

1948

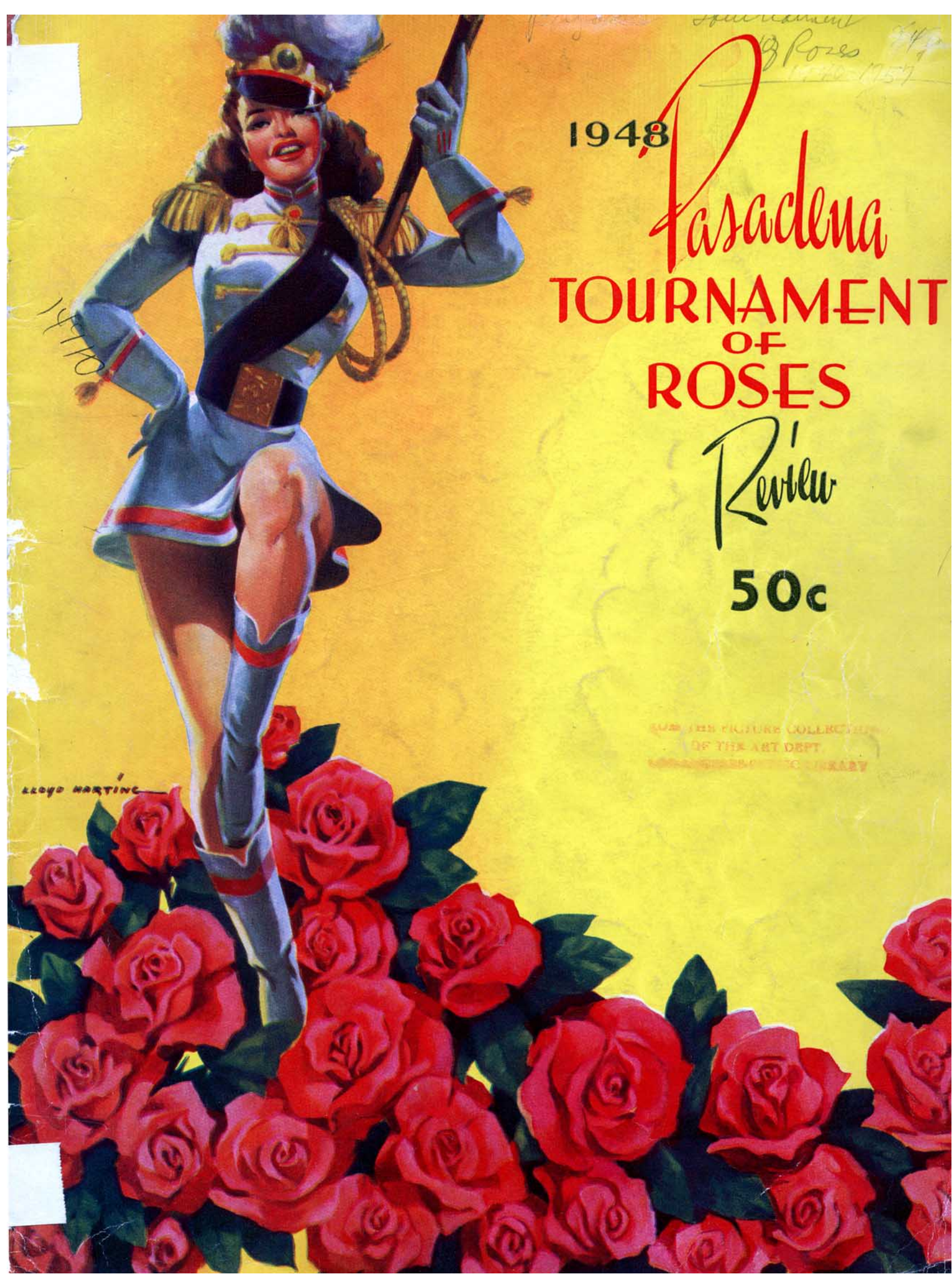
*Pasadena*  
**TOURNAMENT  
OF  
ROSES**

*Review*

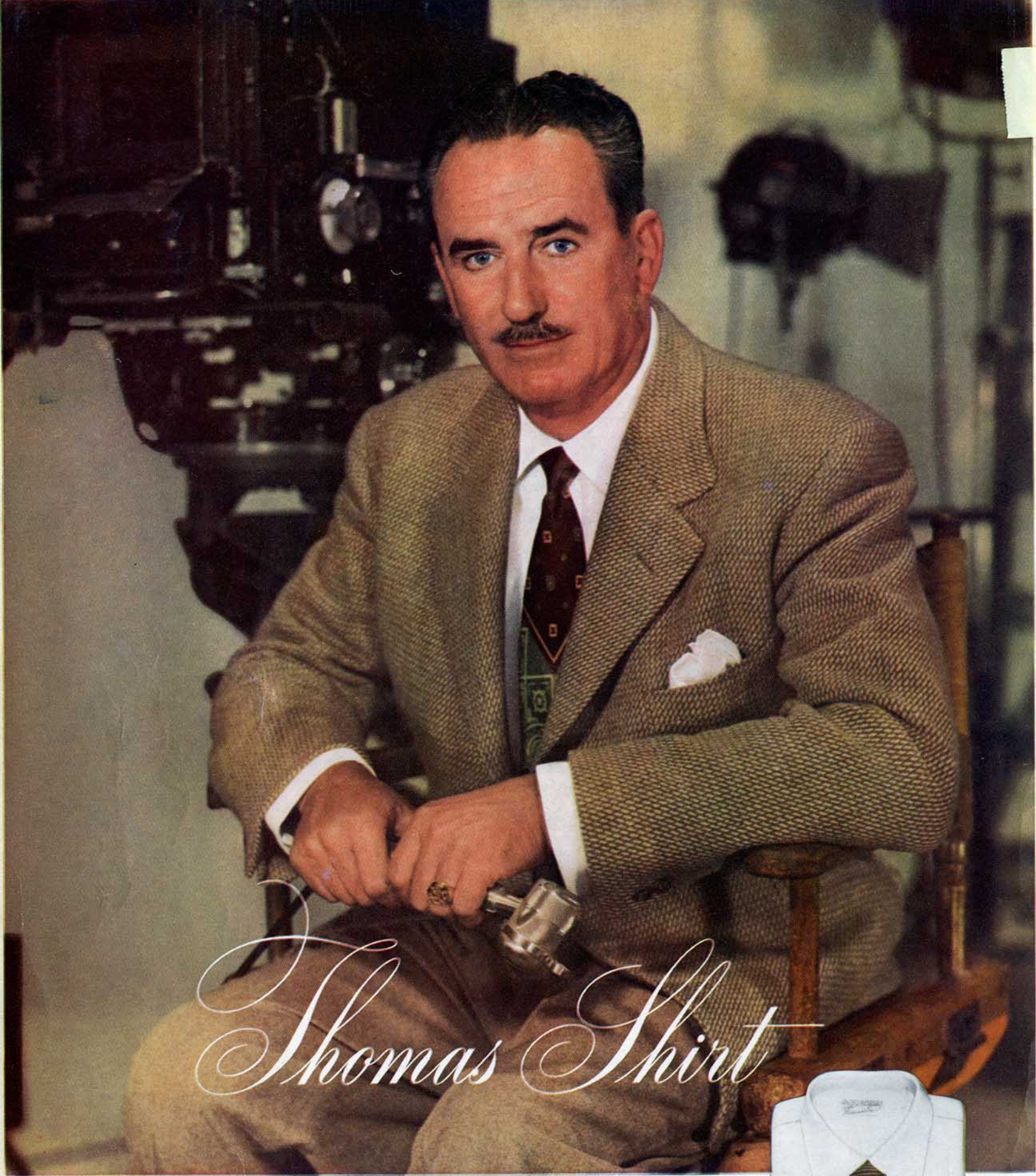
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1  
LLOYD MARTINE







# Thomas Shirt

**Mr. Norman Z. McLeod**, the well-known Hollywood Director, whose genius for high comedy will be seen again soon in **Paramount's "The Paleface,"** enjoys the California comfort grooming of a Thomas Shirt, the favorite shirt of the nation's best-dressed business and professional men. (Be sure yours bears the label to prove it's genuine!) Shirt shown, about \$10.00. Others from \$8.50 at better men's wear counters or write Thomas Shirt, Inc., Los Angeles 15, California.



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VIRGINIA GOODHUE  
1948 QUEEN OF PASADENA  
TOURNAMENT OF ROSES



# The Queen of the Floats

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floats, there was no staff of designers, no corps of artists—just one woman—Isabelle S. Coleman, the Queen of the Floats.

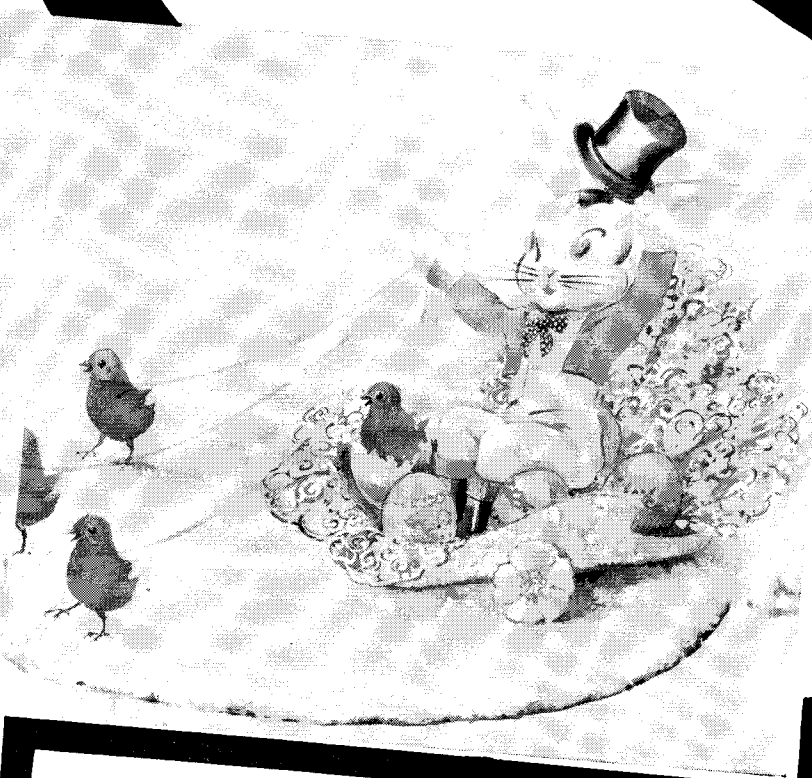
The sprightly, slender Mrs. Coleman is designing and building floats for the 1948 Festival with the same zest and energy she gave to her first parade float in 1928. In the past 20 years, she has designed and built more than 200 prize-winning floats.

The pictures on this page illustrate some of the stages in the creation of a float. Below you can see the progression of an idea, from the original pencil sketch through the colored pencil drawing to the finished product. But to complete a float calls for much more than the making of a design. The matching of flowers, the selection of colors, textures, calls for the taste of an artist. The scientific knowledge of a horticulturist, Mrs. Coleman has both.

Because of their size, all floats are built out-of-doors. Great tents are ready to protect them in case of rain. The night before the great parade is a busy one. In order that the flowers may be as fresh as possible, the builders work all night affixing the flowers to the previously-built forms.

Beauty is always the result of hard labor upon the part of both man and woman. Mrs. Coleman has devoted her life to creating floats for the eyes of millions.

**F**OR more than forty years many of the millions of spectators who have watched the extravagantly beautiful floats of Pasadena Tournament of Roses have wondered where these fantasies in flower were born. What artists, planners and builders created these rainbow-like gardens on wheels? Actually, behind hundreds of the most elaborate of these





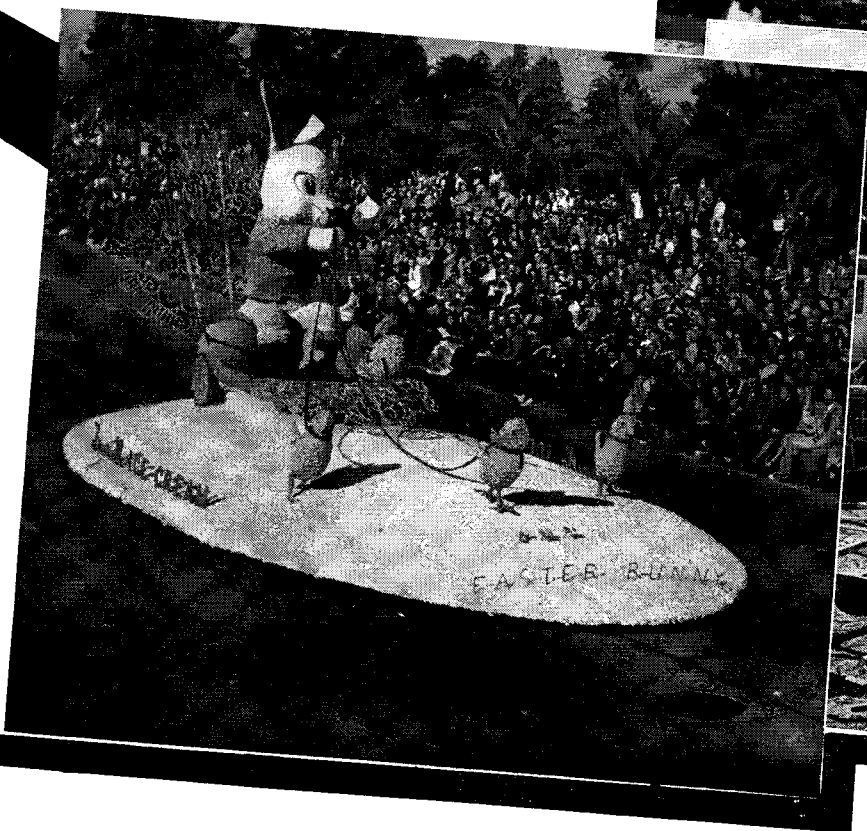
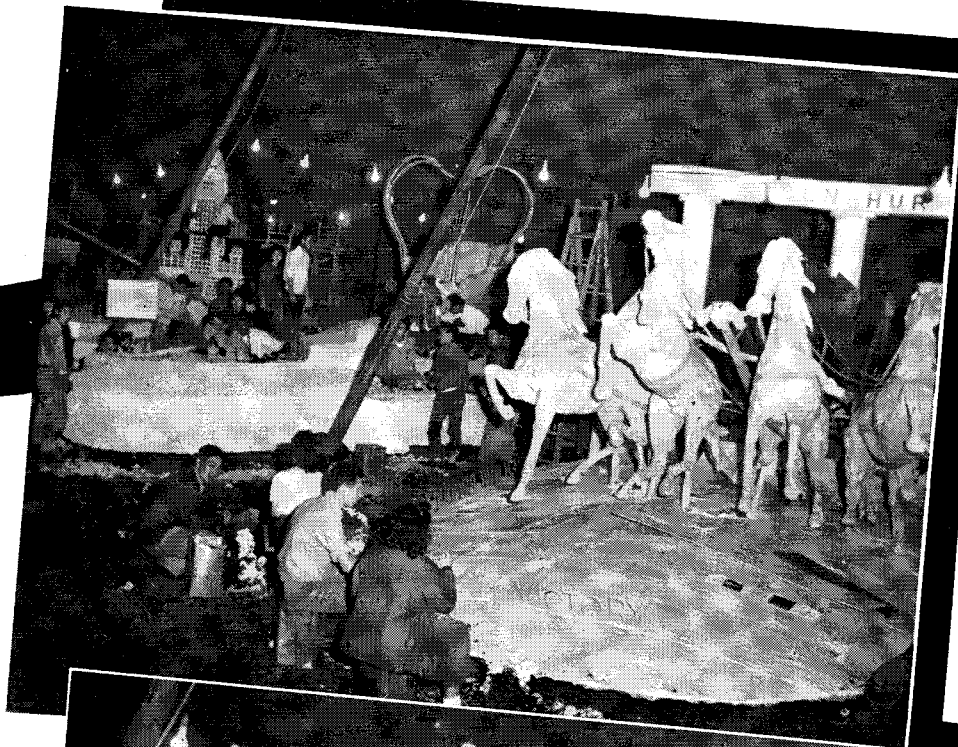
## THE PICTURES

READING DOWN FROM  
RIGHT: Sticking the float  
on a vacant Pasadena lot,

floral flower  
experts apply fresh blossoms  
to the City of Los Angeles'  
float (note City Hall tower).  
Bottom, scene on a vacant  
Pasadena lot, showing float  
with giant fish in first stages  
of construction, with under-  
carriages for other floats  
also visible.

ACROSS BOTTOM OF  
PAGES: The pictures show  
the progress of a float from  
Mrs. Coleman's initial  
pencil-sketch to the  
LEFT, the

RIGHT, a  
water-color drawing of the  
float as it actually will look.  
AND FINALLY, the actual  
float, rolling down Colorado  
Boulevard in the Tourna-  
ment of Roses parade—  
translated from an idea to  
reality!







