

# TOURNAMENT of ROSES

and  
FOOTBALL  
CLASSIC



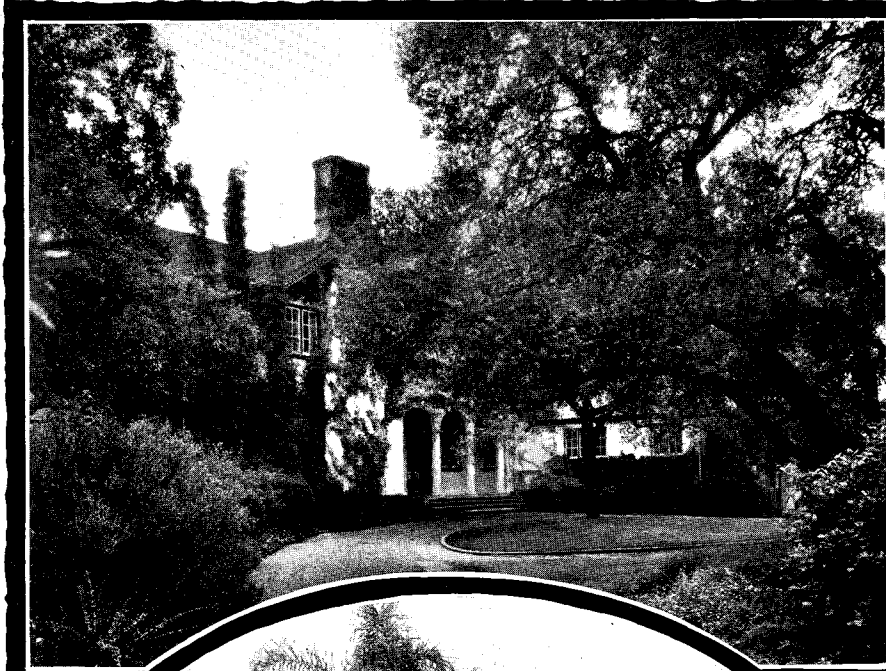
PASADENA  
CALIFORNIA  
1926



New Year's Number  
PASADENA STAR-NEWS

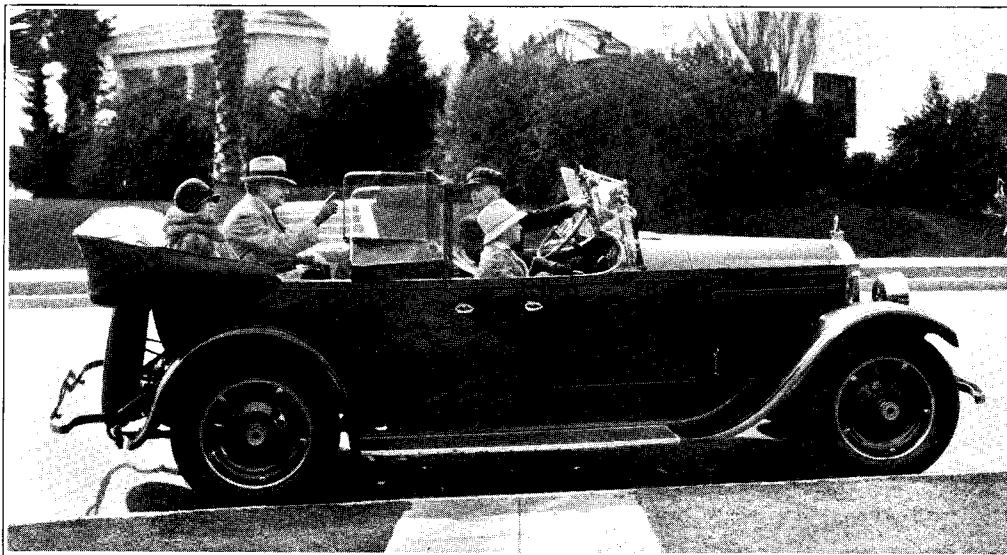


# PASADENA, CITY OF HOMES



**P**ASADENA, known the world over as the home of the Tournament of Roses, presented annually on New Year's Day, has retained through the half century since its founding those characteristics which have made its name familiar in many lands. The Rose fete, impressively beautiful and significant, serves to focus attention upon a community which in many other respects merits the approbation given not only by its own fortunate residents but by thousands of friends who hope to make this city their home at some future time.

Through the fifty years which separate the village from the modern city, Pasadena has achieved much in community progress. Its citizens are proud of their \$3,500,000 Civic Center project, the buildings of which are in course of construction, and which will consist of public library, city hall and auditorium; of their beautiful and attractive homes, both large and small; of their excellent school system, including junior high schools and junior college, and the many school buildings of real distinction; of the numerous beautiful church edifices; of Pasadena's growing importance as a scientific center, it being the home both of Mt. Wilson Solar Observatory and California Institute of Technology; and of the city's various organizations for the encouragement of the fine arts, notably those centering in the Pasadena Community Playhouse, the Art Institute and the Music and Art Association. Both water and light departments are municipally owned and well administered; the city's parks provide many recreational features, and all in all, the people of Pasadena have substantial reasons for the pride which they take in their city and the love they bear it. As with them so with those who shall in the future call Pasadena their home, it can safely be said that Contentment dwells within their Gates. Pasadena is proud of her past, secure in her present status as a progressive city, and confident of the future.



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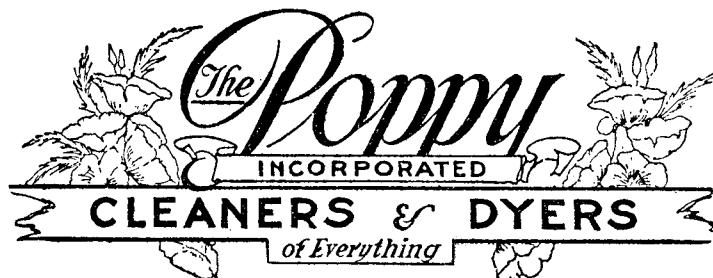


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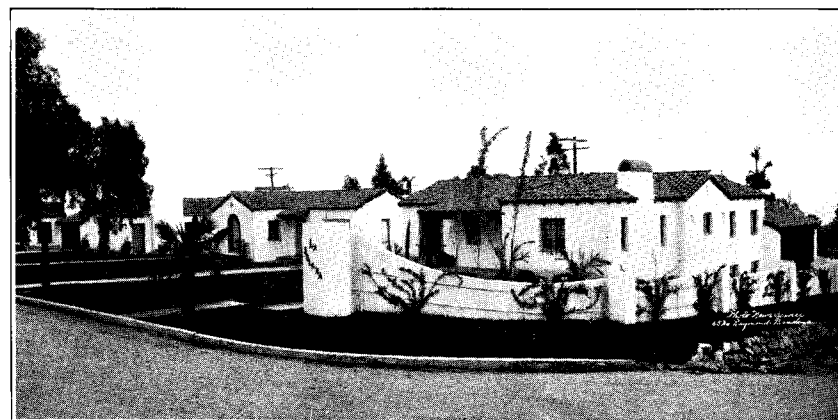
Alhambra Office  
510 North Garfield  
Telephone 2135-J

Terrace 8103

Los Angeles Office  
528 South Western  
Washington 9560

—a street in Spain

*LA SOLANA—in East Altadena*



1886

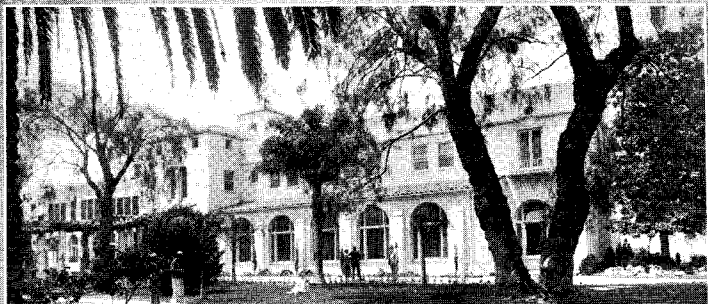
**B. O. Kendall Company, Pasadena Realtors**  
40 Years of Service

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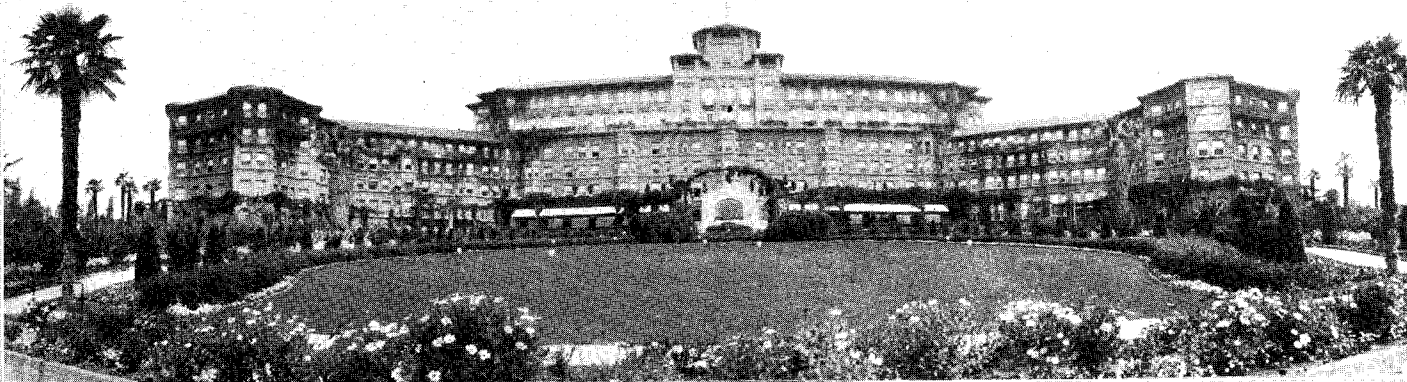
# World Famous *Linnard* Hotels

*Wherever your fancy leads you in  
the domain of sunshine and flowers*

*to the myriad charms of Pasadena*

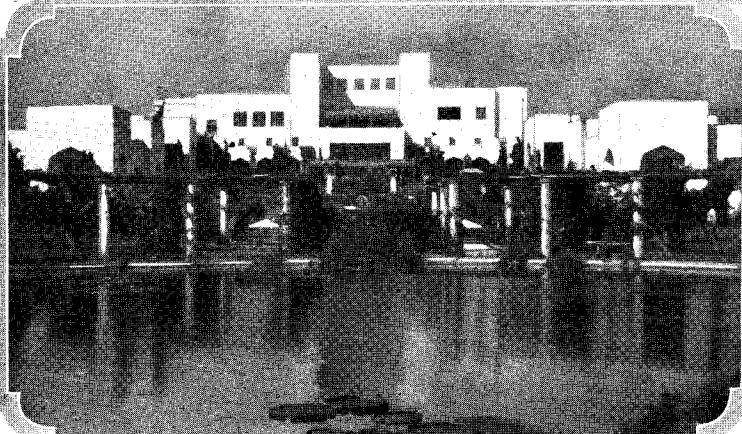


**Vista del  
Arroyo  
Hotel &  
Bungalows**  
*Pasadena, Cal.*

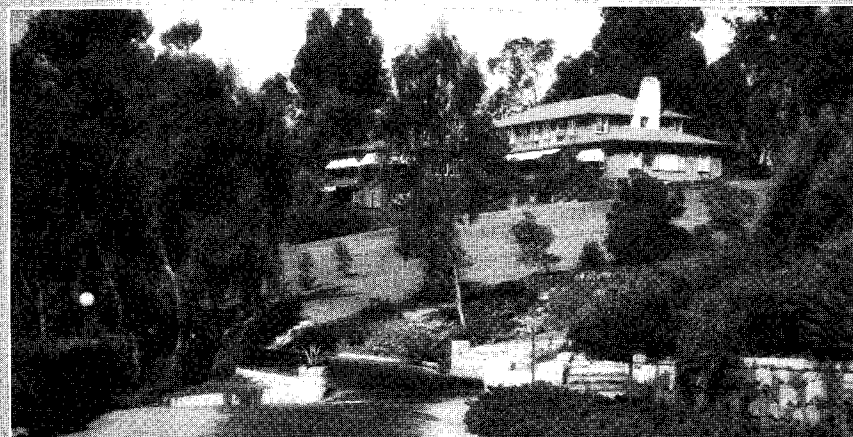


**Huntington  
Hotel  
& Bungalows**  
*Pasadena, Cal.*

*to the salt  
breezes of  
Santa Barbara*



**Samarkand Hotel** *Santa Barbara, Cal.*



**El Encanto Hotel & Bungalows** *Santa Barbara, Cal.*



*to the countless diversions of San Francisco -*



*The Fairmont Hotel - San Francisco, Cal*

*to the pinefringed lake of the sky, Lake Tahoe -*

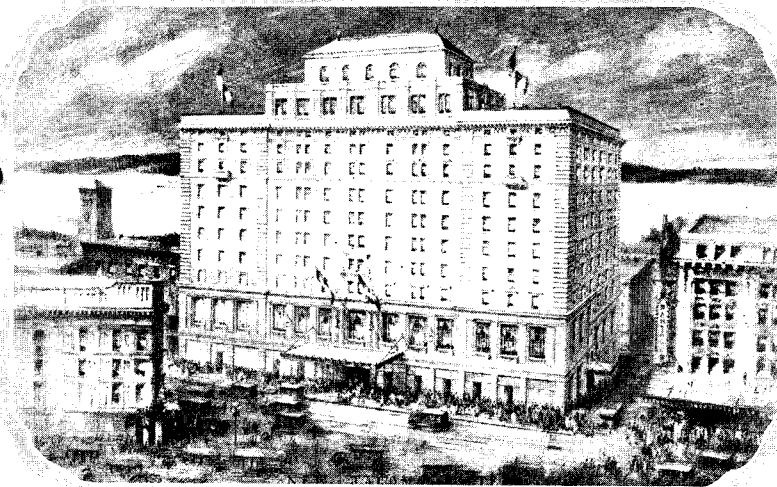


*Tahoe Tavern & Bungalows - Lake Tahoe, Cal.*

*to the scenic wonders of Tacoma -*



*The Whitcomb Hotel - San Francisco, Cal.*



*The Winthrop Hotel - Tacoma, Wash.*

*there you will find  
the unexcelled  
Linnard Hotels with  
Linnard ideals -*

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and  
CORDIALITY

*Direction*

*D.M. Linnard*



THE HOTEL THAT  
MADE PASADENA FAMOUS

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**T**HE location of The Raymond at the summit of Raymond Hill, in a park of eighty acres, with a beautiful outlook on valley and mountains, is not surpassed anywhere. The grounds include a picturesque nine-hole golf course, which is the delight of golfers. With its charming situation, its perfect service, its accessibility to every point of interest, while affording quiet and privacy to those who seek them, The Raymond offers many attractions to its guests.

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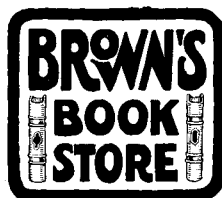
Studio, Patio of the  
Community Playhouse

Terrace 0883  
Pasadena, California



**Crown Hotel** Colorado  
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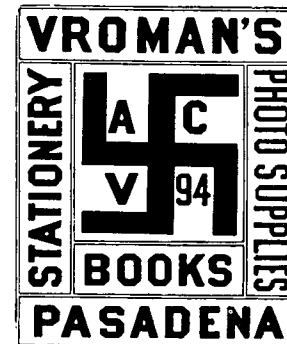
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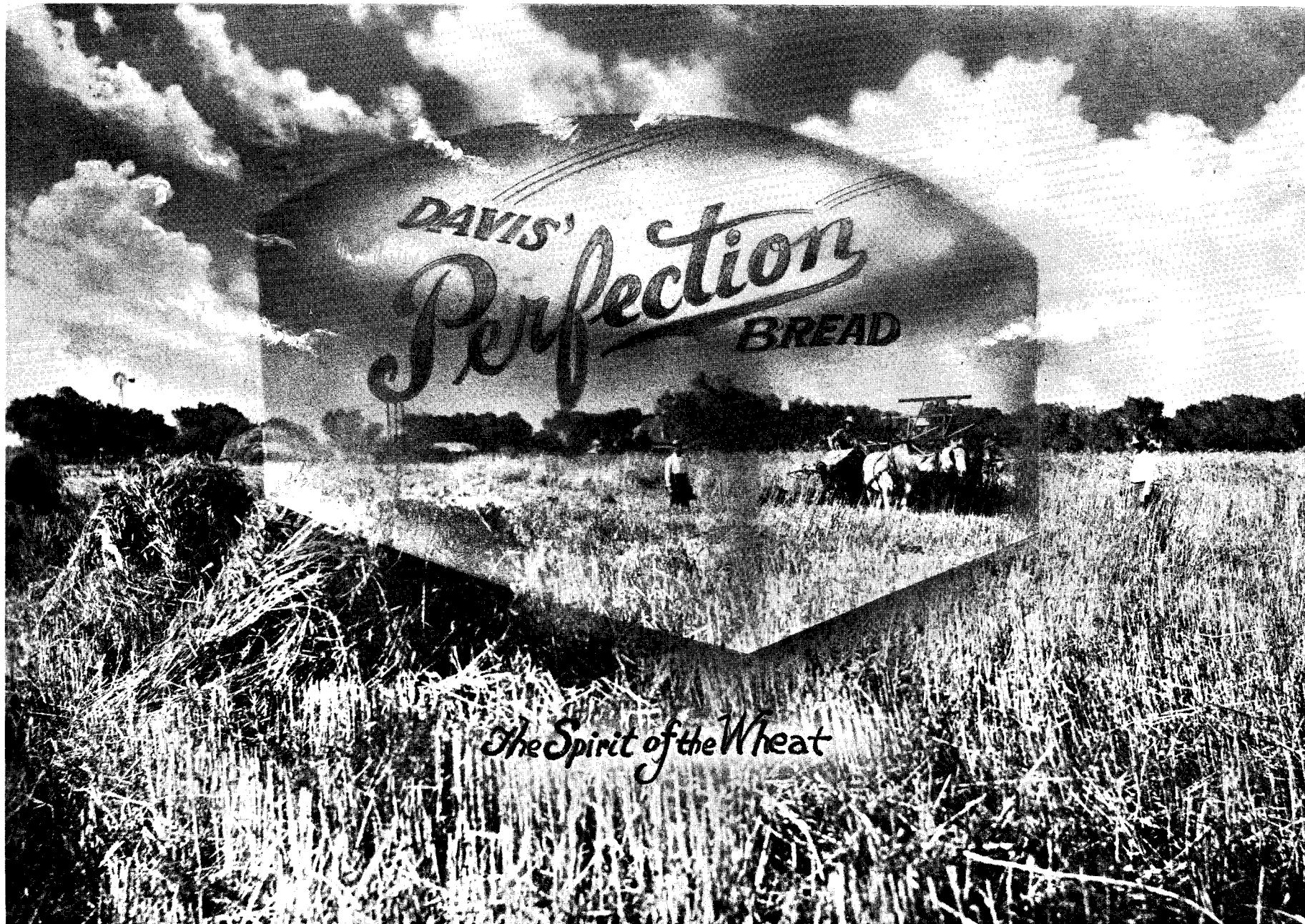
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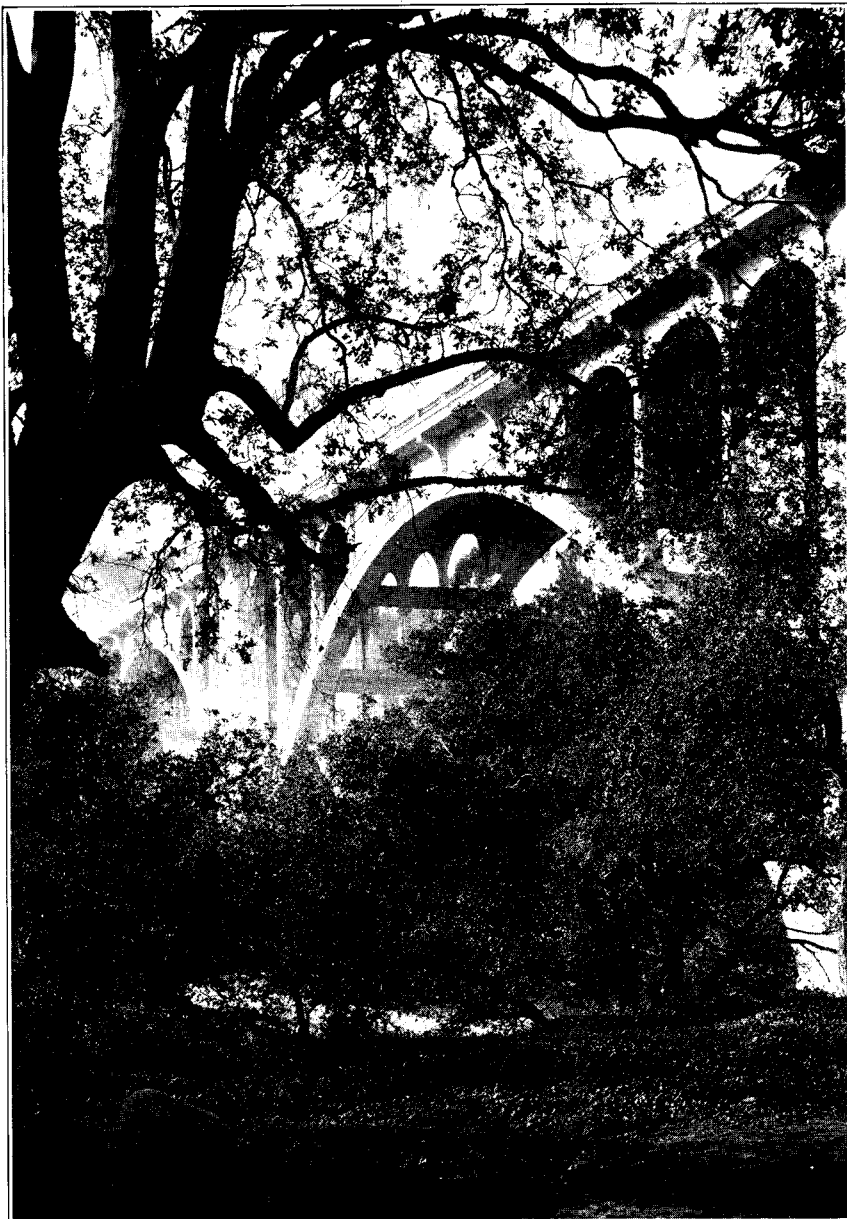
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*Perfection*  
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*The Spirit of the Wheat*



# One of Pasadena's Fairest Jewels



The Colorado Street bridge, a triumph of engineering skill, spans our largest natural park. It is but one of the many attractions that captivate the visitor, and assist in determining Pasadena as their future and permanent home.



