

81st ANNUAL TOURNAMENT OF ROSES



ROSE QUEEN PAMELA DEE TEDESCO AND THE ROYAL COURT

Princess Deborah Jean Carroll, 18, is a resident of La Crescenta, California, and a freshman at Pasadena City College. She plans a career as a Spanish teacher. Five feet eight inches tall, she weighs 130 pounds, has blonde hair and blue eyes. She has a four year old sister, Michelle Summers.

Princess Rebecca Patricia Gonzales, 19, is a freshman at Pasadena City College and lives in La Canada. She plans a career in Advertising, Commercial Design, and Public Relations. Rebecca weighs 125 pounds, is five feet, six inches tall and has dark brown hair and dark brown eyes. She has three brothers, Bill, Bob and Brian, and three sisters, Elizabeth, Mary Ellen and Frances.

Princess Vicki Lynn Tsujimoto, 17, is from Temple City, California. She is a senior at Temple City High School and plans on preparation in college for a teaching career. She is five feet, four and one-half inches tall, weighs 110 pounds and has black hair and brown eyes. She has one brother, Bob.

The Queen of the 81st Annual Tournament of Roses is Pamela Dee Tedesco, 19, from Arcadia, California. She is five feet, five inches tall, weighs 110 pounds and has blonde hair and brown eyes. Her Majesty is a sophomore at Pasadena City College and her studies

include Sociology, Psychology, English and Anthropology helping her towards a career in Sociology and child development. She has a brother, Craig and a sister, Linda.

Princess Dixie Whatley, 17, resides in La Canada. She attends La Canada High School as a senior and plans a career in Advertising Design or Cartooning. Dixie is five feet, six inches tall with brown hair and blue eyes. She weighs 129 pounds. She has a sister, Susan Elizabeth, age 10.

Princess Christina Marie Nurches, 18, is a freshman at Pasadena City College and resides in the City of Pasadena. She plans a career as an Interior Decorator and Fashion Illustrator. Christina is five feet, five inches tall, 114 pounds, has dark brown hair and brown eyes. She has one sister, Stephanie.

Princess Patrice Hightower, 17, is from La Canada, California and attends La Canada High School, where she is a senior. She is studying Government, Economics, Humanities and English. Five feet, seven inches tall, 127 pounds, Patrice has medium brown hair and gray green eyes. She has two brothers, James and Bob, and one sister, Kiley Jane.

HOLIDAYS AROUND THE WORLD 81 YEARS OF PAGEANTRY



THE GRAND MARSHALS—CONRAD, BEAN AND GORDON. APOLLO 12 ASTRONAUTS.

The theme of the 81st Annual Tournament of Roses, "Holidays Around The World," takes on special significance as the three astronauts of Apollo 12, freshly returned to Earth, assume the roles of Grand Marshals in the pageantry that starts the New Year in Pasadena—1970. Heralding things that may be to come, these three voyagers of space will thrill the millions around the world as they watch in person and on television, men that have conquered space and set foot on the far-away planet of the moon.

Charles Conrad, Jr., Commander of Apollo 12, was selected as an astronaut by NASA in 1962. He has logged a total of 222 hours and 12 minutes of space flight in two missions prior to the flight of Apollo 12. He is a native Philadelphian.

Alan L. Bean, born in Wheeler, Texas, is one of the third of the group of astronauts selected by NASA in 1963. He served as backup command pilot for the Gemini 10 mission and as the back-up lunar module pilot for Apollo 9 previously.

Richard F. Gordon, Jr., from Seattle, Washington, was one of the third group of astronauts named by NASA in 1963. He has served as back-up pilot for the Gemini 8 flight and backup command module pilot for Apollo 9 prior to being named Apollo 12 command module pilot.



C. Lewis Edwards, President



Max Colwell, Executive Secretary and
Manager, Tournament of Roses



Tournament House is the site of activities leading up to the big day. The Association occupied the stately Grecian styled mansion in 1959 after it was made a gift to the city by the Wrigley Estate with the provision it was to be used by the Tournament.

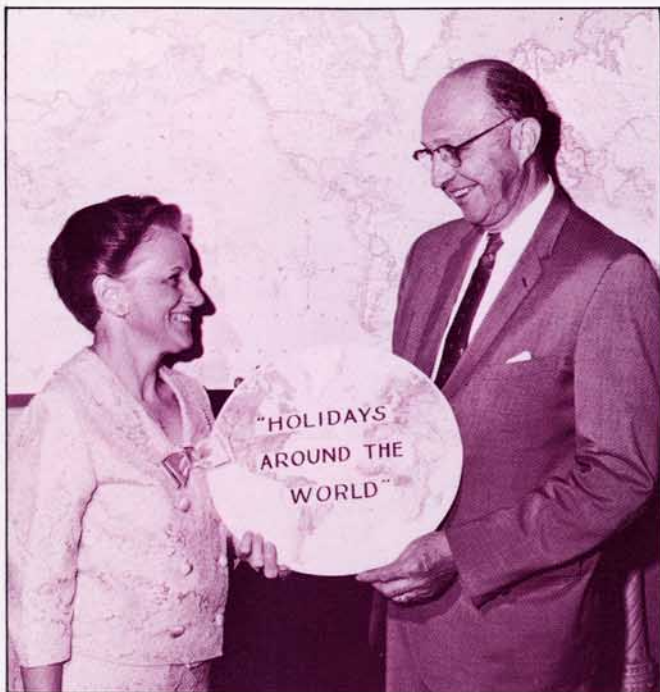
C. Lewis Edwards, President

First joining the Tournament of Roses in 1937 and becoming a Director in 1958, C. Lewis Edwards is well qualified to serve as President for the 81st annual event. His duties during the year have taken him from Calgary, Canada to Sarasota, Florida and Rochester, New York to the State of Montana. Making float trophy and band photo presentations, he also visited Chicago, St. Louis, Detroit, Minneapolis, Columbus and San Antonio. President Edwards has been Chairman of 12 committees of the Tournament, including Secretary, Treasurer and last year, Vice President. He is one of the most outstanding leaders in the City of Pasadena, receiving many awards and has served on the Board of Directors of the City.

Max Colwell, Executive Secretary and Manager, Tournament of Roses

The man who anchors the Tournament of Roses is Max Colwell, Manager and Executive Secretary. He is the man with the wisdom and the answers. He is also the man with the patience and wise counsel for the volunteers who stage this beautiful spectacle.

