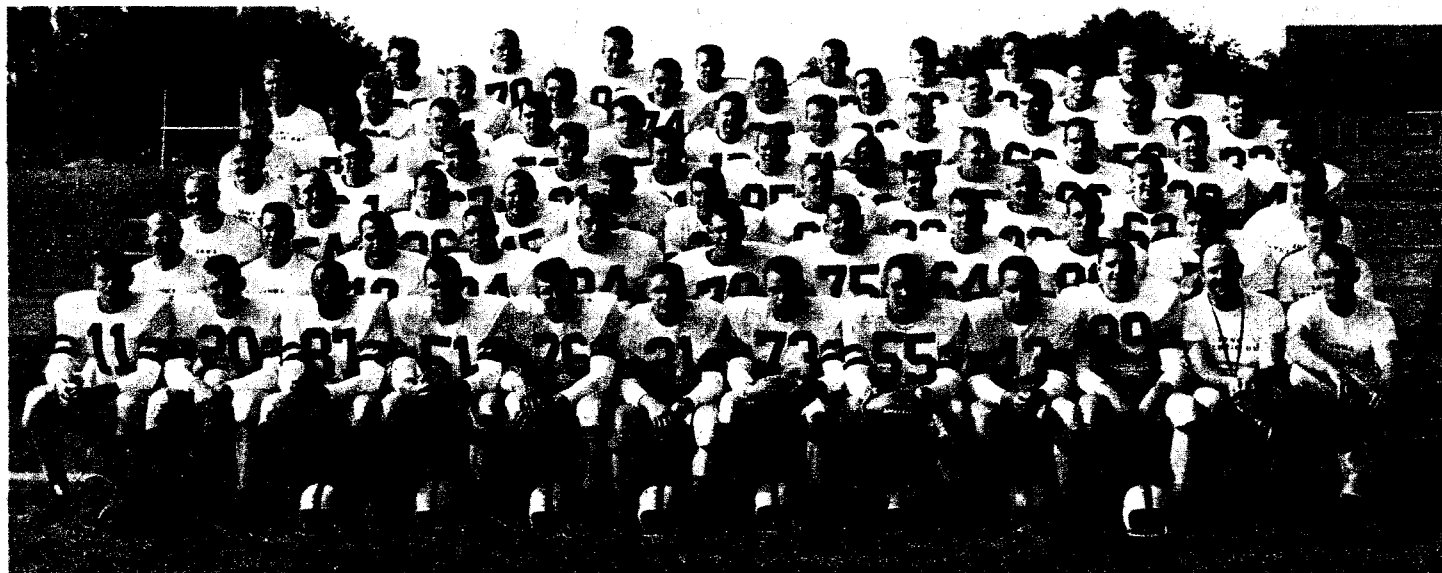
FRONT ROW, left to right: Tony Arana, Larry Chamberlain, Sonny Sanchez, Terry Salisbury, Johnny Owings, Ted Searle, Spiro Anagnos, Ted Bates, Buzz Randall, Phil Naylor, John Clarke, Joe Francis, Bob McKittrick. SECOND ROW: Coach John Thomas, Dennis Brundage, Norm Thiel, John Sniffen, Tom Berry, Frank Negri, Gerry Laird, Dick Corrick, Ernie Zwahlen, Chuck Marsh, John Witte, Verne Ellison, Head Coach Tommy Prothro, Coach Clay Stapleton. THIRD ROW: Director of Athletics R. S. Keene, Coach Dick Twenge, Coach Bob Watson, Nub Beamer, Jim Brackins, Ed Rogers, Earnel Durden, Paul Lowe, Bob Milum, Gary Lukehart, Senior Manager George Bilderback, Team Physician Dr. Waldo Ball, Coach Bob Zelinka. FOURTH ROW: Manager Bob Clark, Carl Maxwell, Joe Wade, Dwayne Fournier, Jack Hogan, Jim Pepples, Chuck Reich, Bob DeGrant, S. Hammack, D. Jesmer, Trainer Bill Robertson, Equipment Mgr. J. Demith.