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Pasadena Star established 1886; Pasadena News established 1896; merged in Star-News March 1, 1916. Is one of California's Leading Evening Newspapers.

TOURNAMENT OF ROSES NUMBER

# Pasadena Star-News

The Pasadena Star-News with its circulation of more than 18,000 copies daily, enters almost every home in Pasadena and vicinity.

C. H. PRISK, *Editor and Manager*  
J. H. PRYOR, *Associate Editor and Manager*

PASADENA, CALIFORNIA, JANUARY 1, 1926

LON F. CHAPIN, *Associate Editor and Manager*  
A. J. HOSKING, *Associate Editor and Manager*



NEW YEAR'S DAY, 1926, dawns upon a prosperous, busy and forward-looking Pasadena. As always since the first settlement was made by the "Indiana Colony" just fifty-two years ago, in January, 1874, the great majority of Pasadena's citizens hold as their vision for the city of the future, a community in which has been still further developed ideal home conditions. No development is encouraged, or even permitted, which would detract from the desirability of Pasadena as an ideal place of residence.

Home building has been maintained at a really remarkable rate during 1925. Building permits issued in Pasadena to December 18 represent a total of \$9,630,570, of which sum \$4,679,870 was for new homes. And never in any former year have the new homes been more beautiful or attractive. While their architecture is dominated even more than heretofore by the Spanish and Moorish types, these are used with free adaptation to special local conditions, thus greatly enhancing their variety and interest. A trend of recent

years has been the development of foothill sections. On near-mountainous declivities roads have been cut and paved, and homes of distinction built somewhat in the Italian manner as to landscape effect. An-

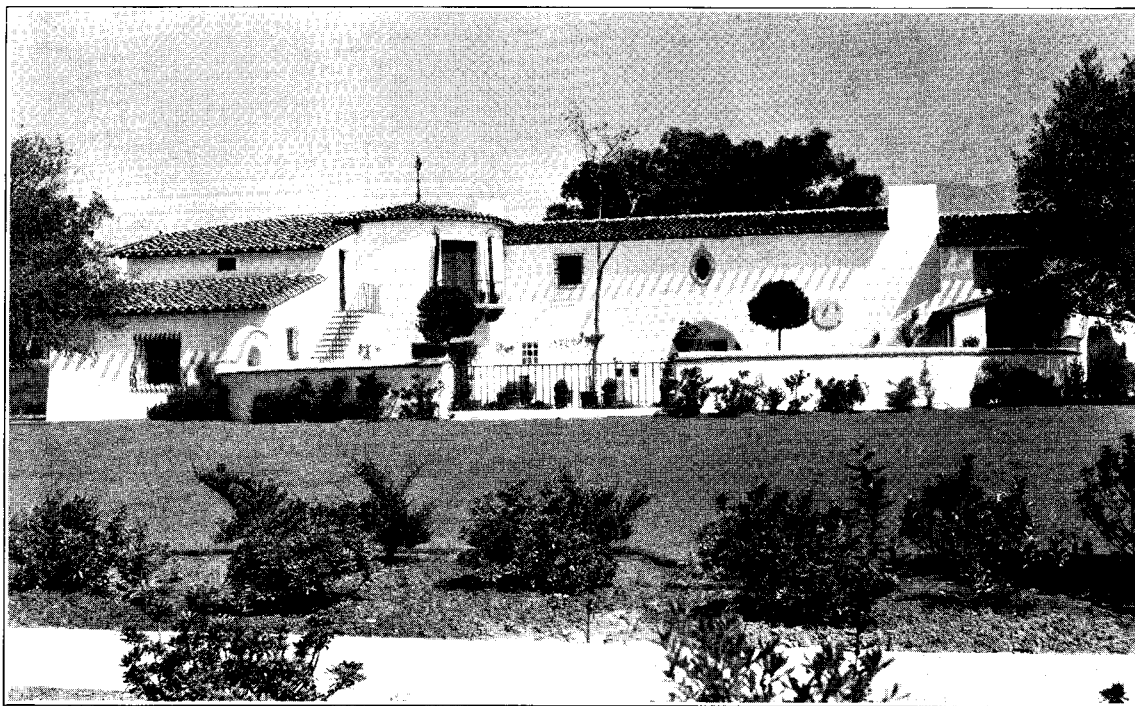
prise and delight to the uninitiated in such work.

Walls are more employed than ever before to surround at least some portion of the plot and give a bit of home seclusion, but nearly always these

admit of friendly and intriguing glimpses of garden nook, of walk or playing fountain. The passer-by does not feel that he is regardlessly excluded from the privilege of admiration, while for the visitor there are many happy surprises in the way of charming patio, of shaded seat commanding some pleasing vista, or other garden retreat.

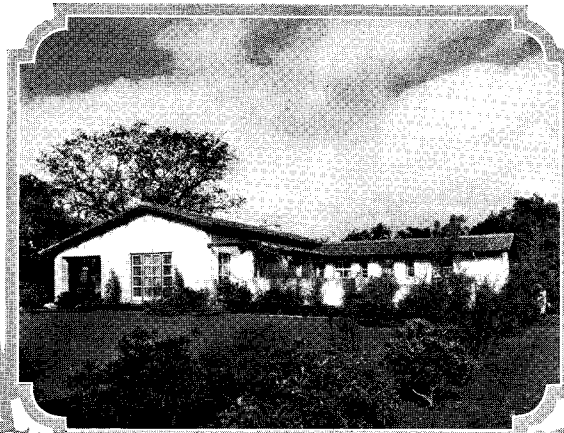
For a number of years Orange Grove and Grand Avenues were distinctly Pasadena's show streets and boasted most of its fine residences. Vying in interest with them, however, was Marengo Avenue, with its bordering rows of feathery pepper trees. Now every section of the city has its beautiful homes and its own special attractions. The transformation that has attended the growth of Pasadena to a city of 70,000 people,

exclusive of suburban sections which are one with this city in all but municipal organization, has been a natural and harmonious development, in keeping with Pasadena's best traditions.

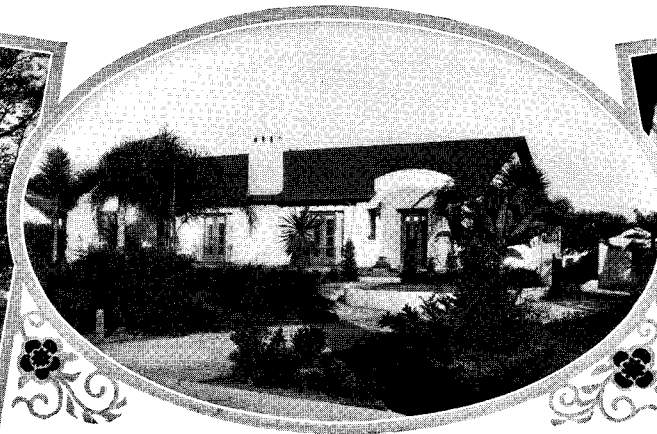
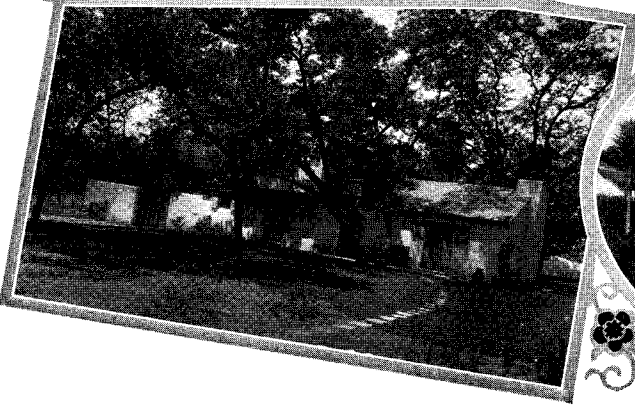


*Climate and Vegetation Readily Lend Themselves to Spanish Types of Architecture*

other recent development has been the improvement of boulder-strewn mesas, and the clever ways in which huge boulders have been made to add to the attractiveness of grounds and gardens, are a sur-



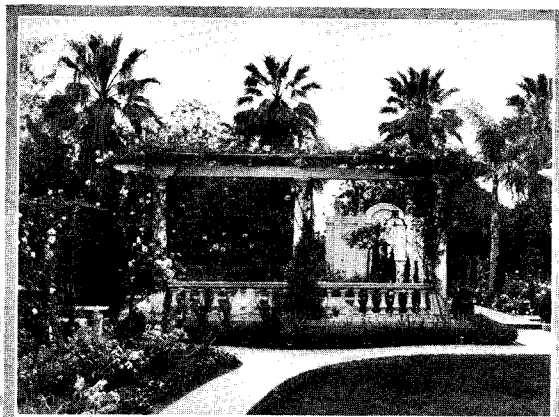
**H**OME BUILDING and garden planning receive the most careful and loving thought, not only of designers, architects and landscape artists, but of the owners themselves, who find in the natural beauties of their surroundings, in the readiness with which everything grows, in the almost endless variety of plant and flower, and especially in the all-the-year outdoor life, the strongest possible incentive to make the very most of home-building opportunities.



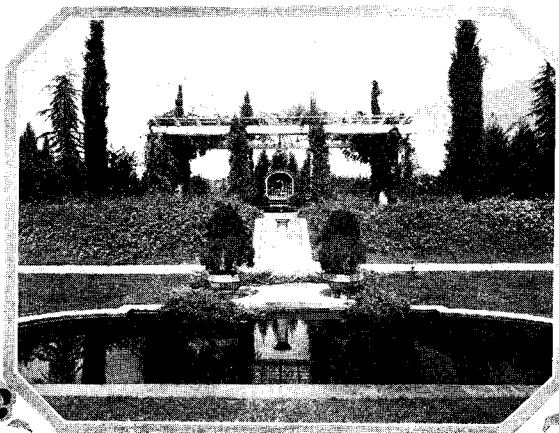
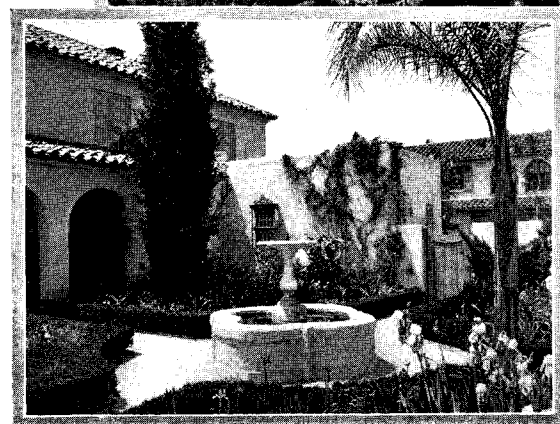
*Two Distinctively  
Beautiful Pasadena  
Homes Showing Di-  
versified Architecture,  
with Hints of the  
Glamour and Romance  
of Other Sunny Shores*

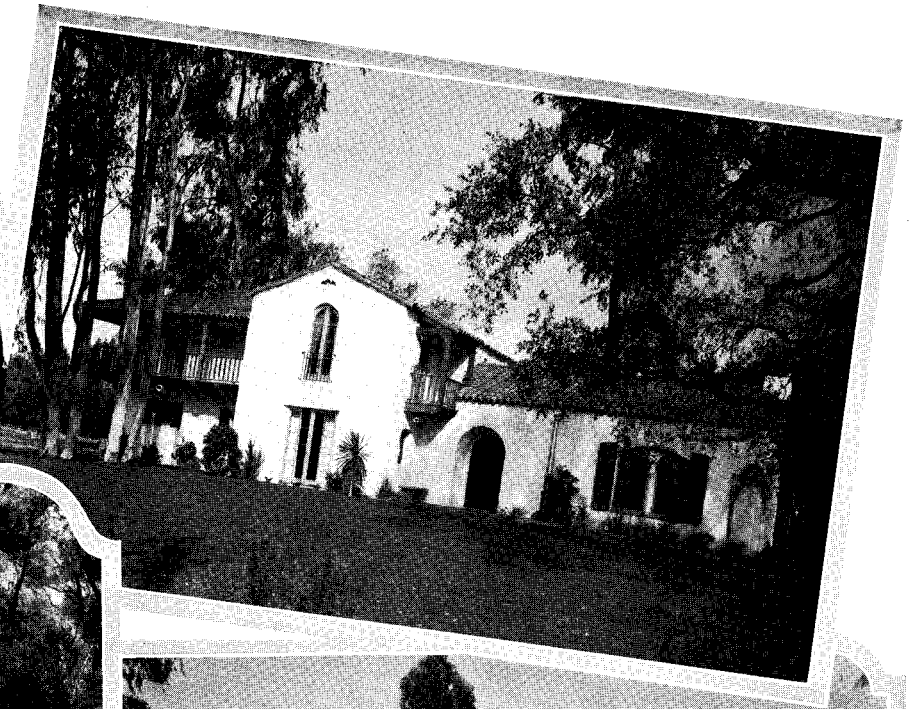


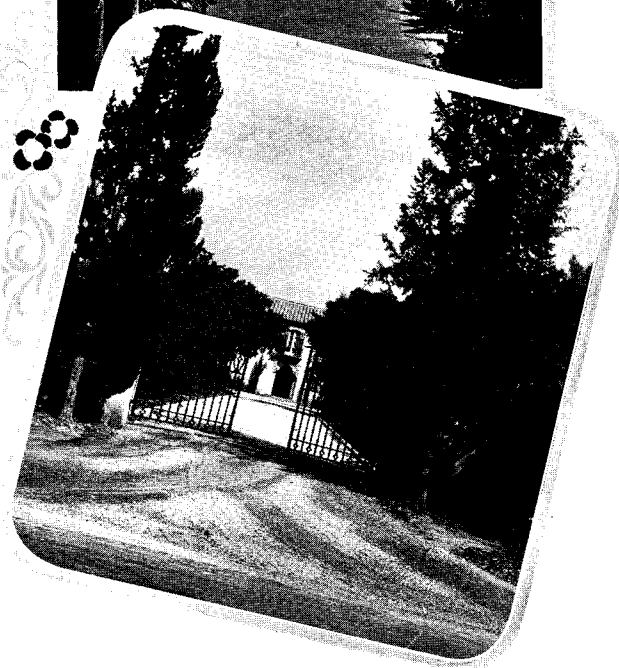
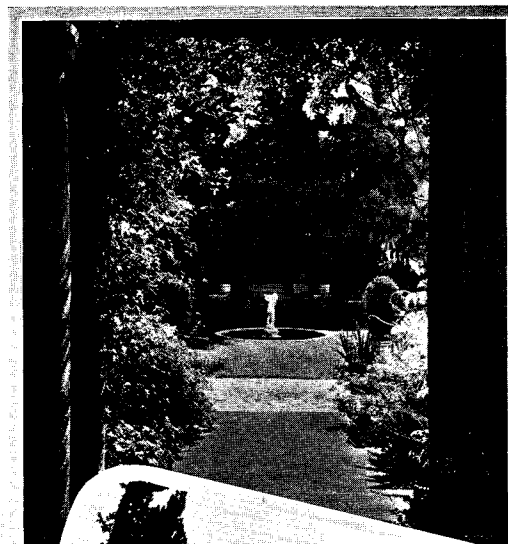
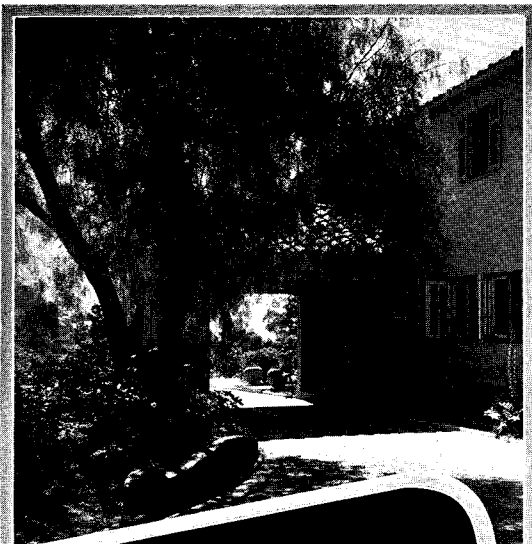




WHILE Pasadena boasts many costly residences, one of the most pleasing features of the city is the attractiveness and indeed the real distinction that has been attained in so many of its smaller homes, even those of the bungalow type. And everywhere a most interesting study is presented by open courts, terraces, palm-bordered walks, pergolas and all manner of delightful effects produced by creative minds and hands.

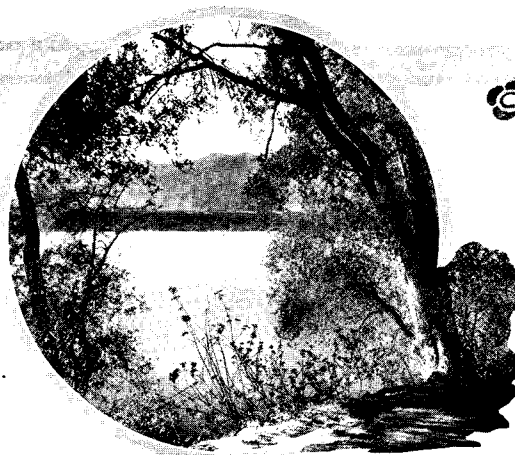




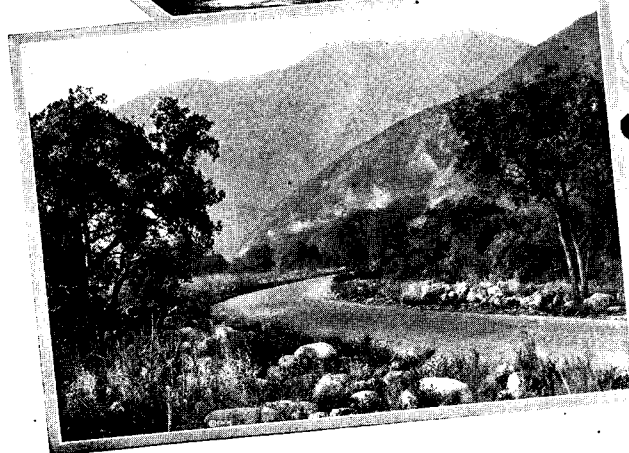


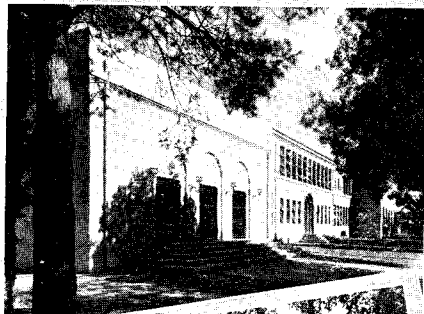
*Often the Entrance to the Grounds of Some Residence Gives the Keynote of the Charm Within—Again the Hidden Fountain, Outdoor Stairway or Other Bit Bespeaks Notice*



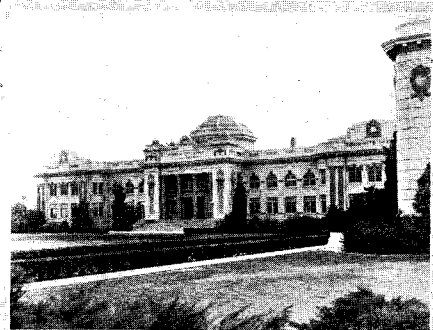


SYLVAN scenes surround Pasadena. Here are (above) glimpses of Flintridge; Devil's Gate dam after the winter rains; the Old Mill at San Marino; (center) a canyon trail; deodar-lined Santa Rosa avenue,—a mile of lighted Christmas trees in varicolored brightness the past week,—and (below) a typical foothill highway; resting on the bridle path, and the oaks in Busch Gardens.