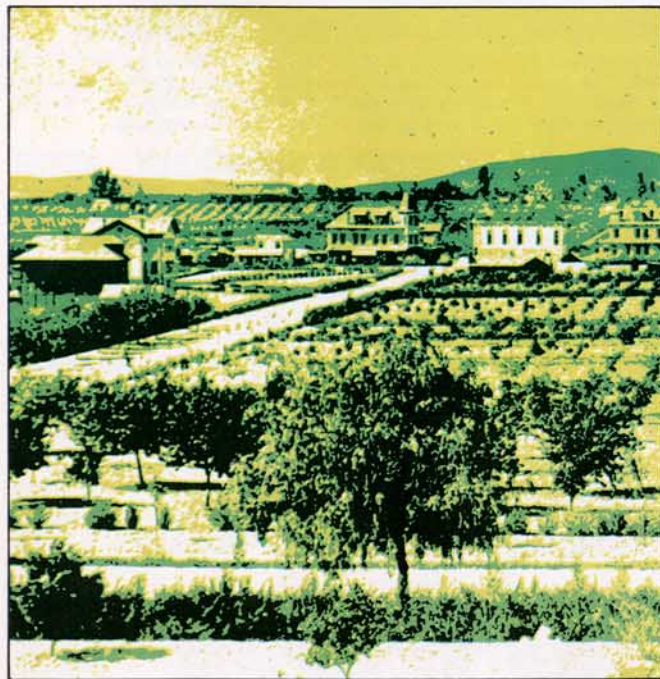
It was in 1922, as a Pasadena High School Editor that he wrote his first story on the Rose Parade. He then covered the event as a staff member of the Pasadena Post, Pasadena Star, Los Angeles Times and the Los Angeles Express. Then, he worked up to the Executive Committee and finally to the ranks of the officers. He would have been Tournament President in 1955 had he not accepted the post of Manager in 1952. It is during the regime of Max Colwell that the Tournament of Roses has ascended to the heights as the world's greatest floral parade. Wisely, quietly and unpretentiously, he played a major role in charting the course.



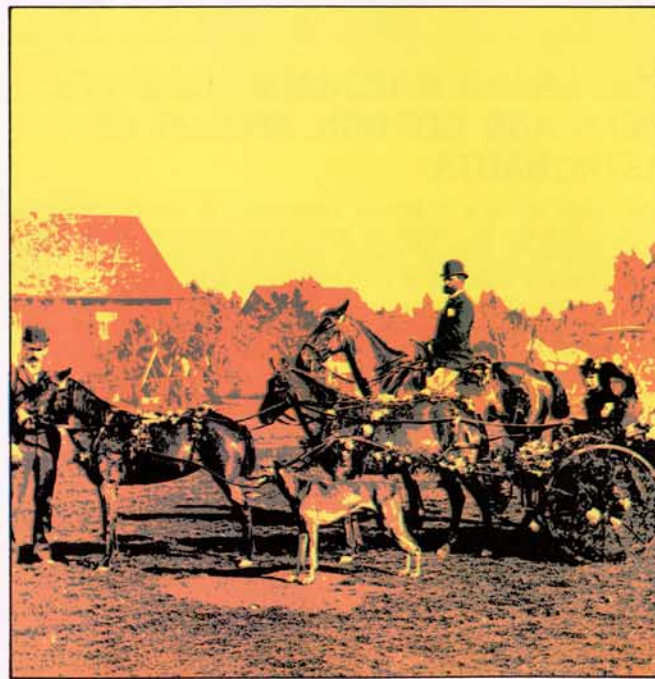
"Holidays Around the World" will be the theme of the 81st Annual Tournament of Roses. Submitting the theme idea was Mrs. J. Lambert Roberts of Pasadena. A second time winner for theme ideas, Mrs. Roberts selected the 1957 motif, "Famous Firsts in Flowers." President C. Lewis Edwards congratulates Mrs. Roberts for coming up with such an imaginative theme and informs her that she and her husband will be hosted at the Distinguished Guests Luncheon and Rose Bowl Game on New Year's Day.



Aunt Eva Townsend of Costa Mesa celebrated her 100th birthday last July 26th. Among the many highlights of her active and interesting life that she recalled was her participation in the very first Rose Parade on January 1, 1890. Max Colwell, Tournament Manager, listens to Aunt Eva as she recalls, "The first parade was a very nice affair, although not as big as the ones of today. My suitor, Harry Townsend, wanted to make an impression on me, so he rented a buggy and team of horses at a livery in Pasadena. We were not officially entered in the parade, but he got our rig into the line of march near the front. He knew someone in charge. It was a wonderful experience—one that I shall never forget."



This is how the South Orange Grove area looked eighty years ago when the first New Year's Day parade was held in Pasadena. Orange groves abounded in the area. In the era of the early years, all the entries were buggies, tally-hos and four-in-hand rigs, gaily decorated from the flower gardens of the surrounding area. Themes were first adopted in 1927, with the first being "Songs in Flowers."



Participants in the first and early parades were invited to Sportsman Park and asked to bring all the roses they could gather so that strangers and tourists would have the benefit of the floral display. Roses were preferred, but other flowers would be acceptable. Shown above is an 1890 entry. The parade and afternoon games became more widely known in Southern California each year, with decorations more profuse, a greater number of entries, and spectators in greater abundance. Los Angeles papers gave coverage to the event in 1894, and in 1899 articles appeared in Eastern cities' metropolitan editions.



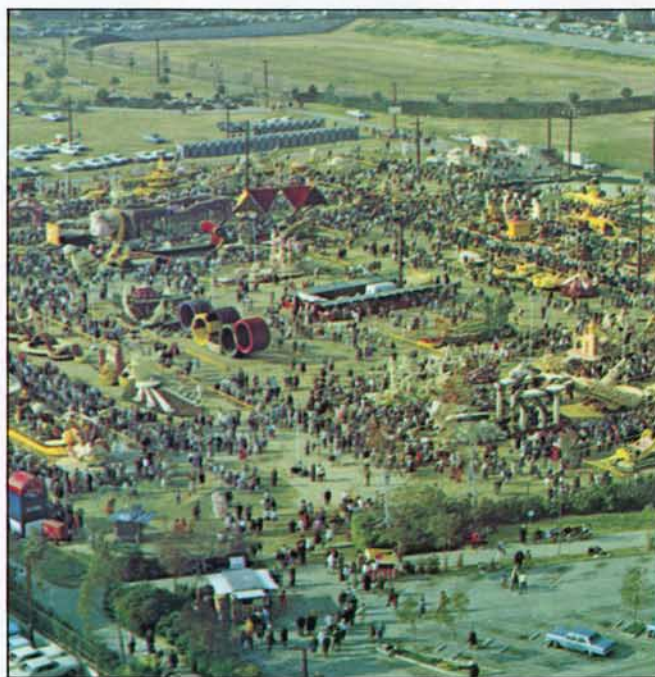
During its eight decades, the Tournament of Roses has risen to a place of eminence as the world's greatest floral parade. A million and a half persons line the course of approximately five miles, beginning on South Orange Grove Boulevard to Colorado Boulevard and on to Victory Park. The Monrovia Town Band was the first band to appear in the parade in 1891, and in 1930 the Tournament's official band from Pasadena City College made its first appearance. Perennial favorites among the many wonderful bands are the Toppers Marching Band, the United States Marine Corps Band, and the Salvation Army Marching Band, who first appeared in the parade in 1920.



The late Leo Carillo, beloved rider in many Rose parades, served as the Grand Marshal in 1938. Parade officials for years led the early events on horseback. In 1934, a requirement by the Equestrian Committee made it compulsory for all horses to have silver-mounted trappings and for the riders to be outfitted in Spanish costumes. In 1946, the costume requirements were made more permissive, with the majority of riders appearing more and more in elaborate Western outfits.