TOP ROW: Bob DeGrant, end; All-American tackle, John White; Joe Francis, left halfback; Co-captain Gerry Laird, quarterback; Frank Negri, fullback; right center: Co-captain Dick Corrick, center. BOTTOM ROW: Earnel Durden,

right halfback; Norm Thiel, end; John Sniffen, guard; Dave Jesmer, tackle; Jim Brackins, guard. During the Pacific Coast Conference season Oregon State won six, lost one, tied one, scoring 152 points to opponents' 104.

UNIVERSITY OF IOWA—BIG TEN CHAMPS



FRONT ROW, left to right: Ken Ploen, Don Dobrino, Frank Gilliam, Bill Reichow, George Kress, Marion Walker, Dick Deasy, Don Suchy, Orlando Pellegrino, Toni Hatch, Coach Bob Flora, Head Coach Forest Evashevski. SECOND ROW: Coach "Whitey" Piro, Manager Bill Krause, Wally Sheets, Bob Haussman, Jim Willett, Don Ahlgren, Frank Rigney, Frank Bloomquist, Jim Gibbons, Alex Karras, Manager Bob Brandenburg. THIRD ROW: Coach "Bump" Elliott, Charles Pierce, Gene Veit, Delmar Kloewer, Bill Scott, Randy Duncan, Don Bowen, Roy Coppotelli, John Janda, Dick Theer, Coach Jerry Hilgenberg. FOURTH ROW: Coach Archie Kadros, Bill McAdams, John Bremner, Jerry Jenkinson, Bill Kendall, Jeff Langston, Mike Phelps, Fred Harris, Dominick Sgro, John Malone, Bill Happel. FIFTH ROW: Coach Jerry Burris, John Burroughs, Hugh Drake, Russell Breedlove, John Christianson, John Gearhart, Melvin Knotts, Jim Spaan, Gary Grouwinkel, George Tiedens, John Nocera. SIXTH ROW: Coach Bob Allen, Frank Dotseth, Bill Gravel, Paul Karras, Charles Lewis, Boake Sells, Olen Treadway, Kevin Furlong, Bob Prescott, Jim Foster. SEVENTH ROW: Ernest Mielke, Dick Klein, Russ Bartels, J. Leshyn, Bob Stiffer, K. Filar, M. McFarland, R. Commings.



TOP ROW: Co-captains Dick Deasy, tackle, and Don Suchy, center; Donald Dobrino, halfback; Jim Gibbons, end; Frank Gilliam, end; Bill Happel, half-back. BOTTOM ROW: Richard Klein, tackle; Fred Harris, fullback; Frank

Bloomquist, guard; Alex Karras, tackle; Kenneth Ploen, quarterback; Bob Commings, guard. During the Big Ten season the Hawkeyes won five, lost one and scored 88 points against opponents 44. Year total: 8 and 1.

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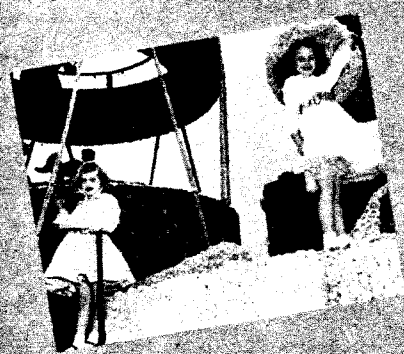
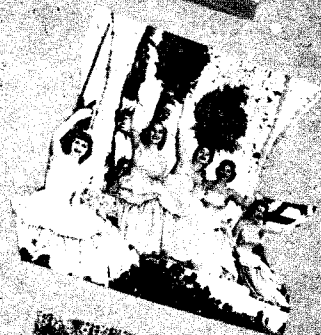
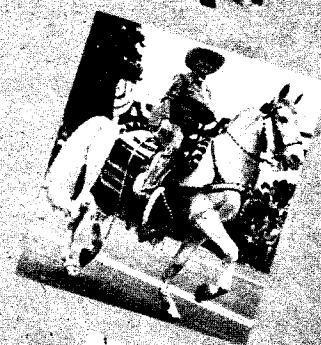
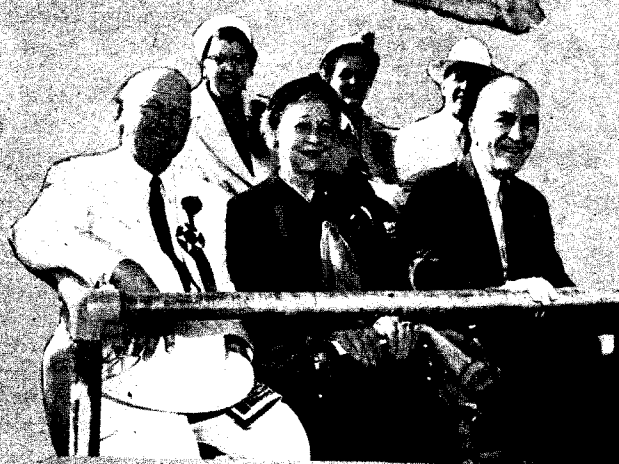
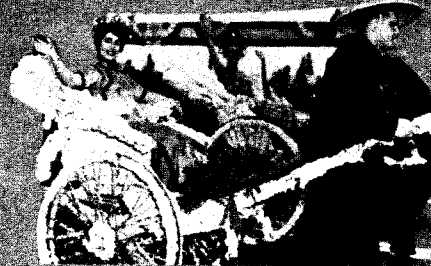
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Tournament of Roses Themes, Facts, Rose Bowl Scores...