GRAND MARSHAL. General Omar N. Bradley, chief of staff of the United States Army, honorary Grand Marshal for the 59th annual Tournament of Roses Parade, is shown here with Mrs. Bradley in a

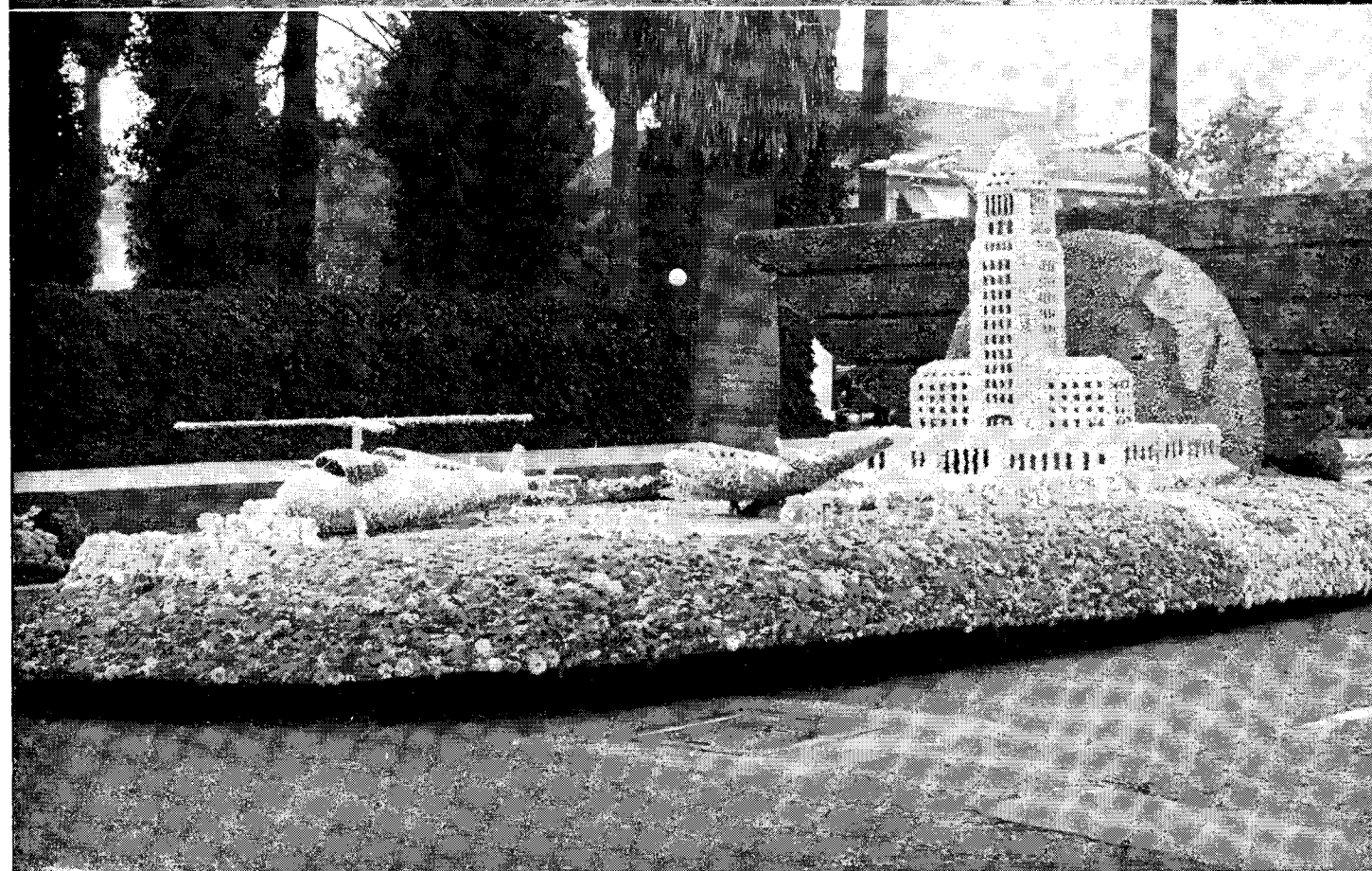
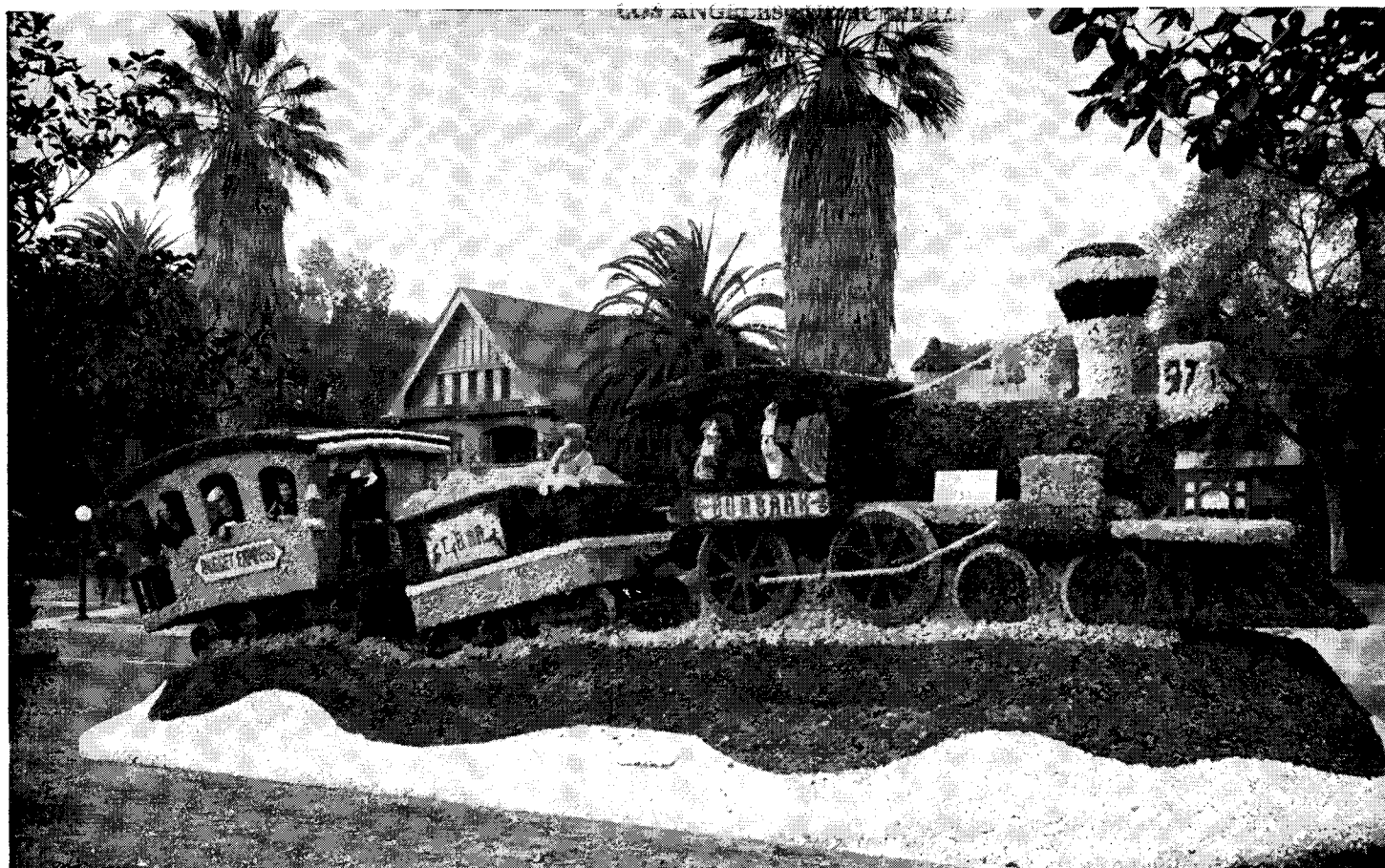
beautifully decorated auto covered with fresh-cut Pasadena roses as thronged spectators gathered to see the general and his lady lead the parade down famed Colorado Blvd., Pasadena, New Year's Day.





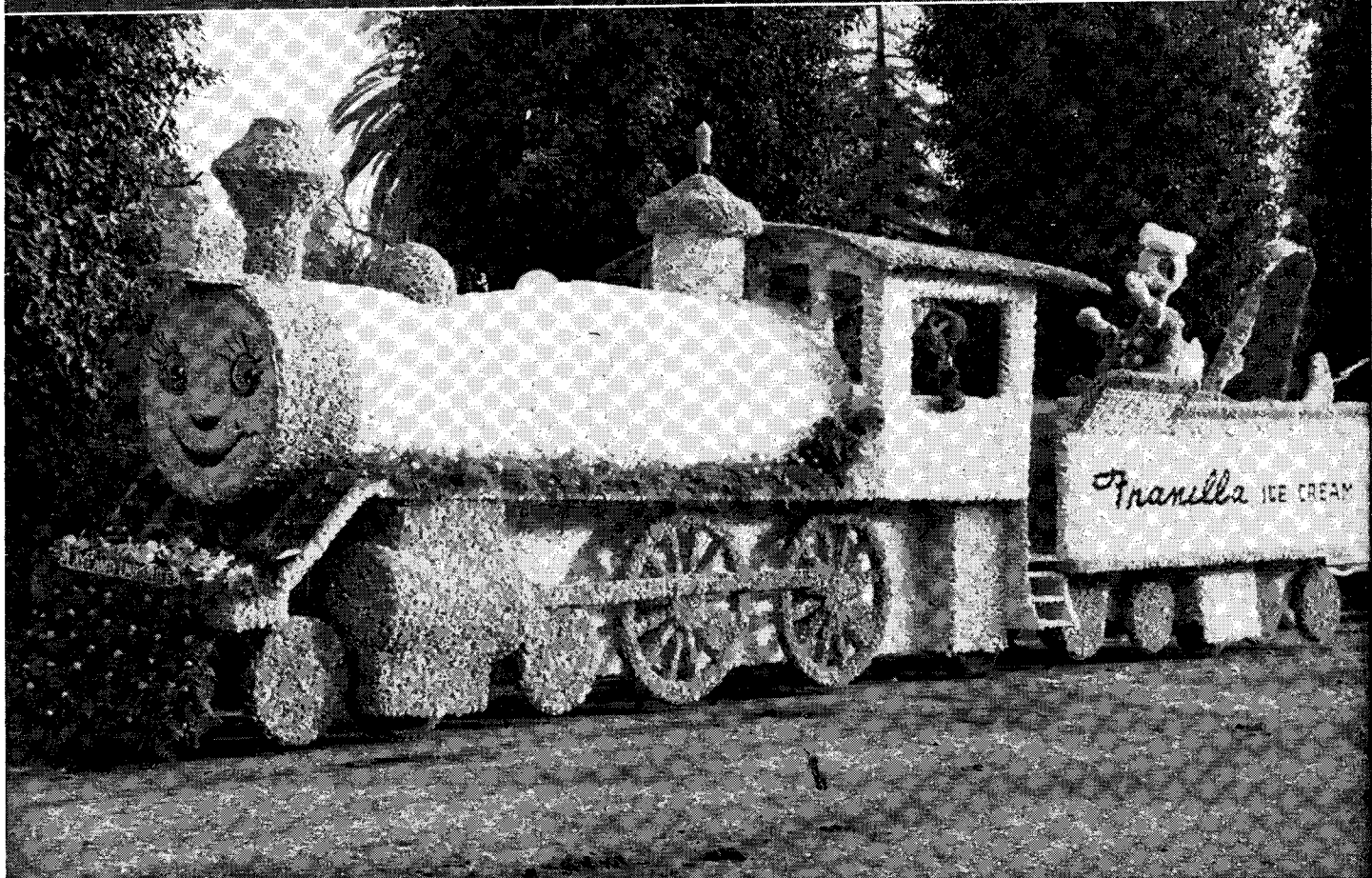
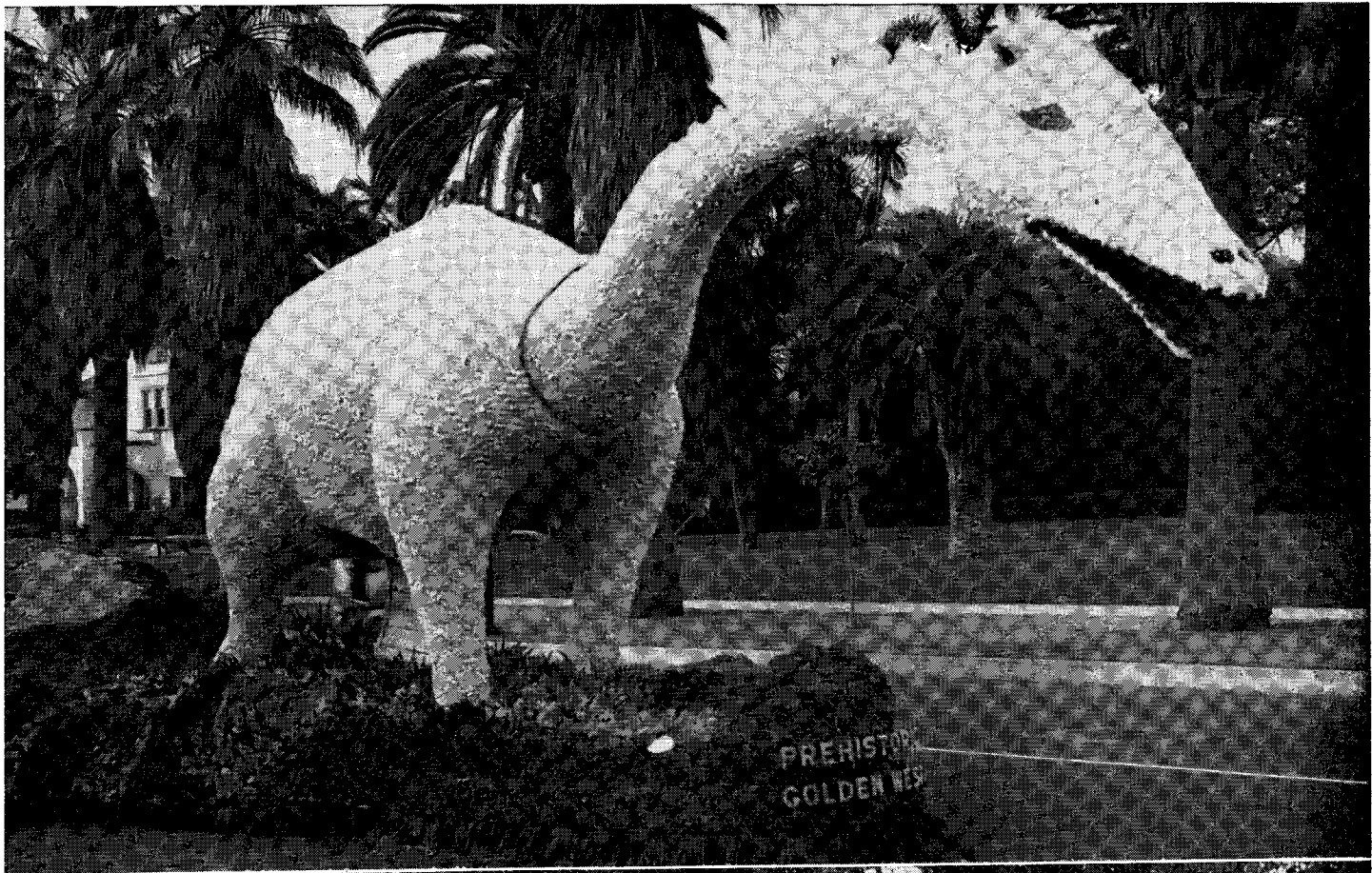
FLAG AND FERRY. California State flag against a golden sun backdrop, was float entered by the city of Long Beach; Ferry boat, "S.S. Harbor Queen," a replica of actual vessel, is made up of more than 200,000 chrysanthemums and delphiniums.





SPROUTS AND WINGS. Burbank's "Nugget Express" carries passengers between 8 and 11, symbolizing youth as the West's greatest asset; Los Angeles' beautiful entry, "Aviation," shows the city as the aviation center of the "Golden West."

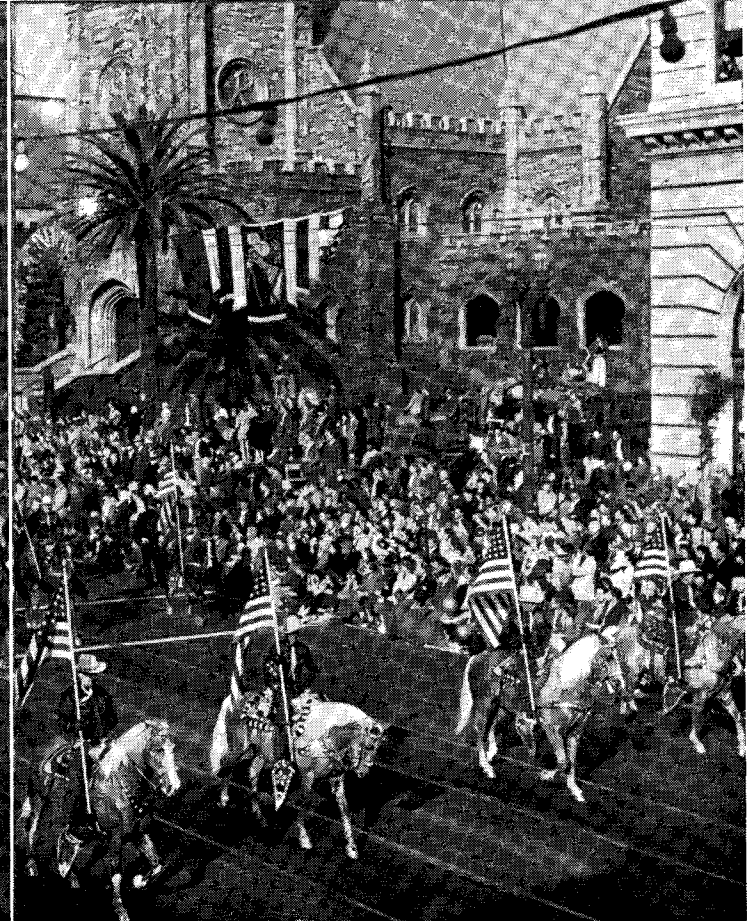
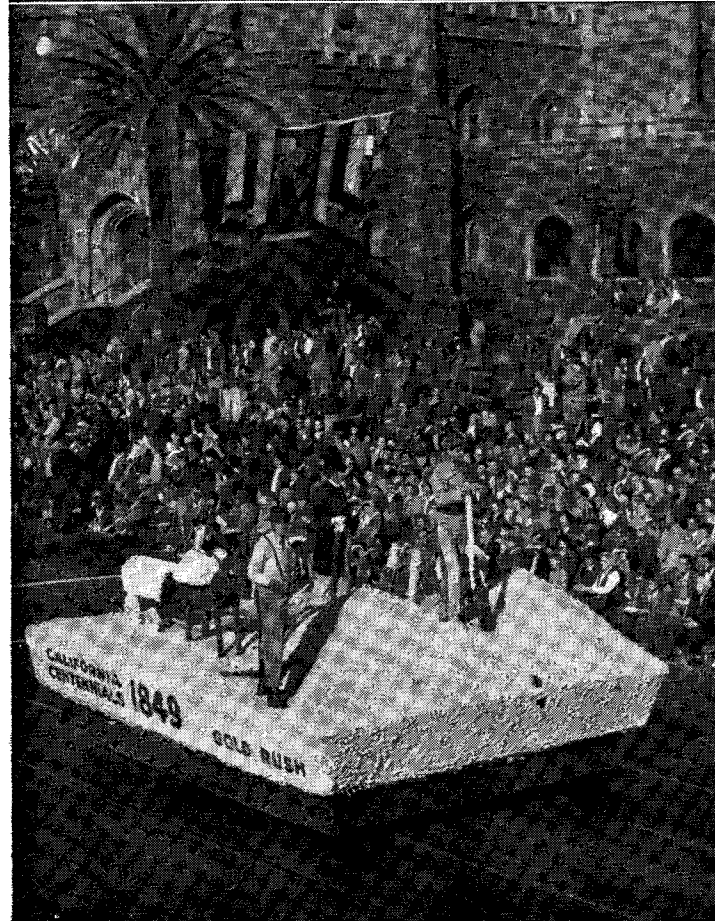
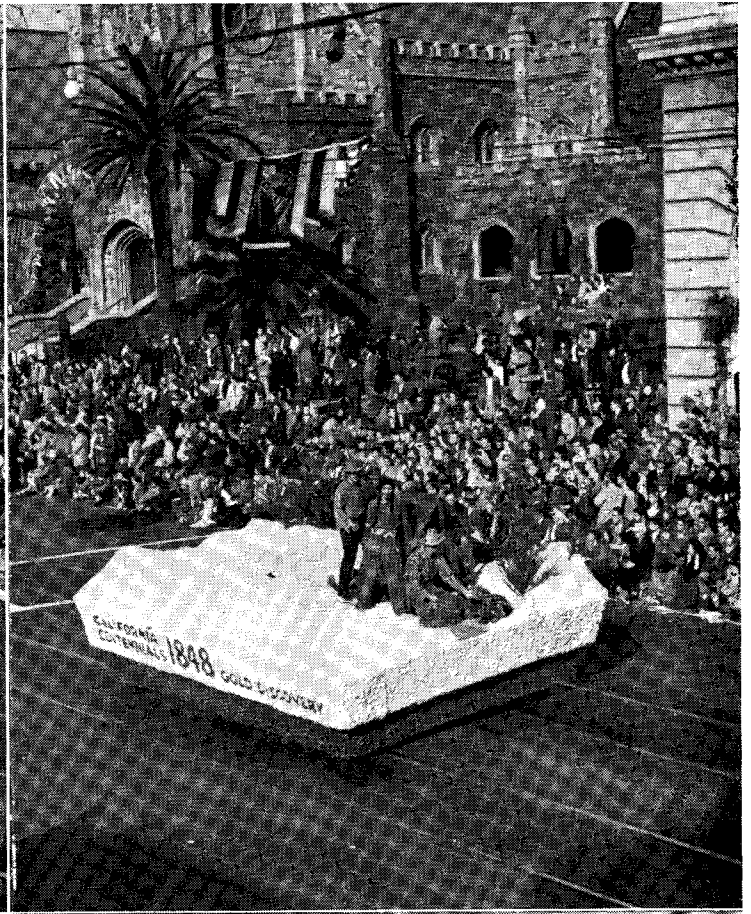




DINOSAUR AND DUCK. Perhaps the only dinosaur ever to be made of white chrysanthemums stands in a floral scene of prehistoric California; Donald Duck, Mickey Mouse and Goofy run the Framilla Ice Cream train along the boulevard.