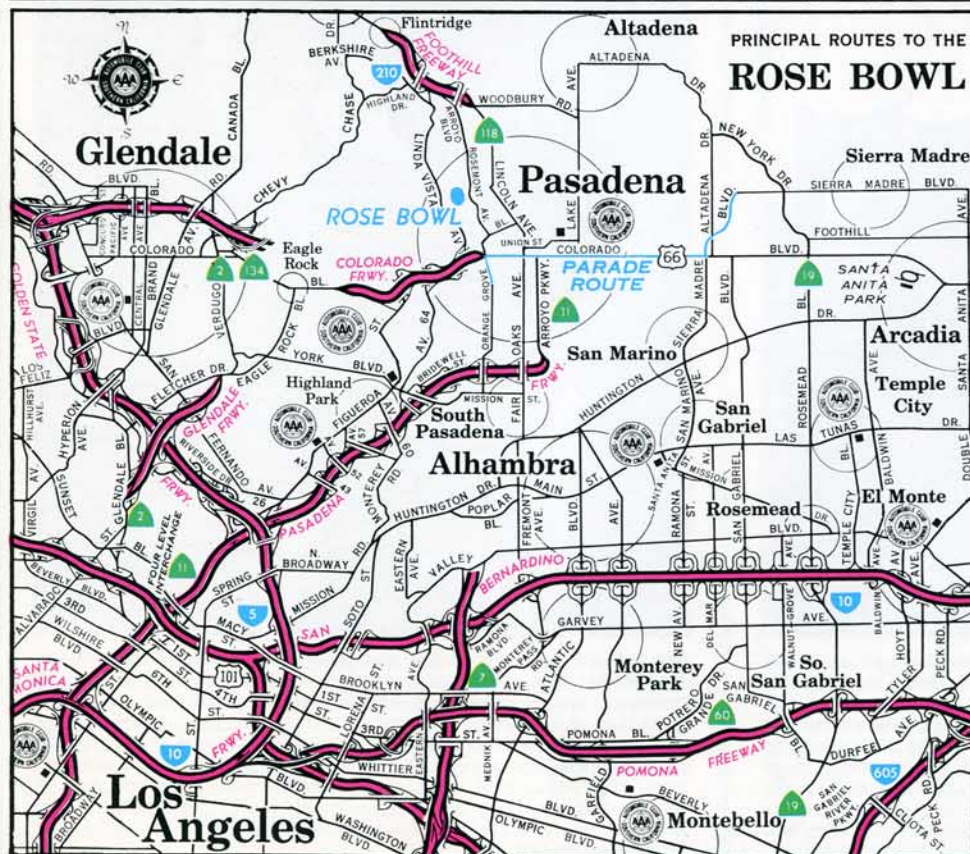
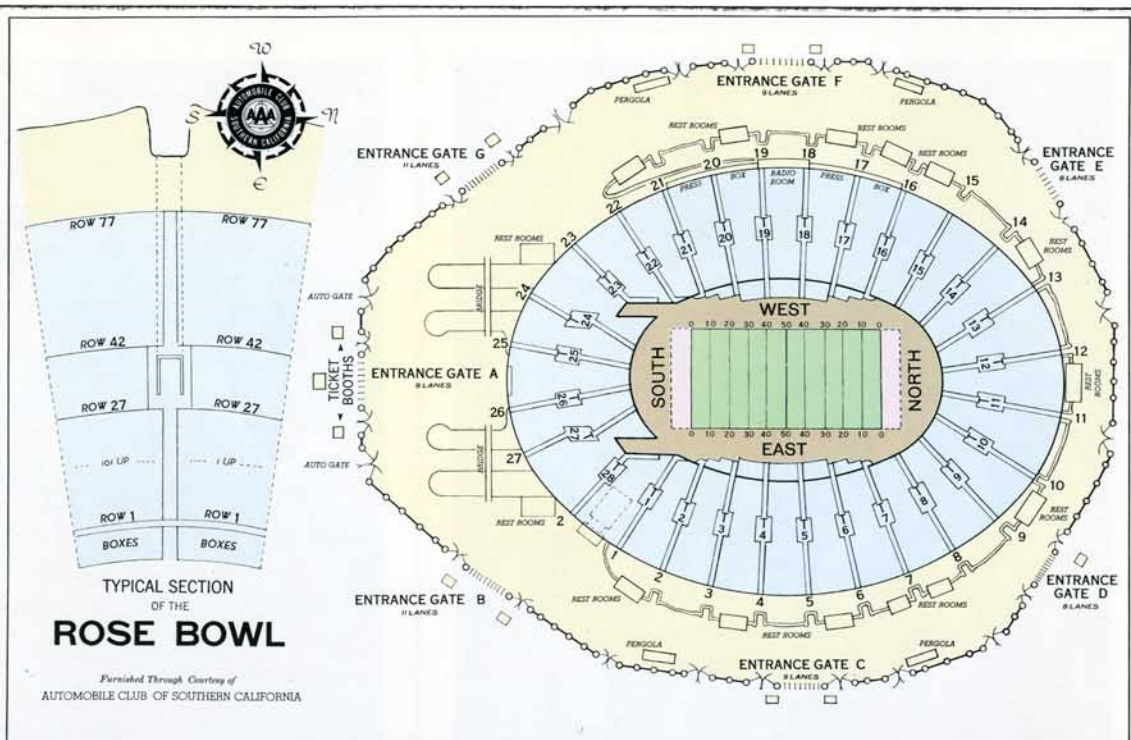


1933. Lathrop Leischman, foreground, and Max Turner ride in the Parade Censor's auto along the processional route just prior to the parade. Such duties as they performed are now done by the Float Construction Committee. Today's Float Committee regulate all matters concerning the float entries. In a spirit of helpful co-operation, the committeemen insure a smooth flowing floral pageant that through the years have never kept the spectators waiting. They require that only fresh flowers and greenery in their natural state may be used for decoration. Artificial decorations will disqualify an entry.



The parade is over, but the spectacle lingers on in Victory Park. The flower bedecked floats, though motionless, thrill visitors to the park, where closer inspection can be made until 5:00 p.m., each day, January 1st, 2nd and 3rd. Of particular interest are the winning floats in the many categories. Final judging is done in the early morning of January 1st, before the parade starts. Judges base their decisions on general over-all beauty, excellence of design and execution of theme, originality, and use of flowers and color harmony. Victory Park is located at Paloma Street and Sierra Madre Boulevard.

**EARLY ARRIVALS
AT THE
ROSE BOWL
SHOULD PARK
WITH THEIR
HOMEWARD EXIT
IN MIND**



**ROSE BOWL
KICK OFF
2:00 P.M.**

Coverage of the Rose Parade

Two networks and three Southland stations carry video pictures of the Rose Parade to many millions.

Across the USA, CBS and NBC have a combined total of 550 TV stations taking the parade to a vast holiday viewing audience. Since it is a holiday, family gatherings are the order of the day, thus the viewers per set are more than three persons. The huge audience is also due to the fact that the Tournament of Roses is a New Year's Day tradition with sunshine and flowers being featured when most of the country is under ice and snow.

Both networks take the parade throughout the Republic of Mexico and CBS furnishes a microwave feed-in to the Canadian Broadcasting Corporation, which carries the parade throughout Canada.

Telev viewers in the Caribbean sector got to see the floral masterpiece in Pasadena via the Atlantic satellite. With Spanish narration, people in Puerto Rico, north coast of South America and the isles of the Caribbean enjoyed the parade. Monitoring stations in the United Kingdom and North Africa picked up the picture projected from the communications satellite.

