

*Tournament of Roses, Pasadena -- 1972*

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# 83<sup>rd</sup> Annual Tournament of Roses

# "The Queen & Court"



## QUEEN MARGO LYNN JOHNSON AND THE ROYAL COURT

The 83rd Annual Tournament of Roses Royal Court is made up entirely of Pasadena City College coeds who will reign over the 1972 Rose Parade and Rose Bowl game. They will make some 85 public appearances leading up to the New Year's Day events. Reigning over the Royal Court is Queen Margo Lynn Johnson. Margo is 19 years old, five feet six

inches tall, has blonde hair, blue eyes and weighs 120 pounds. She is a freshman majoring in music working toward a career as a music teacher. Born in Vancouver, B.C., Canada, she is a resident of Arcadia, California. Margo enjoys bike riding, skiing and swimming as hobbies.

### Left to Right

Princess Lynda Jane Higley, 18, is a Pasadena resident and a freshman planning to be an elementary teacher. She is five feet seven inches, has light brown hair and dark brown eyes and weighs 125 pounds. Lynda was born in Pasadena and enjoys sewing and rug making as hobbies.

Princess Traci Stevens, 18, resides in Altadena, California and is a freshman planning a career as a private school teacher for handicapped children. She is five feet six inches tall, has brown hair, brown eyes and weighs 127 pounds. Traci was born in Los Angeles and her many hobbies include candle making, sewing, plaque making, cooking and dancing.

Princess Sharon Rae Sheveland, 19, is a resident of Glendale, California and is a freshman planning a career in registered nursing. She is five feet five inches tall, has blonde hair and blue-green eyes and weighs 120 pounds. Sharon was born in Glendale and her hobbies include sewing, yarn stitchery, baking, swimming and volunteer work.

Princess Becky Bennett, 19, comes from Arcadia, California. She is a sophomore student of secretarial science planning a career as a legal secretary. Becky is five feet four and one-half inches tall, has blonde hair, blue eyes and weighs 111 pounds. Born in Almagordo, New Mexico, her hobbies are art, sewing and cooking.

Princess Victoria Sanchez, 18, resides in Pasadena and is a freshman studying speech, bible and geography. She plans a career as a stewardess. Five feet five inches tall, she weighs 122 pounds and has brown hair and brown eyes. Victoria was born in Pasadena and her hobbies are bicycle riding and cooking.

Princess Julie Ann Fleetwood, 19, comes from Arcadia, California and is a sophomore studying toward a degree in elementary education. She is five feet eight inches tall, has brown hair and brown eyes and weighs 137 pounds. Julie was born in Bloomington, Indiana and enjoys synchronized swimming, baking and sewing as hobbies.

# “Joy of music”



## THE GRAND MARSHALL LAWRENCE WELK

Keeping the rhythm for Pasadena's traditional year-beginning festivities on New Year's Day, 1972, themed "The Joy of Music," will be Lawrence Welk, the Champagne Music maestro, who will be the Grand Marshal.

Virgil J. White, Tournament president, in bestowing this high honor, stated, "Music will fill the air during our New Year's Day events in Pasadena. Grand Marshal Lawrence Welk will lead the famed floral parade of 59 spectacular floats with a musical motif, 23 bands of 2,500 colorfully uniformed musicians and 180 silver adorned equestrian units."

The famed maestro said in response, "This is one of the finest things that has ever happened to me. For many years, I have admired Pasadena's gift of beauty to the world. I shall do everything possible to make the 1972 Tournament of Roses the best in history."

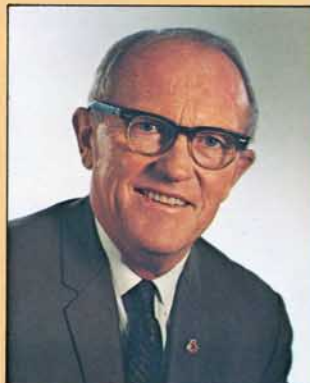
The career of the renowned bandsman reads like the saga of Horatio Alger—an accordion playing North Dakota farm boy to fame and fortune as a music maker with a television audience of 50 million viewers.

Welk is quite familiar with the January 1st events in the City of Roses, having ridden on a float with the Lennon sisters during the early 50's. He has also hosted the Rose Queens and their Courts on his television shows for the past 15 years.

The newly named Grand Marshal will give the signal for the start of the 83rd Annual Tournament of Roses parade, and then ride in the lead rose-covered automobile with his wife, Fern.

The Welks will participate in the pre-game ceremonies at the Rose Bowl as they circle the stadium in an open automobile with President and Mrs. White and the Royal Court just before the kickoff.

Grand Marshal Welk will also attend the Membership Reception, Coronation of the Rose Queen, Kickoff Luncheon, Participants Reception and the Directors Dinner.



Virgil J. White, President



Max Colwell, Executive Secretary and Manager, Tournament of Roses

## Virgil J. White, President

Virgil J. White, a longtime Pasadena businessman, will serve as president of the 83rd Annual Tournament of Roses.

In addition to making official visitations to many points in the North American continent, he will be a vital factor in the planning for the 1972 festivities, working with both staff personnel and the 1,400 men in the white suits.

President White is a native of Springville, Iowa, attending elementary schools in Whittier, Iowa, and high school in Barnesville, Ohio. He has been a resident of Pasadena, California, since 1928.

He resides in Pasadena, with his wife, Helen, and two sons.

The 1972 Tournament head was active in the activities of the Pasadena Junior Chamber of Commerce, serving as vice president and then representing the organization on the Jaycee's national council. He also held the post of vice president of the Pasadena Kiwanis Club, having the distinction of never missing a meeting during his 20 years of membership.

White has been a longtime member of the Pasadena YMCA and Y'S Men's Club, receiving honors from the latter for his community contributions during his 35 years of membership.

President White joined the Tournament in 1940 and proceeded through the various membership categories as follows: patron (1946); associate (1947); and regular (1949).

He became a member of the policy-making executive committee in 1967 and held the offices of secretary and then treasurer in 1970 and 1971 respectively. He has been the chairman of 14 committees and a member of 22 planning units, serving a total of 31 years.

## 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.

He coordinates the efforts of 600 committeemen working on 30 committees. It was through his efforts that television was introduced to the two New Year's Day events.

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 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.