Since 1927, when the "theme plan" went into effect, the Tournament of Roses has gained in stature, beauty and ingenuity, culminating with the 1957 theme: Famous Firsts in Flowers.

Themes to date have been: 1927—"Songs in Flowers," 1928—"States and Nations in Flowers," 1929—"Poems in Flowers," 1930—"Festival Day in Flowers," 1931—"Dreams in Flowers," 1932—"Nations and Games in Flowers," 1933—"Fairytales in Flowers," 1934—"Tales of the Seven Seas," 1935—"Golden Legends," 1936—"History in Flowers," 1937—"Romance in Flowers," 1938—"Playland Fantasies," 1939—"Golden Memories in Flowers," 1940—"Twentieth Century in Flowers," 1941—"America in Flowers," 1942—"The Americas," 1943—"We're in to Win," 1944—"Memories of the Past—A Challenge to the Future," 1945—"Hold a Victory so Hardly Won," 1946—"Victory, Unity and Peace in Flowers," 1947—"Holidays in Flowers," 1948—"Our Golden West," 1949—"Childhood Memories," 1950—"Our American Heritage," 1951—"Joyful Living," 1952—"Dreams of the Future," 1953—"Melodies in Flowers," 1954—"Famous Books in Flowers," 1955—"Familiar Sayings in Flowers," 1956—"Pages from the Ages," and for 1957—"Famous Firsts in Flowers."

It was in 1889 that Dr. Charles Frederick Holder, world traveler, submitted his idea of a Tournament of Roses to the Valley Hunt Club. The thought was to have an event to celebrate the fact that flowers in bloom and luxuriant sunshine were the order of the day in Pasadena and Southern California on New Year's Day, while most of the country is covered in a blanket of ice and snow. The first parade was held in 1890 and consisted mostly of flower decorated carriages and surreys.

The Tournament of Roses Association was founded in 1931 and is operated on a permanent, business-like basis and requires the efforts of hundreds of Pasadena's civic-minded citizens all year.

Floats are constructed of wood, metal and wire frames and are decorated the night before the parade. Only fresh flowers are permitted.

Football games permanently replaced the original chariot games, in 1916, although the first grid encounter took place in 1902.

Results of games, in connection with the Tournament of Roses, Tournament Park and now Rose Bowl, are: 1902—University of Michigan 49—Stanford 0; 1916—Brown 0—Washington State 14; 1917—University of Pennsylvania 0—University of Oregon 14; 1918—U.S. Marine Corps 19—Camp Lewis 7; 1919—U.S. Naval Training Station 17—Marine Barracks 0; 1920—Harvard 7—University of Oregon 6; 1921—Ohio State 0—University of California 28; 1922—Washington-Jefferson 0—University of California 0; 1923—Penn State 3—University of Southern California 14; 1924—U.S. Naval Academy 14—University of Washington 14; 1925—Notre Dame 27—Stanford University 10; 1926—University of Alabama 20—University of Washington 19; 1927—University of Alabama 7—Stanford University 7; 1928—Pittsburgh 6—Stanford University 7; 1929—Georgia Tech 8—University of California 7; 1930—Pittsburgh 14—University of Southern California 47; 1931—Alabama 24—Washington State 0; 1932—Tulane 12—University of Southern California 21; 1933—Pittsburgh 0—University of Southern California 35; 1934—Columbia 7—Stanford University 0; 1935—Alabama 29—Stanford University 13; 1936—Southern Methodist University 0—Stanford University 7; 1937—Pittsburgh 21—University of Washington 0; 1938—Alabama 0—University of California 13; 1939—Duke 3—University of Southern California 7; 1940—Tennessee 0—University of Southern California 14; 1941—Nebraska 13—Stanford University 21; 1943—Duke 16—Oregon State 20 (played at Durham, N.C.); 1943—Georgia 9—University of California at Los Angeles 0; 1944—University of Washington 0—University of Southern California 29; 1945—Tennessee 0—University of Southern California 25; 1946—Alabama 34—University of Southern California 14; 1947—Illinois 45—University of California at Los Angeles 14; 1948—University of Michigan 49—University of Southern California 0; 1949—Northwestern University 20—University of California 14; 1950—Ohio State 17—University of California 14; 1951—University of Michigan 14—University of California 6; 1952—Illinois 40—Stanford University 7; 1953—University of Wisconsin 0—University of Southern California 7; 1954—Michigan State 28—University of California at Los Angeles 20; 1955—Ohio State 20—University of Southern California 7; 1956—Michigan State 17—University of California at Los Angeles 14.

The first game played in the Rose Bowl was in 1923.

The Rose Bowl, seating over 100,000 persons, is located in the Arroyo Seco, with the towering San Gabriel Mountains forming the picturesque backdrop.

In the 42 games from 1902 through 1956, the Eastern or Southern visitors to the Rose Bowl classic won 21, Pacific Coast Conference teams won 18, and two were tied. The 1918 and 1919 games were between service teams.

Receipts of the Rose Bowl game are divided into thirds: Visitors, Pacific Coast Conference team, Tournament of Roses Association.

The parade is arranged in divisions, floats being grouped according to population of cities represented and into other classifications covering entries by clubs and organizations.

Principal prize of the Tournament of Roses is the Sweepstakes Award, given to the most beautiful entry, regardless of size. All entrants, except classes D and E (hotels, business firms and manufacturers) and Pasadena entries are eligible for this prize.

Theme Prize is second most important award. It is given to the float which most fittingly presents the Parade's theme. Except for those entries from Pasadena, it is open to all.

Grand Prize, third most important, is given to the most beautiful float in Divisions D and E.

Parade winners are determined by judges who visit each float from time construction is started.

"New fangled gasoline buggies" were not permitted to invade the parade line-up until 1905, when after much debate they were allowed—but only at the rear of the parade so as not to frighten horses pulling floats.

Tournament Traffic Control Headed by Chief C. H. Morris

Popularity of Pasadena's Tournament of Roses is reflected in the fact that in 1938, when Chief of Police C. H. Morris first took charge, traffic control plans of its Police Department were primarily concerned with only 130,000 autos and 500,000 persons on New Year's Day for the Parade, Rose Bowl grid classic and Santa Anita Race Track.



Today, under capable supervision of Chief Morris, more than 500,000 automobiles and 1,750,000 persons are guided in and out of Pasadena on New Year's.

Chief Morris' master plan of traffic control involves the coordinated assistance of California State Highway Patrol, Los Angeles County Sheriff's Department, Los Angeles Police Department and Police departments of surrounding cities. Participating are 1,375 officers, 44 police cars, 79 motorcycles. Of these, 1125 men and 64 vehicles are employed by Pasadena, for the day.

Chief Morris this year used one of Sheriff Eugene Biscailuz's helicopters, with two-way radio control, to effect maximum traffic movement. (Photos taken aid in following year's work).

That Chief Morris is an expert in this, as well as other police problems, is attested by some 50 awards, including a national trophy for Traffic Education and Traffic Control.

A 1950 graduate of the National Academy F.B.I., Washington, D.C., he is an International Association Chiefs of Police committeeman; League of California Cities director; a past president Los Angeles County Police Officer Association. Weekly his department conducts Pasadena's KWKW traffic quiz program.

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