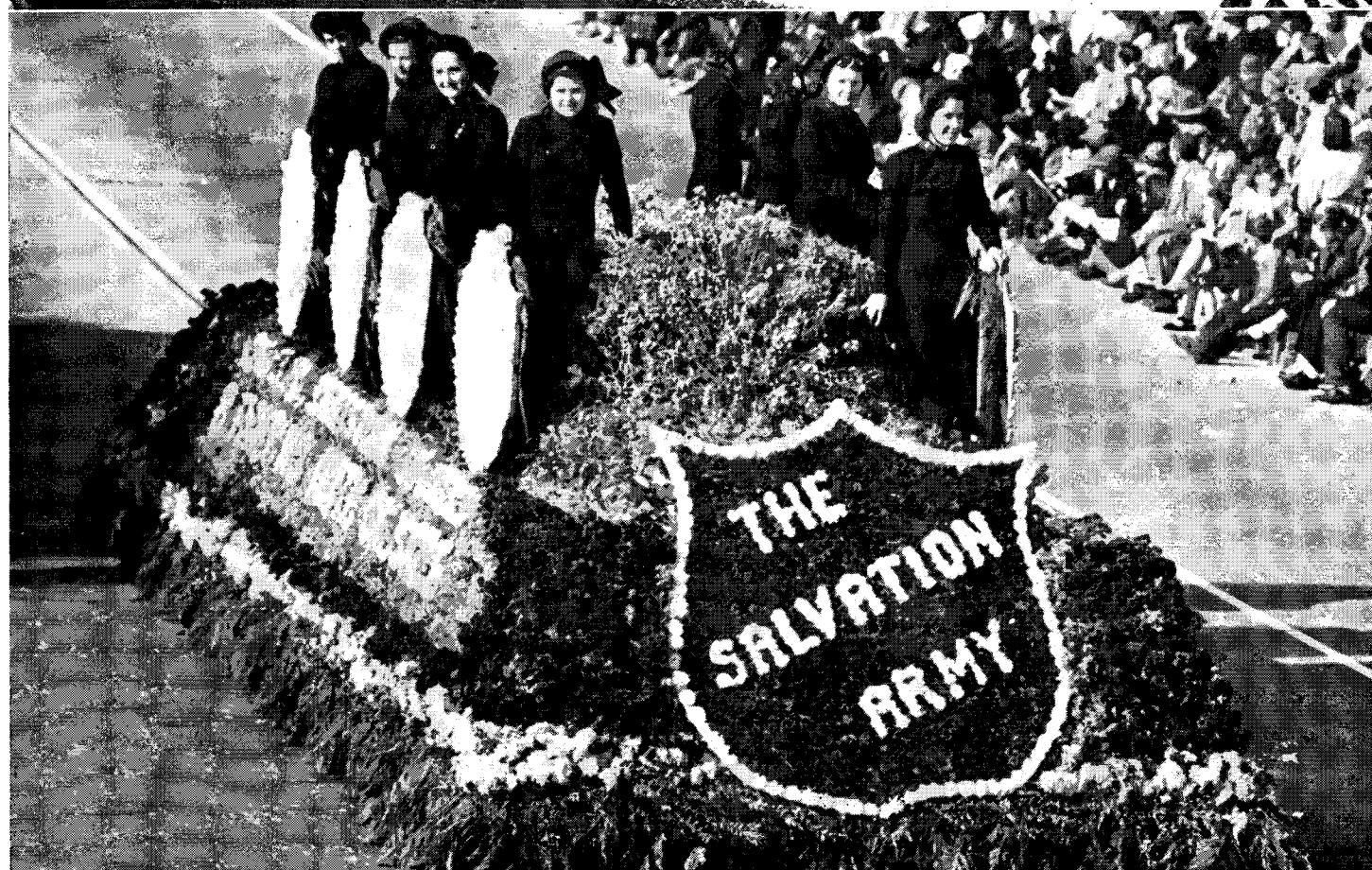
PREHISTORIC GOLDEN WEST  
 FRAMILLA ICE CREAM  
 DONALD DUCK, MICKEY MOUSE AND GOOFY





(Upper left) Tournament president Vincenti and Mrs. Vincenti in "The President's Rig;" (right and lower left) two views of the California Centennial Commission's float with gold rush theme; (lower right) colorfully costumed mounted troop.





**COSTUMES.** "California," Standard Oil's offering, shows a floral mission garden with colored tower and girls in Spanish costumes; "Onward Christian Soldiers," float of the Salvation Army, also shows Army lasses in the organization's famous uniforms.

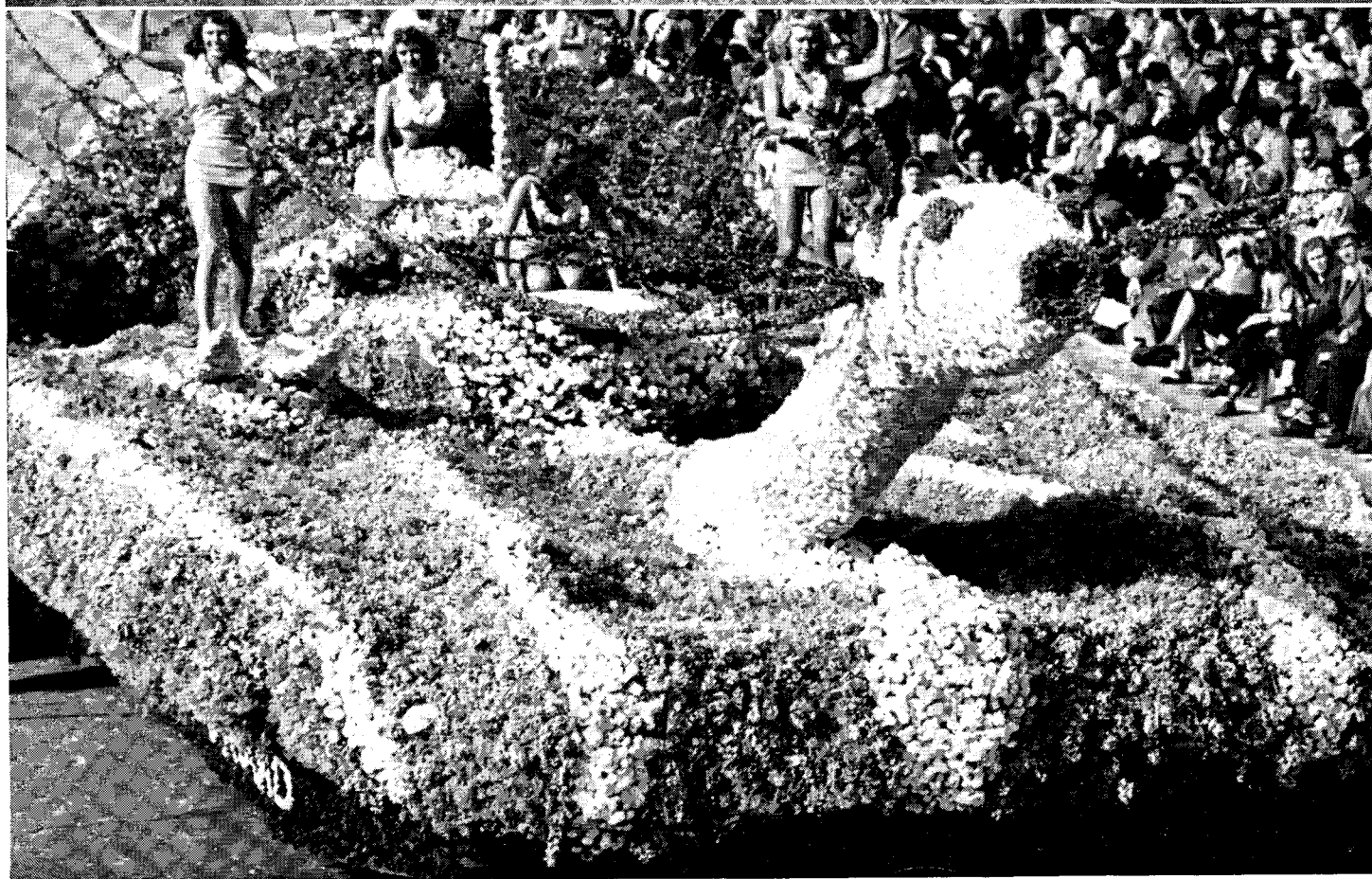




INDIANS. Monterey Park's float depicts the famous painting of Indian and horse, "The End of the Trail;" San Jose's entry shows Father Junipero Serra devoutly embracing a huge floral crucifix while several native Indians sit reverently at his feet.

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FLORAL FILM AND FISH. Cinecolor's simulated unraveled film depicts scenes from outstanding color films made in the past concerning winning of the west; Santa Monica's entry shows two beauties latched on to a flying fish in the surf.





"Flight of the Snowbirds," parade entry of Newport Harbor, shows sailboats coming over a wave. "Snowbirds" are the special type of small sailboat pictured above, and the race of these little boats is an annual event at Newport Harbor, beautiful Southern California seaside resort community.

## *From the Reviewing Stand*

THE Tournament of Roses Parade literally outdid its theme, "Our Golden West." No memory, however golden, could have approached in beauty the reality that was spread before more than a million and a half excited spectators.

This was a pageant to remember: countless flowers with a range of color too dazzling to calculate, hundreds of musicians, mounted horsemen astride some of the finest palominos in the world—and then, of course, the floats. In past years, Pasadena has been able to point with pride at both the beauty and artistic

cleverness which marked the moving floral displays. This year the participants came forward with floats that were completely amazing not only for beauty but for ingenuity and striking originality.

Hard put as the judges were to select prize-winners from this outstanding array, no one questioned the justice of awarding the Sweepstakes Prize to the striking entry from San Francisco. San Francisco's beloved and sometimes harrassed Cable Car was reproduced in close to actual size. The thousands of brilliantly colored California flowers were not the only



decorations that the car boasted—it was fully equipped with a group of lovely San Francisco maidens bedecked in the mode of the Gay Nineties. To top things off, the designers of the float reproduced the Market Street turntable—and it worked. To the delight of the spectators, the Cable Car slowly turned around as the turntable swung it end for end.

Among the other winners were: Union Oil Co., which took the Grand Prize as the best commercial entry; The City of Alhambra, Theme Prize, for an inspiring interpretation of the theme of the tournament; American Legion Post 13, Pasadena Challenge Trophy, best Pasadena float; and U. S. Naval Air Reserve, First in Class AA.

Above all things it was certainly a "day out of the old West." Presented with the tournament theme, "Our Golden West," the designers took off for a flight of fancy and historical recording of events and objects dear to the heart of every Westerner. The city of Sierra Madre offered a gorgeous floral figure of a pony express rider, done in flowers which echoed the beautifully subtle colors of the Western desert.

But not all was of the past. Today and tomorrow were represented by such floats as the Ventura County effort, an accurate representation of a jet-propelled missile from Point Mugu, Naval Air Missile Test Center

in Ventura County; the City of Los Angeles entry, stressing aviation. This float offered a twenty foot pair of wings lifting a circular map of the western hemisphere. And the touch of movie-land was also present. Cinecolor Corporation offered a mammoth roll of film, partially unwound. Each individual frame, done completely in flowers, represented a scene from some outstanding color film of the past which dealt with the growth of the West.

The pageant of the tournament parade, however, is always more than the floats and bands, more than pretty girls and prancing horses—the pageant is part and parcel of the spirit of Pasadena and the West. It is a spirit that made happy people today of more than a million and a half spectators.