# "Joy of music"



"The Joy of Music" is an apt theme for the 83rd annual floral spectacle. 21 bands from all over the country will participate in the two hour parade. Paradoxically the City of Pasadena, in its early history passed an ordinance prohibiting the playing of band music on the city streets because it frightened the horses. It was the influence of the Salvation Army that brought about a repeal of the ordinance.

This year's theme and band participation on New Year's morning will be suitably highlighted by the Grand Marshal, Lawrence Welk.

The music committee of the Tournament of Roses carefully screens the applications of bands across the nation and makes recommendations for the selections of bands that will add color and interest to the parade.

Bands of the Universities participating in the Rose Bowl game appear near the front of the parade and the Tournament's official band from Pasadena City College will lead the pageant.



During the 82 year history of the Tournament of Roses parade it has only rained on the day of the event seven times. Spectators for the extravaganza often take up residence along famed Orange Grove Avenue and Colorado Boulevard the day and evening before. Once the colorful bands, flower bedecked floats, horses with silver trappings and riders come into view it doesn't matter if you stand or have a grandstand or curbside seat.

As the warm sun of the Pasadena New Year's morning dispels the chill, the crowd buzzes with excitement anticipating the grandeur about to pass before their view. While the thousands of people in Pasadena look on, it is estimated that some 100 million others in the United States and parts of the world view the "world's greatest parade" on television. CBS and NBC carry the event on a combined total of nearly 500 stations in the United States.



Wrigley Gardens is the site of the permanent home of the Tournament of Roses Association. The "Tournament House," as it is affectionately known, was the residence of Mr. and Mrs. William Wrigley, Jr., famous chewing gum manufacturer of Chicago from 1914 until 1958.

William Wrigley and his family were always interested in and proud of their involvement with the Tournament of Roses.

In 1959 the Wrigley heirs wished to perpetuate this close association by donating the residence and gardens, comprising approximately four and one-half acres, to the City of Pasadena as the headquarters for the Tournament of Roses.

Located on South Orange Grove Boulevard, the "Tournament House" is not furnished to be a museum but a working setting for the many Tournament activities throughout the year.

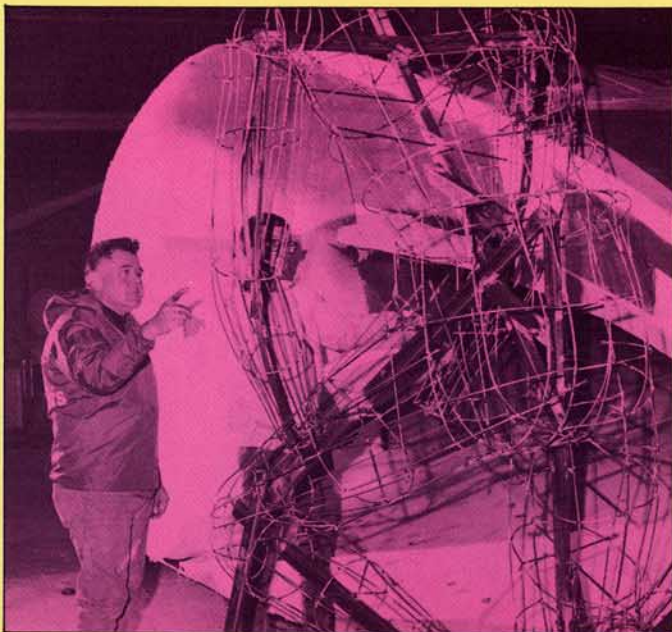


On New Year's Day in Pasadena, the holiday parade viewers will see the world's greatest assemblage of equestrian units. The sleek mounts, shining silver trappings, and colorful costumes add to the pageantry.

The Long Beach Mounted Police again appear in the procession's forefront, each rider holding aloft the color of Old Glory.

The dedicated horsemen and horsewomen appearing in the pageant travel for many miles to make this appearance in Pasadena. Most of them have travelled all night before the big event and have brought their mounts by van into the staging area just as the sun peeps over the eastern horizon. The period in the assembly area prior to the beginning of the procession is a busy one. There are the adjustments to the harness, saddles, and gear. Often a last minute grooming is given to the mounts.

A little more than two hours later, after the parade is over, the chores begin again in the disbanding area at Victory Park. It takes a lot of effort and planning to ride in the Rose Parade, but all who love horses and parades are certain it is worth the effort expended.



Picturesque floats glide down the Pasadena Tournament of Roses five and one-half mile parade route only once each year, but the float construction business is a year-round operation. Just ask the many dedicated and talented float decorators. Most are professional designers who contract with the 60 cities, organizations, and commercial firms that enter floats in the Rose Parade.

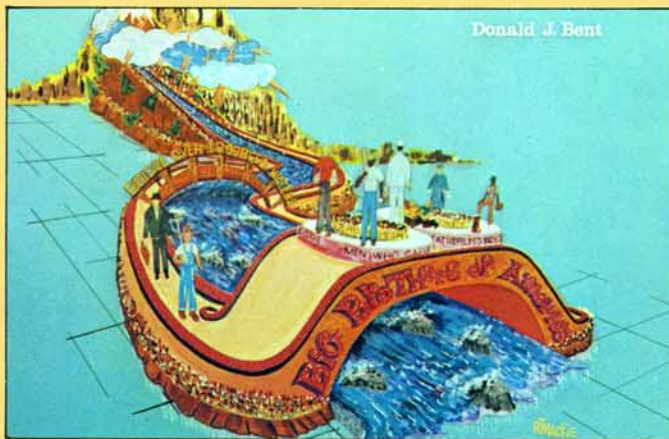
In March of each year a theme contest is held with suggestions coming from all over the United States and many points in Canada. From these suggestions the Tournament president, assisted by the Float Committee, selects the theme for the upcoming parade. Decorators then submit for approval ideas in keeping with the theme, accompanied by rough sketches, showing what individual floats will eventually look like.



Decorating the floats with fresh flowers begins some 48 hours before the parade with the hardier blossoms being applied first. These are usually chrysanthemums. Some of the more delicate blooms are placed on the floats only a few hours before the parade starts. Roses, gardenias, and orchids are almost invariably placed in water vials or test tubes which are concealed from view. Where test tubes are used, they are filled with water and a chemical preservative added to keep the flowers fresh longer.