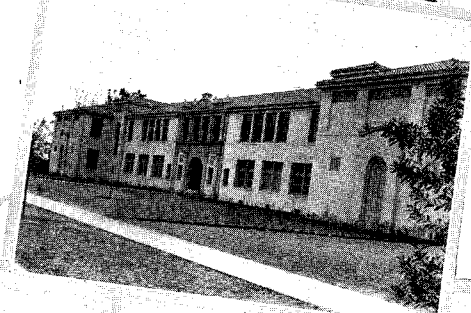
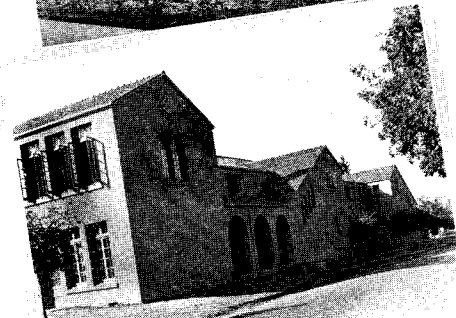
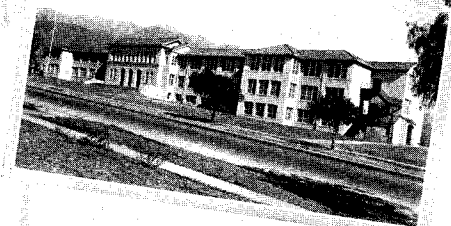
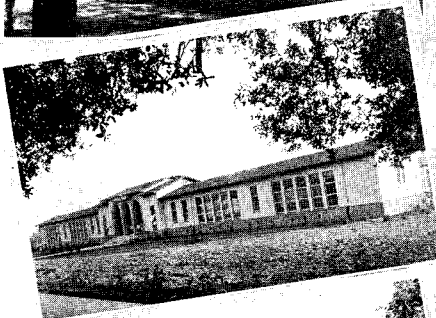
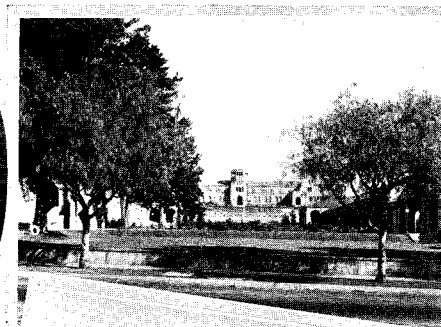
**John Franklin West**  
*Superintendent Schools*



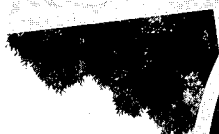
## Pasadena's Schools



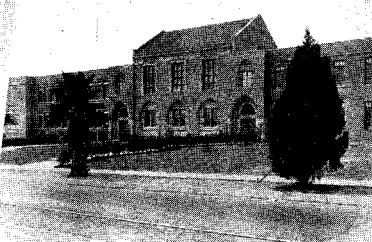
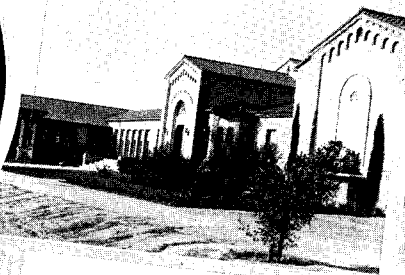
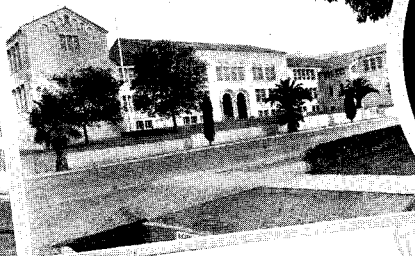
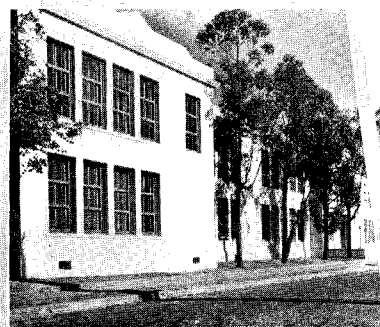
**William F. Ewing**  
*Principal High School  
and Junior College*

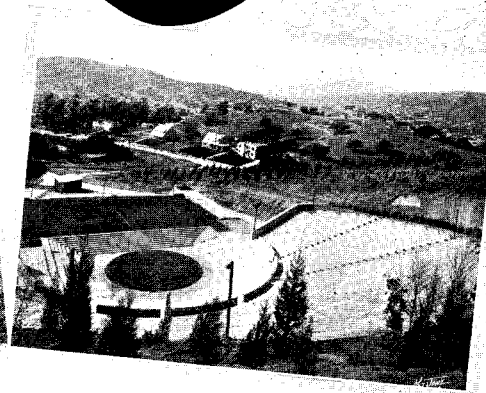
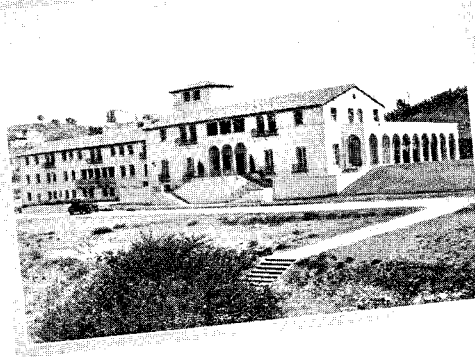
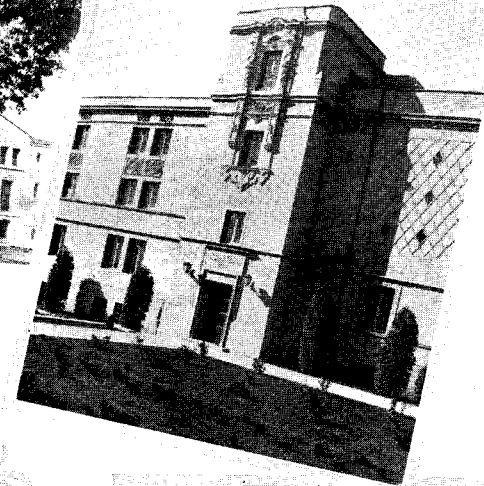
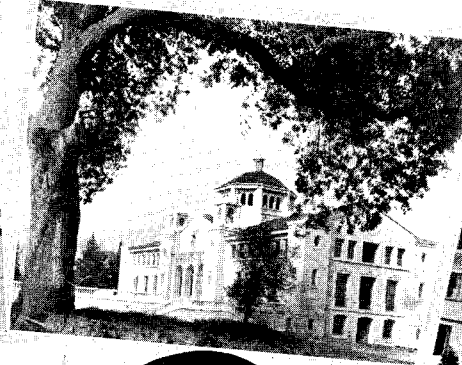
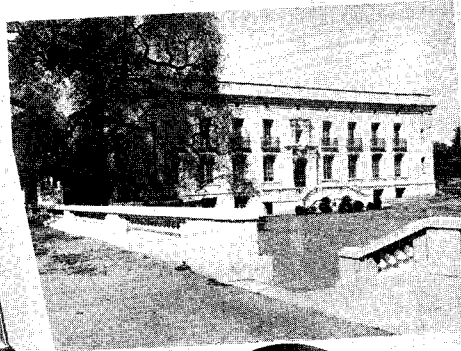


REPRESENTATIVE of Pasadena's interest in its schools is the group of public school buildings shown on this page, the central High School building being above. An extensive building program has been carried on during the past two years, and is necessary in order to keep pace with the rapidly increasing attendance, which has reached nearly 15,000, besides 3,000 part-time and night school students. Of the above total 425 are enrolled in the Junior College, and in round numbers 2400 in the High School, 2800 in the four Junior High Schools and 9000 in the elementary and kindergarten schools—an army of youth which is being given every possible educational advantage, for Pasadena's school system ranks with the best.



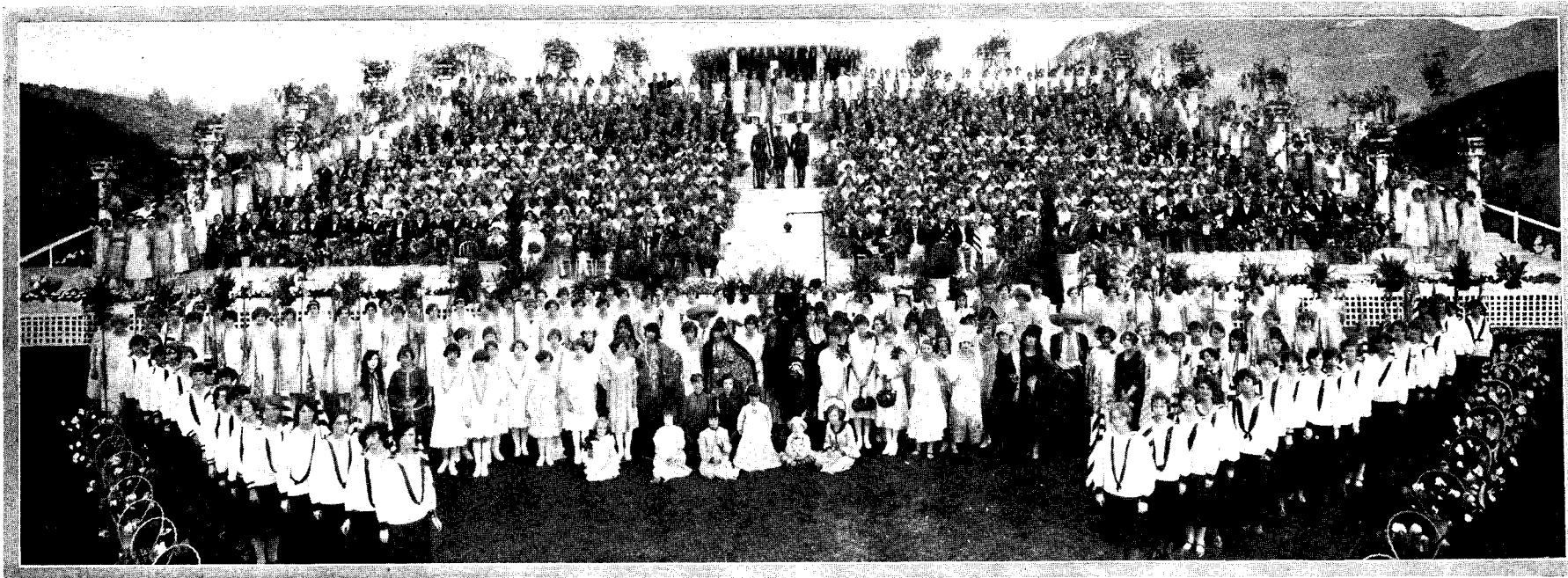
**John W. Harbeson**  
*Dean Junior College*





*Above—California Institute of Technology Buildings—Entrance and Front, Gates Chemical Laboratory, Throop Hall, and Tower, Norman Bridge Laboratory of Physics; Center—Dr. Robert A. Millikan, Chairman of "Caltech" Executive Council, and Dr. Remsen D. Bird, President Occidental College; Below—Occidental Group, Including Bertha Horton Orr Hall and Hillside Theater*





*Audiences of 25,000 People or More Attend P. H. D. Graduating Exercises, Held in the Rose Bowl; Above, the Class of 1925*

Adult education receives serious attention and the evening classes at the High School continue throughout the school year and cover a wide range of subjects. College credits are given for the work in a number of these classes. Americanization classes are also conducted with gratifying results.

Particularly fortunate are the recreational activities of Pasadena, both within and without the schools, in that they receive careful, intelligent direction throughout the year by trained supervisors. The Playground Community Service, a well-financed organization, draws its support equally from city and from school district. Cecil F. Martin, director of physical education in the schools, is also director of the Playground Community Service, and the movement is well sustained by the public.

In the field of higher education, Pasadena is best known as the seat of California Institute of Technology, a scientific and engineering school of first rank, with an enrollment of 500 men. Under the leadership of Dr. Robert A. Millikan, chairman of the executive council, the Institute has attracted to its research laboratories world-famous scientists from many lands. Dr. Millikan's own experiments in the isolation of the electron won for him the Nobel award in physics in 1923, while his more recent discoveries in connection with the so-called cosmic rays are believed by scholars to mark an epoch in the science of physics. Not only in research but in the character and breadth of its instruction, has the Institute come to occupy a conspicuous position. Plans for steady,

consistent expansion in buildings and equipment have been worked out by the board of trustees, headed by Arthur H. Fleming, who has himself made a gift of more than four million dollars to the Institute's endowment fund.

Occidental College, while just outside the city limits, in Eagle Rock, has an especially close relation to Pasadena, from which it draws many students and much support. It offers advanced collegiate courses, maintains high scholastic standards and a fine spirit exists among faculty and students. Under the splendid leadership of Dr. Remsen DuBois Bird, its president, Occidental is cementing old ties and gaining new friends, who regard its future with utmost enthusiasm. While under Presbyterian auspices, it is strictly non-sectarian.

Pasadena College, associated with the Nazarene church, is located within the city limits. Dr. C. B. Widmeyer is president of Pasadena College, which maintains several departments, including College of Liberal Arts, Bible College and School of Music.

Within the city and its environs are several preparatory schools for both boys and girls, military academies and other schools giving special training, all of excellent standing.

In the educational facilities of necessity so briefly outlined here, Pasadena offers advantages which are constantly drawing to it many of the most desirable families who prize the privilege of educating their children amid such favorable surroundings and in a climate so conducive to health.



*Duroy Memorial Universalist*



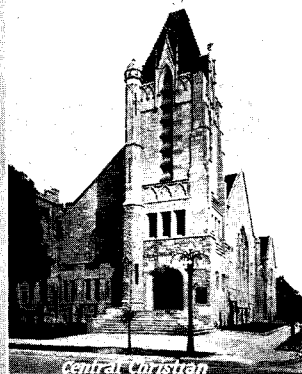
*First Church of Christ Scientist*



*United Presbyterian*



*First Church Nazarenes*



*Central Christian*



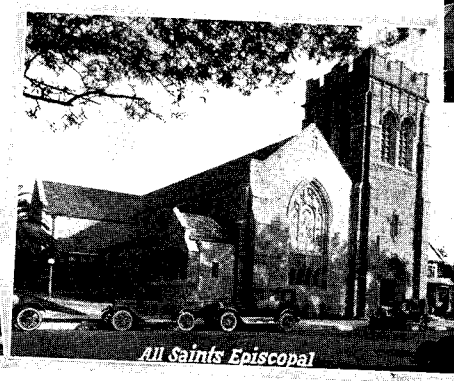
*First Baptist*



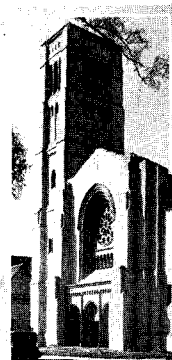
*First Methodist*



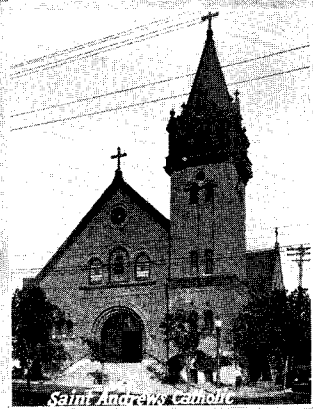
*First Congregationalist*



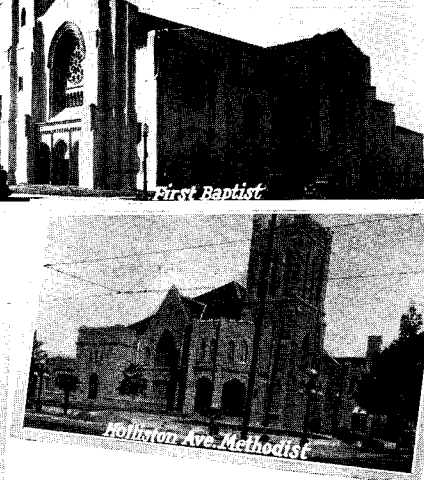
*All Saints Episcopal*



*First Baptist*



*Saint Andrew's Catholic*



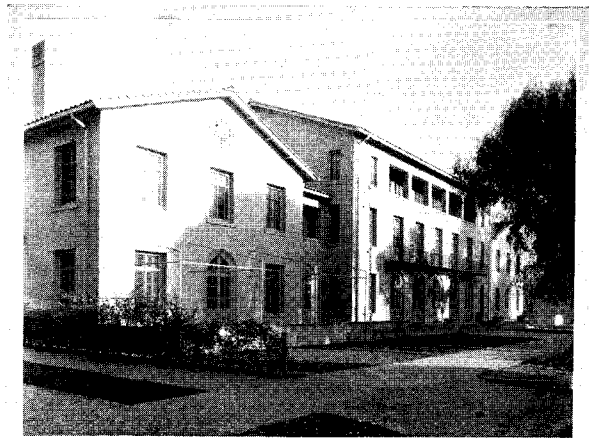
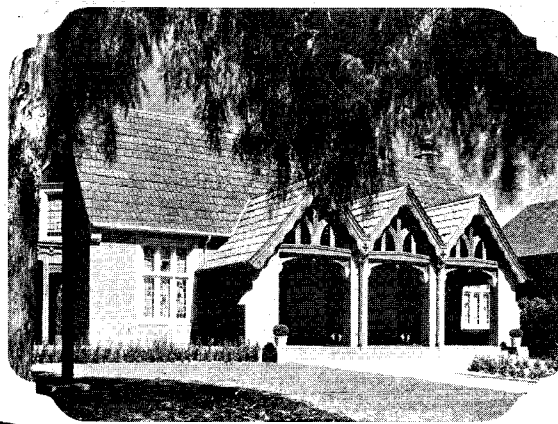
*Holliston Ave. Methodist*

AN ABLE, devoted ministry, standing for real spiritual leadership; fellowship and good will between denominations; zeal in their educational programs, and notably large memberships, are some of the characteristics of Pasadena's churches. Theirs has been one of the strong and abiding influences in shaping the life of the city throughout its history.

Many families have chosen Pasadena as their home because they saw evidence of its moral tone in the number and character of its churches.

Church edifices in Pasadena are typified by the illustrations on this page. In construction

and design they are highly creditable to their congregations and to the city, and are much admired by visitors to Pasadena. The First Methodist church was completed little more than a year ago, and admirably houses all its departments, while the First Presbyterian church carries on certain of its activities in its fine Kirk House. The most recent new buildings are those of the Episcopal, First Baptist and the United Presbyterian churches. The First Congregational church has purchased a site for a new house of worship, and may build within the present year.



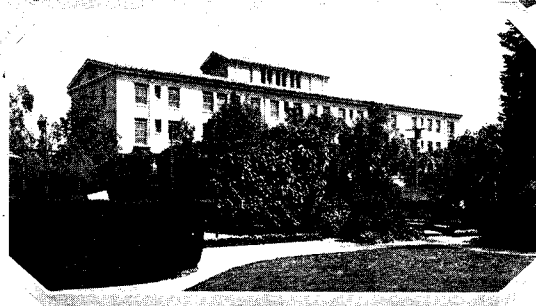
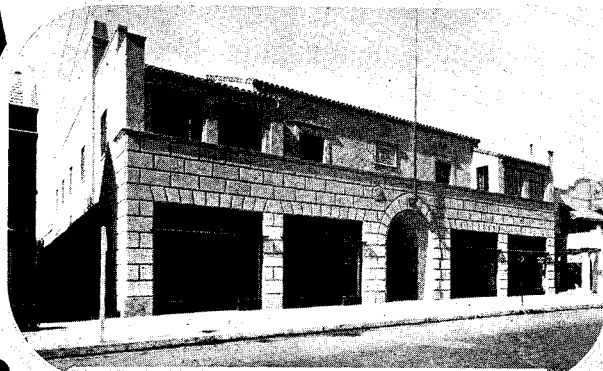
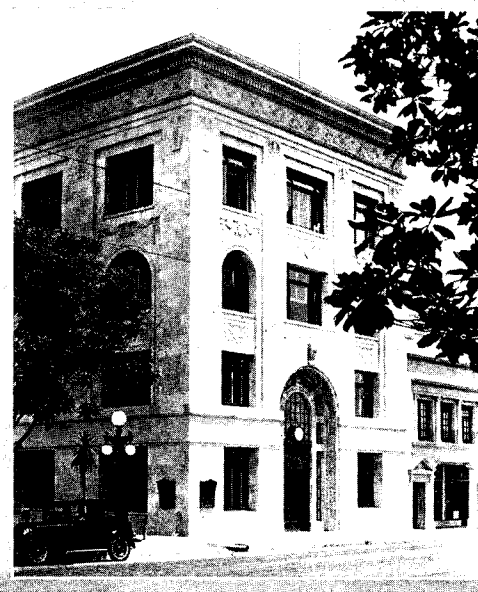
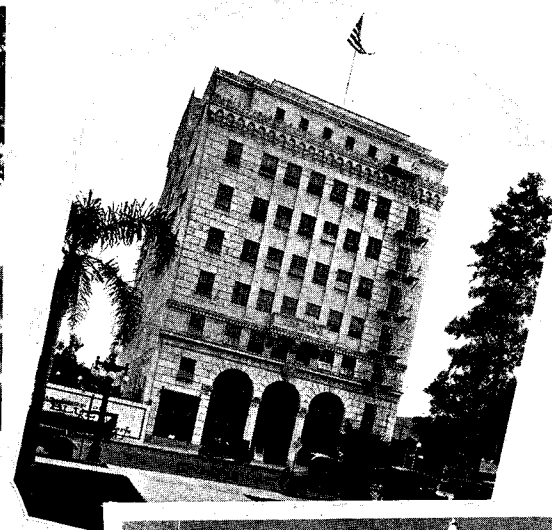
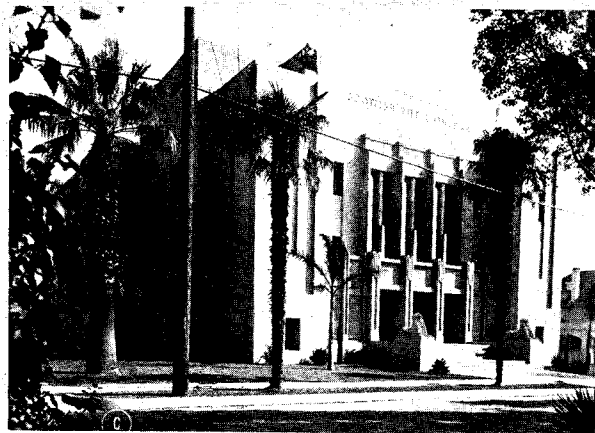
**I**N THE completion of the Pasadena Community Playhouse, the past year, a marked impetus has been given to the work of the Community Players, long accorded high recognition throughout this country. Under the exceptionally able leadership of Gilmore Brown, the players are a positive educational and cultural force. By the untiring co-operation and support of many influential friends, the beautiful and admirably planned Community Playhouse has become an actuality. Glimpses of its court and colonnade are given at the left, and below them a Chinese garden and bit of unique business architecture.

In the center above is a view of the new Shakespeare Club House, and at the right of the Y.W.C.A. building. The Shakespeare Club is Pasadena's oldest and largest women's organization, with about 1200 members. Another strong and influential organization is the Women's Civic League, with a large membership. In its fine home the Y.W.C.A. carries on a varied work for young women, and stands to them for contact, for friendship and for opportunity.

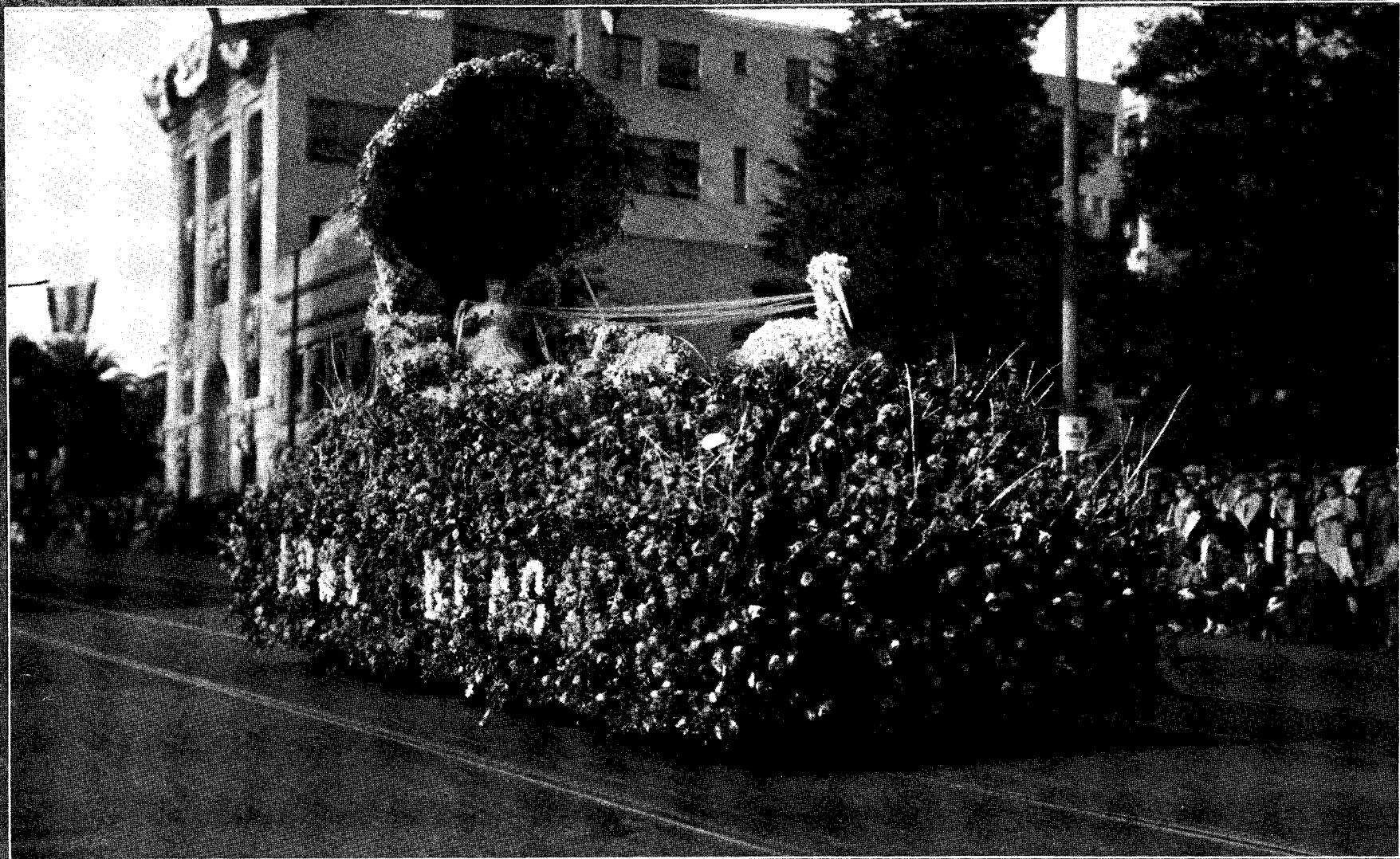
The Pasadena Chamber of Commerce and Civic Association is the focal point for many civic organizations. Itself a large factor in community progress and betterment, it has grouped about it such organizations as the Merchants' Association, Playground Community Service, Community Chest and Vocational Bureau. The University Club, which occupies the floor above the chamber, has purchased a home of its own, and will soon move elsewhere. Pasadena's community organizations are virile and progressive. The Y.M.C.A. is greatly enlarging its fine building. Service Clubs have large memberships and contribute materially to community spirit. The Pasadena Athletic and Country Club is erecting a splendid centrally located building.