Two Southland stations, KTTV and KTLA, have large audiences as they cover the Rose Parade scene on New Year's Day. Besides the live on-the-spot telecast, both stations have video tape re-runs—late morning, afternoon and evening. Most all of the residents owning a TV set from Bakersfield to San Diego got a chance to see their transmission. KTTV fed the picture to its UHF station in the Bay Area.

KMEX took the parade to its large Spanish speaking audience, also taking the picture by cable to a station in Mexico City.

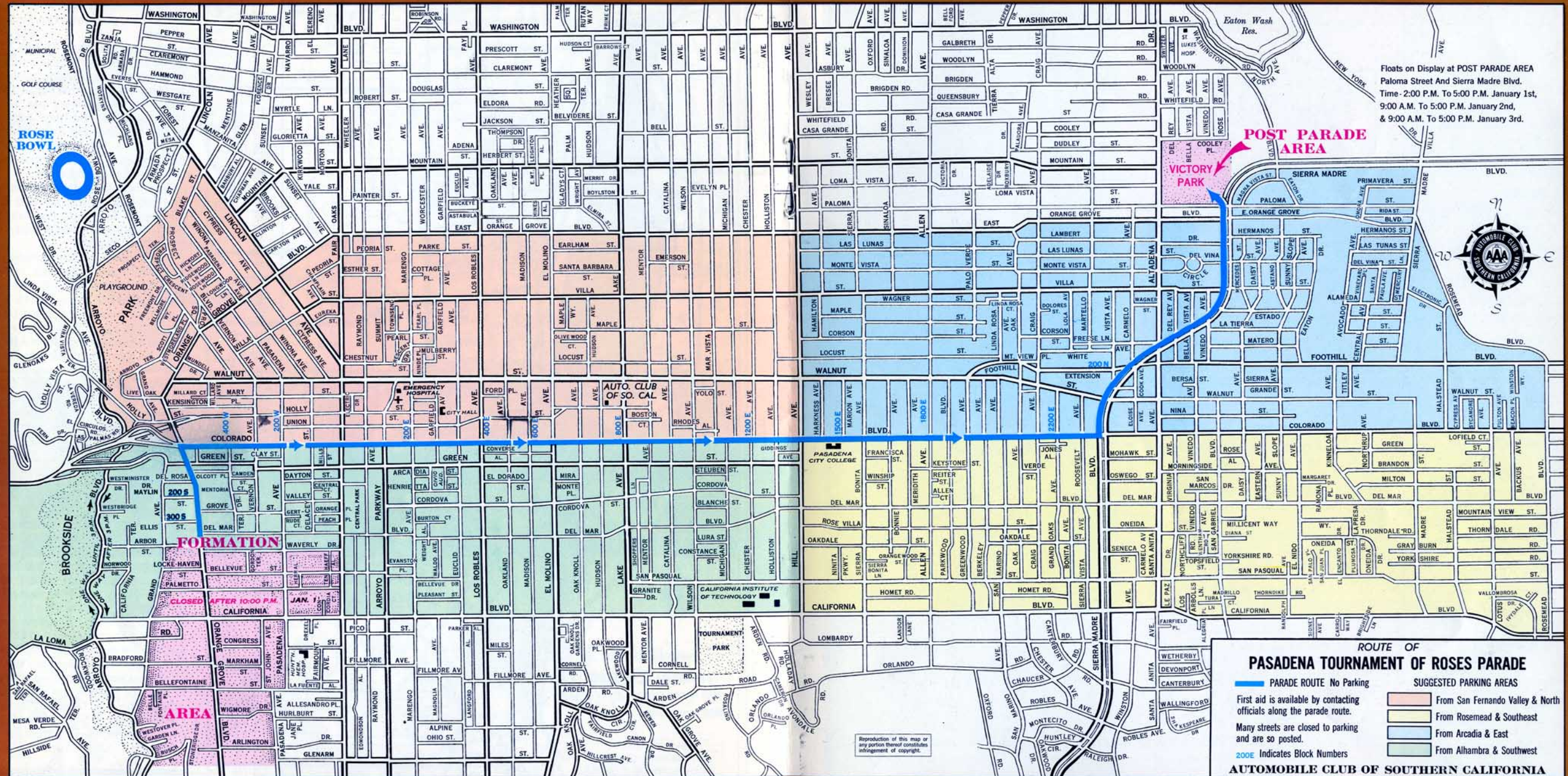
Tokyo Broadcasting Company had a team of Japanese narrators on the scene to describe the floats, bands and equestrians. A video tape of the parade was then rushed with this audio for network presentation in the Land of the Rising Sun. NHK TV made a film of the procession and then showed it throughout Japan through its commercial network.

Two films each from the television networks of France and Spain covered the Rose Parade in 1969 for showing on television in Europe.

NBC annually takes the Rose Bowl Game to a total of 90 million grid fans who have their eyes glued to the TV screen on the first day of January.



PARKING LOTS FOR THE PARADE ARE USUALLY AVAILABLE WITHIN TWO BLOCKS OF COLORADO BOULEVARD



TIME PARADE ARRIVES AT THE FOLLOWING INTERSECTIONS:

8:40 A.M. Del Mar Blvd. & S. Orange Grove Blvd.
 8:46 A.M. Green St. & S. Orange Grove Blvd.
 8:48 A.M. Colorado Blvd. & S. Orange Grove Blvd.
 9:03 A.M. Colorado Blvd. & Fair Oaks Ave.
 9:10 A.M. Colorado Blvd. & Marengo Ave.
 9:17 A.M. Colorado Blvd. & Los Robles Ave.
 9:29 A.M. Colorado Blvd. & Lake Ave.
 9:46 A.M. Colorado Blvd. & Hill Ave.
 9:58 A.M. Colorado Blvd. & Allen Ave.
 10:15 A.M. Colorado Blvd. & Sierra Madre Blvd.
 10:22 A.M. Sierra Madre Blvd. & Foothill Blvd.
 10:34 A.M. Sierra Madre Blvd. & Villa St.
 10:46 A.M. Post Parade Area

Fair Oaks Avenue is the dividing line for East and West. Colorado Blvd. is the dividing line for North and South. Colorado Blvd. ... Even numbers indicate *South* side of street. Odd numbers indicate *North* side of street. South Orange Grove Blvd. and Sierra Madre Blvd. ... Even numbers indicate *East* side of street. Odd numbers indicate *West* side of street.

Parade moves promptly at 8:40 A.M.