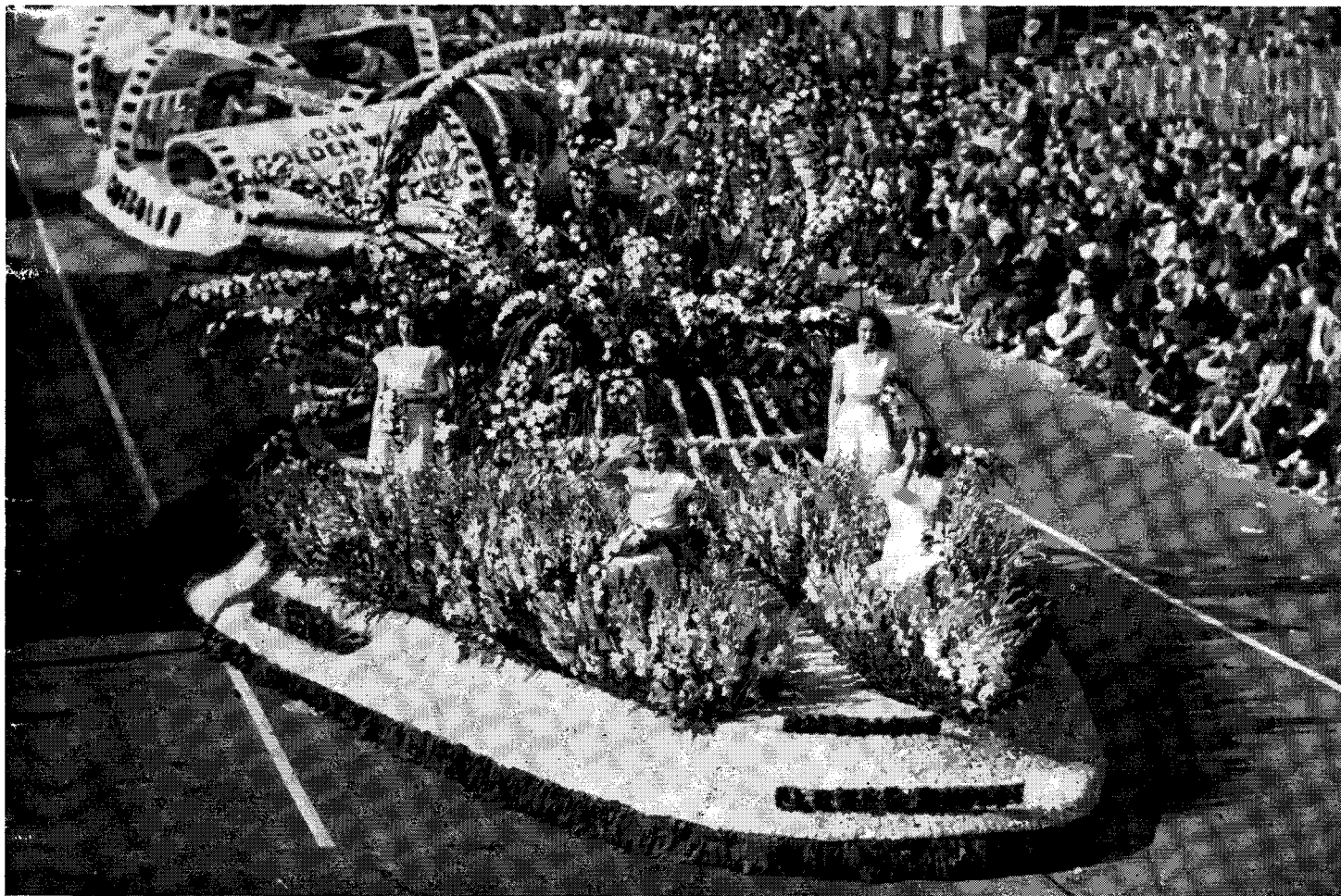
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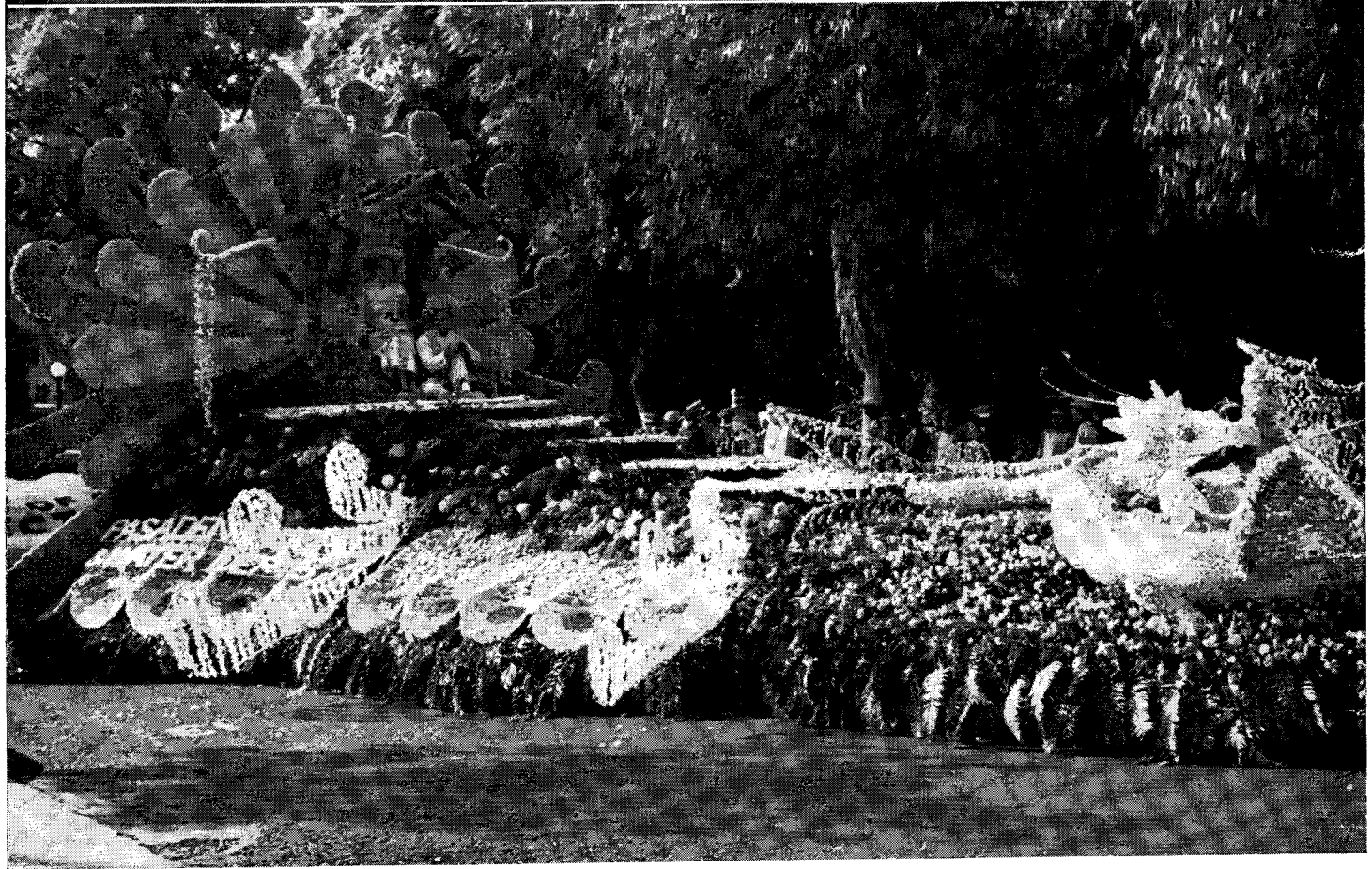
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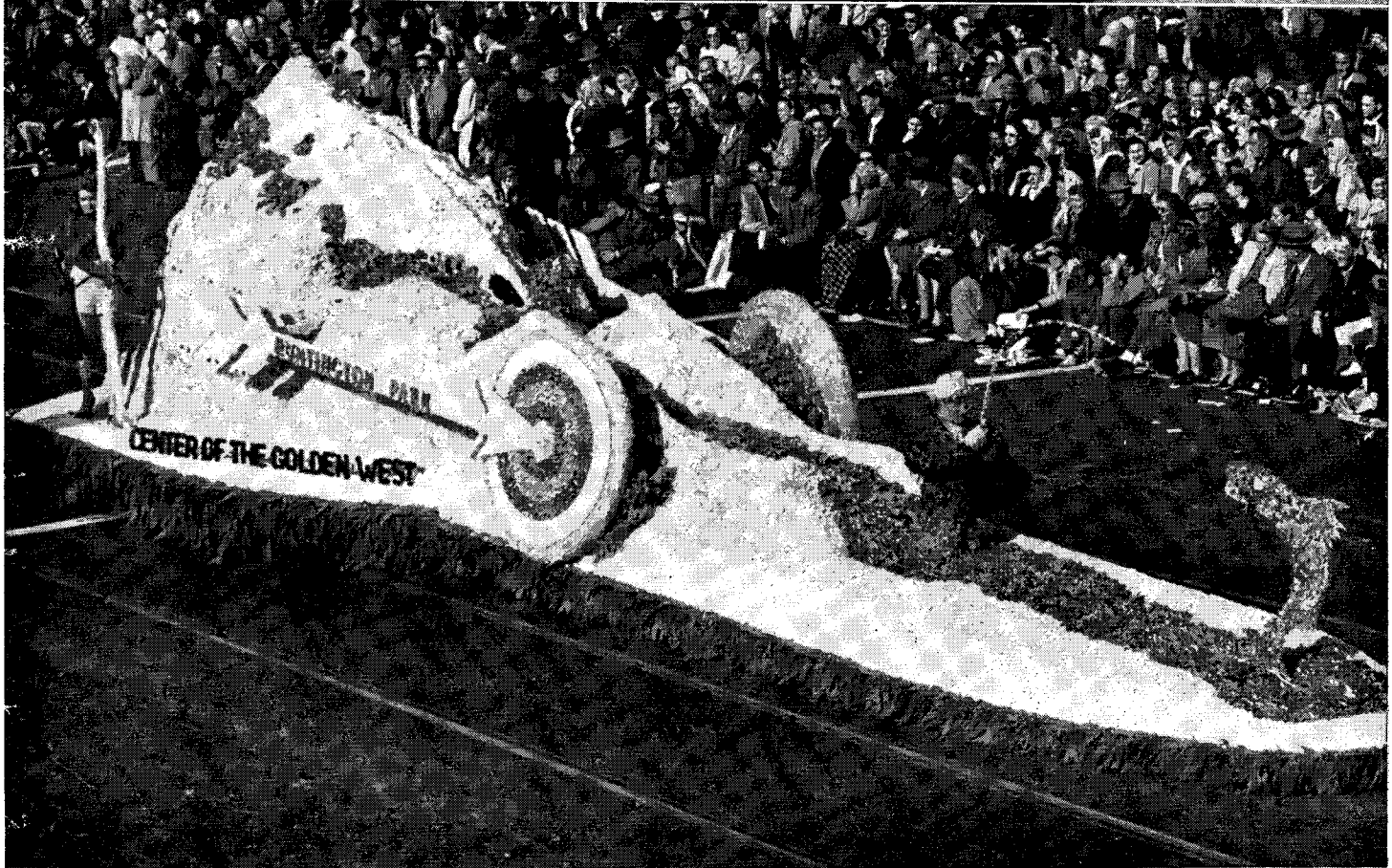
San Diego's Junior C of C entry, "The Golden West, Flower Basket of America."





SUNSHINE AND DRAGONS. "Sunshine and Roses," Pasadena city schools' streamlined float, contains 150,000 blossoms; another Pasadena entry, the Water & Light departments' "Chinese New Year," has a dragon of white pom poms, stock and larkspur.

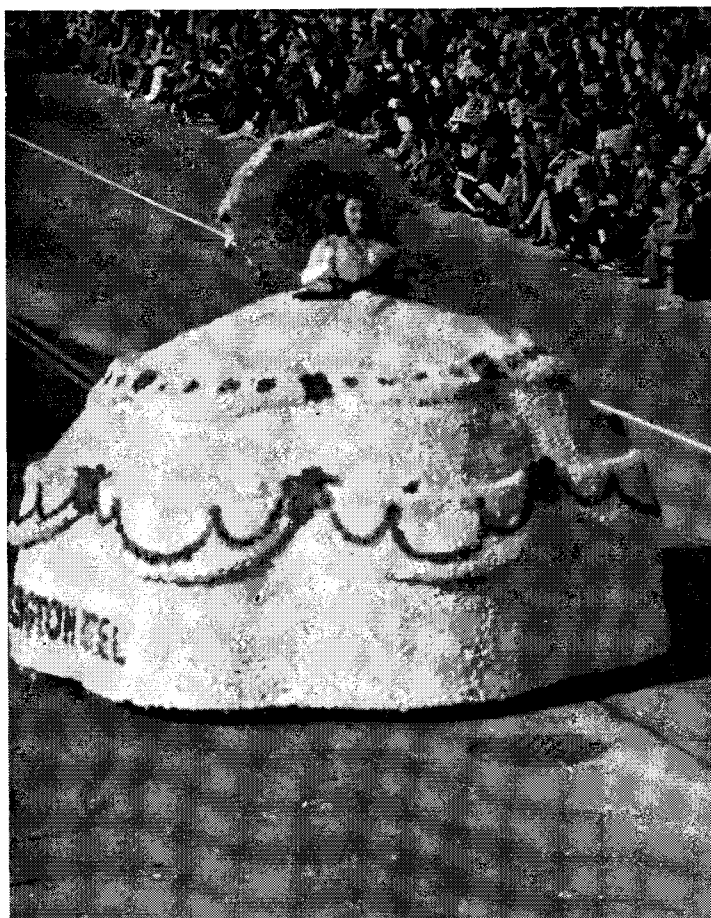




SLEEPER AND SKIER. The gent taking a siesta under a California cactus, watched over by his floral burro and two children is the entry of the 20-30 International; "Center of the Golden West," mountain scenes, was entered by Huntington Park.

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(Upper left) Giant hoop skirt, costume for "A Girl of the Golden West," Huntington hotel entry; (right) the Michigan band; (lower left) "Covered Wagon," entered by Palos Verdes; (right) Ventura County's floral replica of guided missile from Point Mugu.

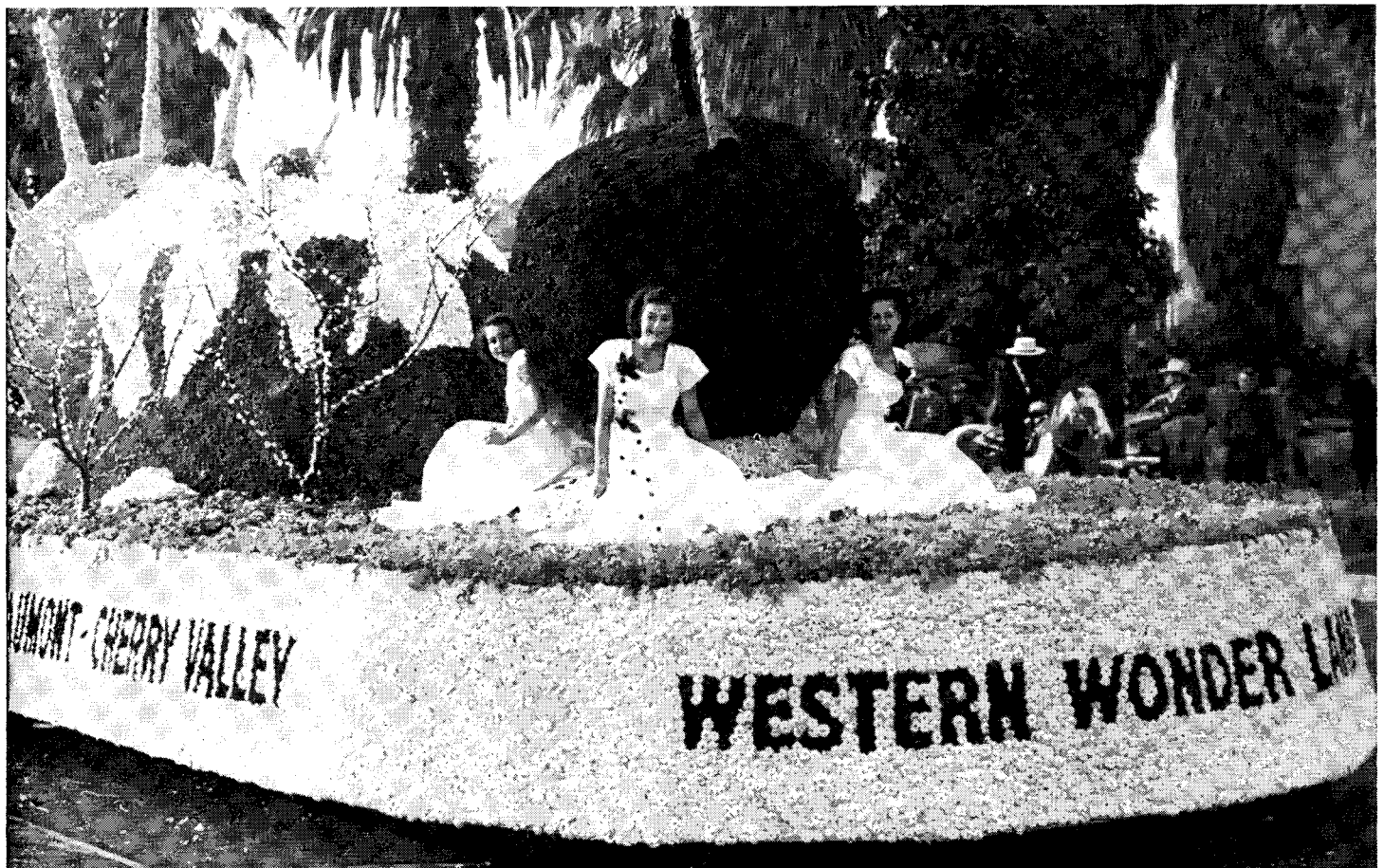




BLOSSOMS AND BUNYAN. "California's Flower," the poppy, was created here from thousands of yellow chrysanthemums, entered by Los Angeles County Fair Assn.; Portland Rose Festival Assn. co.tributed a huge floral Paul Bunyan, mythical woodchopper.

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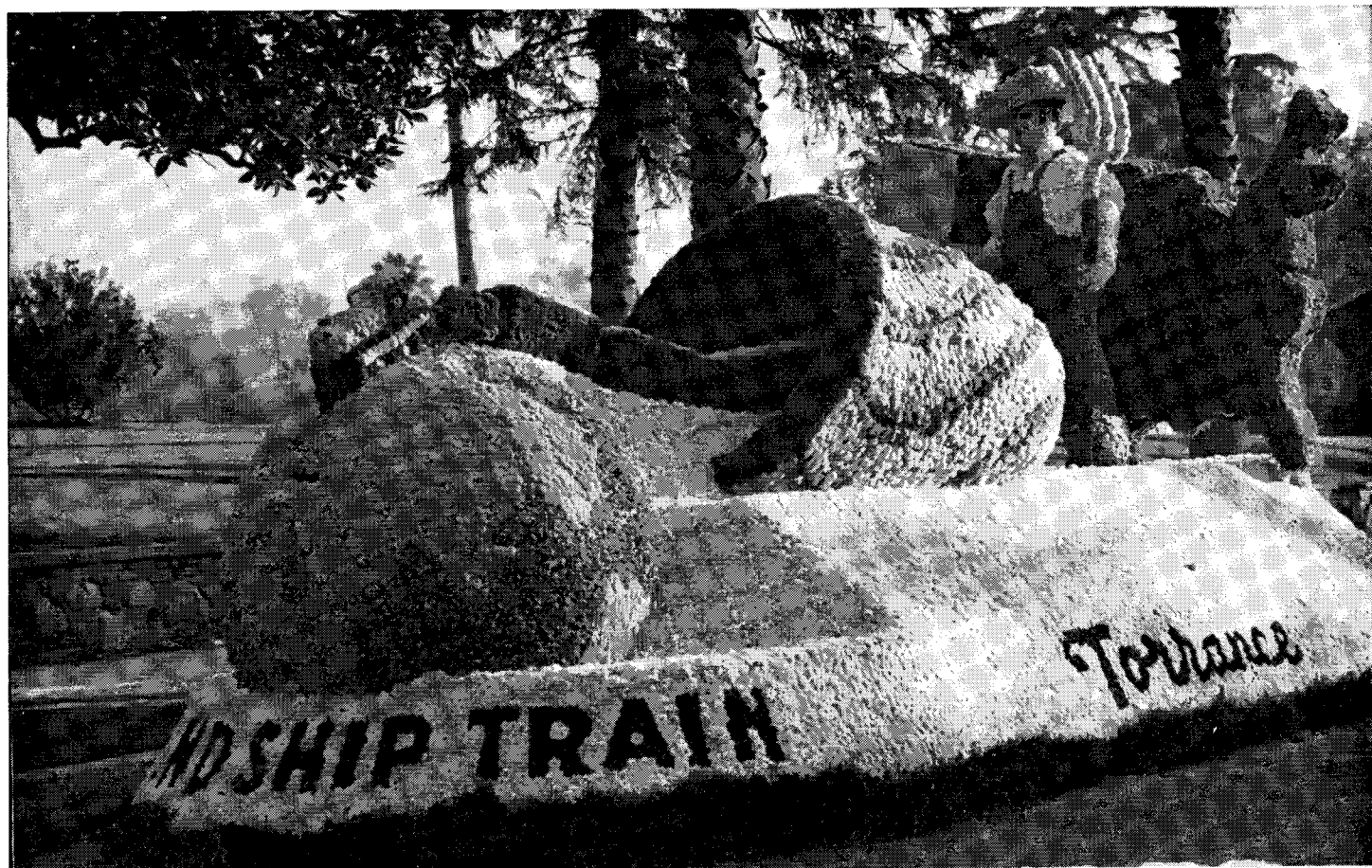




CHERRIES, PONY EXPRESS. "Western Wonderland," city of Beaumont float, depicts the city's Cherry Festival; Sierra Madre entered the huge floral statue of the early-day pony express rider, with colors all in keeping with Western desert hues.