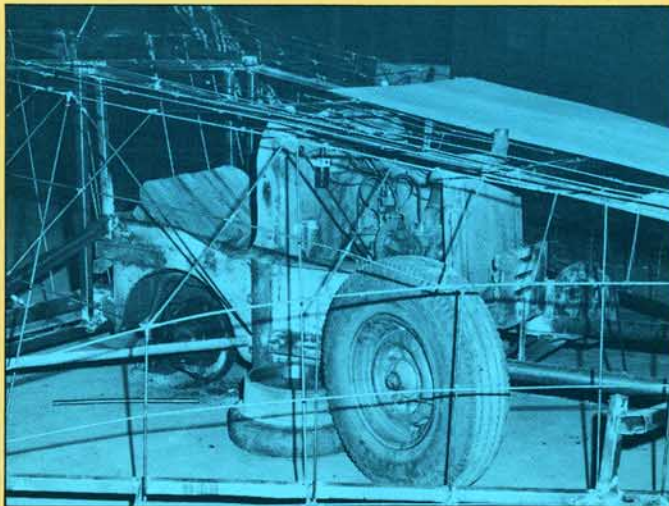
Many different kinds of flowers are used to obtain color designs, though emphasis is placed upon the use of roses. Other popular flowers are stock, chrysanthemums, delphinium, cornflowers, orchids (imported from Hawaii, including cattleya, cymbidium, and vanda), marigolds, snapdragons, sweet peas, and others. Greenery consisting of leaves, heather, and Ti leaves are also used to some extent.

Flowers are attached to the cocooned face of the float with the aid of a special type of glue which has a plastic rubber base. Also a cold paste, impervious to water, is sometimes used.



Donald J. Bent

From the rough sketch comes a final color design, or rendering. Sometime a mock-up of the finished float is used.



Floats range in cost from \$10,000 to \$30,000. Some are equipped with extensive hydraulic and electrical systems to provide animation, which increases the cost.

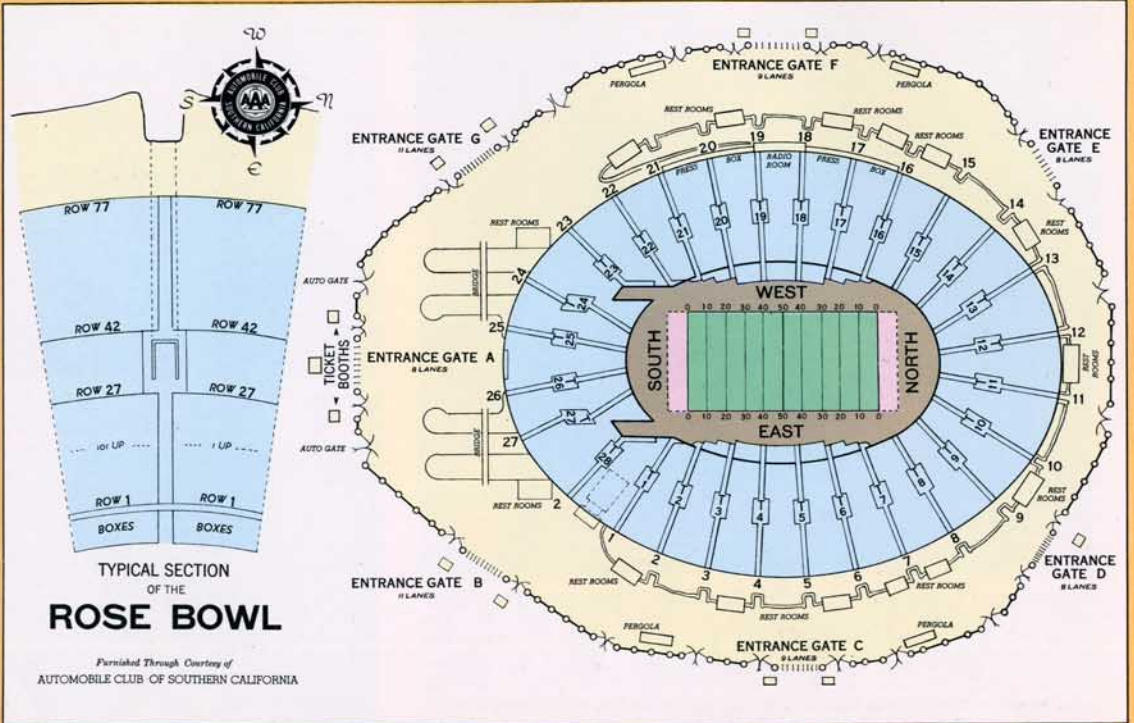
The first requisite in the construction is a stripped-down automobile, jeep, or truck chassis. The chassis, rebuilt with an extra large radiator, also has a place for a spare water tank, two drivers, and telephone, and must have an engine in top condition to endure the arduous 2½ mile-per-hour pace of the parade.



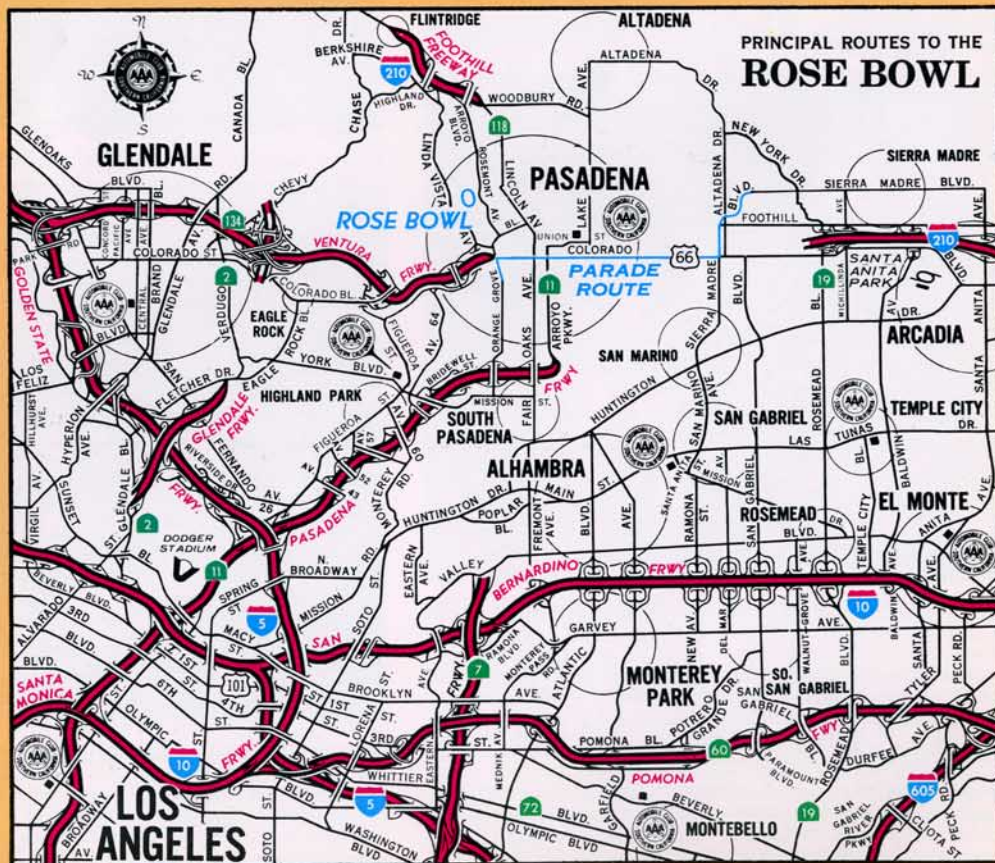
Motionless floral beauty is on display at Victory Park following the parade. Thousands more will have the opportunity to inspect the flower covered floats New Year's Day and the day following. Victory Park, located at Paloma Street and Sierra Madre Boulevard, is the terminus of the parade. The floats are available for viewing from 1:30 p.m. until 5:00 p.m. New Year's Day and 9:00 a.m. until 5:00 p.m. on January 2.