At Carmelita Gardens House, in a lovely park owned by the city, are held art exhibitions, in which the work of California painters predominates. The plastic arts, music, literature, scientific research, all find a friendly atmosphere in Pasadena, and an appreciation which is vastly encouraging to work of a high order in each of these fields.





*These Excellent Examples of Newer Buildings in Pasadena Are (above) Pacific Southwest Trust and Savings Bank, Scottish Rite Cathedral (Photo Copyright by E. Willard Spurr) and Pasadena Furniture Co. Building; (center) American Legion Hall, and (below) New Home of the Pasadena Star-News, Owning and Operating Radio Station KPSN, Addition to Pasadena Hospital and the Professional Building*



*Long Beach's Beautiful Entry in Pink and White Sweet Peas, Representing Pelican Drawing Magic Sea-Shell Boat, Wins Grand Sweepstakes Award and First Prize in Its Civic Class in Gorgeous Tournament Parade*

# Pasadena Holds 37th Annual Rose Fete



NATURE conspired with Pasadena to present on January 1, 1926, one of the most beautiful floral pageants in the history of the Tournament of Roses.

The thirty-seventh annual rose fete was marked by a profusion of flowers never before equalled in the long history of Tournaments since the first day of January, 1890, when the famous festival was instituted. The thousands of spectators were favored by an ideal Southern California mid-winter day, the warm sunshine combining with cool breezes to fill all hearts with holiday gladness.

One serious accident, the first in the history of the Tournament of Roses, marred the complete success of the event. More than 100 persons were injured, none of them fatally, when one of the grandstands on Colorado street collapsed soon after the parade got under way. The parade was delayed while the injured were cared for and the efficiency of the police prevented any semblance of panic while the ambulances rushed the injured to the hospitals.

In the number of entries, in the geographical distribution of the floats, attesting to the inter-community aspect of the Tournament, and in the quantity and quality of the flowers with which the floats were decorated, the Tournament of 1926 surpassed all those which preceded it. The civic entries from other communities in California and as far north as Washington and Oregon were particularly beautiful and by their participation paid a graceful compliment to their sister city of Pasadena.

The special feature of the 1926 Tournament which will long be remembered by those who witnessed it was the historical division in which were presented decorated vehicles of an ancient vintage which brought back memories of the Tournaments of twenty-five and thirty years ago. This division was sponsored by the city of Pasadena and with the aid of old photographs, entries of other

years were reproduced in perfect detail, the costumes of those riding in the carriages also being in keeping with the period depicted.

The complete description of entries in the 1926 Rose Fete follows:

Bugler—John R. Denholm, former chief trumpeter of the 81st Field Artillery, led the Tournament parade. He was followed by five mounted police and Chief of Police Charles H. Kelley of Pasadena.

Grand Marshal—Col. L. J. Mygatt, grand marshal, with his chief of staff, Col. Louis R. Ball, accompanied by their aides lent a military aspect to the parade.

G. A. R. Drum Corps—The Pasadena G. A. R. Drum Corps had the honor of having the first floral entry. Their float was decorated with heather, smilax and pink carnations.

Legion Colors—Massed colors of Southern California American Legion posts formed an inspiring part of the parade. The colors were followed by the Pasadena Elks Band.

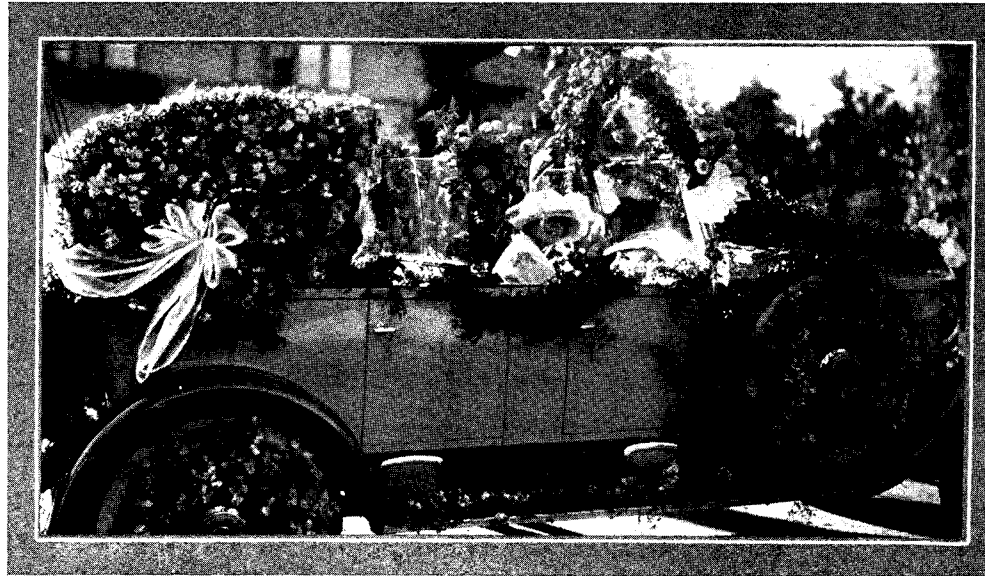
Scotch Bagpipes—The Jinnistan Grotto Bagpipe Band added to the color and emphasized the international character of the fete.

Tournament President—Harry M. Ticknor, president of the Tournament Association, mounted on a white horse appeared next in line with his aides.

Tournament Entry—Providing a gorgeous setting for Miss Fay Lanphier, "Miss America," and

Queen of the 1926 pageant, the entry of the Tournament of Roses Association was perhaps the most lavishly decorated float in the parade. The float was decorated with thousands of roses, the centerpiece being a dazzling Fountain of Youth before which was a white horse made of flowers. At the back of the float was the rose-covered throne grouped about which were Miss Lanphier's court.

Directors and Guests—Following the Tournament entry were decorated automobiles bearing directors of the association, distinguished guests of the city,



*Mrs. George Elliott's Private Entry of Roses Breathes Festive Spirit of Tournament Day*



*Pasadena Humane Society at Left, State Humane Society, Center, and Pasadena Elks at Right, Are Typical of Striking Entries Made by Many Public-Spirited Organizations in Thirty-Seventh Annual Tournament*

members of the Board of City Directors of Pasadena, the mayor and councilmen of Los Angeles, the Los Angeles County Supervisors, and the Glendale city directors.

Scots Band—Attired in their striking costumes, members of the Pasadena Scots Band headed the second division, followed by the marshal of the division and his aides.

Historical Section—The Historical Section of the parade, sponsored by the city departments of Pasadena, was the unique feature of the 1926 Tournament. It was composed of horse-drawn vehicles of the late nineteenth century, some of them identical to those appearing in early Tournaments, and all of them decorated after the fashion of the rose fetes of the '90s. Those riding in these carriages were attired in the costumes of that period and elicited much comment along the line of the parade, especially from those who had been spectators of early Tournaments. Three old-fashioned bicycles and two antiquated pieces of fire-fighting apparatus were also included in this division. The Pacific Electric Band marched in this section of the parade. The entries were led by a perfect replica of a Roman chariot.

Second Division—Franklin High School Band and the division marshal and his aides led the second division.

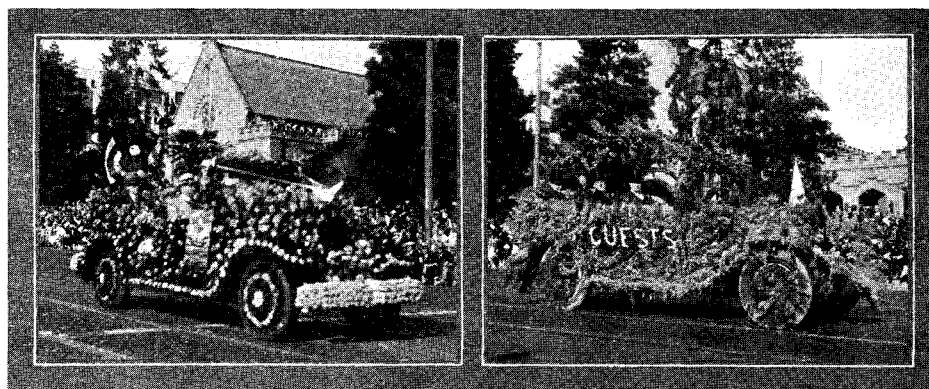
Los Angeles Chamber of Commerce—A floral reproduction of the emblem of the organization was the

motif of the float entered by the Los Angeles Chamber of Commerce. Pink carnations, Scotch heather, pink roses and huckleberry greenery were used in decorating this entry.

San Francisco—Representing a Spanish galleon entering the Golden Gate at San Francisco, the first entry made by that city in a Tournament of Roses was strikingly beautiful. The ship was decked with pink roses and sweet peas, the hull, rails and masts being covered with a solid mass of flowers and ferns. The gateway was of golden calendulas and the sunburst in the background of hundreds of Claudius Prunet roses.

Portland—Decorated with hundreds of American Beauty roses and half a ton of Oregon holly, the entry of the Portland Rose Festival Association was a delightful expression of the friendly feeling existing between the two cities. The float was in the form of a huge floral basket, the entire entry being covered with beautiful roses.

Glendale—Combining the symbolism of the Orient with the floral extravagance of the Southland, the mammoth float entered by Glendale elicited many expressions of admiration along the line of the parade. With a huge heather-covered elephant, wearing a blanket of Hadley roses, Chinese lilies, blue cornflowers, orange sweet peas, violets, smilax and maidenhair ferns, forming the centerpiece of the float, the entry was representative of the exotic splendor of the

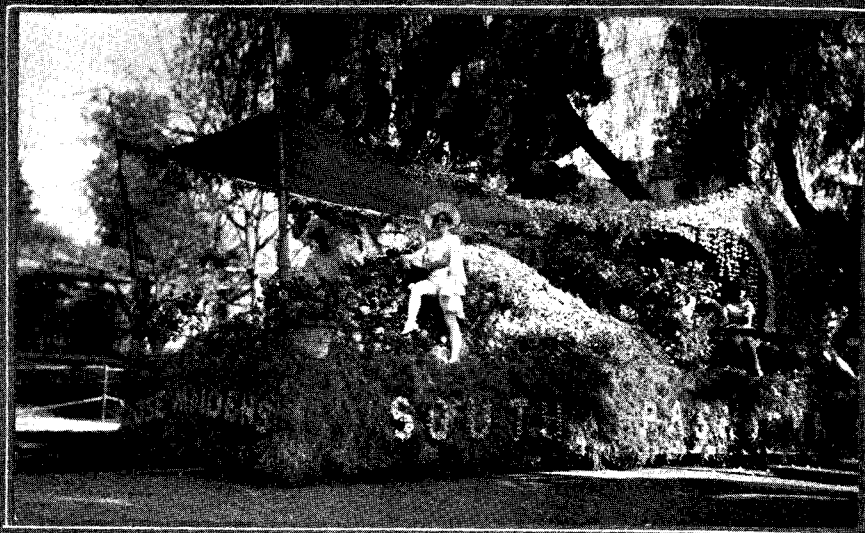
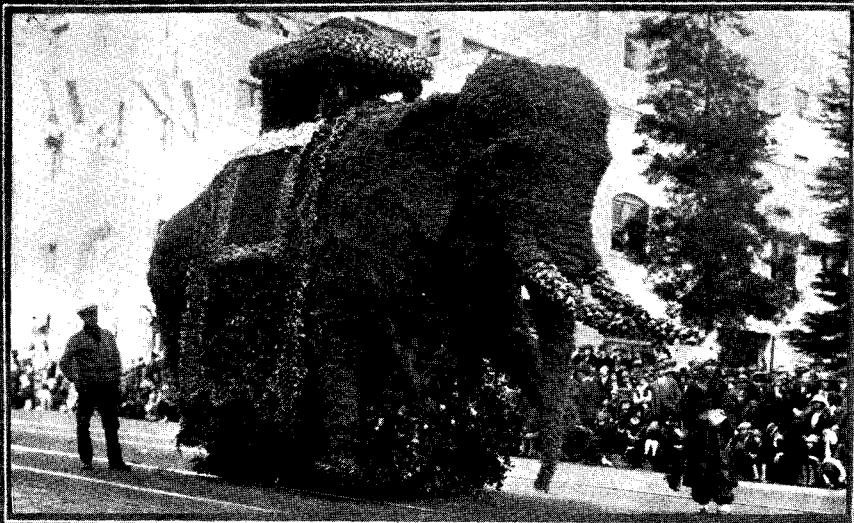


*Mayor George E. Cryer of Los Angeles, at Left, and San Francisco's Official Representatives, at Right, Bring Greetings from Sister Cities*





*Alhambra's Spanish Entry, Showing Beautiful Senoritas Grouped About Lovely Basket of Flowers, Wins First Prize in Its Class and Draws Attention to Coming Fruit Exposition to Be Held in Neighboring City*



*Glendale Float, Upper Left, Is Typical of India's Pomp and Splendor; South Pasadena, Upper Right, Brings Roses and Rose Maidens of Rare Beauty; San Francisco Municipal Entry, Lower Left, Shows Golden Gate; Los Angeles Chamber of Commerce, Lower Right, Reproduces Emblem*



*Picture at Upper Left Shows Entry of San Bernardino Chamber of Commerce and National Orange Show; at Upper Right Is Float of California Valencia Orange Show at Anaheim; Lower Left, Glimpse of Angelus Temple Float, Lower Right, Neighbor City of Arcadia Offers Striking Entry*





*Maryland Hotel Float, at Left; Huntington and Vista del Arroyo Entry, Center, and Raymond, at Right, Live Up to Reputation for Fine Tournament Entries Long Since Established by these Four Great Hotels*

East. A little Indian prince rode atop the big elephant and was attended by a retinue of slaves appropriately adorned.

Alhambra—Proclaiming the news of the Fruit Exposition to be held in Alhambra later this month, the Spanish float entered by the Chamber of Commerce of that city was an attractive entry. Surrounded by a bower of flowers, a group of Spanish señoritas in costume rode on this float.

San Bernardino—Representing both the San Bernardino Chamber of Commerce and the National Orange Show, the entry of these organizations was typical of the citrus industry. A large gold canopy made of marigolds trimmed with violets and white carnations covered a throne where a queen sat surrounded by her court. The brightness of this entry was enhanced by the orange-colored costumes of those who rode on the float.

Long Beach—With a pink seashell as the outstanding object on the big float, the Long Beach entry was distinguished by a beautiful array of pink, red and white sweet peas which were massed to form the ribs and shadings of the shell itself. White carnations covered the rest of the float, giving the impression of wave foam on which floated a white carnation pelican, driven by silver ribbons by a little girl.

Pasadena Chamber of Commerce—The crown and key emblem of the

city of Pasadena, formed of orange calendulas and violets, was the centerpiece of the float entered by the Pasadena Chamber of Commerce. The little children sitting around it were dressed in lavender and yellow costumes. Garlands of roses were festooned along the four sides of the float in profusion.

South Pasadena—"The Rose Maidens" was the theme of the South Pasadena entry, the float being beautifully decorated with a variety of roses and other flowers. Young girls were seated about a floral crescent, formed of pink carnations, pink sweet peas and blue delphiniums.

Compton—Symbolic of Compton's position as the hub of a large district between Los Angeles and Long Beach, the float entered by the Compton Chamber of Commerce was strikingly beautiful. Streamers of cloth radiated from the hub, each bearing the name of an avenue leading to that growing city.

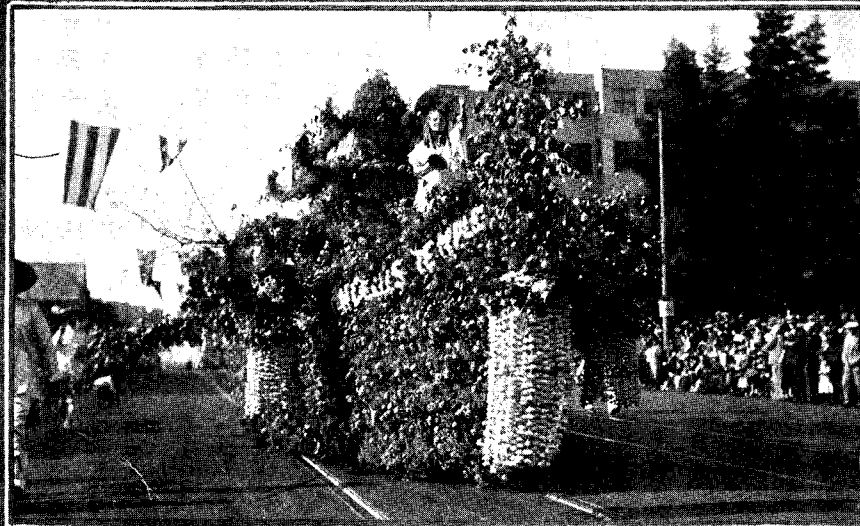
Lamanda Park—Effectively carrying out the idea of "Pasadena's Eastern Gateway," the float of Lamanda Park showed Colorado street passing through an archway into a lovely garden and orchard scene. A suburban home scene presented an alluring picture of Southern California life.

Temple—Showing a model California home at the foot of the Sierra Madre mountains and at the end of the rainbow of happiness, the float of the Temple Chamber of Com-



*"The Fountain of Youth," Official Entry of Tournament of Roses Association, Is One of Most Elaborate in Long Line of Imposing Floats of the Day*