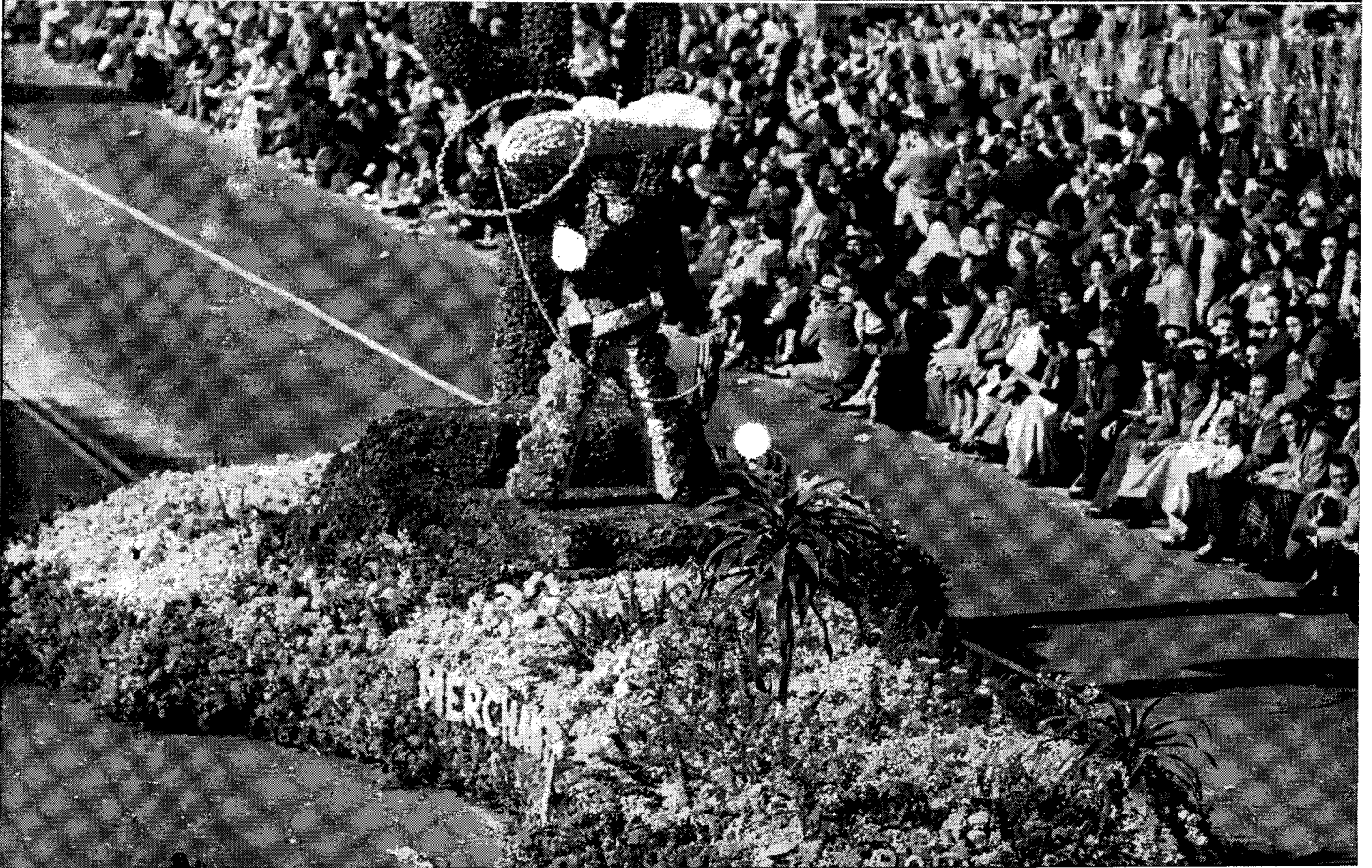
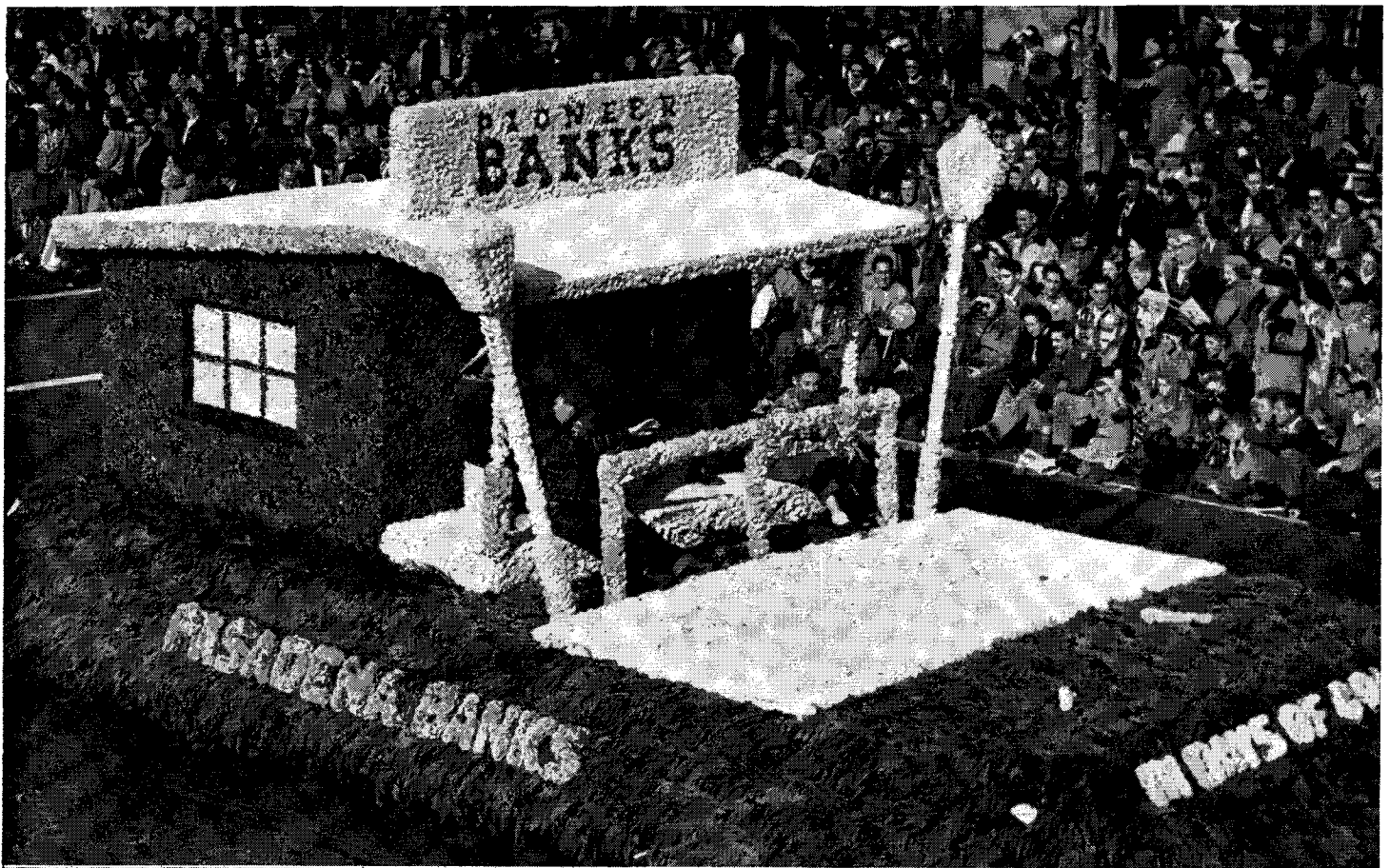
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**TRAIN MOTIF.** City of Torrance's "Friendship Train" shows a horn of plenty spilling its bounty on the western country; Los Angeles County's entry depicts driving the golden spike which connected East to West by Union Pacific railroad.





DAYS OF OLD. Pasadena banks entered "In Days of Gold," depicting an early Wells Fargo bank, with spades, gold chests, etc., in foreground; "Roundup Time," from Pasadena Merchants Assn. also goes into the past when cowboys helped build the West.



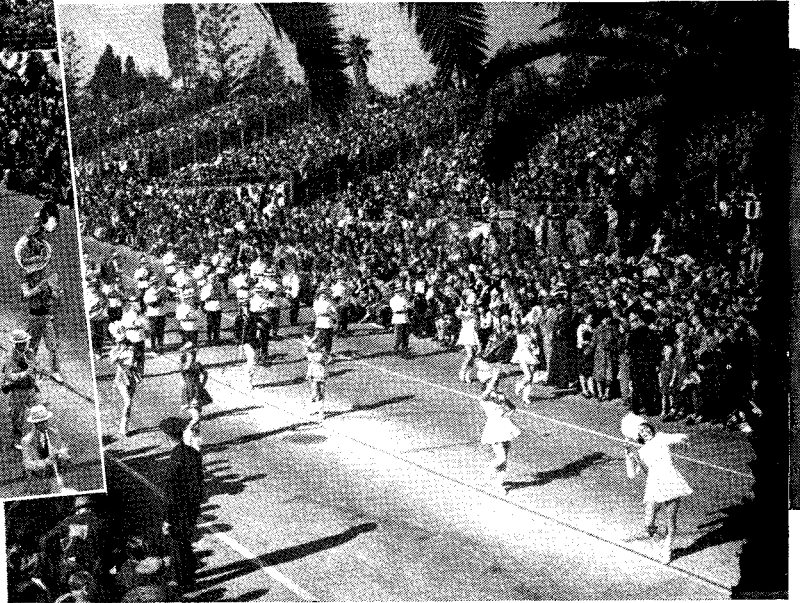


THE QUEEN'S FLOAT. Queen Virginia Goodhue and her six lovely princesses ride the official Tournament of Roses float. Princesses of the royal court are Lu Jean Galloway, Donna Duggan, Ethlyn Joyner,

Arlette Barnes, Dorothy Young and Sherry Beth Cobb. Four huge floral roses have been fashioned on the outer edges of this lovely float with its lovely cargo to add emphasis to this most famous of all pageants.



# THE CROWD...



**T**HE Crowd Is Part of the Show, at the Tournament of Roses!

You may not have realized it but you were part of the big show, you and a million others who were jammed along the line of march, or at the football game. For without the crowd, there would be no Tournament; and the crowd brings that tense, exciting mood created by swarms of people together.

Each year, approximately one million men, women and children, in thousands of cars, in buses, in interurban trains, and on foot, congregate in Pasadena, on Jan. 1. They buy thousands of dollars worth of food, parking space, seats in the grandstands.

The pictures on these pages show, not so much the parade, or the game, but the CROWD.

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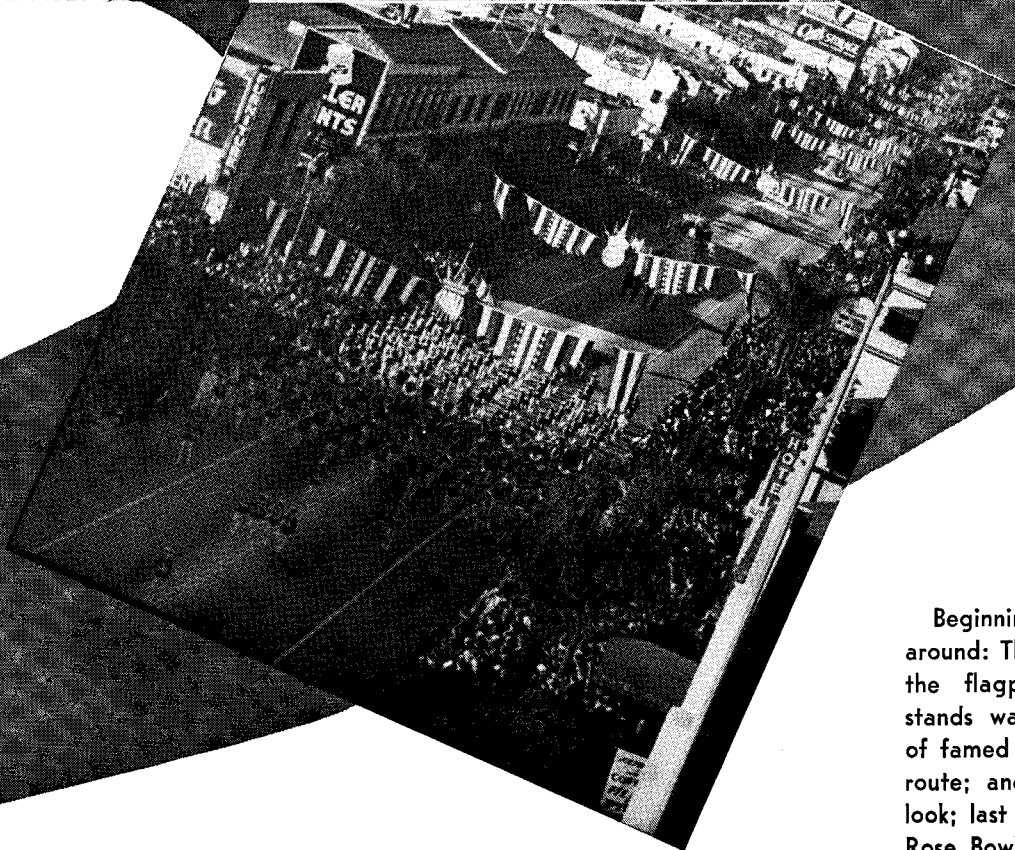




# *is Part of the Show*



THE CROWDS  
ALONG SLOPE  
BELOW THE  
FLAGPOLE



## THE PICTURES

Beginning upper left and coming around: The crowds along slope below the flagpole; packed thousands in stands watch majorettes; an air-view of famed Colorado Blvd., the parade route; and below, a closer-up aerial look; last of all, the crowd inside the Rose Bowl, and some of their parked cars.





GRAND PRIZE WINNER. This striking floral scene from the play, "The Girl of the Golden West," entered by the Union Oil Company, was awarded grand prize by Tournament judges. Outstanding feature of this entry is its animation. Characters on the float are life-like puppets created by the world-famous puppeteer, Jack Shaffron. As float went down line of march, the puppets and flowers moved in time to music.



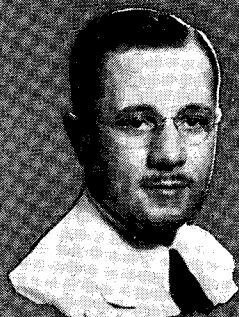


**SWEEPSTAKES WINNER.** San Francisco's famed cable car is reproduced in full beauty and novelty on this float that won the coveted Sweepstakes prize, entry of the City and County of San Francisco. The

replica is about three-fourths actual size of the cars that grip cables on San Francisco hills and carries a cargo of girls dressed in Gay Nineties costumes. At one end of the float is the Market Street turntable.



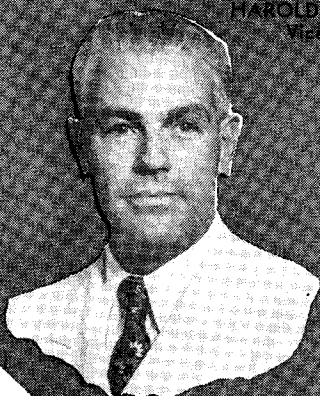
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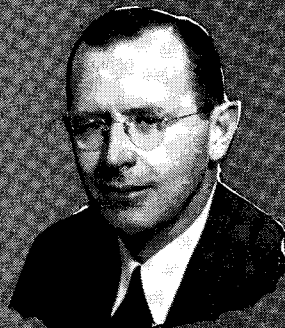
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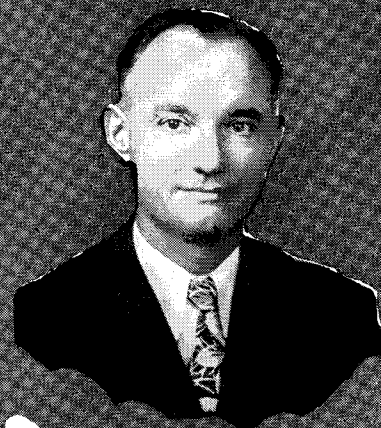
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# *Pasadena:* CULTURAL CENTER



## THE PICTURES

PASADENA'S FINE SYMPHONY orchestra and municipal chorus appear in the picture at the top of the page, on the stage of the Civic Auditorium. Below, we see an air view of CALIFORNIA INSTITUTE OF TECHNOLOGY, nestling amid the green of residential districts, one of the world's great centers of scientific research; and at the bottom, the famed HUNTINGTON LIBRARY, its classic white beauty set off by wide lawns.

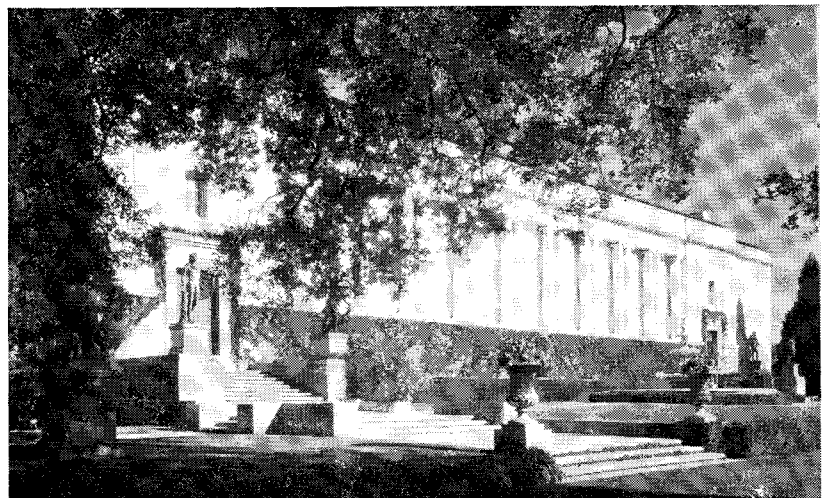
**T**O many an Easterner—or resident of the Middle West—and mayhap even to numerous Californians, Pasadena is the place where the Tournament of Roses is held, every New Year's Day. But Pasadena is much more than that. It is, in fact, as pleasant a place for year-around living as can be found. And among the things which make it so are its cultural institutions.

Probably the most famous of these is the Huntington Library, world-famed repository of priceless books, manuscripts and paintings. (Actually, the library is in adjoining Sierra Madre.)

The California Institute of Technology, a renowned headquarters of research in the more advanced aspects of experimental science, is in Pasadena. Famous scientists at "Caltech" are as commonplace as football heroes.

The likewise-famed Pasadena Playhouse, long known for its daringly successful work in the theater arts, is another facet of Pasadena cultural life.

Pasadena has its own Art Institute, with its own galleries, celebrated especially among connoisseurs for its great shows of the work of California's many fine painters, besides its own excellent permanent collection of pictures, and its Oriental pieces. And the city's own Symphony Orchestra and Municipal Chorus stand well among the nation's fine musical groups.