Interest is keen in the winning floats. Judging is done in the early morning hours on New Year's Day. The major award winners are decided upon first-Sweepstakes right on through to the Princess Award. Then comes the decisions on winners in the 33 competitive classes.

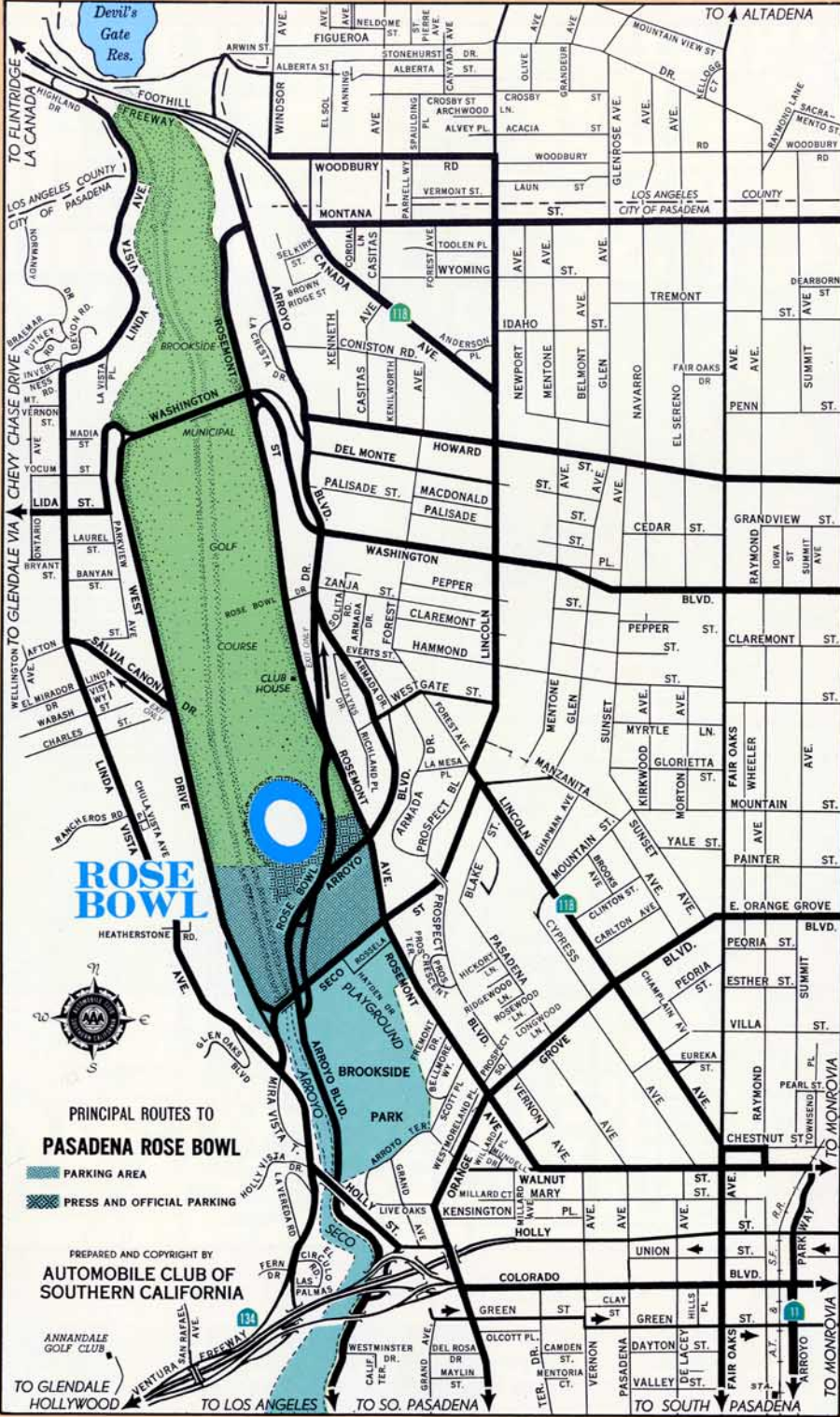
**EARLY ARRIVALS  
AT THE  
ROSE BOWL  
SHOULD PARK  
WITH THEIR  
HOMeward EXIT  
IN MIND**



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



# BUS SERVICE TO PASADENA ON NEW YEAR'S DAY



Many transportation companies and transit districts operate their busses from the many communities and cities throughout Southern California on New Year's Day to take passengers to Pasadena for the parade and/or the parade and game.

For many this will be an enjoyable experience without the effort of driving and parking. If you plan to utilize bus transportation to and from Pasadena on New Year's Day it is suggested that you contact the transportation company or transit district in the area from which you will be leaving and returning. It is suggested that you do this early as many require reservations in advance. Also, some will provide grandstand seats at an additional price.