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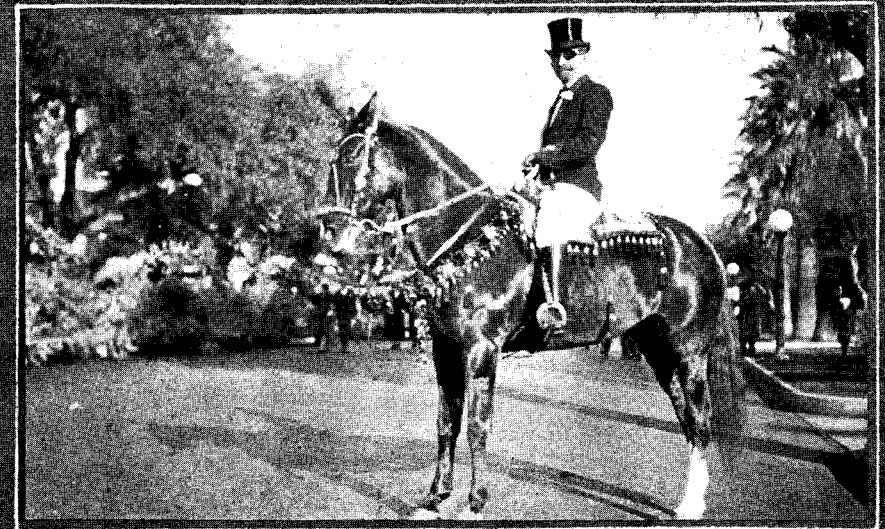
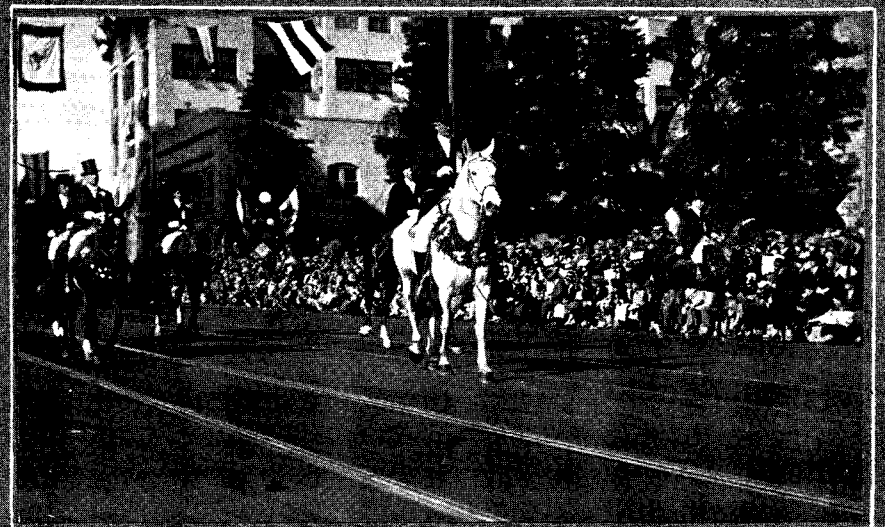
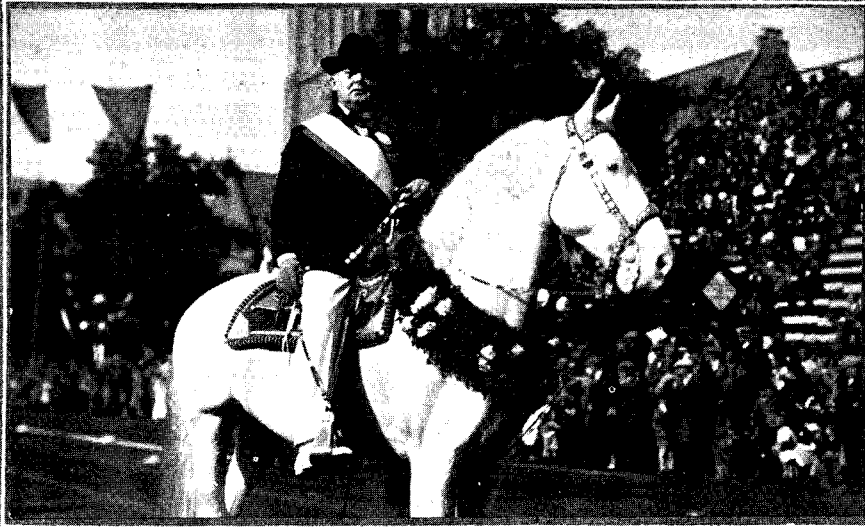
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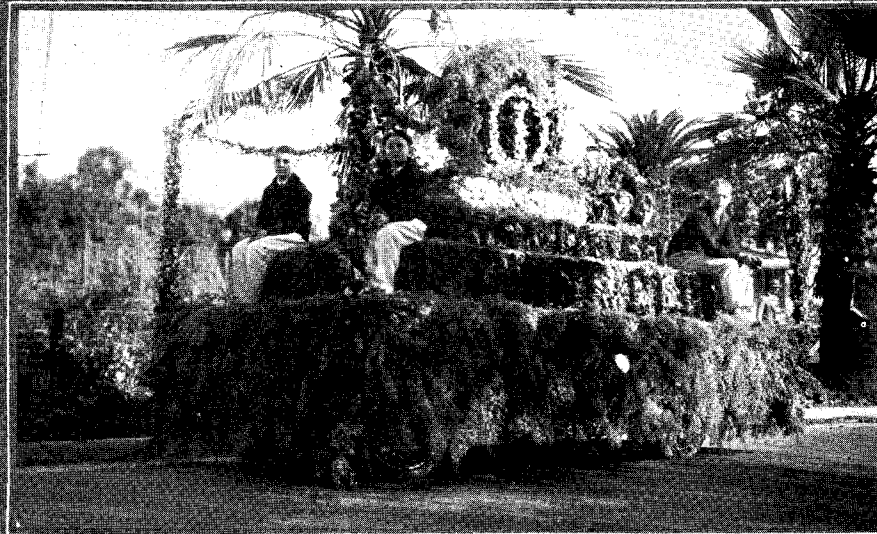
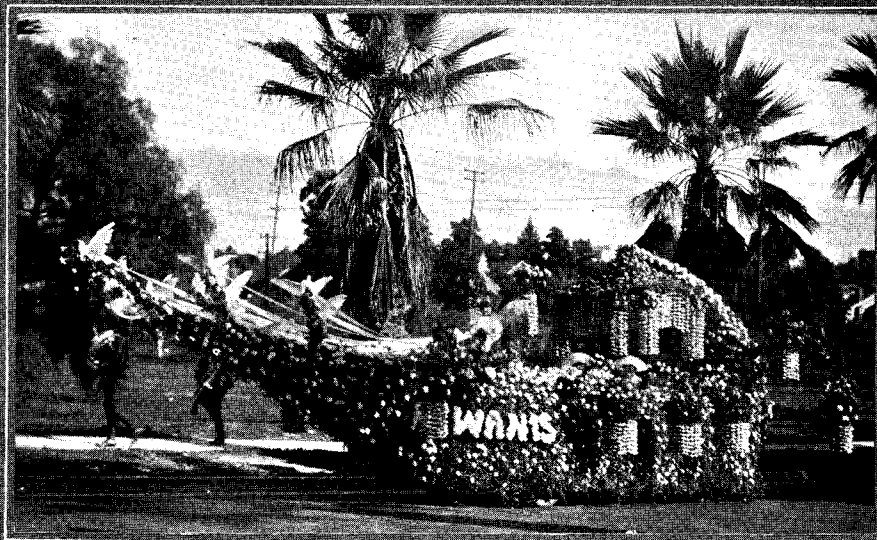


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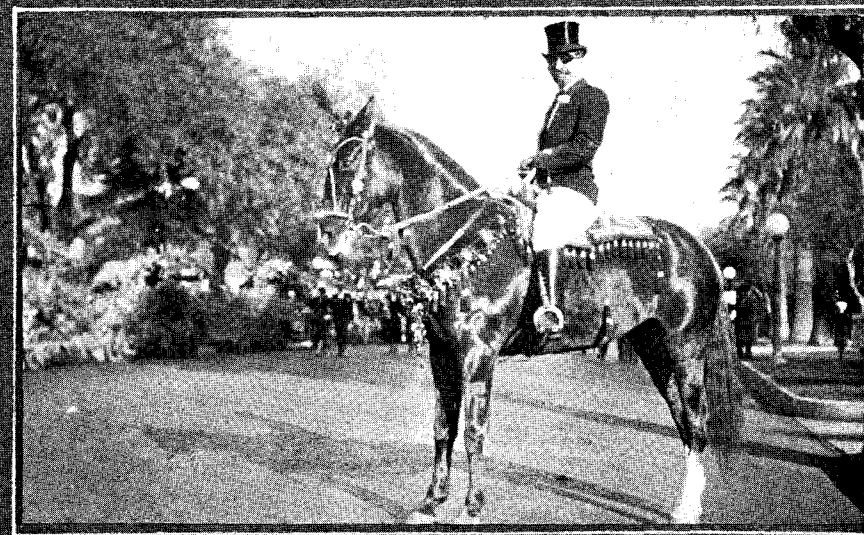
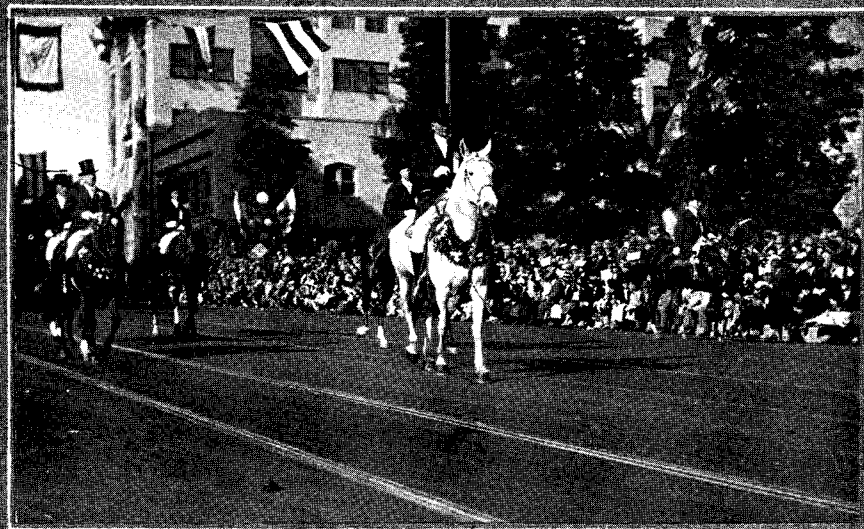
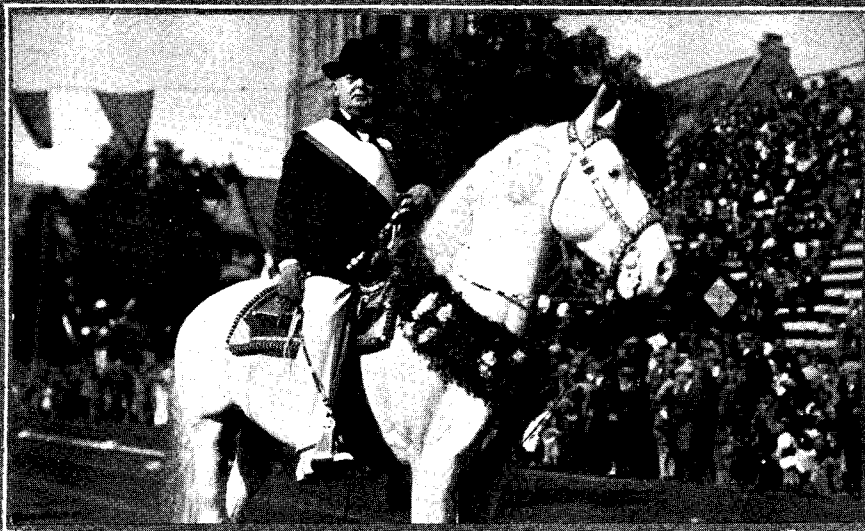
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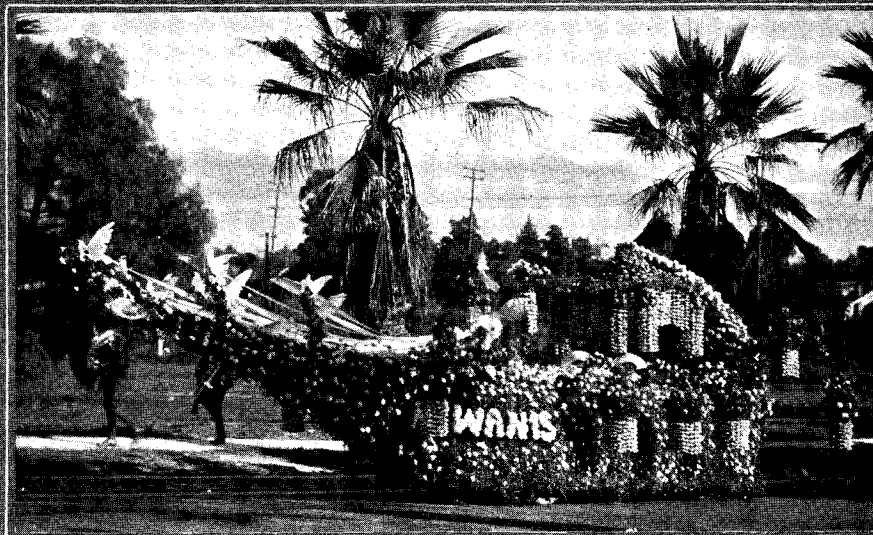


*Four Pasadena Service Clubs Enter Handsome Floats Typical of Interests of These Organizations; Upper Left, Rotary Float; Upper Right, Kiwanis Club's Prize-winning Entry; Lower Left, Striking Representation Entered by Lions Club; Lower Right, Picturesque Float of Optimists Club*

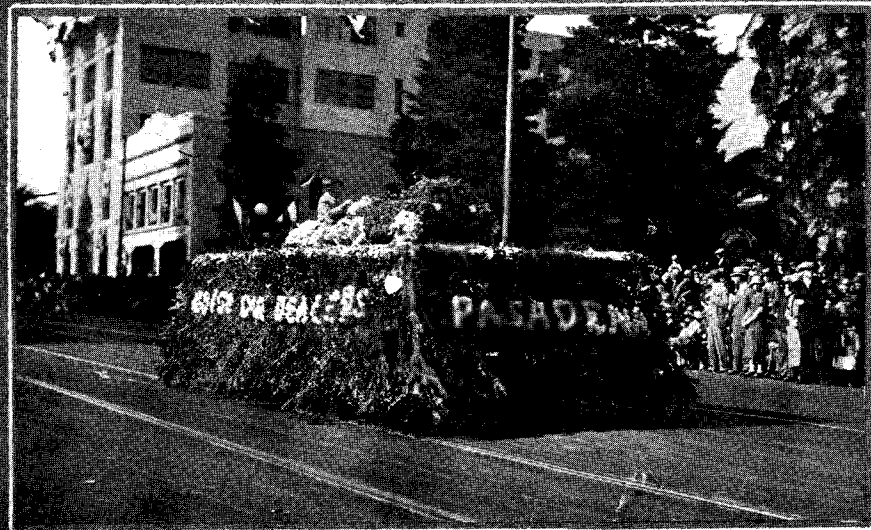




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*Pasadena Clearinghouse Association Entry, Upper Left, Is Rare Gem in Rare Jewel Box; Pasadena Merchants' Association, Upper Right, Presents Gorgeous Array of Beauty; Pasadena Motor Car Dealers, Lower Left, Offer Miniature Automobile Float; Pasadena Realty Board, Lower Right, Brings Message from Its Code of Ethics*





*Four More Picturesque Entries Which Made Historical Division Distinctive and Colorful in Its Representation of Older Days and Older Ways Are Shown Above, Each Depicting Interesting Costumes and Equipages of Early Tournaments*

a touring car decorated with pink sweet peas and heather, the body of the car being in mountain sage.

Raymond Hotel—Marked by a daintiness of design and rare beauty of decoration, the Raymond Hotel float was representative of the butterfly and the rose. A huge butterfly made of smilax and asparagus fern formed the main part of the entry, its wings adorned with roses formed by yellow baby chrysanthemums. A little girl represented a dewdrop and six outwalkers were attired in butterfly costumes.

World War Veterans—Bagpipe players representing world war veterans entered an attractive float in which flags were worked out in flowers.

Elliott Car—The group of decorated automobiles was headed by the car of Mrs. George Elliott, which was covered with pink roses and smilax.

Alhambra-San Gabriel Community Singers—With a floral lyre representing the spirit of music, the Alhambra-San Gabriel Community Singers had an attractive float in the parade. Heather, poinsettias and carnations were used in decorating the entry, while children representing fairies added to its charm.

Emerson School—Members of the Emerson School Glee Club enlivened the parade with their songs as they rode along the line of march in a decorated automobile. The entry was sponsored by the Emerson Parent-Teacher Association, and was trimmed with red geraniums and pepper boughs.

Hopkins Automobile—One of the beautiful individual entries in the tournament was the sedan entered by Mrs. Frank A. Hopkins of Pasadena. It was decorated with 5000 roses and many other flowers.

Rotary Club—One of the most artistically decorated floats in the parade was that entered by the Pasadena Rotary Club. It was adorned with a profusion of flowers, being in the form of a pergola surmounted by a globe.

Kiwanis Club—A beautiful barge with a profusion of pink and white carnations decorating it was the entry of the Kiwanis Club of Pasadena.

Lions Club—A floral globe in which California and Pasadena were indicated by blossoms of contrasting colors formed the centerpiece of the float of the Pasadena Lions Club. A large artificial lion was shown pulling the world by a rope and a real live lion cub had the honor of riding on the float.

Optimist Club—Surmounted by a floral representation of the club's insignia, the float of the Optimist Club exemplified the work which the club is doing at its Boys' Lodge. Scotch heather, calendulas, stocks and yellow chrysanthemums were used in its decoration.

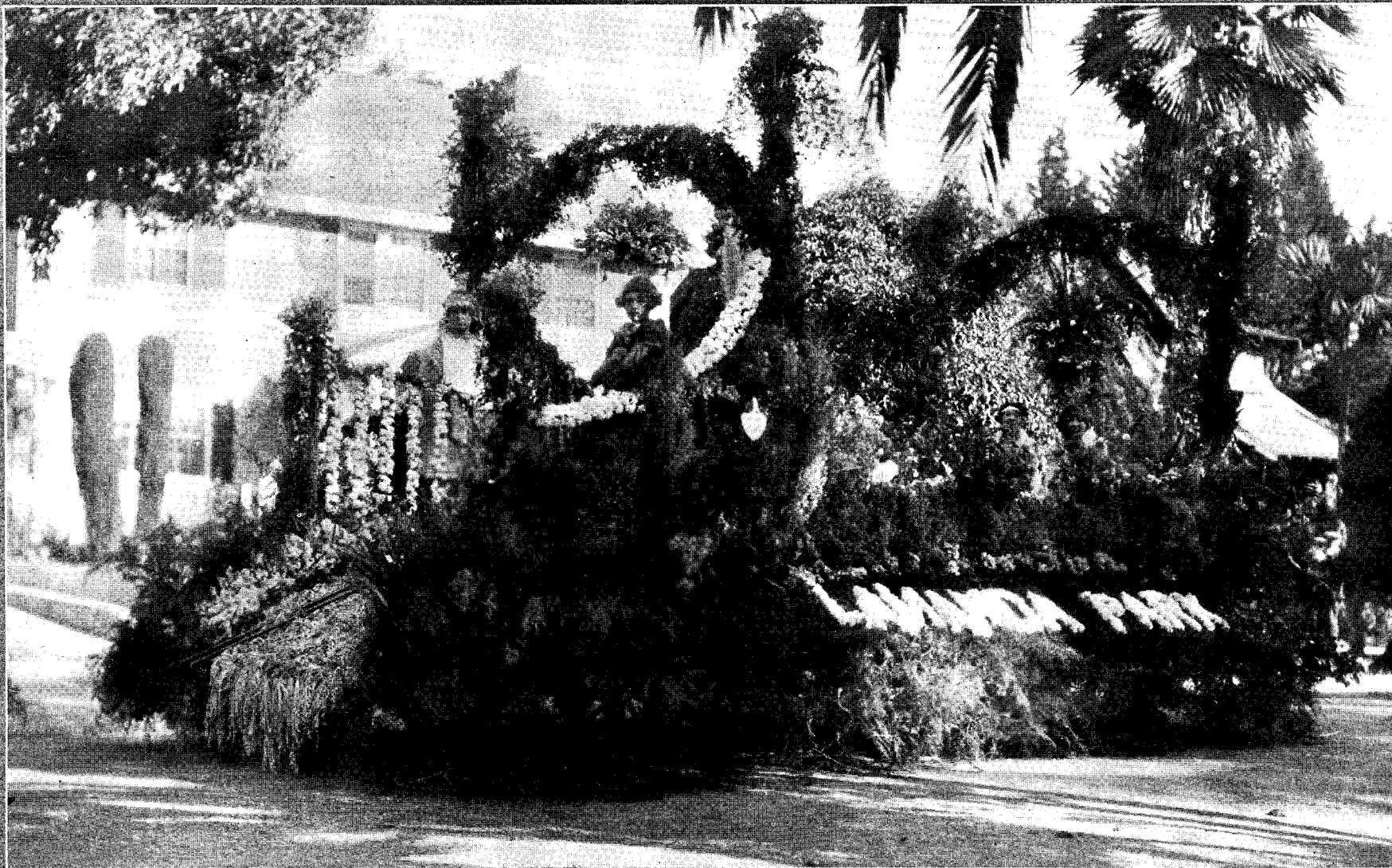
Fifth Division—The 160th Infantry Band headed the fifth division, preceding the marshal and his aides.

Occidental College—The college colors, orange and black, were worked out effectively

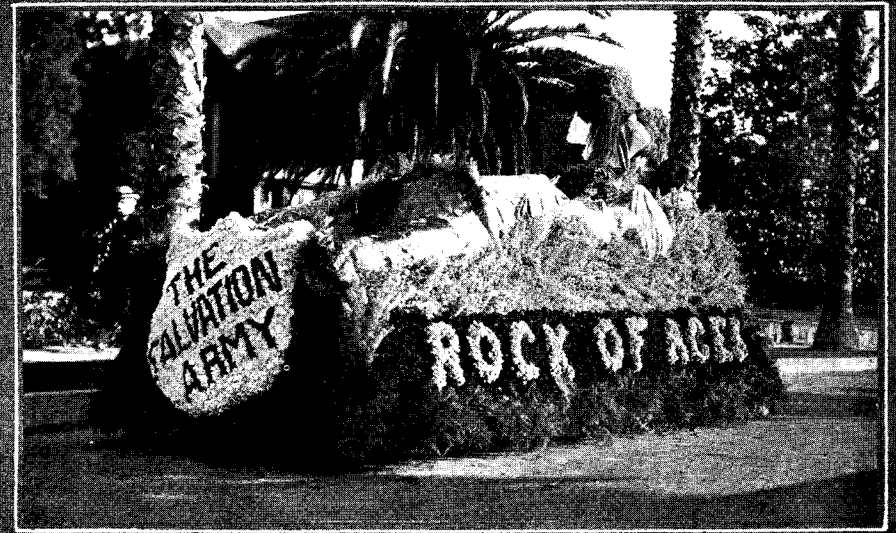
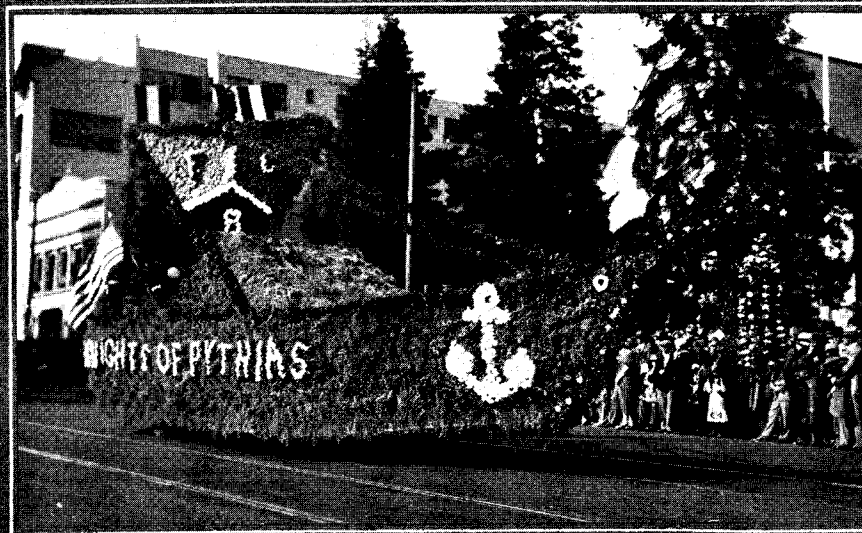
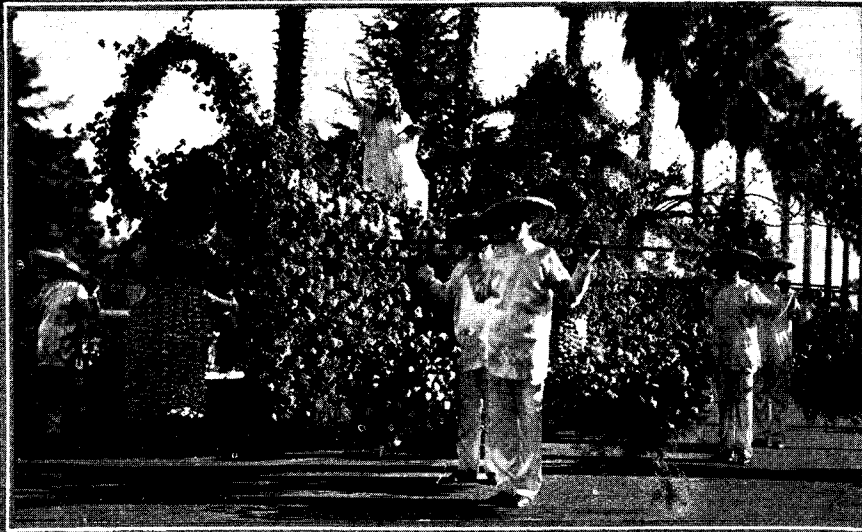