81ST ANNUAL TOURNAMENT OF ROSES PARADE

January 1, 1970

Title Banner

TOURNAMENT OF ROSES BAND
Pasadena City College Lancer Band

LONG BEACH MOUNTED POLICE
John Downing, President (M)
Andrew M. Zurich, Captain (M)

Grand Marshal

UNITED STATES MARINE CORPS BAND
(Santa Monica, California)

Theme Banner

CHRYSLER CORPORATION
"The Eagle Has Wings—July 20, 1969"

Equestrian Unit:

Con Davis (M), Brownie Davis,
Vickie Davis Greene, Ernie Greene,
Michele Davis, Charles Short

President's Banner

PRESIDENT
C. Lewis Edwards

QUEEN'S BANNER

QUEEN'S FLOAT
Queen—Pamela Dee Tedesco
Vickie Tsujimoto, Dixie Whatley
Rebecca Gonzales, Christina Nurches
Deborah Carroll, Patrice Hightower

Mayor of Pasadena
C. Bernard Cooper

Equestrian Unit:

Willard Beanland (M),
Dorothy Beanland, Mr. Marion Kappner,
Irve C. Boldman, Carol Sumner

Redondo Beach
"The Gifts of St. Valentine"

UNIVERSITY OF MICHIGAN
MARCHING BAND

BIG TEN FLOAT

Equestrian Unit:

Pearl Larson (M), Marty Wilcoxson,
Jeanne Gullock, Jeanne Hawley,
Judy Gerhard

OCCIDENTAL LIFE INSURANCE CO.
OF CALIF.
"The Royal Highlands Festival"

Equestrian Unit:

George Putnam (M), Nelson Mullins,
Pearlyne Mullins, Travis Reid

MINNESOTA METRO TOURIST
COUNCIL
"Minnesota, Holiday of Seasons"

UNIVERSITY OF
SOUTHERN CALIFORNIA
MARCHING BAND

PACIFIC EIGHT FLOAT

Equestrian Unit:

Richard Saukko (M), Kaaren Loots,
Joyce Warwick, Thelma Kurtt,
Vernon Hinkley

BANK OF AMERICA N.T. & S.A.
"Great Days of America"

Equestrian Unit:

Bill Crook (M), Jack Callahan (M),
Belle Starr (M)

UNIVERSAL CITY STUDIOS, INC.
"All the World's a Stage"

CITY OF SAINT LOUIS
"Holidays at Busch Gardens"

ARKANSAS CITY BULLDOG
MARCHING BAND
(Arkansas City, Kansas)

CHEVROLET MOTORS DIVISION,
GENERAL MOTORS CORP.
"Holidays in the Sun"

Equestrian Unit:

Edna Fagan (M), Chuck Ritch,
Glenda L. Fischer, Viola F. Wellik,
Shirley Hamilton

FARMERS INSURANCE GROUP
"A Holiday in the Park"

Equestrian Unit:

Lucky Carson (M),
Dr. Howard O. Stocker, Carolyn Stocker,
Richard Stocker, Marta Stocker

CITY OF LOS ANGELES
"Festival of the Flowers"

MUTUAL SAVINGS & LOAN
TOPPERS BAND
(Pasadena, California)

BAKERY & CONFECTIONARY WORKERS
"Labor Takes a Holiday"

Equestrian Unit:

Barbara Trisler (M), James O. Hicks,
Joe Marques, Ewing Mitchell (M)

SIERRA MADRE
"Bit O' Eire"

Equestrian Unit:

Dr. E. W. Paul (M), Thurman Johnson,
Mary Johnson, Mrs. Roy Fetterman,
Dr. Roy Fetterman

CALGARY, ALBERTA, CANADA
"Holiday in Calgary"

BURLINGTON TEENS TOUR BAND
(Burlington, Ontario, Canada)

CITY OF GLENDALE
"Spring Fair in Seville"

Equestrian Unit:

Liesle Bergman (M), Hazel Kirkpatrick,
Shirley Rees

SAN GABRIEL
"Fiesta de San Gabriel"

Equestrian Unit:

Dr. Bob Phillips (M), Betty McCurley,
Josette Sabin, Vance J. Myler

LONG BEACH
"Around the World in Holidays"

LONG BEACH ALL DISTRICT
HIGH SCHOOL BAND
(Long Beach, California)

AL MALAIKAH SHRINE TEMPLE
"Healthful Holidays"

Equestrian Unit:

Aahmes Shrine Mounted Patrol
William Steadman, President (M)
Dr. Bruce McRae, Drill Master (M)

ARCADIA

*"Arcadia Salutes Australia's
Waratah Festival"*

Equestrian Unit:

Jay Forrest Kratz (M),
Kathleen Senft (M), Carolyn Minton,
Mrs. Frances Bressi (M)

WHITTIER

"Apollo Day"

THE GARNET AND BLUE MARCHING
101 BAND
(Orangeburg, South Carolina)

CITY OF COMMERCE
"Holiday Californiana"

Equestrian Unit:

James Drury—The Virginian,
Jim Matheson, Sara Lane,
Doug McClure, Jeannette Nolan,
John McIntire

HUNTINGTON-SHERATON HOTEL
"School's Out"

Equestrian Unit:

George Ryan (M), Don German,
Rita Cougle Jeter, Buss Carson,
Howard E. Cultice

STATE OF GEORGIA
"Georgian Holiday"

MARCHING SAINTS BAND
(Santa Ana, California)

SOUTH PASADENA
"The Feast of Banners"

Equestrian Unit:

Clarence Sultzer (M),
Helen Sultzer Williams, Gary Williams,
David Hunt, Gary Shafer

DR. PEPPER COMPANY
"Halloween"

Equestrian Unit:

Jim Miller (M), Marianne Hatfield,
Marilie Plehn, Patricia Lund,
Mrs. Ollie Prosser

THE NATIONAL EXCHANGE CLUB
"Campers' Holiday"

PORT CHESTER SENIOR HIGH
SCHOOL BAND
(Port Chester, New York)

NATIONAL RESTAURANT
ASSOCIATION
"Every Day is a Holiday"

Equestrian Unit:

Bill Erven (M), Bob Erven,
Nancy McCloud, George McCloud

CALIFORNIA STATE POLYTECHNIC
COLLEGES
"That First Day of Spring"

Equestrian Unit:

R. Allen Burton (M), Bruce White,
Pam MacNamara, Sonja Hofeditz,
Carl D. Smith

LAKEWOOD

"Norway's Festival of the Midnight Sun"

**ALAIN LEROY
LOCKE HIGH SCHOOL SAINTS
MARCHING BAND
LOS ANGELES**

**CITY AND COUNTY OF
SAN FRANCISCO**

"Osaka—Expo 70"

Equestrian Unit:

Reba Batchelor (M),
A. E. "Bob" Howell (M), Toni Engholm,
Tim Broderick, Warren Anderson, Jr.

TORRANCE

"Our American Holidays"

Equestrian Unit:

Joseph W. Spalding (M), Gayle Nicholls,
Bob Knestrick, Merrie Hathaway

DOWNEY

"Holidays Out of This World"

**MCDONALD'S ALL AMERICAN
HIGH SCHOOL BAND
(New York, New York)**

MEXICO

"Holiday in Mexico"

Equestrian Unit:

Charros De California
Laura Martha de la Madrid (Queen)
Roberto de la Madrid, Presidente (M)
Dean Nelson, Alfredo Pena,
Roger Steele, Hector Lutteroth,
Ken Truesdell

LOS ANGELES COUNTY

"Fiesta in California"

Equestrian Unit:

E. J. Grau (M)
Kenneth Anderson, Robert A. Pierce,
Leonard E. Schinazi, Edward M. Evan

SALVATION ARMY

"Christmas is Forever"

**SALVATION ARMY BAND
(Los Angeles, California)**

SUNKIST GROWERS, INC.

"Sadie Hawkins Day"

Equestrian Unit:

E. Earl Allen (M)
Joan Robertson, Susan Parks,
Barbara Rovira, Gayle Lowe

CITY OF MONTEBELLO

"50th Anniversary"

Equestrian Unit:

Merced County Sheriff's Posse
Grant C. Theodore, Captain (M)
Joe Vierra, Sr., Lieutenant (M)

CONTINENTAL AIRLINES

"Holiday in Hawaii"

**BOBCAT MARCHING BAND
(Marshalltown, Iowa)****PASADENA SCHOOL DISTRICTS
(Unified and Junior College)**

"Independence Days Around the World"

Equestrian Unit:

Chief Rolling Thunder Don Fisher (M)
Chief Eagle Friend H. Zerball (M)
Chief Little Horse Bill Barbour
Princess Jodie Gray Eagle
Chief Mata Sapa Art Balcom

**NATIVE SONS AND DAUGHTERS
OF THE GOLDEN WEST**

"California is a Holiday"

Equestrian Unit:

John Hoffman (M), Marilyn Clements,
Patricia Clements

SAN DIEGO CITY AND COUNTY

"San Diego Fiesta"

**MONTE VISTA HIGH SCHOOL
MONARCH MARCHING BAND
(Spring Valley, California)**

UNION OIL COMPANY OF CALIFORNIA

"Indonesian Holiday"

Equestrian Unit:

Monte Montana (M)
Louise Montana, Linda Montana

LUTHERAN LAYMEN'S LEAGUE

"He Lives"

Equestrian Unit:

Charles A. McDaniel (M), Kit Elberson,
Doug MacKenzie, Paul MacKenzie,
Frances Hamilton

**INDEPENDENT ORDER OF
ODD FELLOWS AND REBEKAHS**

"And a Holiday was Born"

**WHITE OAK HIGH SCHOOL
ROUGHNECK MARCHING BAND
(White Oak, Texas)**

EASTMAN KODAK COMPANY

"Holidays are for Children"

Equestrian Unit:

Joni Kennedy (M)
M. O. Simpson, Star Simpson,
Irene Shoaf, Buck Shoaf

SAN ANTONIO, TEXAS

"Holiday on Living Island"

Equestrian Unit:

Neal T. Robertson (M), B. L. Lake,
James Nelson (M), Abe Schiller (M)

CIVITAN INTERNATIONAL

"To Build a Better World"

**MARCHING STAG BAND
(Deer Park, Washington)**

ALHAMBRA

"Mother's Day"

Equestrian Unit:

Wayne Journigan (M), Dennis Allen,
Gail Allen, Ronald W. Newbold

KNOTT'S BERRY FARM

"July 4th"

Equestrian Unit:

Dr. LuPrele Williams (M),
Bennie Hansen, Bud McKnight,
Ward Thurston, Lois Ann Kroll

CITY OF BURBANK

"Star Festival in Japan"

BURBANK ALL-CITY BAND

(Burbank, California)

SANTA MONICA

"Midsummer Day in Sweden"

Equestrian Unit:

Bob Yates (M), Rosemary Gebert,
Nathan Montgomery,
Fritz Grossenbacher

BEKINS MOVING & STORGE COMPANY

"Indian Festival"

Equestrian Unit:

Jess Bidwell (M)
Carolyn Olmsted, Barbara Olmsted,
Ann Olmsted, Aaron G. Olmsted

PORTLAND, OREGON

"Rose Festival Holidays"

**THE MARCHING CHIEFS BAND
(LaCrosse State University)
(LaCrosse, Wisconsin)**

FLORISTS' TRANSWORLD DELIVERY

"Children's Day in Japan"

Equestrian Unit:

Dr. Bertram P. Husband (M)
Clarine Cassell,
LaNell Hindman Kimbirk,
Joanne Settlemire,
Mrs. William F. Staunton, III

KHJ RADIO

"America's Birthday"

Equestrian Unit:

(Lancer)
James Stacy (M), Wayne Maunder (M),
Paul Brinegar (M)

HOLIDAY INNS

"International Holidays"

**LAKEWOOD HIGH "LANCER" BAND
(Lakewood, California)**

UNITED STATES JAYCEES

"Jaycees' 50th Anniversary"

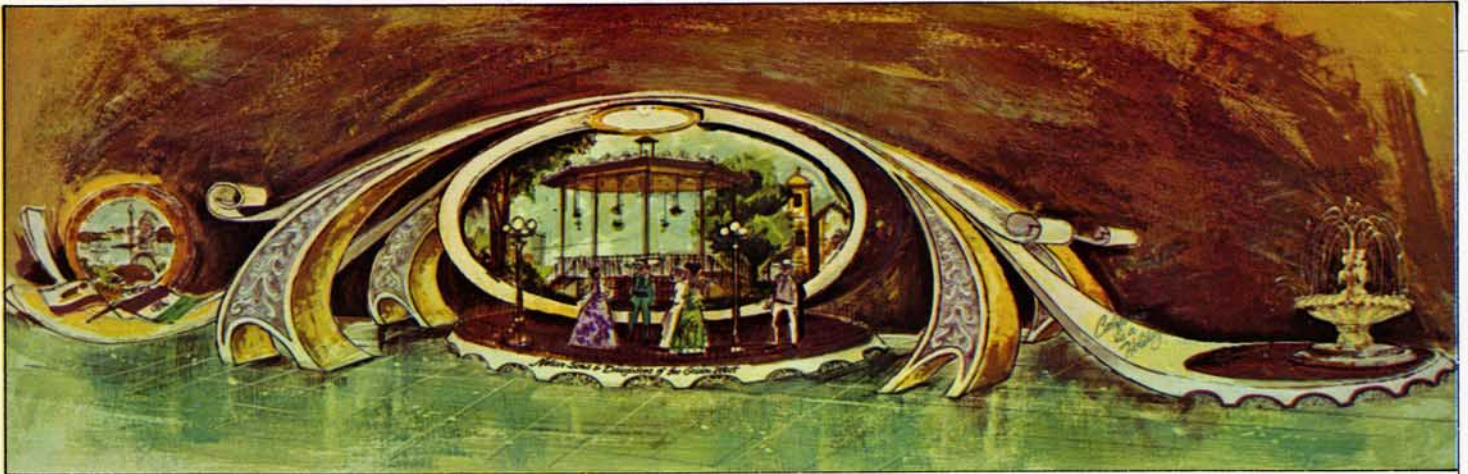
Equestrian Unit:

Dick Waters (M)
Mollie Waters, Kennie Waters,
Connie Waters, Virg Waters, Rae Waters

PASADENA FIRE DEPARTMENT

"New Year's 1910"

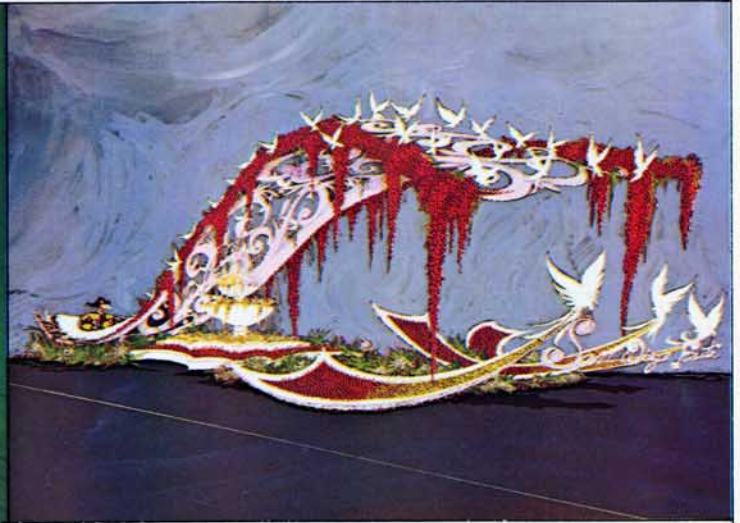
At the time of publication, every attempt is made to list properly the order of march and to correctly include the names of participating bands and equestrian units. However, there may be changes and substitutions.