The Automobile Club of Southern California has compiled the following list of agencies and telephone numbers of those providing bus service on January 1, 1972 to the Pasadena area:

**Commerce** Rosewood Park, 5600 Harbor Avenue — depart 6:00 a.m. Grandstand Seats Available. 685-7363

**Gardena** Depart Bus Yard, 15350 So. Van Ness Ave. at 7:00 a.m. Grandstand Seats Available. 324-1304

**Long Beach** Depart Broadway & Pine and Los Altos shopping center 7:30 a.m. Long Beach Public Transportation Company 439-2171

**Montebello** Charter Service Only 721-3588

**Oceanside** Charter Service Only (714) 722-4881

**Pomona** Depart Downtown Pomona 7:00 a.m. Pomona Valley Municipal Transit System. (714) 620-2231

**San Diego** Departing following locations at 5:30 a.m.:  
 U. S. Grant Hotel  
 Grossmont Shopping Center  
 Chula Vista Shopping Center  
 La Jolla Post Office  
 Claremont Shopping Center  
 Garnet & Jewell in Pacific Beach  
 Grandstand Seats Available  
 (714) 239-1103

**Santa Monica** Depart Santa Monica Civic Auditorium 7:00 a.m. Santa Monica Bus Lines. 451-5445

**Southern California Rapid Transit District**  
 Service is available from numerous locations around Southern California. Some ten different schedules and maps are available upon request covering such areas as:

- Los Angeles Central Area & Hollywood 747-4455
- El Segundo, Gardena, Inglewood, Redondo and Hawthorne ..... 675-4461
- Compton, Lomita, Long Beach, San Pedro, Downey and Torrance . . 639-6800
- Canoga Park, No. Hollywood, Reseda, San Fernando, Sun Valley, Van Nuys, Santa Monica & Mar Vista . . . 781-5890
- Burbank, La Crescenta, Glendale, Sunland-Tujunga, Pasadena & Sierra Madre ..... 246-2593
- Beverly Hills, West Los Angeles, and Culver City ..... 273-0910
- Alhambra, Arcadia, Covina, El Monte, Monrovia, Whittier & Montebello . . . 443-1307
- Anaheim and Disneyland ..... 535-1629

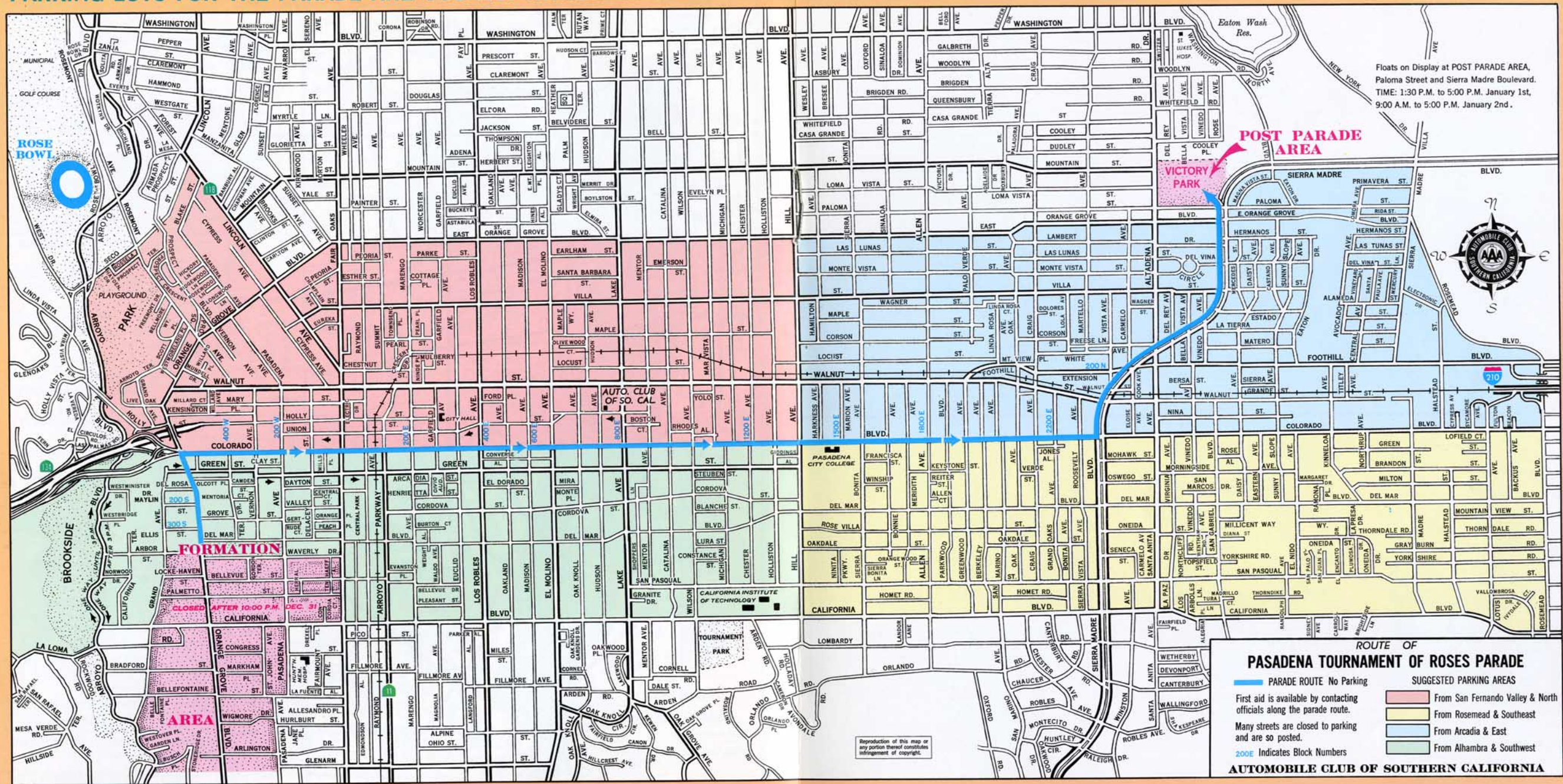
**Torrance** Depart Torrance City Hall 7:00 a.m. Torrance Transit System 328-2814

**ROSE BOWL**  
 HEATHERSTONE RD.

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**AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA**

ANNANDALE GOLF CLUB  
 TO GLENDALE HOLLYWOOD  
 TO LOS ANGELES  
 TO SO. PASADENA  
 TO SOUTH PASADENA  
 TO MONROVIA

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



Floats on Display at POST PARADE AREA, Paloma Street and Sierra Madre Boulevard.  
TIME: 1:30 P.M. to 5:00 P.M. January 1st, 9:00 A.M. to 5:00 P.M. January 2nd.