*Four Handsome Entries in Civic Division Shown Above, Emblematic of Live Communities from Far and Near: Left to Right, Silver Lake Pines Community, Temple Chamber of Commerce, San Dimas and Pasadena's Own Picturesque Linda Vista Section*

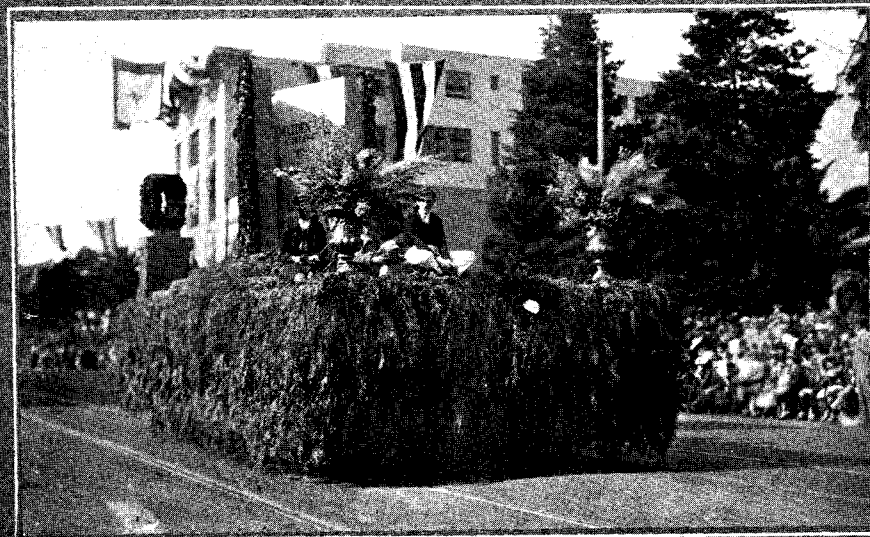
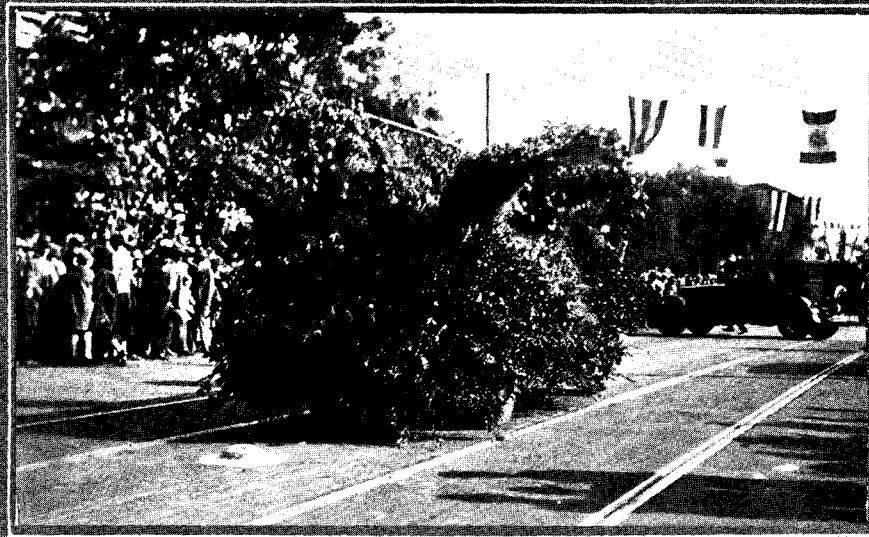
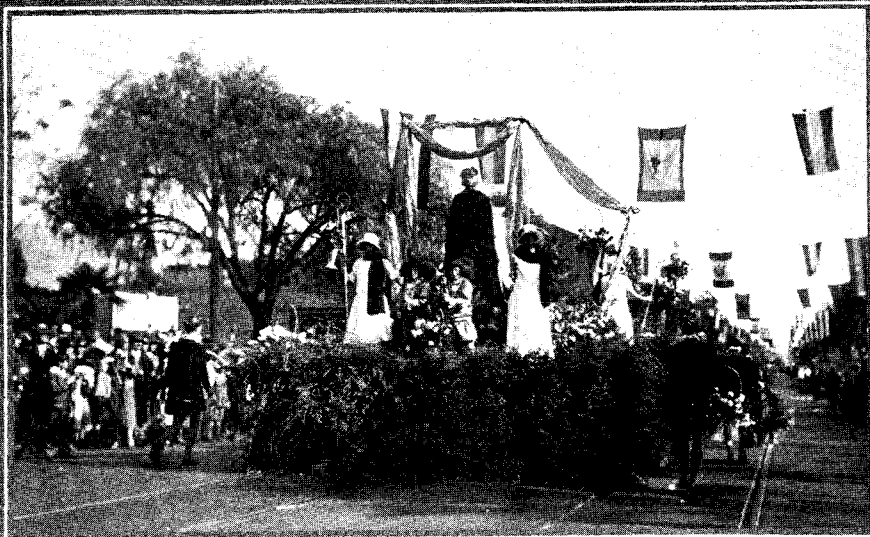




*Lamanda Park, Now Part of Greater Pasadena, Represents Herself Very Properly and Very Beautifully as Eastern Gateway to Pasadena; Her Handsome Entry Winning First Prize in Its Class and Bringing New Pride to Progressive Community*

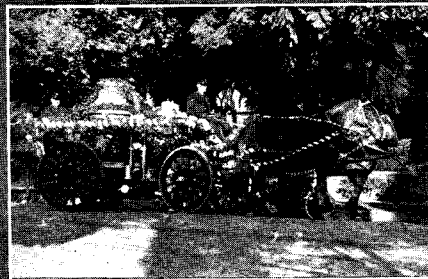
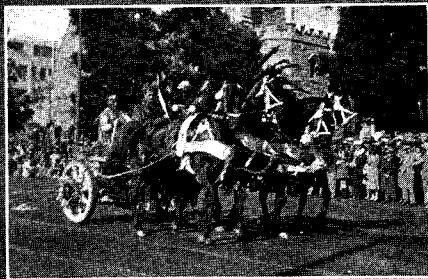


*Close-up View of Angelus Temple Float, Upper Left, Shows Striking Oriental Scene with Gorgeous Setting and Costuming; Knights of Columbus, Upper Right, Enter Strik-  
ingly Beautiful Float Carrying Symbols; Knights of Pythias; Lower Left, Present Charming Design; Salvation Army, Lower Right, Is Mass of Color*



*Pasadena Public School Float, Upper Left, Is Emblematic of Pasadena Youth; Portland, Upper Right, Brings Huge Rose with Open Petals; Occidental College, Lower Left, Shows Book of Knowledge; Fairmont and Whitcomb Hotels, Lower Right, Bring Charming Flower-Decked Float*





*At Left Is Shown Roman Chariot of Type Used in Chariot Races in Early Years of Tournament; Next in Order Is Old Pasadena Fire Engine Which Has Been Driven in Many Parades; Third in Strip, Is Representation of Eagle Rock; at Right Is Shown Chief of Police Charles H. Kelley in Car*

in the float entered by Occidental College, the chief feature of which was an open book done in black and outlined in orange marigolds. Four young women, representatives of the four classes, rode on the float.

**Angelus Temple**—Representing a Chinese garden boat, the entry of the Angelus Temple, Los Angeles, was a veritable treasure ship of the world's most precious flowers. More than 15,000 blossoms were used in decorating this float. The hull of the boat was constructed entirely of pink roses on a background of white stevia blossoms. Twenty girls sat under a bower of 3000 pink carnations and floral lanterns added to the beauty of this gorgeous entry.

**Pasadena Schools**—With a float of simple design yet one of the most beautifully decorated entries in the entire parade, the Pasadena public schools made an important contribution to the 1926 Tournament. Under a canopy was a queen who was surrounded by girls representing different grades in the schools. The main color of the flowers used was deep red, brightened by pink carnations and draped with red and silver tinsel cloth. Boys in attractive costumes acted as outriders.

**Salvation Army**—The "Rock of Ages" was the motif of the entry of the Salvation Army. The central rock and hills were formed of calendula, heather, moss and asparagus plumosis with lettering in blue satin. The cross surmounting the rock was wrought with stivia and white carnations.

**Pasadena Elks**—One of the prettiest entries in the parade was that of Pasadena Lodge No. 672, B.P.O. Elks. An old tallyho, drawn by six horses, was decorated with 3000 pink roses. Six young ladies rode in the tallyho.

**American Legion**—Pasadena Post No. 13, American Legion, was represented in the parade by its famous drum and bugle corps, which furnished inspiring music, and by a float which represented a World War machine gun nest and which was artistically decorated with flowers.

**Eagle Rock Legion**—A floral replica of the famous Eagle Rock was the contribution of the Eagle Rock Post of the American Legion and the Eagle Rock Chamber of Commerce to the parade. The float also exemplified the sacredness of the home.

**Knights of Pythias**—With the emblem of the order skillfully worked out in flowers as its sail, a boat built on ancient lines was the entry of the Knights of Pythias. Carnations, violets and pom-poms were the chief flowers used in decorating the float. It was escorted by knights dressed in the garb of the days of chivalry.

**Knights of Columbus**—Symbolic of the four principles of the order, charity, unity, fraternity and patriotism, the float of the Knights of Columbus was decorated in yellow, pink and white flowers. Two huge anchors of white carnations represented unity, a floral compass in the center pointed to "Charity," a throne in the center of the float was occupied by a young woman representing the spirit of patriotism while the word "Fra-

ternity" was emblazoned in red and white carnations at each side of the throne.

**Order of De Molay**—A jeweled crown of beautiful roses on a bed of smilax was the entry of the Southern California conference of De Molay. Streamers of small rosebuds were carried by members of the respective councils of the jurisdiction.

**Elks' Boy Scouts**—"Ploughing their way for better men" was the idea expressed by the float entered by the Elks' Boy Scout Troop No. 31, a big floral plough being the chief item on the float.

**Pasadena Presbyterian Boy Scouts**—Boy Scouts dressed as Indians did some war dances on the float entered by Troop No. 33 of the Pasadena Presbyterian Church. The float depicted a typical Indian camp scene.

**Puente Scouts**—Troops 1 and 2, Boy Scouts, of Puente entered an attractive float trimmed with poinsettias and pepper boughs, with a group of scouts on a hill of greenery.

**Throop Memorial Scouts**—Representing "Scouting the World Over" was the entry of Troop 28 of Throop Memorial Church. The centerpiece of the float was a floral globe surrounded by scouts in uniform.

**Sixth Division**—The sixth division was composed of floats entered by associations of business men and individual concerns.

**Pasadena Merchants' Association**—A gigantic basket of roses and heather mounted in a setting of green huckleberry and surrounded by small butterfly-children was the entry of the Pasadena Merchants' Association. The basket was ten feet high and was adorned with clusters of pink roses and purple and lavender Scotch heather.

**Motor Car Dealers**—A small motor car, decorated in yellow baby chrysanthemums and violets, formed the entry of the Pasadena Motor Car Dealers.

**Clearinghouse Association**—A jewel box, formed of pink and yellow roses, resting on a huge pillow of purple heather, represented the Pasadena Clearinghouse Association.

**Pasadena Realty Board**—A gigantic globe, drawn by two gorgeous butterflies, was the contribution to the Tournament of the Pasadena Realty Board. The world and the scroll, bearing the words "Honor and Service," were worked out in fragrant blossoms.

**Liberty Players**—A liberty bell made entirely of red geraniums was the feature of the float entered by the Liberty Players of Pasadena.

**American Dye Works**—Two miniature delivery cars decorated with a variety of flowers composed the entry of the American Dye Works.

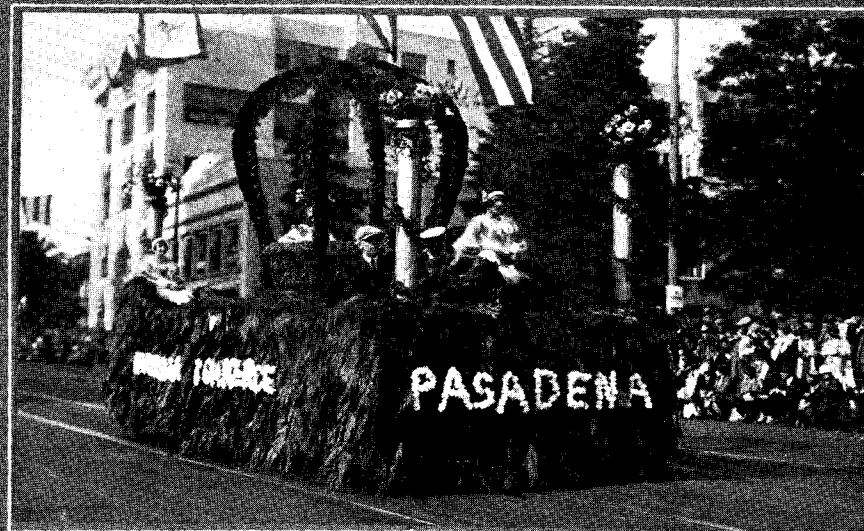
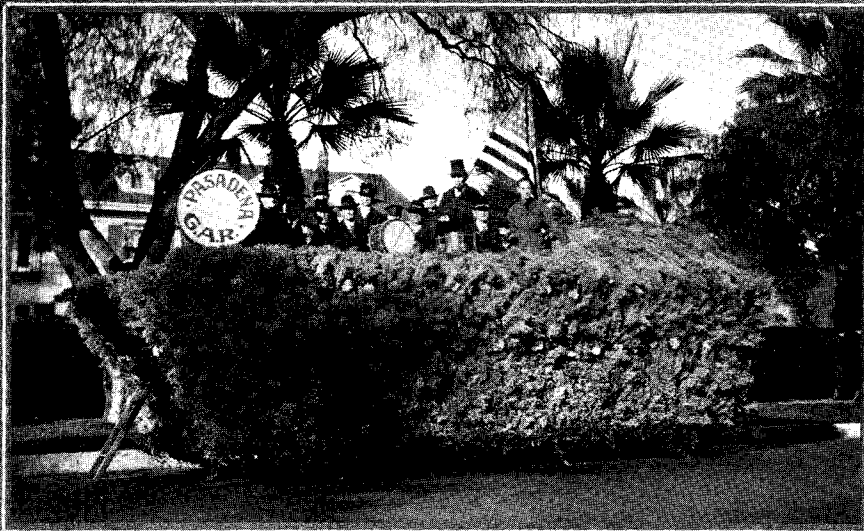
**Davis Bread Company**—A loaf of bread, worked out in flowers was the entry of the Davis Standard Bread Company.

**Bard's Theater**—Representing the entrance to an Egyptian temple, the Bard's Theater float presented an elaborate scene in rich colors.

**Western Auto Supply Company**—Two scenes, contrasting the balmy climate of South-

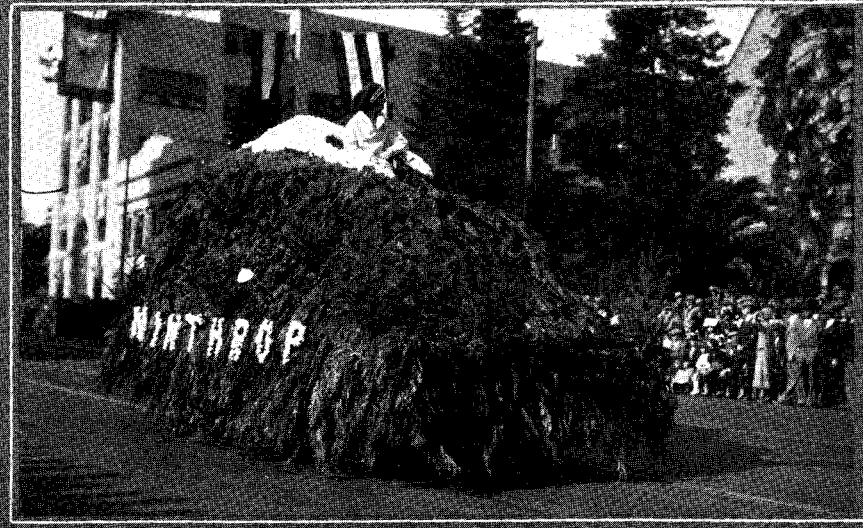
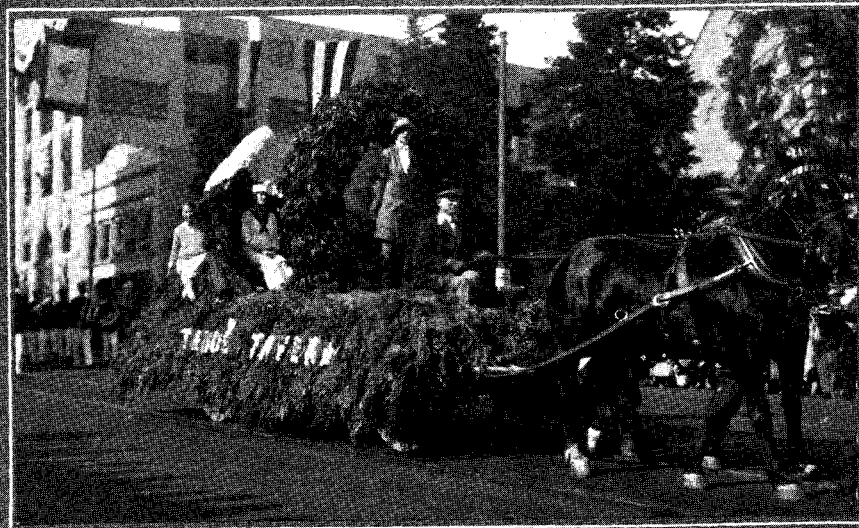


*Fay Lanphier, Crowned as "Miss America" at Atlantic City Beauty Pageant, Rides in Queenly Robes as Central Figure on Tournament Association's Fountain of Youth Entry, Drawing Plaudits of Assembled Throng*

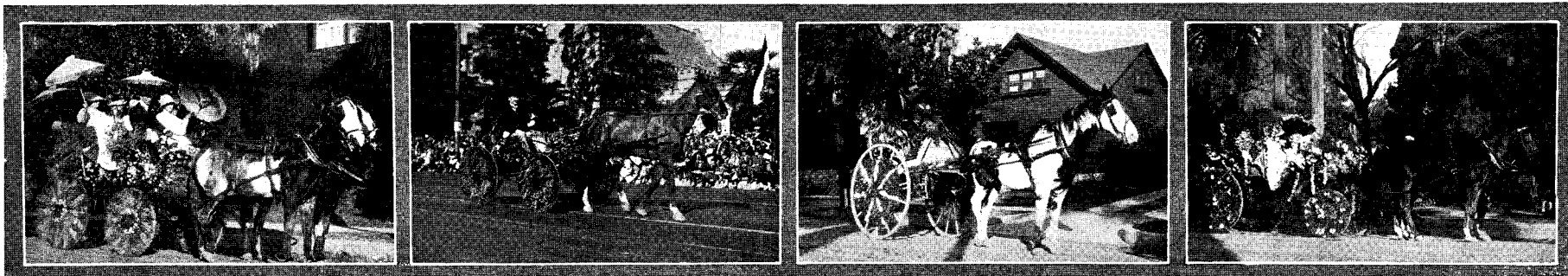


*Grand Army Fire and Drum Corps, Upper Left, Wins High Praise; Pasadena Chamber of Commerce, Upper Right, Is One of Finest of Local Floats; Pasadena Post of American Legion, Lower Left, Shows War Picture; Tournament Association Directors, Lower Right, Appear in Handsomely Decorated Car*





*Monticello Hotel Float from Longview, Washington, Upper Left; El Encanto and Samarkand Hotel Entry from Santa Barbara, Upper Right; Tahoe Tavern from Lake Tahoe, Lower Right, and Winthrop Hotel, Lower Right, from Distant Tacoma, Lend Color to Pasadena Pageant*



*Historical Division, Entered by Various Departments of Pasadena Municipal Government, Testifies to Crown City's Appreciation of Those Who Created Traditions of Tournament of Roses in the Days When Present City Was Village of Few Hundred Inhabitants*

merce formed an alluring picture. The home and gardens were complete in every detail.

Linda Vista—Blue cornflowers and yellow roses were used to form the huge crown which was the feature of the float entered by Linda Vista, "The Crown of the Valley."

Arcadia—"The Queen of the Foothills" and her court rode under a canopy of pink carnations on the float entered by Arcadia. The background, signifying the foothill district, was typified by mountain oak interspersed with white and lavender heather.

Silver Lake Pines—Representing a sportsman's paradise in a woodland setting, the float of Silver Lake Pines depicted the dream of a small youngster who had caught, while asleep, a big golden trout, constructed of hundreds of yellow marigolds.

San Dimas—A huge floral frog from fairyland, guided by a dainty miss, was the chief object on the float of the San Dimas Chamber of Commerce. The frog was made of shiny magnolia leaves, the rose in which the driver "rode" being of pink flowers.

Anaheim—A white fountain from which scarlet poinsettias poured formed the design of the float entered by the Anaheim Chamber of Commerce.

Winthrop Hotel—White carnations and mountain cedar were combined to form the replica of a mountain peak entered by the Winthrop Hotel at Tacoma, Wash.

Third Division—The Pasadena High School Band headed the third division together with its marshal and aides.

Tahoe Tavern—A huge horseshoe formed of poinsettias was the centerpiece of the float of the Lake Tahoe Tavern, a snow-capped mountain appearing in the background.

Fairmont and Whitcomb—These two San Francisco hotels were represented by a Chinese floral fantasy of which the centerpiece was a miniature Chinese temple.

Santa Barbara Hotels—Santa Barbara was represented by a float entered by the Samarkand and El Encanto Hotels of that city. The float depicted a garden scene in front of the Samarkand with a white floral swan in a pool of blue cornflowers.

Maryland Hotel—The entry of the Maryland Hotel was a typical Southland pergola decorated in flowers of pink and lavender pastel shades with three girls in dainty costumes riding on the float.