Native Sons and Daughters
"California Is A Holiday"



Civitan International
"Build A Better World"



City of San Diego
"Fiesta"



City of Lakewood
"Norway's Midnight Sun"



City of Santa Monica
"Midsummer Day"

TOURNAMENT OF ROSES ROSE BOWL FOOTBALL GAME RESULTS

Record of the New Year's Day Classic from the Start of continuous play. Prior to this, University of Michigan met Stanford University in 1902, Michigan winning 49 to 0.

1916	Washington State	14	
	Brown	0	
1917	Oregon	14	
	Pennsylvania	0	
1918	U. S. Marine Corps	19	
	Camp Lewis	7	
1919	U.S. Naval Training	17	
	Marine Barracks	0	
1920	Harvard	7	
	Oregon	6	
1921	California	28	
	Ohio State	0	
1922	Washington-Jefferson	0	
	California	0	
1923	Southern California	14	
	Pennsylvania State	3	
1924	U. S. Naval Academy	14	
	Washington	14	
1925	Notre Dame	27	
	Stanford	10	
1926	Alabama	20	
	Washington	19	
1927	Alabama	7	
	Stanford	7	
1928	Stanford	7	
	Pittsburgh	6	
1929	Georgia Tech	8	
	California	7	
1930	Southern California	47	
	Pittsburgh	14	
1931	Alabama	24	
	Washington State	0	
1932	Southern California	21	
	Tulane	12	
1933	Southern California	35	
	Pittsburgh	0	
1934	Columbia	7	
	Stanford	0	
1935	Alabama	29	
	Stanford	13	
1936	Stanford	7	
	Southern Methodist	0	
1937	Pittsburgh	21	
	Washington	0	
1938	California	13	
	Alabama	0	
1939	Southern California	7	
	Duke	3	
1940	Southern California	14	
	Tennessee	0	
1941	Stanford	21	
	Nebraska	13	
1942	Oregon State	20	
	Duke	16	
Played at Durham, N. C.			
1943	Georgia	9	
	UCLA	0	
1944	Southern California	29	
	Washington	0	
1945	Southern California	25	
	Tennessee	0	
1946	Alabama	34	
	Southern California	14	
1947	Illinois	45	
	UCLA	14	
1948	Michigan	49	
	Southern California	0	
1949	Northwestern	20	
	California	14	
1950	Ohio State	17	
	California	14	
1951	Michigan	14	
	California	6	
1952	Illinois	40	
	Stanford	7	
1953	Southern California	7	
	Wisconsin	0	
1954	Michigan State	28	
	UCLA	20	
1955	Ohio State	21	
	Southern California	7	
1956	Michigan State	17	
	UCLA	14	

1957	Iowa	35	
	Oregon State	19	
1958	Ohio State	10	
	Oregon	7	
1959	Iowa	38	
	California	12	
1960	Washington	44	
	Wisconsin	8	
1961	Washington	17	
	Minnesota	7	
1962	Minnesota	21	
	UCLA	3	
1963	Southern California	42	
	Wisconsin	37	
1964	Illinois	17	
	Washington	7	
1965	Michigan	34	
	Oregon State	7	
1966	UCLA	14	
	Michigan State	12	
1967	Purdue	14	
	Southern California	13	
1968	Southern California	14	
	Indiana	3	
1969	Ohio State	27	
	Southern California	16	
1970	Michigan		
	Southern California		

PLAYERS OF THE GAME

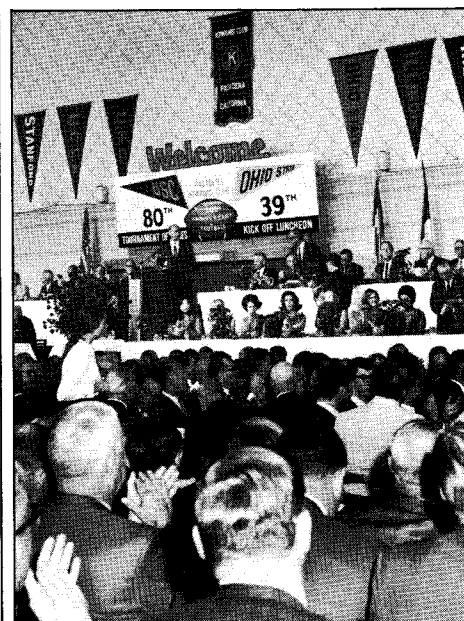
1902	Neil Snow	Michigan
1916	Carl Dietz	Washington State
1917	John Beckett	Oregon
1918	Hollis Huntington	Mare Island
1919	George Halas	Great Lakes
1920	Edward Casey	Harvard
1921	Harold Muller	California
1922	Russell Stein	Wash. & Jefferson
1923	Leo Calland	So. California
1924	Ira McKee	U. S. Naval Acad.
1925	Elmer Layden	Notre Dame
1925	Ernest Nevers	Stanford
1926	John Mack Brown	Alabama
1926	George Wilson	Washington
1927	Fred Pickhard	Alabama
1928	Clifford Hoffman	Stanford
1929	Benjamin Lom	California
1930	Russell Saunders	So. California
1931	John Campbell	Alabama
1932	Erny Pinckert	So. California
1933	Homer Griffith	So. California
1934	Clifford	
	Montgomery	Columbia
1935	Millard "Dixie"	
	Howell	Alabama
1936	James Moscrip	Stanford
1936	Keith Topping	Stanford
1937	William Daddio	Pittsburgh
1938	Victor Bottari	California
1939	Doyle Nave	So. California
1939	Alvin Krueger	So. California
1940	Ambrose	So. California
	Schindler	
1941	Peter Kmetovic	Stanford
1942	Donald Durdan	Oregon State
1943	Charles Trippi	Georgia
1944	Norman Verry	So. California
1945	James Hardy	So. California
1946	Harry Gilmer	Alabama
1947	Julius Rykovich	Illinois
1947	Claude "Buddy"	
	Young	Illinois
1948	Robert Chappius	Michigan
1949	Frank	
	Aschenbrenner	Northwestern
1950	Fred Morrison	Ohio State
1951	Donald Dufek	Michigan
1952	William Tate	Illinois
1953	Rudy Bukich	So. California
1954	Billy Wells	Michigan State
1955	Dave Leggett	Michigan State
1956	Walter Kowalczyk	Ohio State
1957	Keneth Ploen	Iowa
1958	Jack Crabtree	Oregon
1959	Bob Jeter	Iowa
1960	Bob Schloredt	Washington
1960	George Fleming	Washington
1961	Bob Schloredt	Washington
1962	Sandy Stephens	Minnesota
1963	Pete Beathard	So. California
1963	Ron Vanderkelen	Wisconsin
1964	Jim Grabowski	Illinois
1965	Mel Anthony	Michigan
1966	Bob Stiles	UCLA
1967	John Charles	Purdue
1968	O. J. Simpson	So. California
1969	Rex Kern	Ohio State

40th Annual Kickoff Luncheon

Excitement mounts prior to the 56th Annual Rose Bowl Game at the largest regularly scheduled service club meeting in the world. The Kiwanis Kickoff Luncheon on December 31st was inaugurated in 1930 to bring together the sportswriters, sportscasters, coaches, players and all those interested in the "big game" on New Year's Day. Some 3,500 grid enthusiasts this year will be hanging onto the words of Coaches Johnny McKay and Glenn "Bo" Schembechler as Southern California prepares to meet Michigan for the second time in the Rose Bowl. This will be Michigan's fifth appearance, including the first game in 1902, and Southern California will be playing its seventeenth game in the Rose Bowl. The Grand Marshals of the parade will be on hand to share the microphone with the two coaches and the outstanding stars of their teams.