**TIME PARADE ARRIVES AT THE FOLLOWING INTERSECTIONS:**



- 8:20 A.M. . . . . Del Mar Blvd. & S. Orange Grove Blvd.
- 8:26 A.M. . . . . Green St. & S. Orange Grove Blvd.
- 8:28 A.M. . . . . Colorado Blvd. & S. Orange Grove Blvd.
- 8:43 A.M. . . . . Colorado Blvd. & Fair Oaks Ave.
- 8:50 A.M. . . . . Colorado Blvd. & Marengo Ave.
- 8:57 A.M. . . . . Colorado Blvd. & Los Robles Ave.
- 9:09 A.M. . . . . Colorado Blvd. & Lake Ave.
- 9:26 A.M. . . . . Colorado Blvd. & Hill Ave.
- 9:38 A.M. . . . . Colorado Blvd. & Allen Ave.
- 9:55 A.M. . . . . Colorado Blvd. & Sierra Madre Blvd.
- 10:02 A.M. . . . . Sierra Madre Blvd. & Foothill Blvd.
- 10:14 A.M. . . . . Sierra Madre Blvd. & Villa St.
- 10:26 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 8:20 A.M.



# 83RD ANNUAL TOURNAMENT OF ROSES PARADE

January 1, 1972

HUNTINGTON PARK ELKS  
MOTORCYCLE RIDERS  
Title Banner

TOURNAMENT OF ROSES BAND  
(Pasadena City College Lancer Band)

**Equestrian Unit:**  
Long Beach Mounted Police  
Norb Dean, President (M)  
Ward Thompson, Vice Pres. & Capt. (M)

Theme Banner  
SUNKIST GROWERS  
*"When the Saints Go Marching In"*

CITY OF SAN MARINO  
*"Sayonara"*

UNIVERSITY OF MICHIGAN BAND  
(Ann Arbor, Michigan)

UNIVERSITY OF MICHIGAN  
*"We did it before and We can do it again"*

**Equestrian Unit:**  
Michele Davis (M), Charles Short,  
Pam MacNamara, Bob Robinson,  
Brownie Davis

Grand Marshal  
Lawrence Welk

CITY OF SANTA MONICA  
*"Champagne Music"*

**Equestrian Unit:**  
Edna Fagan (M), Frances Bressi (M)  
Marion E. Kappner, Glenda Fischer,  
Carolyn Minton

EASTMAN KODAK COMPANY  
*"Rhapsody in Blue"*

STANFORD UNIVERSITY  
MARCHING BAND  
(Stanford, California)

STANFORD UNIVERSITY

**Equestrian Unit:**  
L. H. "Roy" Strong (M), Reba Batchelor,  
Victor J. LoBue, C. Clair Dillavou

CITY OF TORRANCE  
*"Lidsville"*

BEN DAVIS HIGH SCHOOL BAND  
(Indianapolis, Indiana)

**Equestrian Unit:**  
Pearl Larson (M), Mrs. Yvonne Beckley,  
Marty Wilcoxson, Jeanne Gullock,  
Judy Gerhard

Mayor of Pasadena  
Walter L. Benedict

CITY OF COMPTON  
*"Put A Little Love in Your Heart"*

CITY OF ARCADIA  
*"Stairway To The Stars"*

**Equestrian Unit:**  
Barbara Trisler (M), James O. Hicks,  
Joe A. Marquez, Ewing Mitchell (M)

DR PEPPER COMPANY  
*"Parade of the Wooden Soldiers"*

LONG BEACH ALL DISTRICT BAND  
(Long Beach, California)

CITY OF LONG BEACH  
*"Laura"*

**Equestrian Unit:**  
Lucky Carson (M), Frances Hamilton,  
Glen L. Devey, M. O. Simpson,  
Star Simpson

CITY OF COMMERCE  
*"Holiday for Strings"*

MASSED PIPES AND DRUMS OF  
THUNDER BAY BAND  
(Thunder Bay, Ontario, Canada)

SAN FRANCISCO CITY AND COUNTY  
*"I Left My Heart in San Francisco"*

**Equestrian Unit:**  
Willard Beanland (M), Dorothy Beanland,  
Dennis Allen, Rosemary Gebert,  
Everett M. Dickerson

PROVINCE OF NOVA SCOTIA, CANADA  
*"The Nova Scotia Song"*

**Equestrian Unit:**  
Bill Crook (M), Mr. Lindy Barton,  
Warren Anderson, Jr.

BIG BROTHERS OF AMERICA  
*"Bridge Over Troubled Waters"*

**Equestrian Unit:**  
Chief Rolling Thunder Don Fisher (M)  
Princess Carol Jean Bullard (M)  
Chief Eagle Friend H. Zerball (M)  
Chief Little Horse Bill Barbour  
Chief Carl Bullard  
Chief Mata Sapa Art Balcom

CITY OF GLENDALE  
*"Winter Wonderland"*

CAVEMAN MARCHING BAND  
(American Fork, Utah)

NATIVE SONS AND DAUGHTERS  
OF THE GOLDEN WEST  
*"The Ballad of Woody, The Owl"*

**Equestrian Unit:**  
Barbara Rovira (M), Linda McKim,  
Bobbie Arbuckle, Nancy Arbuckle,  
Susie Ritchie

QUEEN'S BANNER  
QUEEN'S FLOAT

*"Everything Is Coming Up Roses"*  
Queen — Margo Lynn Johnson  
Lynda Jane Higley, Becky Ann Bennett  
Traci Lynn Stevens, Victoria Annette  
Sanchez, Sharon Rae Sheveland,  
Julie Ann Fleetwood

REGINA LIONS JUNIOR "A" BAND  
(Regina, Saskatchewan, Canada)

**Equestrian Unit:**  
Gayle Knaus (M), Mildred Schinazi,  
Rita Jeter, Howard E. Cultice

CITY OF PASADENA  
*"Red Sails in the Sunset"*

UNION OIL COMPANY OF CALIFORNIA  
*"76 Trombones"*

**Equestrian Unit:**  
R. Allen Burton (M), Bruce White,  
Diana Damschen, Patricia Heath,  
Carl D. Smith

CITY OF REDONDO BEACH  
*"What a Bright World this Would Be"*

NEWPORT HARBOR  
HIGH SCHOOL BAND  
(Newport Beach, California)

CITY OF DOWNEY  
*"We've Only Just Begun"*

**Equestrian Unit:**  
Anna L. Perry-Fiske (M), Ted Evans (M),  
Lori Lippert, Buss Carson,  
Charles A. McDaniel (M)

CITY OF LAKEWOOD  
*"Swan Lake"*

SEABREEZE MARCHING 100  
(Daytona Beach, Florida)

HI-C DRINKS  
(COCA-COLA COMPANY FOODS DIV.)  
*"Make Someone Happy"*

**Equestrian Unit:**  
Dr. F. H. Collings (M), Marianne Hatfield,  
Barbara Pearson, Miss Toby Lebard,  
Susan Rangitsch

KNOTT'S BERRY FARM  
*"Through The Years"*

**Equestrian Unit:**  
George Putnam (M), Sal Conlan,  
Jil Putnam

President's Banner  
PRESIDENT  
Virgil J. White

STATE OF GEORGIA  
*"Georgia On My Mind"*

UNITED STATES MARINE CORPS BAND  
(El Toro, California)

**Equestrian Unit:**  
Gary Shafer (M), Irene Shoaf,  
Buck Shoaf (M)

BEKINS MOVING AND STORAGE CO.  
*"This Land is Your Land"*

CITY OF ST. LOUIS  
*"Meet Me In St. Louis"*

**Equestrian Unit:**  
*"Charros De California"*  
Laura Martha de la Madrid (Queen)  
Roberto de la Madrid, Presidente (M)  
Alfredo Pena, Dean Nelson,  
Ken Truesdell

MEXICO

CHARLESTON HIGH SCHOOL  
MOUNTAIN LION BAND  
(Charleston, West Virginia)

HUNTINGTON-SHERATON HOTEL  
*"Where, Oh Where Has My Little  
Dog Gone?"*

**Equestrian Unit:**  
Bill Erven (M), Bob Erven,  
Kim Erven, George McCloud

LOS ANGELES COUNTY  
*"Ramona"*

JOHN MARSHALL HIGH SCHOOL BAND  
(Oklahoma City, Oklahoma)

CITY OF SAN GABRIEL  
*"Rose, Roses, Roses"*

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**Equestrian Unit:**

The Hon. Dean Davis, (M)  
Governor of the State of Vermont  
Belle Starr (M), Joan Robertson,  
Jack Callahan (M)

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**STATE OF MONTANA**  
*"Montana, Glory of the West"*

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

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**SALVATION ARMY**  
*"I Believe"*

---

**Equestrian Unit:**  
Wayne Newton (M), Jerry Newton,  
Tommy Amato

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**OCCIDENTAL LIFE INSURANCE  
COMPANY OF CALIFORNIA**  
*"Some Enchanted Evening"*

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**Equestrian Unit:**  
Al Malaikah Silver Mounted Patrol  
Neal Robertson, President (M),  
Robert Pierce, Captain (M),  
Paul Foster, M.D., Jerry Moore,  
Kenneth Anderson, Earl W. Gates,  
Leonard Schinazi, Harry White,  
William Cleveland, Jr., Frank Johnson

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**AL MALAIKAH SHRINE TEMPLE**  
*"I'll Walk Alone"*

---

**BURBANK ALL-CITY BAND**  
(Burbank, California)

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**CITY OF BURBANK**  
*"I Love You for All Seasons"*

---

**Equestrian Unit:**  
Sue Ane Langdon (M),  
Lois Ann Kroll, Ben Hansen,  
Ward Thurston, Dr. LuPrele Williams

---

**PORTLAND, OREGON**  
*"Dream Girl"*

---

**Equestrian Unit:**  
Liesle Bergman (M),  
Hazel Kirkpatrick, Shirley Rees

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**CONTINENTAL AIR LINES**  
*"Surfin' U.S.A."*

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**RED RAIDER BAND**  
(Wauwatosa, Wisconsin)

---

**LUTHERAN LAYMEN'S LEAGUE**  
*"Joy To The World"*

---

**Equestrian Unit:**  
Montie Montana (M),  
Aaron G. Olmstead, Barbara Olmstead,  
Anita Wilby, Jess Bidwell (M)

---

**ODD FELLOWS AND REBEKAHS**  
*"You Make Me Feel So Young"*

---

**Equestrian Unit:**  
C. J. Smith, Jr., (M),  
Wayne Journigan (M),  
LaDonne Hatley, Arthur L. Perry

---

**FARMERS INSURANCE GROUP**  
*"I Love You Truly"*

---

**HELIX HIGH SCHOOL BAND**  
(La Mesa, California)

---

**SAN DIEGO CITY AND COUNTY**  
*"Love Story"*

---

**Equestrian Unit:**

John Hoffman (M), Robert Custer,  
Christine Magallanes, Marilyn Clements

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**UNITED STATES VIRGIN ISLANDS**  
*"Island In The Sun"*

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**Equestrian Unit:**  
Kit Elberson (M), Thurman Johnson,  
Beverly Dodson, Dr. and Mrs. Roy  
Fetterman

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**BANK OF AMERICA**  
*"What The World Needs Now Is Love"*

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**Equestrian Unit:**  
Fritz Grossenbacher (M), Travis  
Reid (M), B. L. Lake, Abe Schiller (M)

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**SAN ANTONIO, TEXAS**  
*"Fiesta Flambeau"*

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**Equestrian Unit:**  
Dr. Daniel J. Rothenberger (M),  
Marilyn L. Cerniga, Christine Teague,  
Patricia Minton, Mrs. Ollie Prosser

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**ALHAMBRA**  
*"A Taste of Honey"*

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**McDONALD'S ALL-AMERICAN  
HIGH SCHOOL BAND**  
(All 50 states represented.)