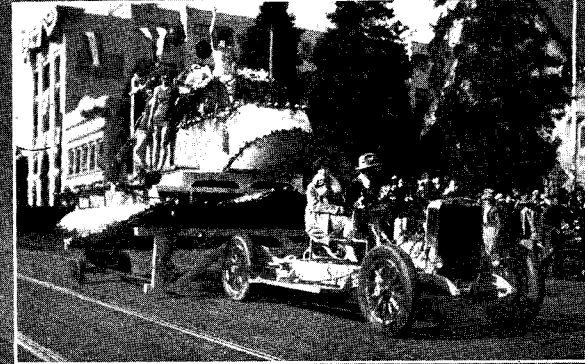
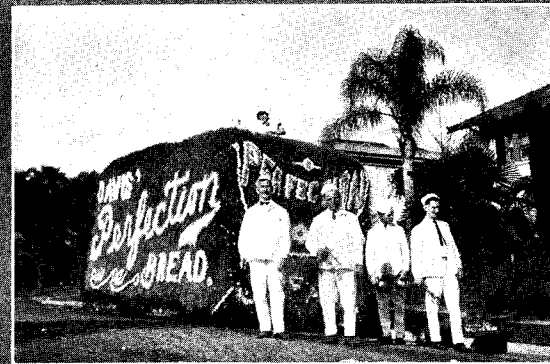
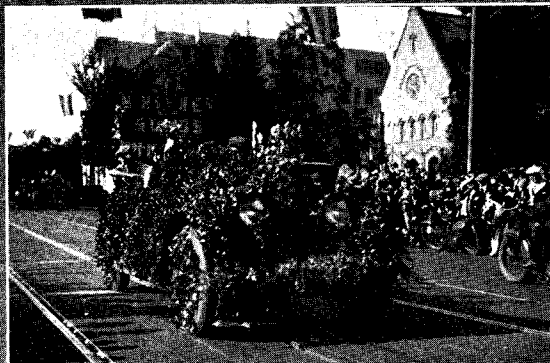
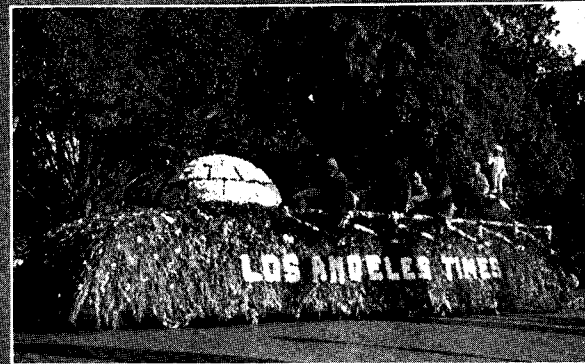
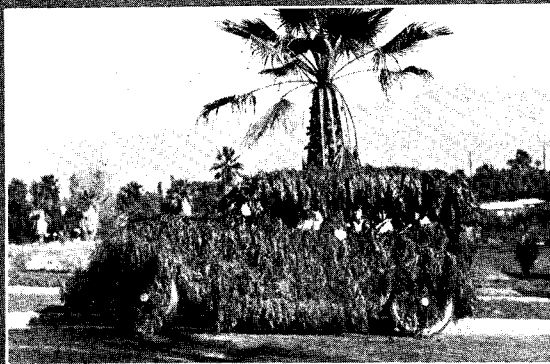
Times-Mirror Company—Santa Claus left his reindeer behind when he finished his Christmas work in Southern California and they appeared in the parade under the auspices of the Times-Mirror Company of Los Angeles.

Huntington and Vista—Complimenting the Washington and Alabama football teams, the float of the Huntington and Vista del Arroyo Hotels exemplified the spirit of the East-West contests. A huge revolving football was worked out in flowers in the colors of the two teams.

Monticello Hotel—The Monticello Hotel of Longview, Wash., was represented by

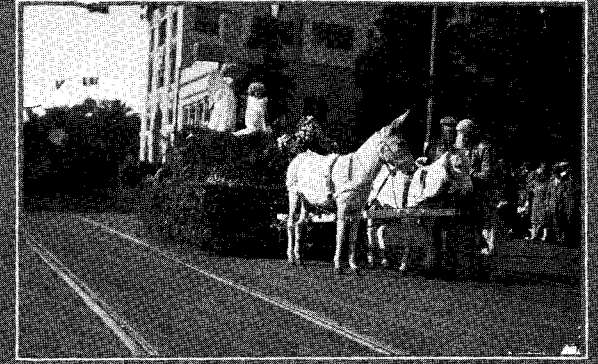
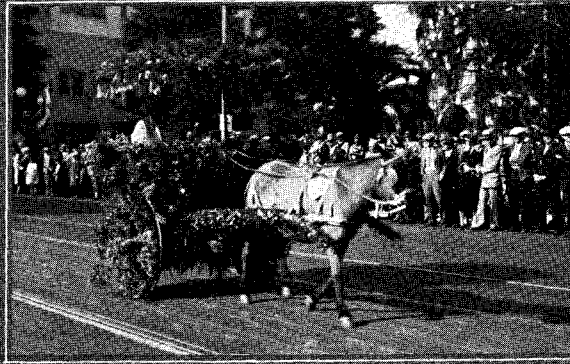
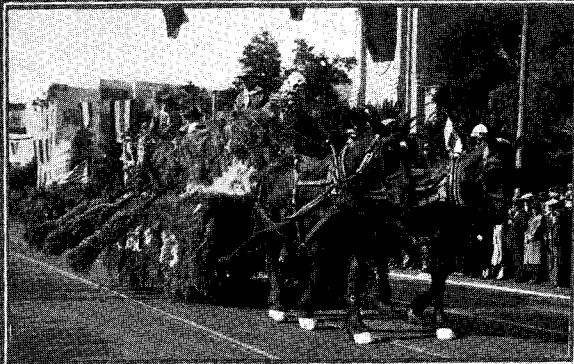
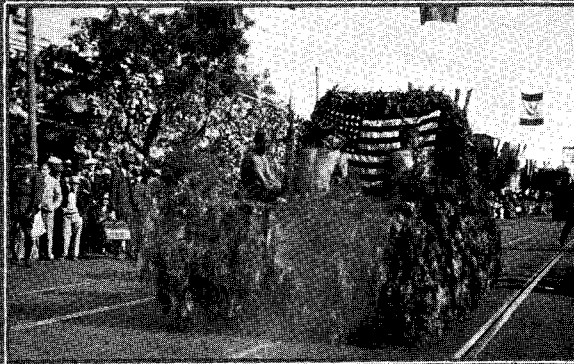
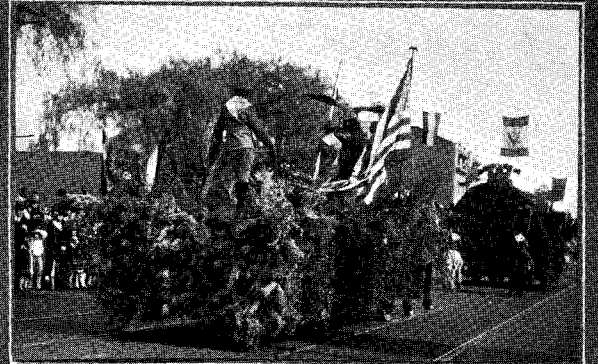


*Additional Entries in Historical Division, Sponsored by Municipal Departments, Show Picturesque Costumes and Vehicles of Kind that were Popular in Years Before Twentieth Century Had Dawned Upon City of Tournament Fame*

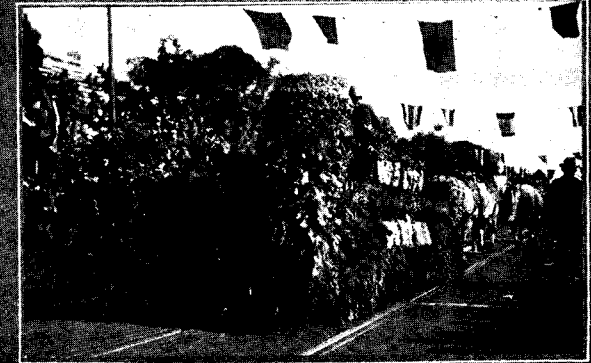
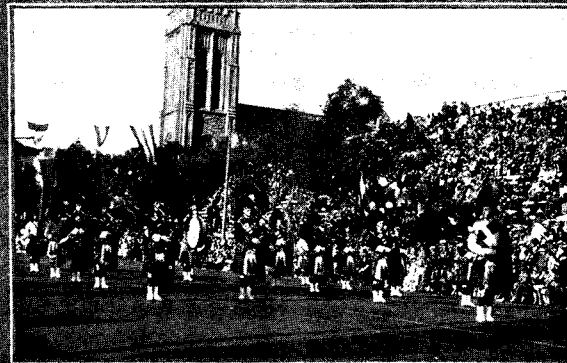
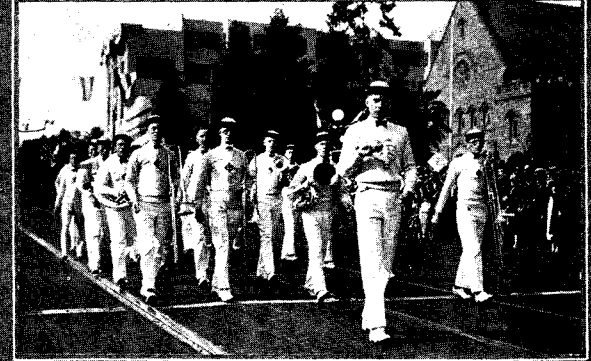
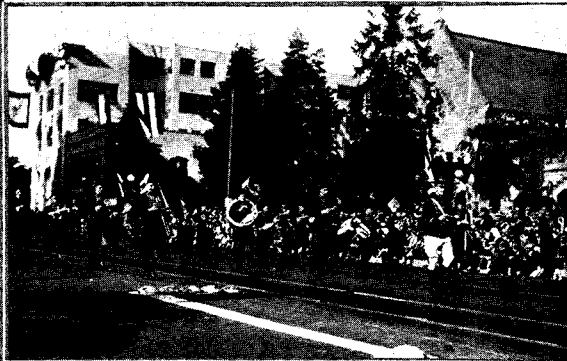
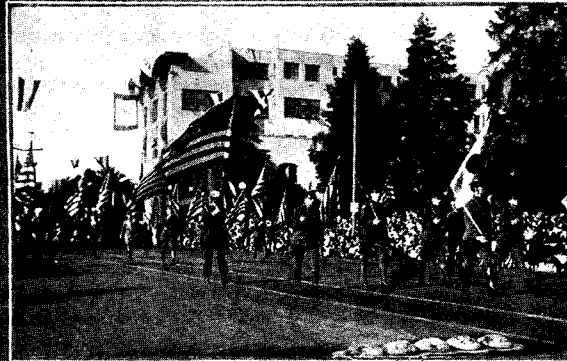
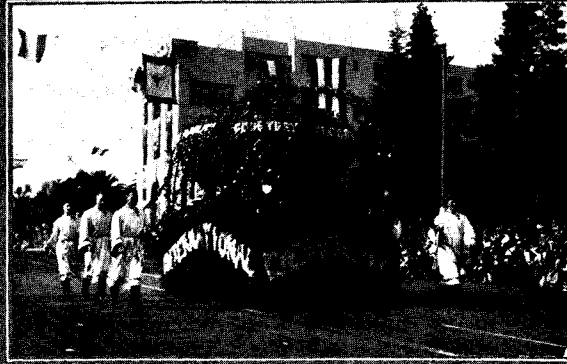


*Top Row, Left to Right, Alhambra-San Gabriel Community Singers, Emerson School Glee Club, Reindeer Entry of Times-Mirror Co.; Second Row, Western Auto Supply Co., Will M. Glass, Liberty Players; Third Row, American Dye Works, Davis Bread, Pickering Park of San Bernardino*

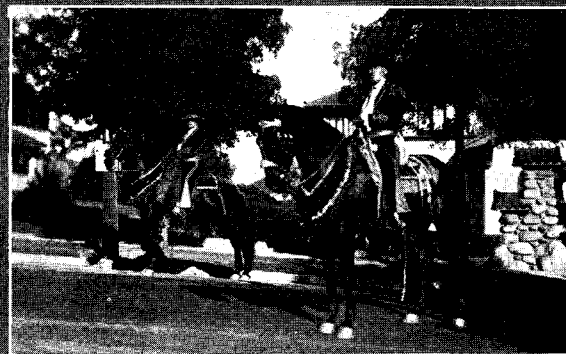
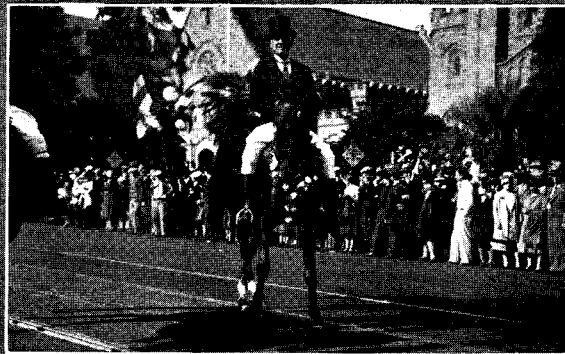
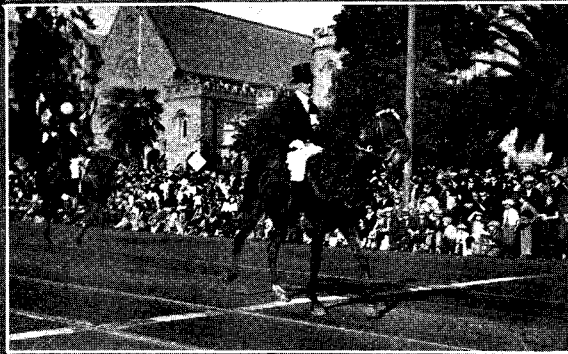




*Top Row, Left to Right, Temple School Boy Scouts, El Monte Boy Scouts, Pasadena Elks' Troop of Boy Scouts; Second Row, Pasadena Presbyterian Troop of Boy Scouts, Puente Boy Scouts, Another Float Featuring Boy Scout Work; Third Row, Boy Scouts Again, at Left, and Entries by Mrs. Lucine Van Damme and the Kleimer Children*



*Top Row, Left to Right, Jaeger Family Entry, Hollywood De Molay, Pasadena High School Band; Second Row, American Legion Colors, Sciots Band, Caltech Band; Bottom Row, Pasadena Elks Band, Jinnistan Grotto Band, Compton Float*



*Striking Equestrian Figures in Thirty-Seventh Annual Tournament of Roses Parade, Demonstrating that the Horse Still Has His Day; These Pictures Are a Few of the Many Which Might Be Presented, Showing Parade Officials and Entries in Large Equestrian Division which Was a Feature of the Day*





*Left, Los Angeles County Supervisors Ride in Floral Bower; Second, Pasadena City Directors Do Honor to City's Famous Fete; Third, Glendale City Directors Pay Neighborly Visit to Pasadena on Gala Occasion; Right, One of Three Cars Bearing Members of Los Angeles City Council*

ern California and the stormy East, were depicted on the float entered by the Western Auto Supply Company.

Will M. Glass—A miniature model of Mount Whitney surrounded by hundreds of flowers, smilax and ferns was the entry of Will M. Glass of Los Angeles.

Seventh Division—Humane society floats, representing the State Humane Society, the Pasadena Humane Society and the Alhambra-San Gabriel Humane Society composed the forward portion of the seventh division. Each one exemplified the humane work done by these organizations.

Kleimer Children—The beauty of little children was exemplified by the attractive float entered by Ruth and Ruby Kleimer and their little sister, Baby Rosemary, children of Mrs. L. L. Kleimer of Venice. The float was drawn by two white donkeys and attended by two shepherds.

Shirar Children—Jack and Merle Shirar, sons of Mrs. B. A. Shirar, rode in an attractively decorated pony cart, red geraniums and yellow acacia blooms being the principal flowers used.

Jaeger Children—Amid a bower of red and yellow flowers, the Jaeger children, Thelma, Robert, Norman and Edwin, rode once more in a Tournament parade. Red roses and yellow acacia blossoms were used to decorate the cart and to form the butterfly which seemed to hover over the youngsters.

Recalls Races—Five little boys, four of them representing "steeds" and the other the driver, recalled the chariot races of an earlier day. They represented the Parker Horsemanship Academy.

Equestrian Entries—Among those who rode their favorite mounts or who appeared in attractively decorated pony carts were Dorothy S. Wood, Mildred Raymond, Adele von Ohl, Mrs. James D. Parker, Mrs. De Groot, Miss Virginia Stewart, Mrs. A. D. Haskell, Jeannette Atwood, Janet Wilson, Miss Babe Russell, Mrs. Edwin McTeer, Hugh F. P. DeGroot, Neal DeGroot, Homer C. McDowell, Jr., Millicent Marie Murdock, Mary Frances Fisher, Sidney Allen, Jr., James Hull, Neil Sperle, Russell Van Damme, John Guthrie, Dorothy Mann, Jim Sinnott, Mary Barry, Dick Burgess, Margaret Barry, Dorothy Spurgeon, Ross D. Lansing, E. H. Starr, LeRoy Walsworth, James Hill, William F. Bailey, George Brown Yard, Fremont Scott, M. A. Duarte, Roland Woodruff, Hobart Woodruff, Henry Sweetland and Henry J. Stevens. A pony cart was entered by Senator Frank P. Flint and Mrs. Jessie Meador entered an attractive vehicle.

Historical Characters—Among those who appeared as historical characters were John Manesajian, representing a mounted Cossack; Robert J. Ogden, whose motif was "Shores of Avalon"; Yvonne Jaeger, in cowgirl costume; John Pettendragh, as "Hands

Across the Sea"; Janet Wilson, mounted on a spirited horse; Elvert H. Strau, dressed as an old-time cowboy; and Mrs. M. Curtis, in saddle-horse costume.

Novelty entries—Bringing up the rear of the big parade were the novelty entries which included Archie A. Thibault, attired as a cowboy; Laura Thibault, representing a girl of the Golden West; Alice Thibault, mounted on an "awkward" horse; the Tooner-ville Chamber of Commerce, entered by Jerry Wheiting; and a decorated dog cart entered by Edwin and Robert Jaeger.

## PRIZE AWARDS

Sweepstakes—Long Beach.

Class A Civic—(1) Long Beach, (2) San Francisco, (3) Glendale.

Class A1 Civic—(1) Alhambra, (2) San Bernardino.

Class A2 Civic—(1) Lamanda Park, (2) Compton, (3) San Dimas.

Class B—(1) Kiwanis, (2) Lions, (3) Rotary.

Class C—(1) Fairmont and Whitcomb, (2) Huntington and Vista del Arroyo,

(3) Monticello.

Class D—(1) Mrs. F. A. Hopkins, (2) Mrs. George Elliott.

Class E—(1) Knights of Pythias, (2) Hollywood De Molay, (3) Eagle Rock American Legion.

Class F—(1) Bard's Theater, (2) Western Auto Supply Co., (3) Liberty Players.

Class G—(1) Clearinghouse Association, (2) Realty Board, (3) Motor Car Dealers.

Class H—(1) Electric Light Department, (2) Water Department.

Humane Society Class—(1) Pasadena Humane Society.

Class I—(1) Angelus Temple, (2) Salvation Army, (3) Occidental College.

Class J—(1) Elks' Troop Boy Scouts, (2) Boy Scouts Troop No. 33.

Class K—(1) Ruth, Ruby and Rosemary Kleimer, (2) John Pettendragh, (3) Janet Wilson.

Class L—(1) Thelma, Robert, Norman and Edwin Jaeger, (2) Frank P. Flint, (3) Jack and Merle Shirar.

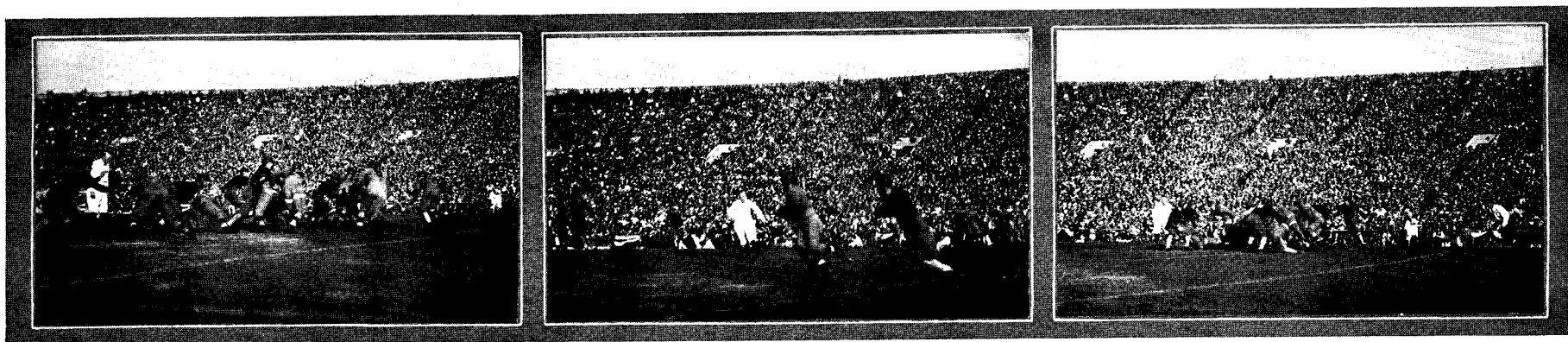
Class M—(1) Mrs. A. D. Haskell, (2) Miss Babe Russell, (3) Dorothy B. Wood, (4) Adele von Ohl.

Class N—(1) Henry J. Stevens, (2) M. A. Duarte, (3) A. N. Bailey. Special Group; Beverly Hills Horse Show Association.

Class O—(1) J. C. Guerrault, (2) Homer C. McDowell, Jr.

Class P—(1) Dick Burgess, (2) Margaret Barry.

Class Q—(1) Jerry Weiting, (2) Mrs. J. D. Parker, (3) Edwin and Robert Jaeger. Hogan Trophy for Best Horse—Miss June Bradford, owner; A. H. Bailey, rider.



*Three Glimpses of Great Football Game of Tournament Day in Which Alabama Emerged Triumphant After Hard Struggle with Husky Warriors Representing University of Washington, Pacific Coast Conference Champions*

## *Alabama Defeats Washington in Football Classic by 20 to 19 Score*



LABAMA University's "Crimson Tide" proved to be one point more powerful than the whirlwind out of the north that the University of Washington sent to Pasadena for the 1926 East-West game in the Rose Bowl and the Southerners will return home with a 20 to 19 victory over their formidable opponents.

Before a crowd of 55,000 spectators Alabama and Washington clashed in what is acclaimed to be the best football contest ever staged as an adjunct to the Tournament of Roses, Pasadena's annual floral fete. With Washington the favorite at the start, the Huskies scored two touchdowns in the first half, one in each quarter, and it looked as though the "Gentlemen from the South" would fall before the onslaught of the fighting Washingtonians. Had the Huskies kicked goal following each of their three touchdowns, the victory would have gone to the northern team.

For the first time in the history of East-West games the 1926 battle was broadcast direct from a Pasadena radio station, Charles W. Paddock, the sprinter, telling in a graphic manner the story of the contest.

The Huskies halted the first attack of the "Crimson Tide" and began an offensive of their own which resulted in a touchdown. At the end of the first quarter the score was 6 to 0 in Washington's favor. Spectacular playing by Wilson, the Huskies' star halfback, gave the second quarter to Washington, the score at the end of the half being 12 to 0. Wilson found a big hole in the Crimson

line in one instance and broke away for a 35-yard gain and in the next play a forward pass, Wilson to Cole, gave the Huskies their second touchdown. Again Guttormsen failed to kick goal. Wilson was injured in the second quarter and taken out of the game.

Alabama, before the second quarter ended, began to stage the brilliant playing which turned what looked like sure defeat into a victory by a narrow margin. J. Brown made a 33-yard run in returning a punt which brought the crowd to its feet. A few minutes later a forward pass put the ball on Washington's 22-yard line.

Three touchdowns in the third quarter showed that Alabama could stage a come-back and make it count in points. The crowd went wild as the Crimson players outplayed their opponents.

At the end of the third quarter the score was: Washington 12, Alabama 20. The final period of the game was marked by a desperate effort on the part of the Huskies to regain their lead and a determined fight on the part of Alabama to prevent this. One touchdown, converted this time, brought Washington to within one point of tying the score, and there the score stood when the final whistle blew.



*Charles W. Paddock, World-Famous Athlete, and George C. Cowing of Radio Station KPSN, "Telling the World"*

All of the Tournament of Roses and football game photographs appearing in this book were taken by Harold A. Parker, Pasadena photographer, whose work has added materially to the effectiveness of this production.



E.L. Pauley

A.L. Hamilton

J.W. Wood  
*Treasurer*

Larry M. Tichnor  
*President*

Walter Raymond  
*Vice President*

Malcolm A. Fraser  
*Secy. & Mar.*

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H.M. Cole

Joseph Caunt

W.F. Creller

David Blankenhorn

Leslie B. Henry

George J. Brenner

Grant Orth

H.L. Miller

C. Hal Reynolds

B.O. Kendall

John J. Mitchell

George S. Parker

Stephen W. Royce

H.W. Herlihy

E.R. Braley

W.L. Leishman

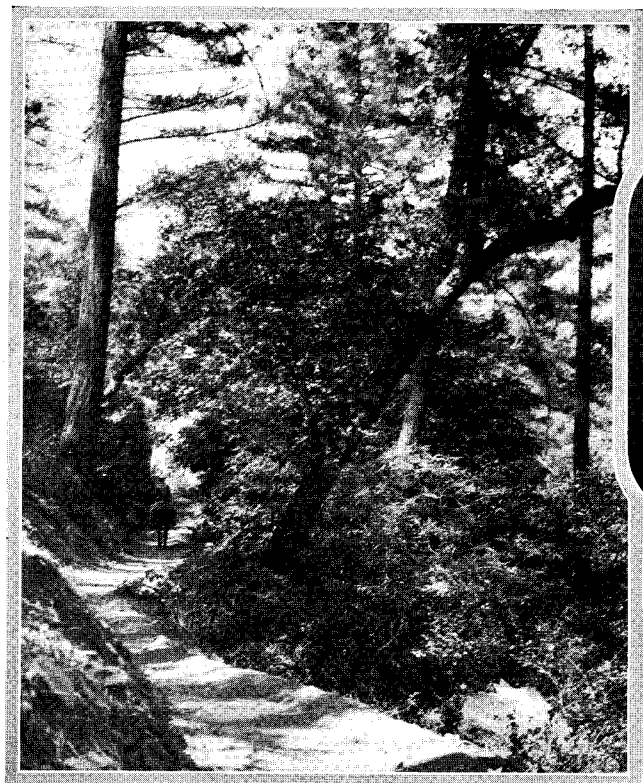
John H. Simpson

H.G. Cattell

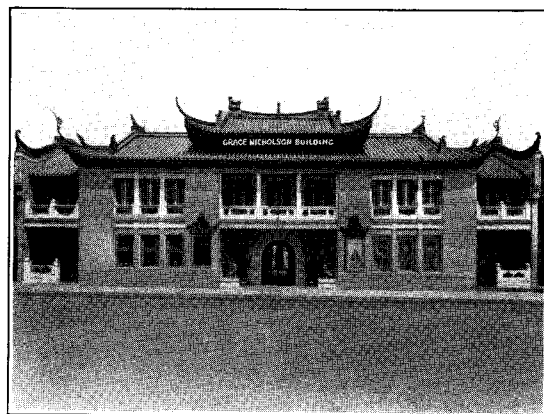
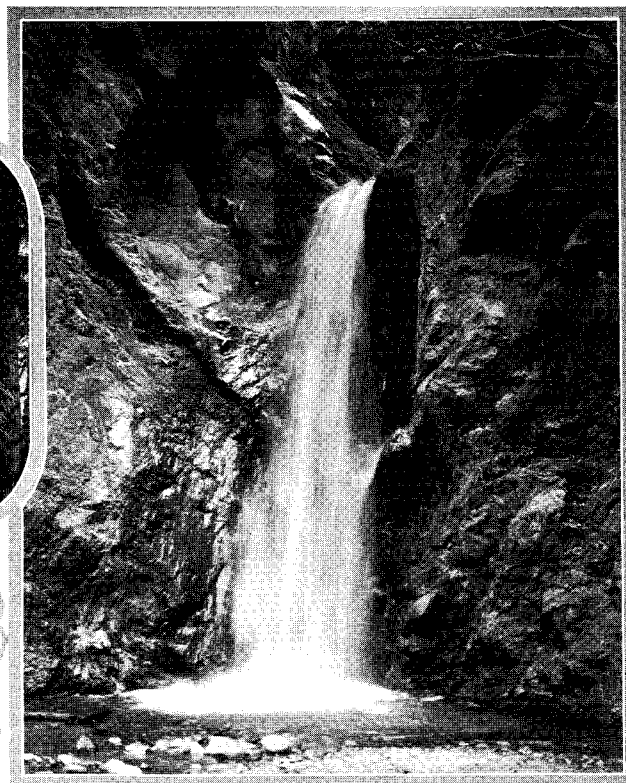
L.H. Turner

THE staging of Pasadena's annual Tournament of Roses, an undertaking of no small magnitude, has been ably carried out each year by public-spirited citizens serving as directors of the Tournament of Roses Association, the group for this year being shown herewith. Thirty-seven years ago, the first floral festival was held, and Pasadena has never since failed to celebrate the coming of the New Year in this joyous, unique manner. The present day Rose Fete, and the football classic in the Rose Bowl, are of course very different from the simple procession of neighbors to some central spot where games and sports were held, but the spirit of rejoicing in the privilege of keeping New Years in this favored clime, is still the same as it was of old.





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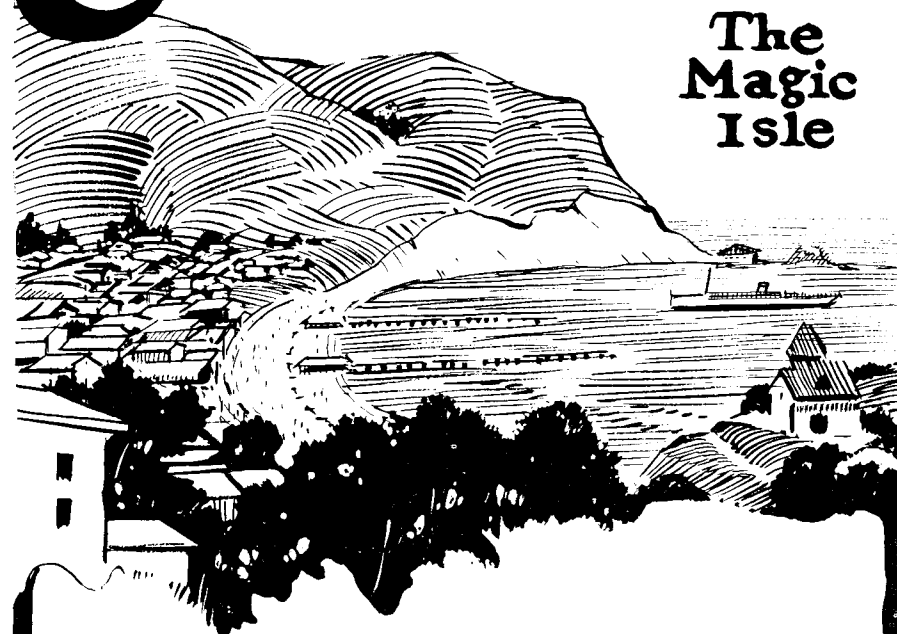
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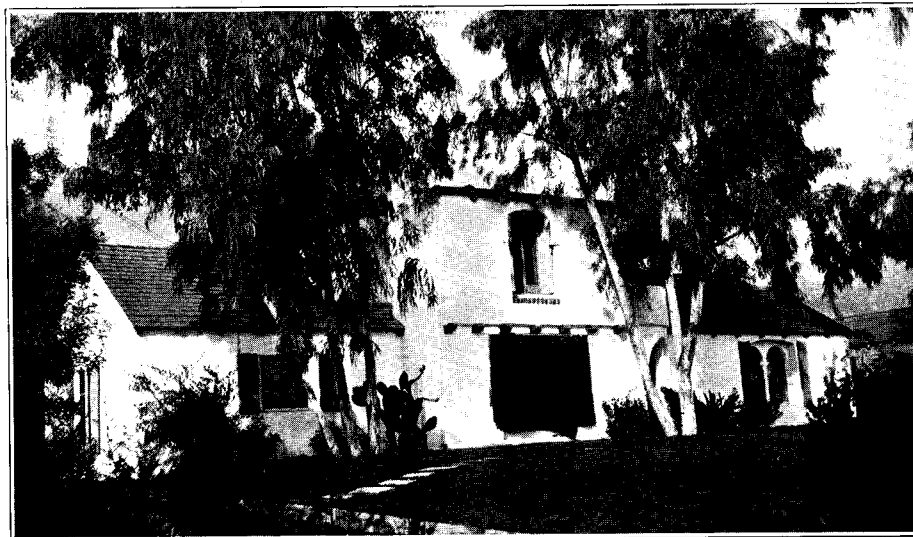
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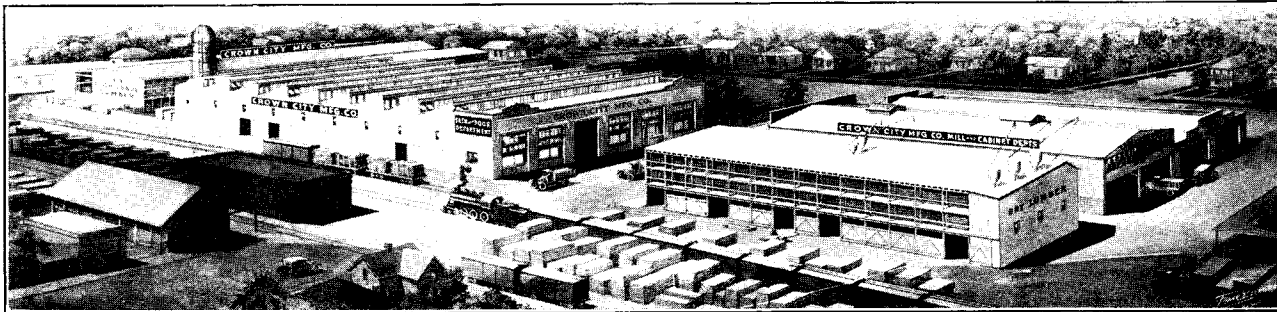
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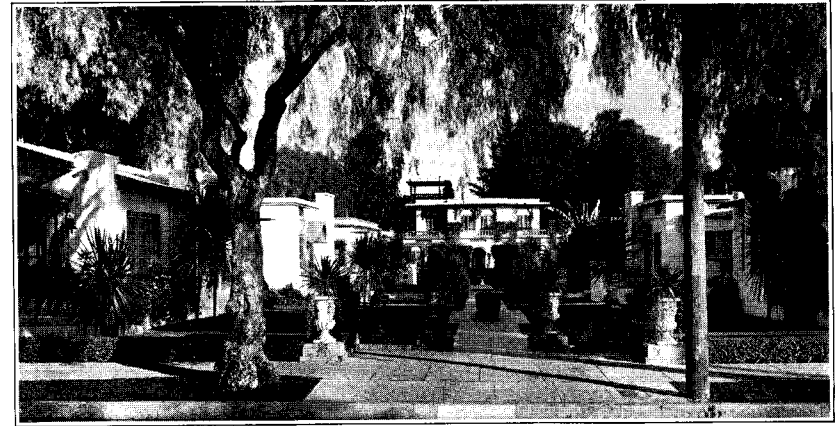
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Los Angeles County offers unlimited opportunity for manufacturing. It is situated in the heart of a territory rich in resources and raw materials.

Factory construction costs are low, due to the equable climate. Cheap fuel in unlimited quantities is to be had.

A rapidly growing market lies at its very door. Three trans-continental railways and 150 steamship lines operate out of Los Angeles County.

Its 5500 factories employ thousands of efficient workmen and distribute annually some \$318,000,000 in payrolls.

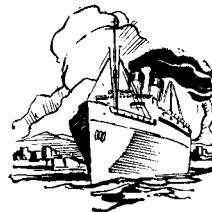


## AGRICULTURE

Los Angeles County has led all other counties of the nation for years in agricultural production. The value of its crops has increased from \$67,142,207 in 1919 to \$82,588,993 last year. This, despite rapid encroachments of industrial expansion and subdivision activity attendant upon a rapid increase in population.

Los Angeles County possesses a variety of climate and soil that permits a wide range of agricultural and horticultural activity. Its crops range from the grains of the middle West to the luscious fruits and vegetables of the tropics.

It is the center of a vast agricultural empire, which includes the remainder of Southern California, Arizona, Utah, New Mexico and Nevada. Its agricultural possibilities are limited only by the initiative of the farmer himself.



## COMMERCE

Several years ago Los Angeles joined with Long Beach, Wilmington and San Pedro in building for the county one of the best ports in the world.

This port's business has increased from 1,739,548 tons, valued at \$88,674,070, in 1915, to 22,268,421 tons, valued at \$671,406,570, last year. Yet it has only begun to grow.

During 1924 it advanced from tenth place in the United States in total foreign tonnage handled to fifth place. For the same period its exports advanced from fifth place to third among American ports. Today it heads the list of all American ports in domestic intercoastal commerce.

Eventually this great port, man-made, and capable of handling a hundred times its present commerce when fully developed, will become the focal point of trade for the entire West.



## RECREATION

Within the confines of Los Angeles County are climatic and geographic conditions suggestive of all parts of the world. They range from Alp-like mountains to Mediterranean-like seashores and Sahara-like deserts.

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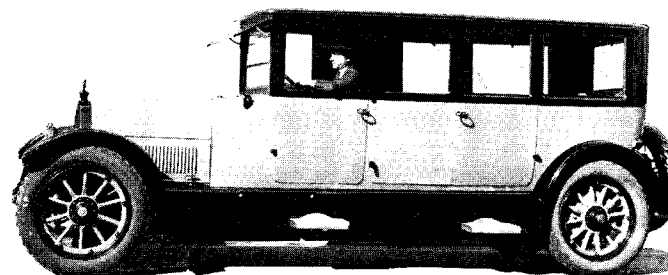
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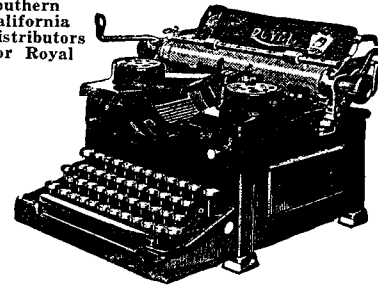
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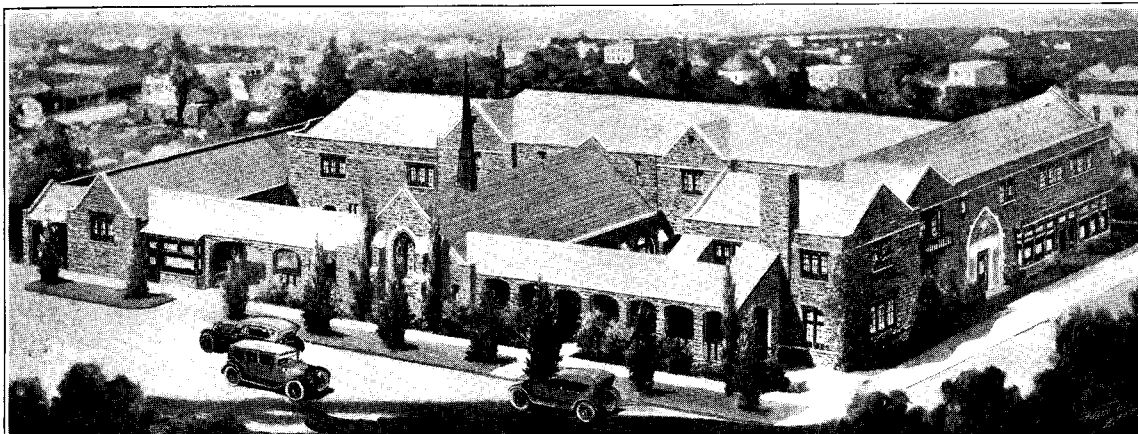
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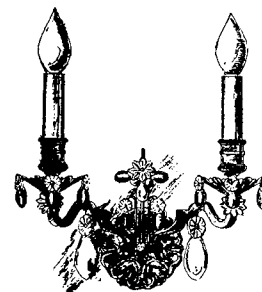
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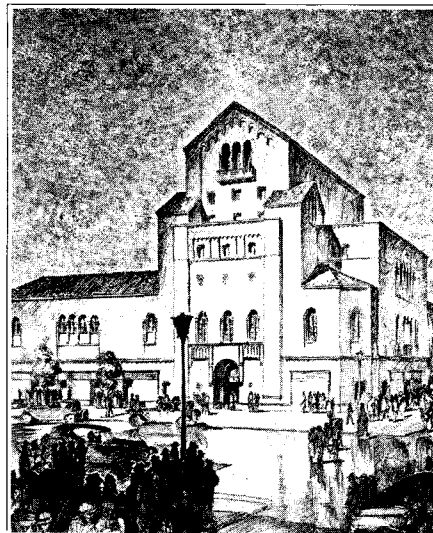
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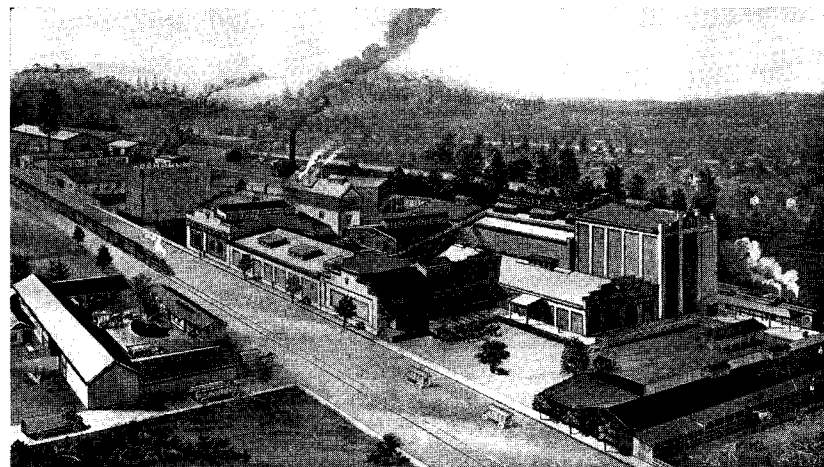
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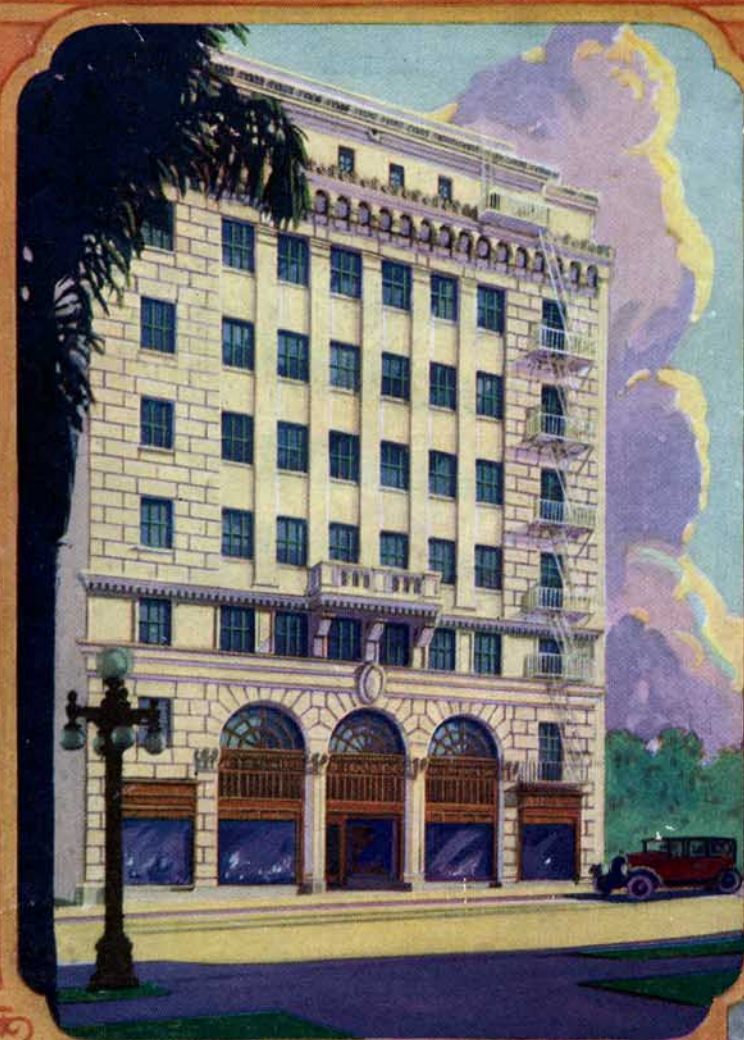
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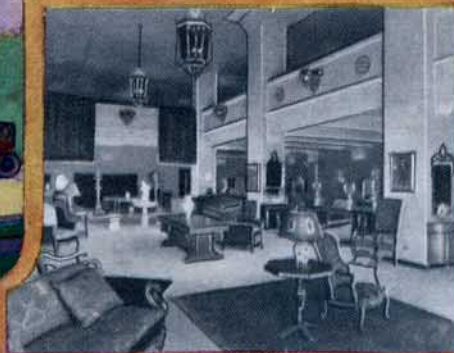


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