Heading up plans for this outstanding service club meeting are Dr. Max M. Morrison, Pasadena Kiwanis President, Ed Pittroff and Don Schroeder, Luncheon Co-chairmen. Preparations for the luncheon started months ago with over 150 members of the Kiwanis Club devoting hundreds of man hours to its success.

Rose Queen Pamela Dee Tedesco, and Princesses Vicki Tsujimoto, Deborah Jean Carroll, Christina Nurches, Patrice Hightower, Dixie Whatley, and Rebecca Gonzales, will be the only female representation at this "men only" luncheon. Other dignitaries such as State Governors, International Presidents of Service Clubs, and guests of the Tournament of Roses, will be on hand at football's greatest caucus.



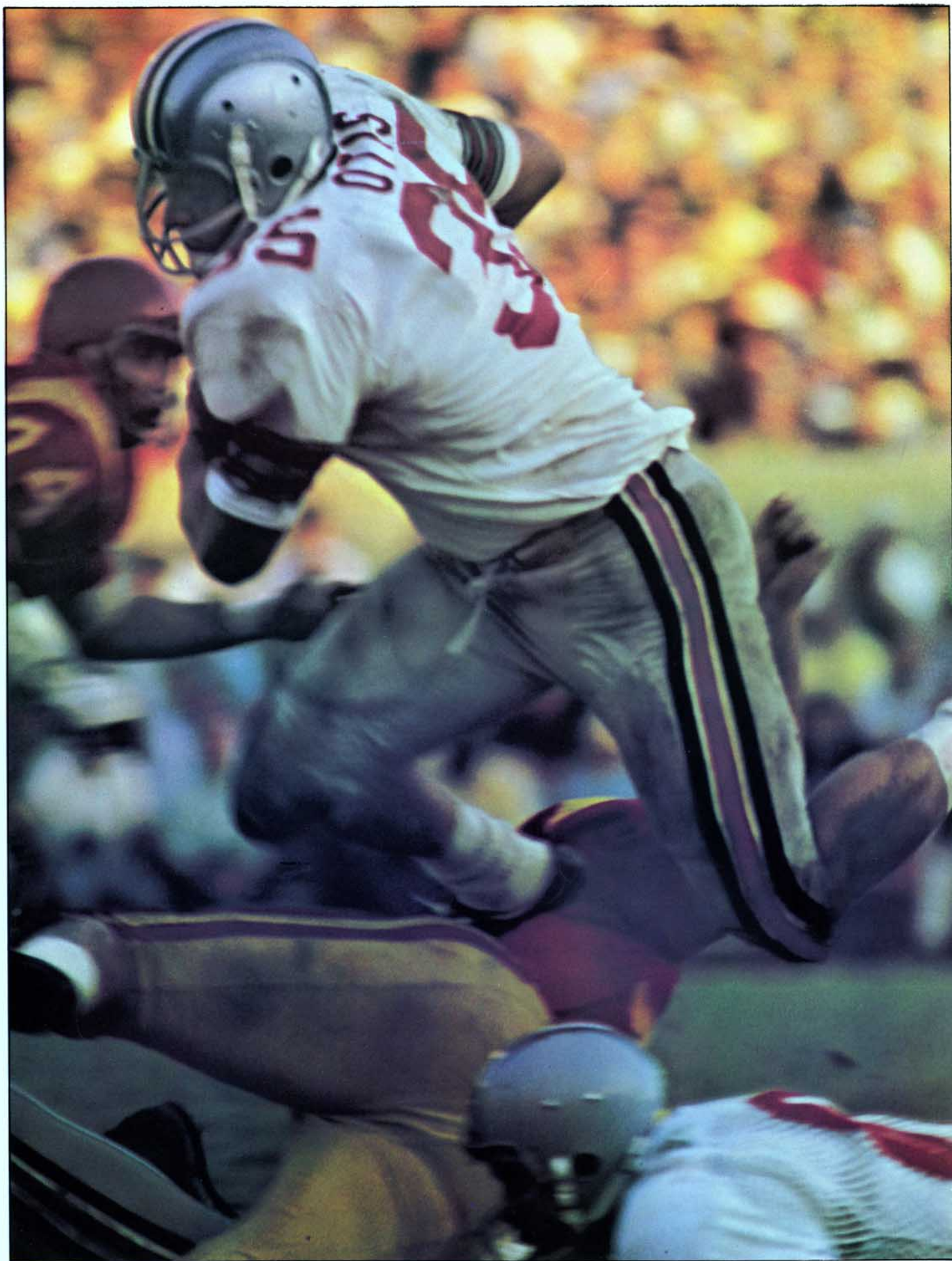


EVERYTHING'S COMING UP ROSES

In 1901, the Tournament of Roses purchased about twelve acres of land at Wilson and California Streets and named it Tournament Park. The down payment was made by the proceeds from the first intersectional football game on New Year's Day in Pasadena in 1902—Fielding H. Yost's point-a-minute University of Michigan vs. Stanford University. Though a 49 to 0 victory resulted for Michigan, the unheard of sum of \$4,000 was netted by the Tournament Association. Chariot races provided the entertainment on New Year's Day until 1916, when Tournament Park provided the setting on a muddy field, Washington State outscoring Brown 14 to 0. Since then 55 continuous Rose Bowl games have been played—all in Pasadena, with one exception. In 1942, the Pearl Harbor attack signalling the United States entrance into World War II, caused the game to be moved to Durham, North Carolina, where Duke University furnished the hospitality by increasing its stadium capacity to 56,000 and providing a victory to Oregon State 20 to 16.

The Tournament Association decided to build a stadium, as the game increased in popularity. 49,000 filled Tournament Park in the 1922 New Year's Day game. The man who led the way was William L. Leishman, who foresaw in it an edifice dedicated to college football. The stadium contract was signed in February of 1922, and the first Rose Bowl game on January 1, 1923 saw Southern California defeating Penn State 14 to 3.

The Tournament of Roses spearheaded subsequent expansions of the Rose Bowl—to 76,000 seats in 1928 to 83,677 seats in 1931 and 94,310 grandstand seats in 1949. Lathrop K. Leishman, past Tournament President and longtime member of the Football Committee, was the prime mover in many of these projects. In the '60's a new press box and remodeling of the locker rooms was accomplished. Leishman conceived the plan for the present projects to improve the stadium. The 1970 Rose Bowl game will be played in an edifice featuring new aluminum grandstand seats, red loge seats, new lighting, additional restroom facilities, and new concession booths. These improvements will embrace a cost of \$525,000 enabling some 101,960 football fans to enjoy the "granddaddy of all bowl games."



Photos: James Flores



COMPLIMENTS OF THE AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA