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**LIBBY'S**  
*"Great Day"*

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**Equestrian Unit:**  
Clarence Sultzer (M), Helen Williams,  
Wayne Boevers, Nicki Oppegard,  
Marjorie S. Lewis

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**CITY OF MONTEBELLO**  
*"You're A Grand Old Flag"*

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**SPRING BRANCH SENIOR  
HIGH SCHOOL BAND**  
(Houston, Texas)

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**CALGARY, ALBERTA, CANADA**  
*"Wagon Wheels"*

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**Equestrian Unit:**  
Kathleen Senft (M), Nelson Mullins,  
Pearlyne Mullins

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**MINNESOTA METRO TOURIST  
COUNCIL**  
*"Somewhere Over The Rainbow"*

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**PLATTSMOUTH HIGH SCHOOL BAND**  
(Plattsmouth, Nebraska)

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**CITY OF SIERRA MADRE**  
*"Only A Rose"*

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**Equestrian Unit:**  
Dr. Bertram P. Husband (M),  
Joanne Settlemire, Carol McIlmoil,  
Lorraine Wharton, Mrs. William F.  
Staunton, III

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**NATIONAL EXCHANGE CLUB**  
*"It's Three O'Clock in the Morning"*

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**MUTUAL SAVINGS AND LOAN  
TOPPERS BAND**  
(Pasadena, California)

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**AMERICAN HOSPITAL ASSOCIATION**  
*"Night and Day"*

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**TELEPHONE PIONEERS OF AMERICA**  
*"People"*

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**Equestrian Unit:**

Joseph W. Spalding (M), Bob Knestrick,  
Gayle Ann Nicholls, Merrie Hathaway,  
Albert F. Carrison

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**CAL POLY COLLEGES**  
*"Swamp Rhythm"*

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**FLORISTS' TRANSWORLD DELIVERY  
ASSOCIATION**  
*"Aquarius"*

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**ALAIN LEROY LOCKE HIGH SCHOOL**  
**"SAINTS" MARCHING BAND**  
(Los Angeles, California)

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**CITY OF LOS ANGELES**  
*"September Song"*

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**Equestrian Unit:**  
Richard Saukko (M), Kaaren R. Loots,  
Henry J. Loots, Thelma Kurtt, William  
R. Ford, Vernon Hinkley

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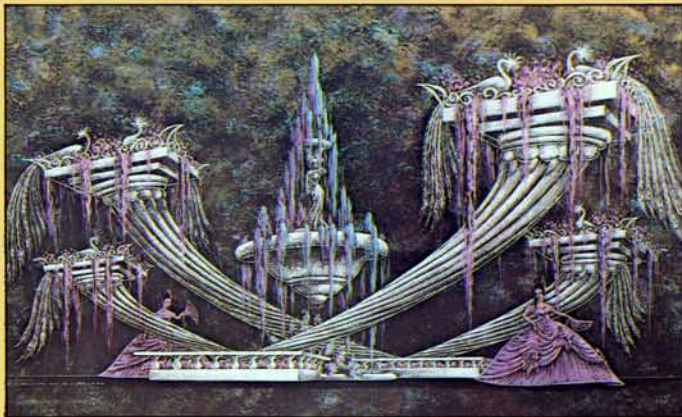
**BAKERY AND CONFECTIONARY  
WORKERS**  
*"Happy Birthday To You"*

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**WHITTIER ELKS CAVALIERS  
YOUTH BAND**  
(Whittier, California)

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**Equestrian Unit:**  
**CAMP PENDLETON MARINE CORPS  
MOUNTED COLOR GUARD**  
(Camp Pendleton, California)  
Sgt. J. F. Kunze, Sgt. D. L. Parr,  
Sgt. D. E. West, Sgt. D. A. Blanton,  
Sgt. P. F. Drown



# 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	Southern California	10	Michigan	3
1971	Stanford	27	Ohio State	17
1972	Michigan		Stanford	

## FOOTBALL RETURNS TO PASADENA

The first inter-sectional football game on New Year's Day in Pasadena was in 1902 when Coach Fielding H. (Hurry-Up) Yost's great point-a-minute University of Michigan team were persuaded to play a comparatively weak Stanford University team.

Willie Heston was Michigan's star halfback and his team piled up a total of 1463 yards in a 49 to 0 victory. This game netted the unheard of sum of nearly \$4,000 for the Tournament Association.

When eastern teams could not be persuaded to come to Pasadena, the chariot race provided the exciting entertainment on New Year's afternoon until 1916. The return of football to Pasadena on New Year's day that year was celebrated by an invita-

tion to Brown University to play Washington State.

William H. (Lone Star) Dietz, Washington State coach, and his team had an undefeated season. Brown University had a guard by the name of Wallace Wade, who later years, as a coach, brought his Alabama teams to the Rose Bowl.

A heavy drizzle started toward the end of the parade and by game time it had become a heavy rain. The field was extremely muddy and the players, when tackled, made more yardage skidding than in running.

Washington State won the game 14 to 0. Reunions of the two teams in that game have been held on New Year's Day in 1956 and 1966.



The 1902 point-a-minute University of Michigan team.



## THERE'S A NEW LOOK AT THE FAMED ROSE BOWL

Pasadena's Rose Bowl, host to the acknowledged "granddaddy" of all college football games each New Year's Day, is improving with age.

Shortly after Ohio State defeated Southern California 27-16 on January 1, 1969, "granddaddy" had his face lifted, his eyes fixed, and pipes improved.

The 50-year-old Arroyo Seco stadium is now both modern and sleek.

Every permanent Rose Bowl seat is new. More than 94,000 all-weather aluminum benches have replaced the old splintery wooden seats with another 3,562 red theatre-type loge seats added near the floor of the stadium.

Bowl seating is now 101,306, and with press and band tickets added, "granddaddy" will officially hold 102,016 although 103,878 witnessed Southern California's 10-3 victory over Michigan on January 1, 1970. The higher figure included ushers and other stadium personnel.

"Granddaddy" has new eyes, too—96 multi-vapor lamps and fixtures replacing the 35-year old system on the six existing light towers. The lamps, which represent the latest break-

through in stadium lighting, have increased illumination on the field six times and will provide color cameras ample light to televise Rose Bowl action after the sun sets over the stadium's rim.

The players' benches are now recessed in an 18-inch concrete dugout, amply covered with thick green padding. Hopefully, the loge seat ticket holder will have an unobstructed view of the playing field. And for those who keep statistics on such things, the number of rest rooms for the fairer sex have doubled over 1969.

The total cost? Roughly \$540,000 has been spent, some \$267,000 more than it took to construct the original "Tournament of Roses Stadium" in 1922. The competing Pacific 8 and Big 10 conferences are paying five-sixths of the costs out of game income, with the Pasadena Tournament of Roses Association providing the other sixth.

This unique cost-sharing plan also made possible renovation of the press box and dressing room facilities in the early 1960s.

There's more work to be done, too. Work this year will center on the construction of permanent concession booths.



# TOURNAMENT OF ROSES



New  
Years  
Day  
1916

Midwinter Floral Pageant

# FOOTBALL

BROWN UNIVERSITY

-VS-

STATE COLLEGE OF WASHINGTON

Pasadena - California

WEL-FIN LITHOGRAPH CO. LOS ANGELES CAL.

COMPLIMENTS OF THE AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA