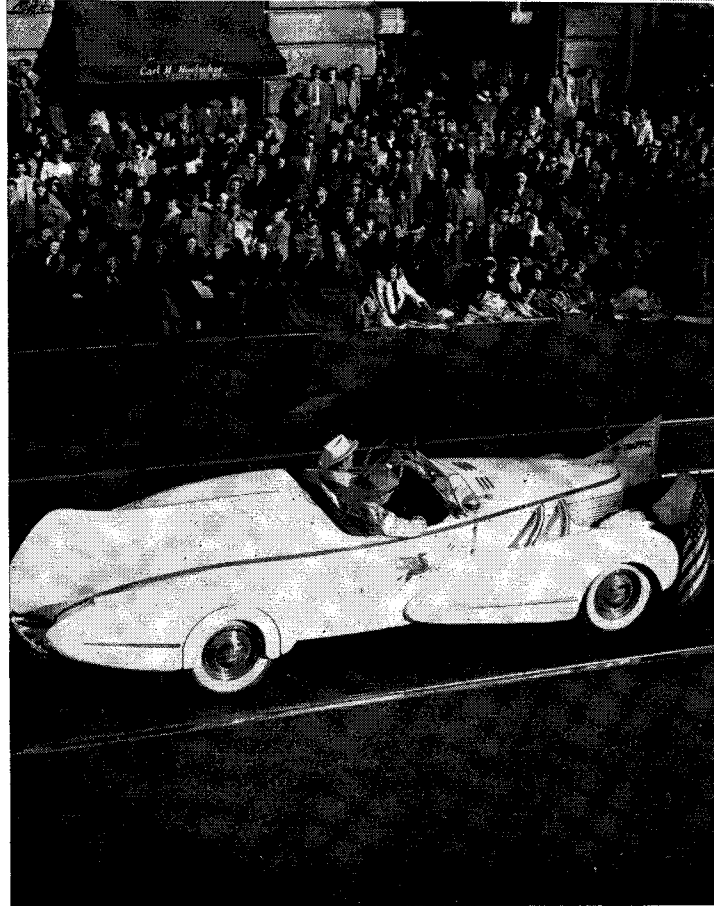
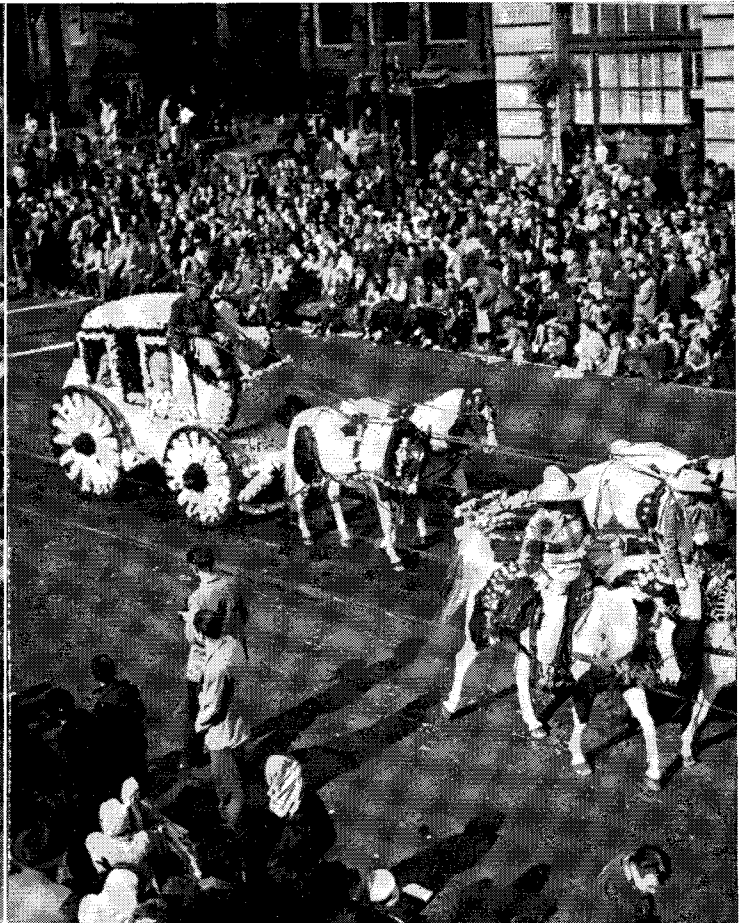
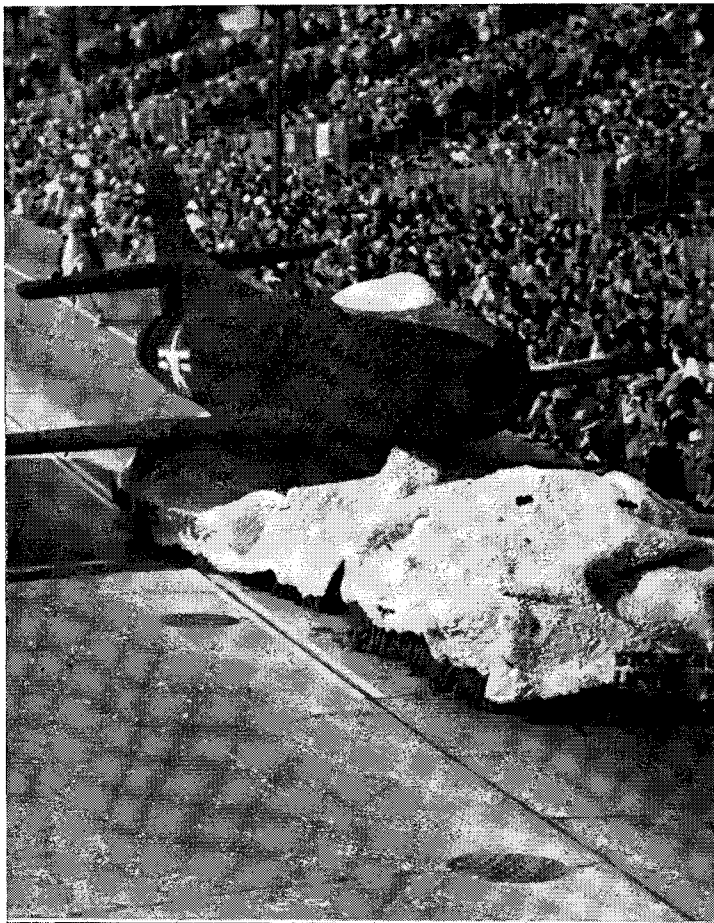




THEME PRIZE WINNER. The city of Alhambra's entry, "Founding of the Golden West," was awarded the Themo prize for its depiction of the founder of the Golden West, Father Junipero Serra, who stands

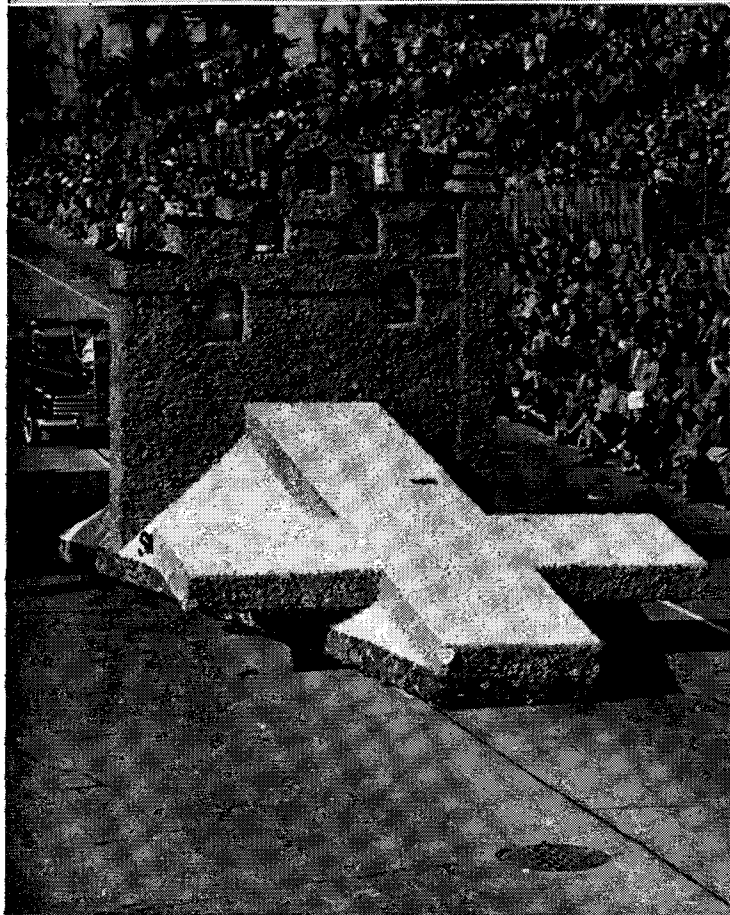
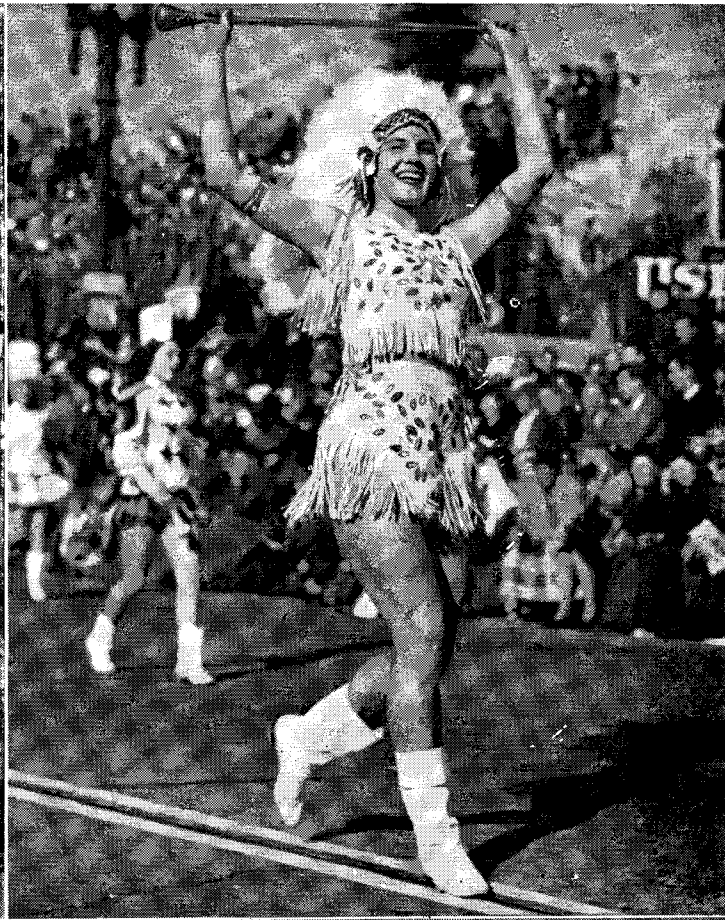
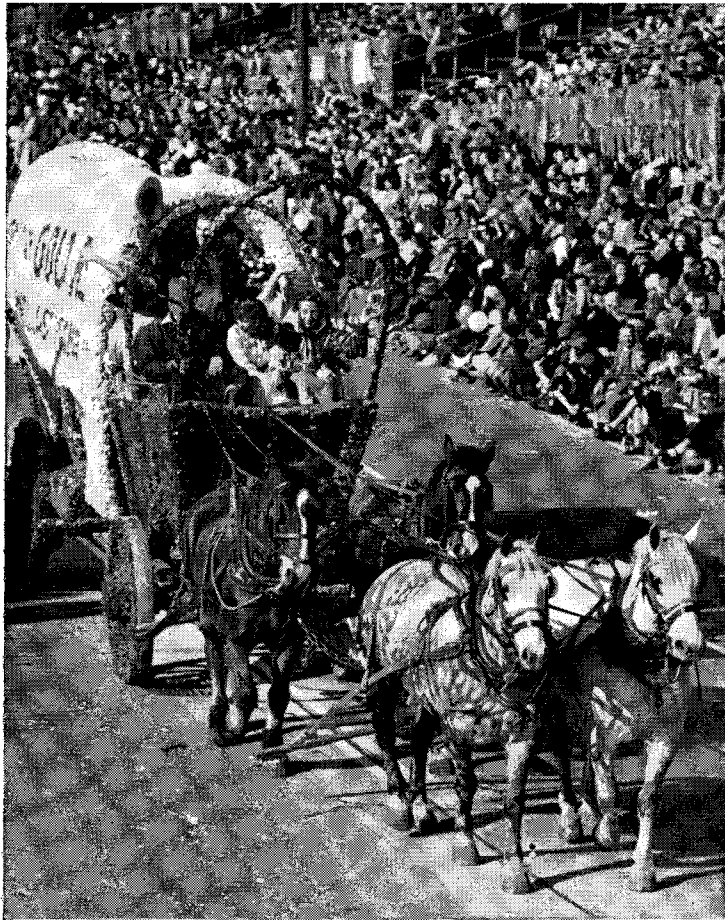
bareheaded midst the foothills of the Pacific Coast mountain range, overlooking scenes of his years of tireless work. Replicas of three missions founded by Father Serra surround him as monuments to his work.





(Upper left) U. S. Naval Air Reserve entry, "Skystreak in the West;" (right) old stagecoach gaily decked with blossoms; lower left) official Tournament car, note "rudder;" (right) "Pot of Gold at the End of the Rainbow," Uptown Chevrolet Co. entry.





(Upper left) "On to the Gold Rush," Hotel Last Frontier, Las Vegas, entry; (right) a California beauty; (lower left) San Gabriel float, mission and floral cross; (right) float of Native Sons and Daughters of the Golden West, "Our Golden State."

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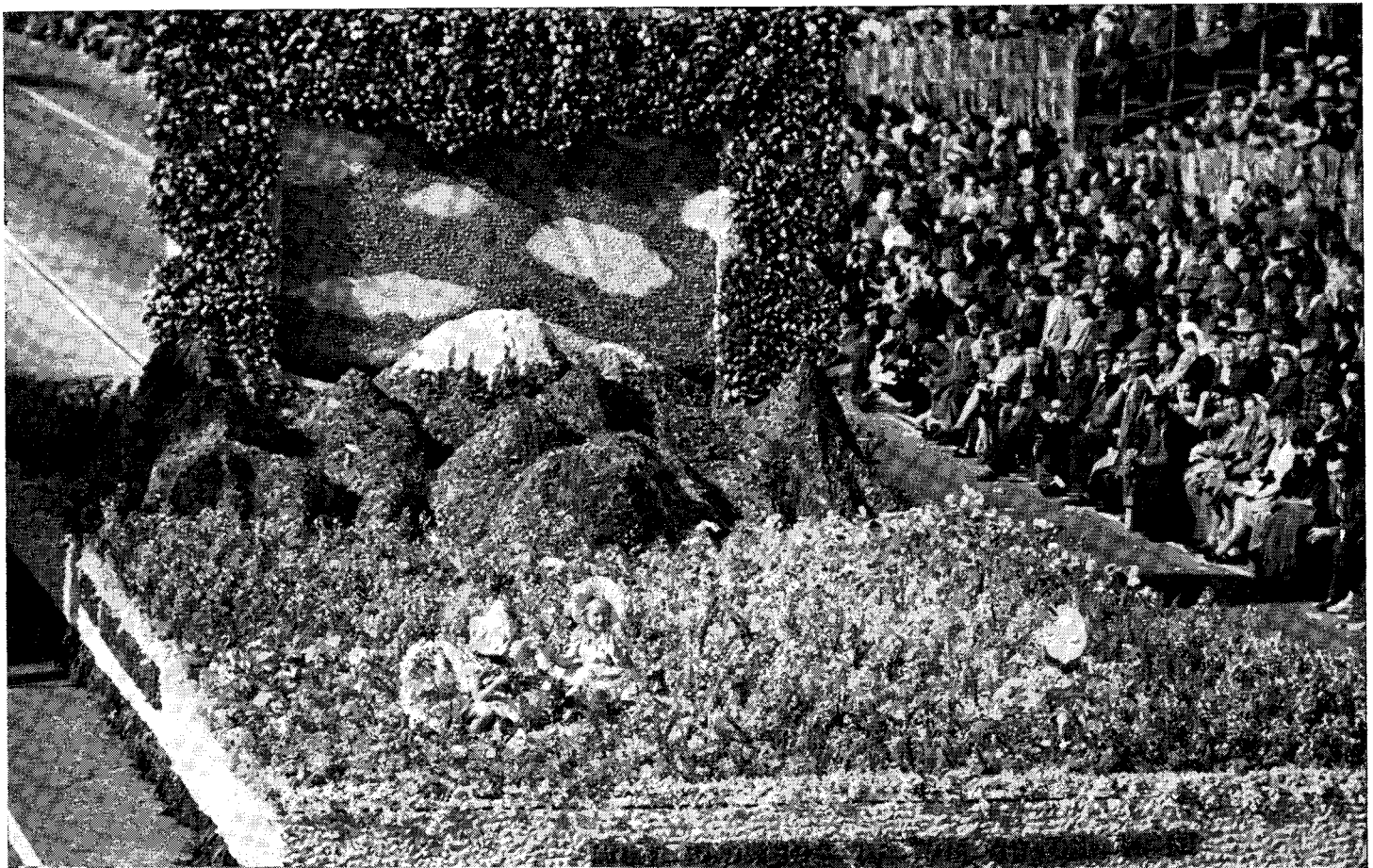






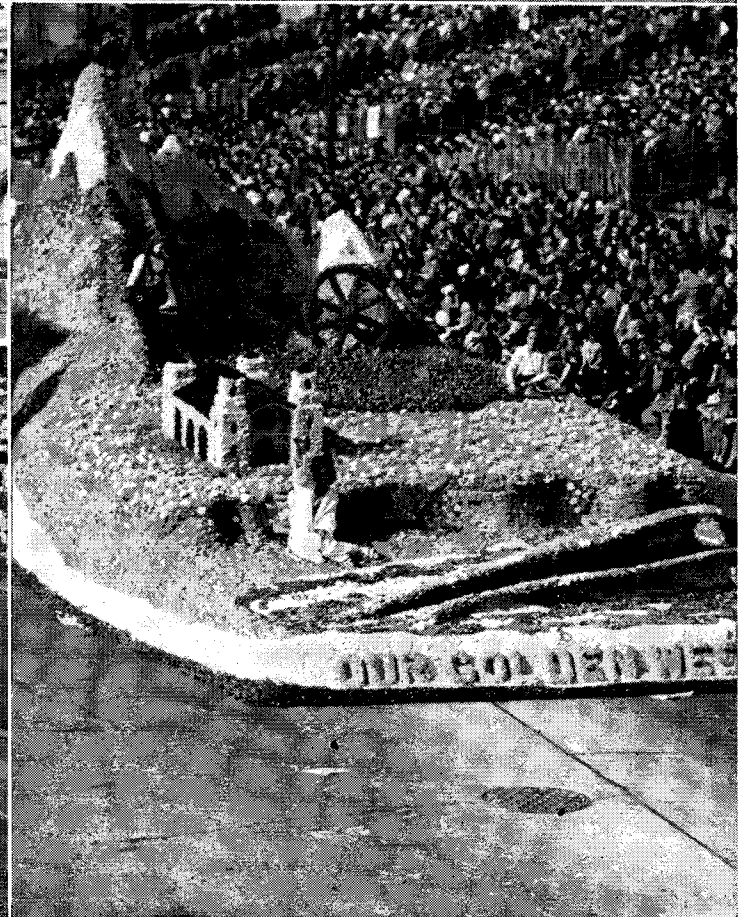
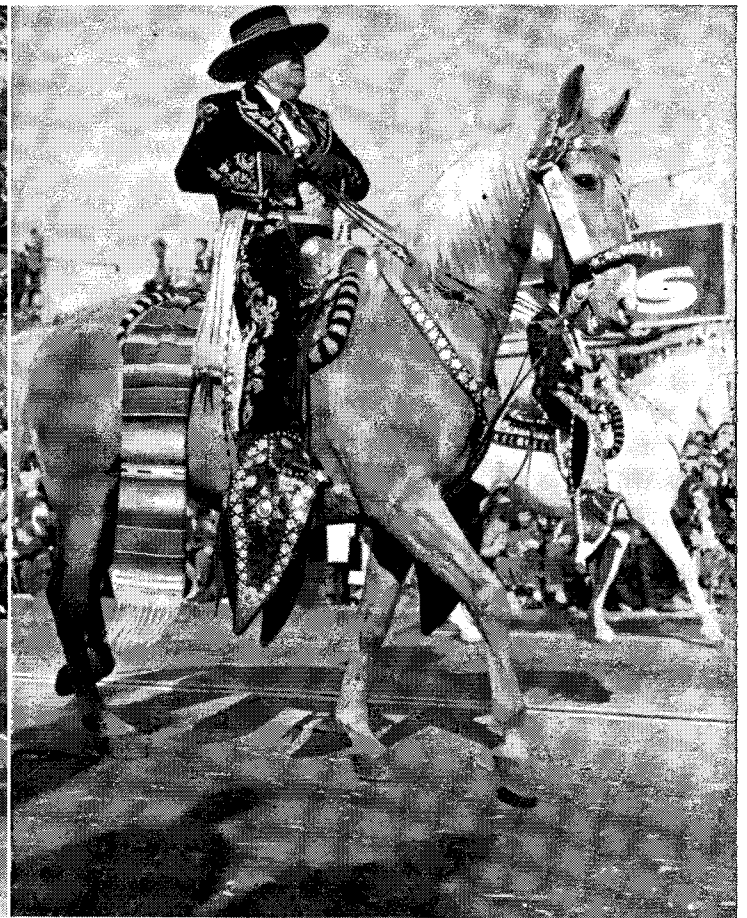
ORANGES AND BOAT. "Fiesta de Oro," entry of National Orange Show Assn. depicts annual show in San Bernardino; San Pedro's entry, "Key to the Sea," is a 30-foot floral replica of a fishing boat symbolizing San Pedro's very important industry.





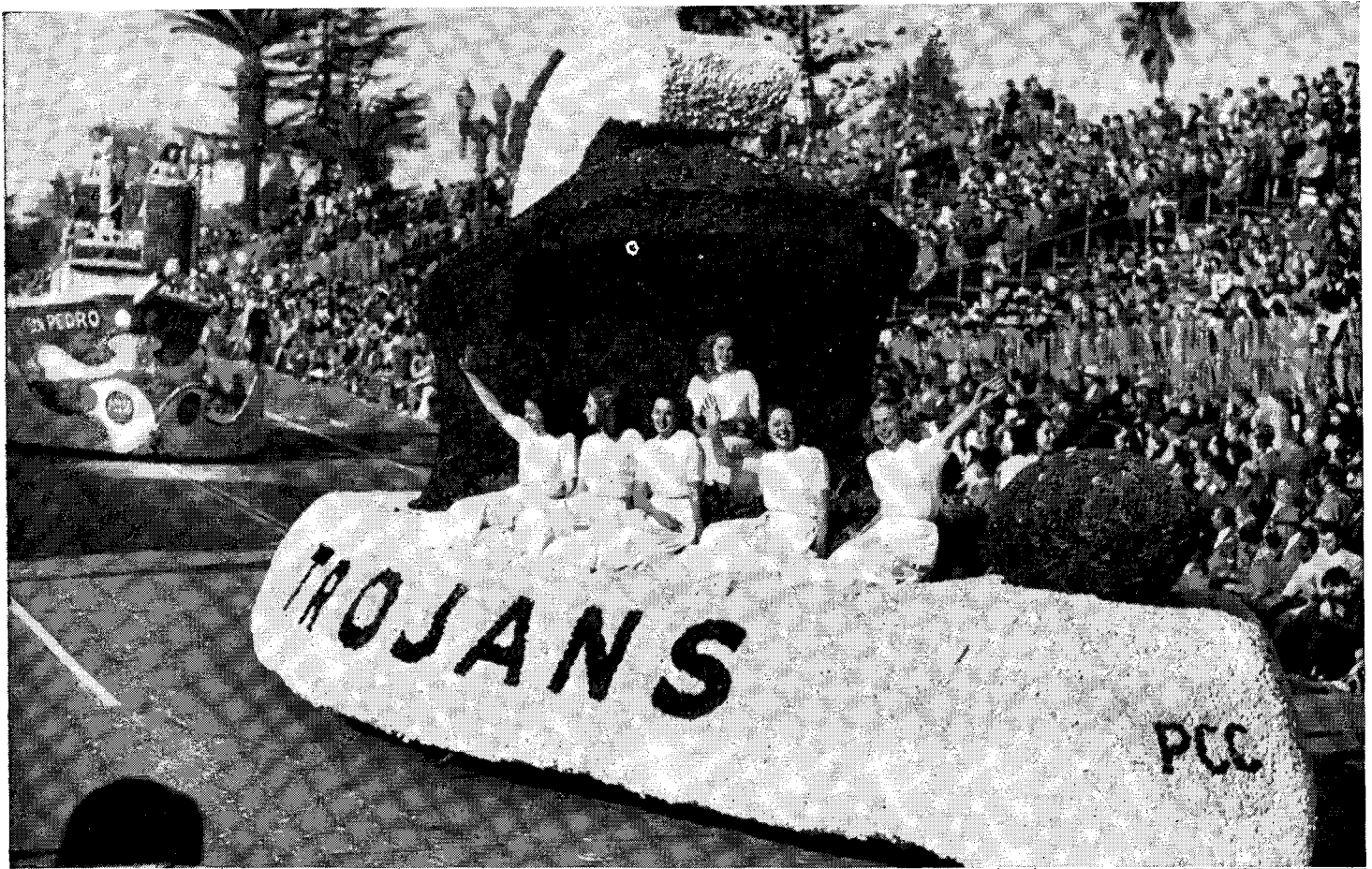
COLOR, FLORAL AND SAND. Lions International float shows "Wild Flowers of Our Golden West," with field of wild flowers against snow-capped mountains; Bishop-Conklin company contributed "The Painted Desert," with riotous color in California flowers.





(Upper left) Legion of Guardsmen float, "Guardians of the Golden West;" (right) mounted official; (lower left) Boy Scouts of America float, "Western Scouting;" (right) "Our Golden West," with orange grove decorated with fresh blossoms.





COLLEGE SPIRIT. University of Southern California's float has giant Trojan helmet, 10 girls representing schools of Coast conference; Michigan recreated the first Rose Bowl game conveyance in 1902 when Michigan beat Stanford 49-0, the 1948 USC-Michigan score.

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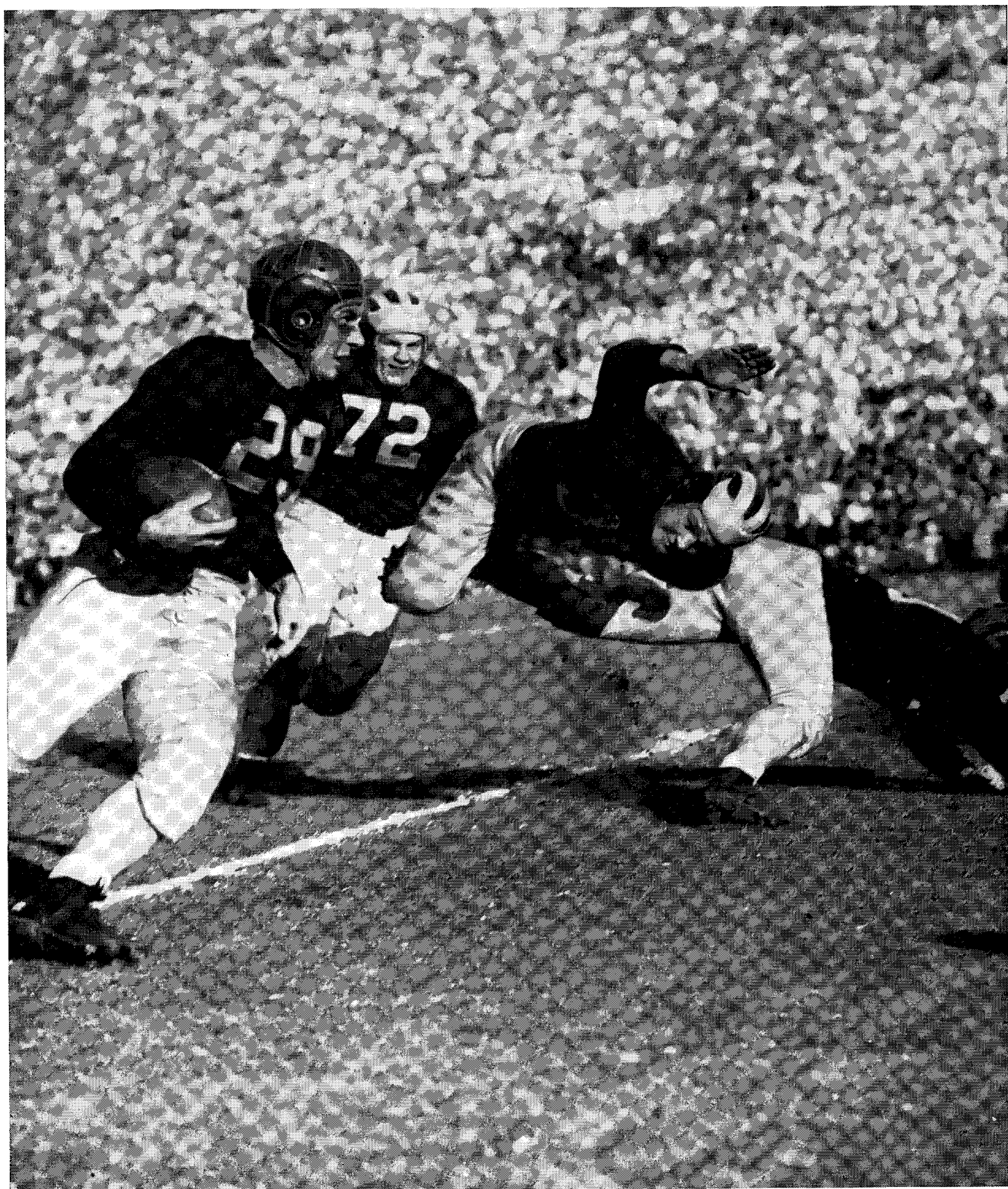




NEW AND OLD. "Paradise of the Golden West" is the entry of the city of Santa Ana, with a deck of 3000 yellow roses and 50 dozen Birds of Paradise; "Stagecoach," Glendale's contribution, is a floral representation of an early-day California stagecoach.



# ... AND TROJAN ROOTERS CHEERED



BLOCK AND NO TACKLE. S. C.'s Garlin tears off a hunk of yardage around his right end as Michigan's Kempthorn flies through the Rose Bowl air with the greatest of ease — from a perfect Trojan block against the Wolverine defensive eleven. Garlin later was carried off the field badly injured, the only player on either team to suffer a serious mishap.

APR 19 1936

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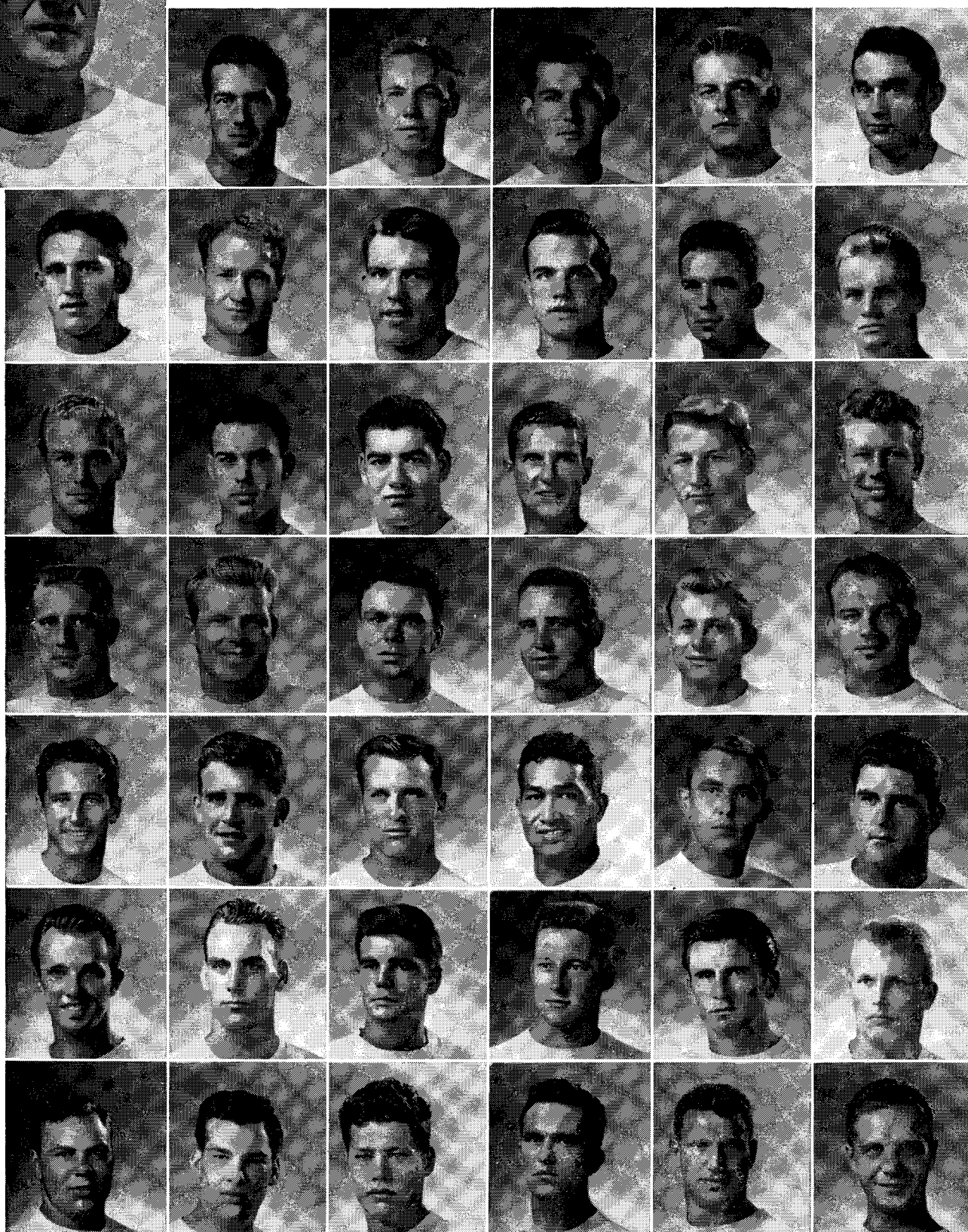


# TROJANS

## UNIVERSITY OF SO. CALIFORNIA

COACH JEFF CRAVATH

1  
9  
4  
7



TOP ROW: Bastian, Betz, Bird, Busch, Cantor; SECOND ROW: Clark, Cleary, Colley, Cramer, Curry, Davis; THIRD ROW: Dill, Doll, Ferraro, Garlin, Gray, Kirby; FOURTH ROW: Lillywhite, Linehan, Lloyd, Lowell, Martin, McCall; FIFTH ROW: McCardle, McCormick, Murphy, Naumu, Oestreich, Perrin; SIXTH ROW: Powers, Rea, Robertson, Roundy, Saleta, Schutte; SEVENTH ROW: Snyder, Stillwell, Swope, Tannehill, Tolman, Walker.



# WOLVERINES

## UNIVERSITY OF MICHIGAN

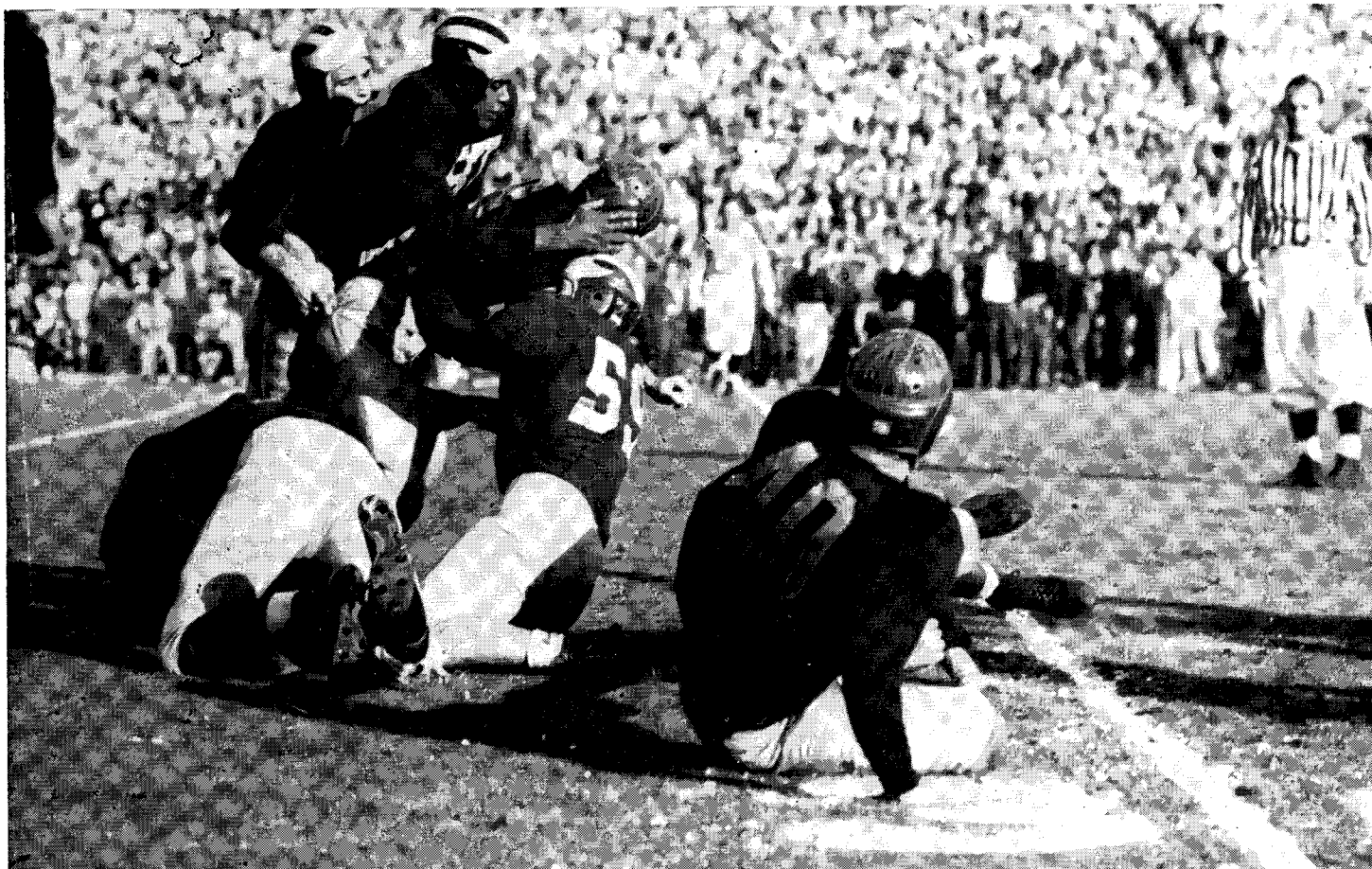
COACH FRITZ CRISLER



1  
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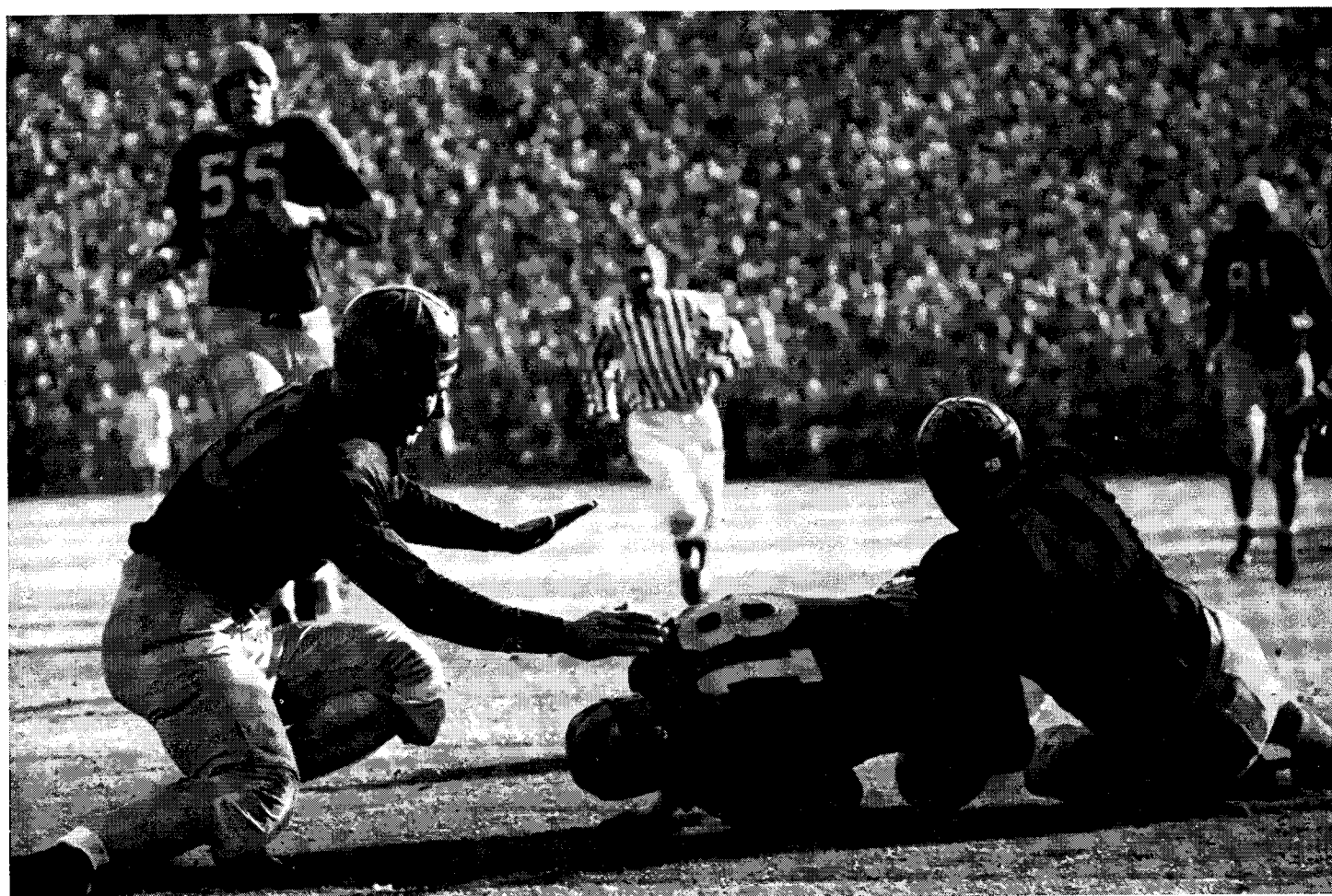
TOP ROW: Derricate, Dendinos, Chappius, Ballon; SECOND ROW: Hollway, Ghindia, Ford, Erben, Dworsky; THIRD ROW: Kempthorn, Johnson, Hilkeve, Hirshberger, Heneveld; FOURTH ROW: McClelland, Mann, Lentz, Kulpinski, Kuick; FIFTH ROW: Sickels, Rifenberg, Pritula, Peterson, McNeil; SIXTH ROW: White, Weisenberger, Tomasi, Teninga, Strauss; SEVENTH ROW: Yerges, Wistert, Wisniewski, Wilkins.





LOSS AND GAIN. Dworsky of Michigan, (top) assisted by Ford and teammates, smother U. S. C.'s Lillywhite for a six-yard loss; Michigan's Chappius, All American back, justifies his rating as he takes off around S. C.'s end for one of Michigan's long ground gainers.





WATCH OUT FOR QUICK STOPS. Michigan's Elliott is stopped cold by Troy's Betz as he makes a try early in the game when the Trojan rooters still believed that the Wolverine early scoring was only a flash in the pan. Garlin is poised to help Betz.

## S.C. 0 — MICHIGAN 49

**S**UPERIORITY that brooked no denial, in every department of play, gave the University of Michigan Wolverines their second victory in two Rose Bowl invasions, in Pasadena January 1.

Although the two games were played 45 years apart—1902, against Stanford, 1947, versus University of Southern California—the scores were identical. In each battle the Wolverines won 49 to 0.

Michigan scored 7 times, with Brieske making Rose Bowl history by kicking each and every point after touchdown. The Trojans fought like tigers and never, at any time, relented in their savage opposition—but the visitors just had it, and that was that.

### *Trojans Could Have Scored*

Sportswriters agreed, however, on one thing: in the second quarter, when the men of Troy suddenly went into action, marching from their own 12 to Michigan's 16 on six first downs, they would have scored had they stayed on the ground. Instead, taking to the air, the Trojans lost the ball on an intercepted pass. It was their only real threat.

The Michiganders scored first in the first quarter, then had to wait until the second period for their second tally. But the touchdowns came fast, after that. Jim Weisenberger made the first score.

Bob Chappius, brilliant All-American halfback for Michigan fully lived up to advance billing in his passing and in other departments. Time and again his brilliant pitches electrified the capacity crowd.

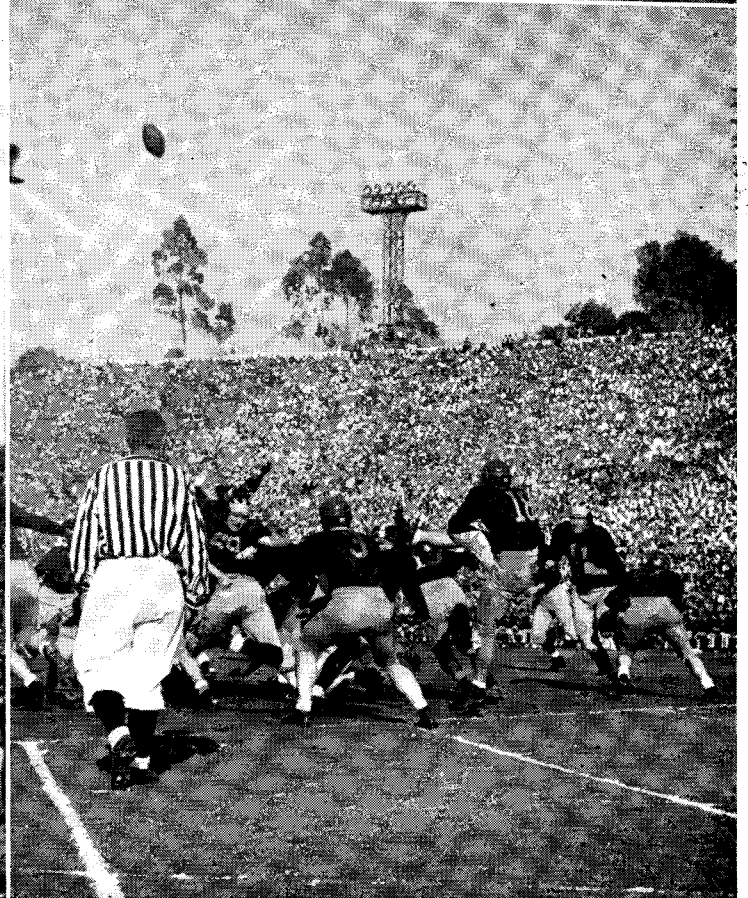
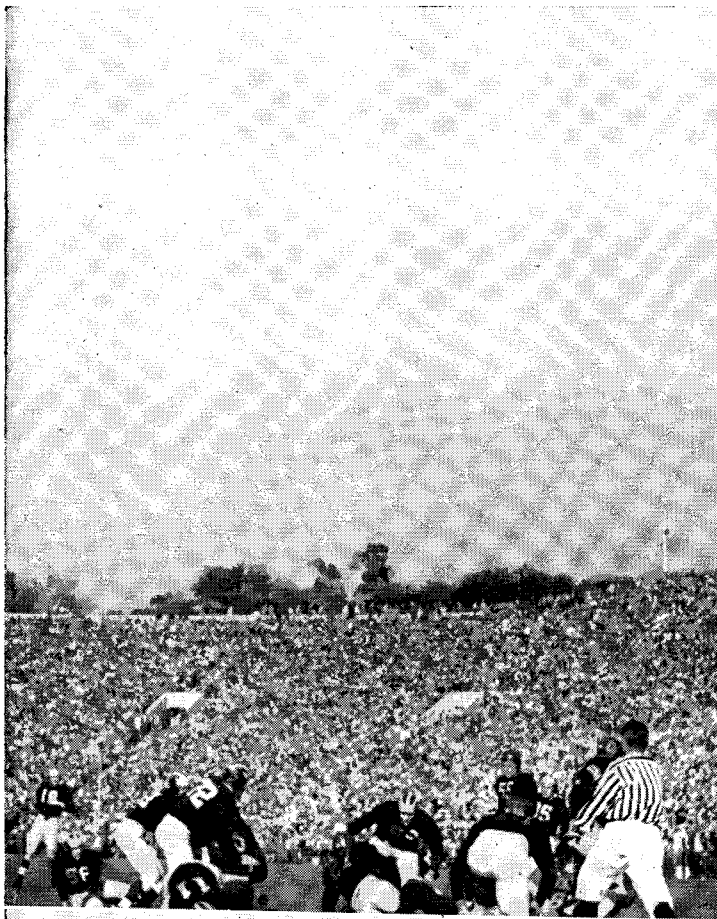
### *Garlin Carried Off Field*

For the Trojans, Bill Betz and Don Garlin (the latter was carried from the field with an injury in the second quarter) starred in the backfield, with Jack Ferraro and Don Clark showing well in the line for the home men.

Ticket scalping was at a low ebb; few fans who had tickets were willing to let them go.

A provocative sidelight was the fact that the earlier Michigan victory, in 1902, was the first of the great series of East-West grid classics which make this game the top football battle in the Nation.





(Upper left) Cantor, Trojan half, is stopped in his tracks; (right) Weisenberger scores Michigan's first touchdown; (lower left) it's Weisenberger scoring again after Chappius' pass set up chance; (right) Lillywhite quick kicks on a surprise play.

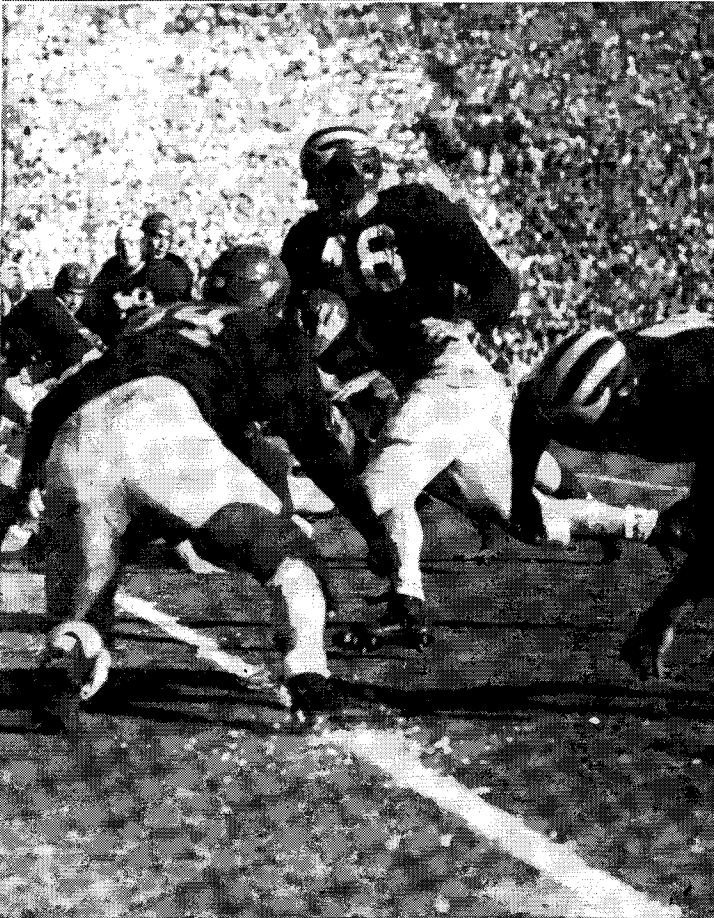
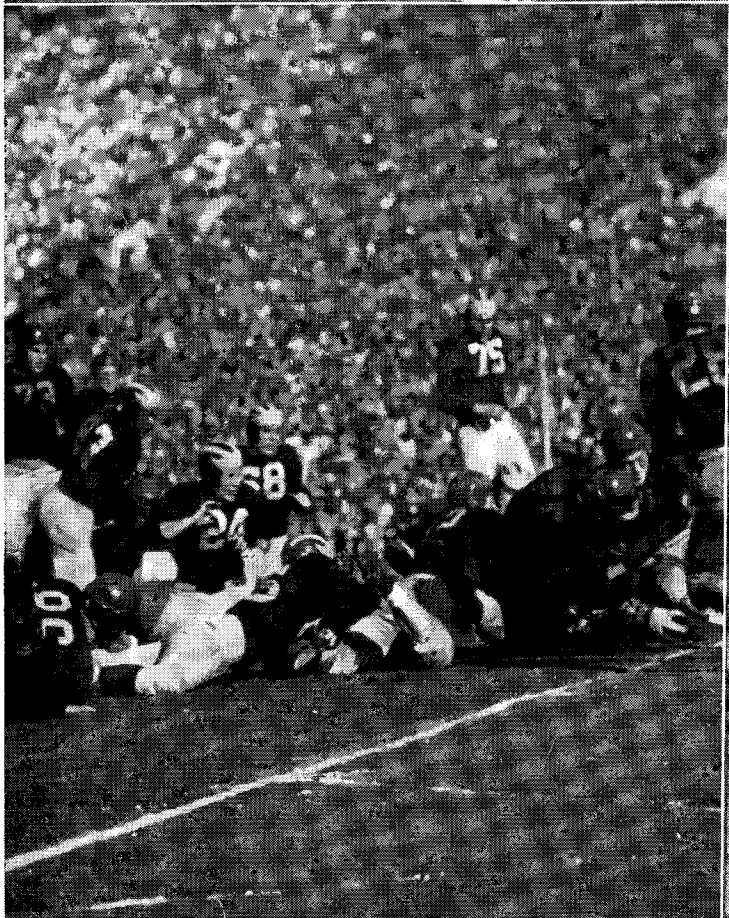
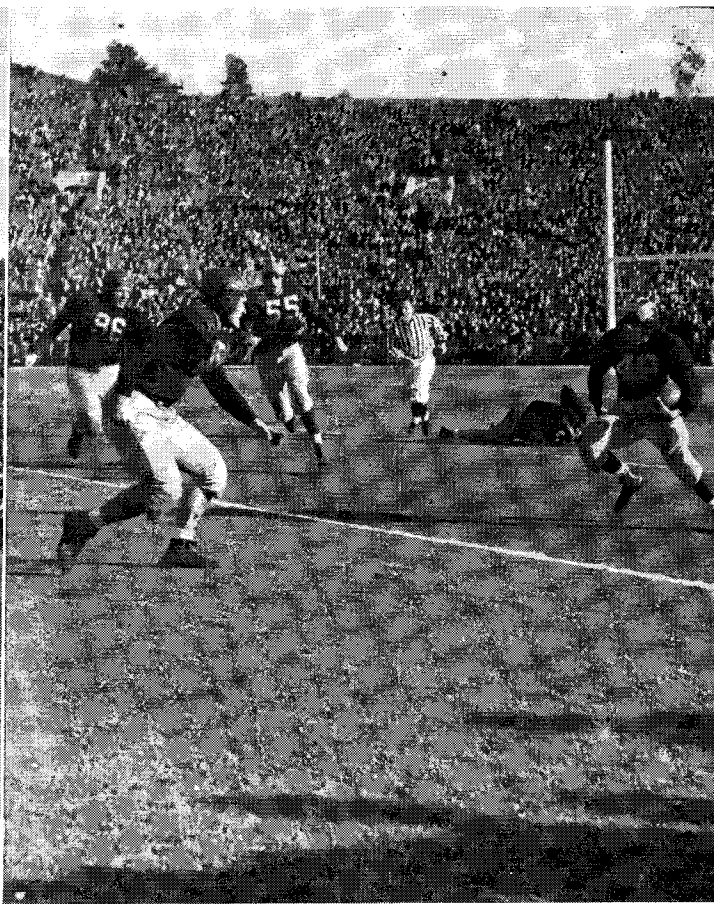
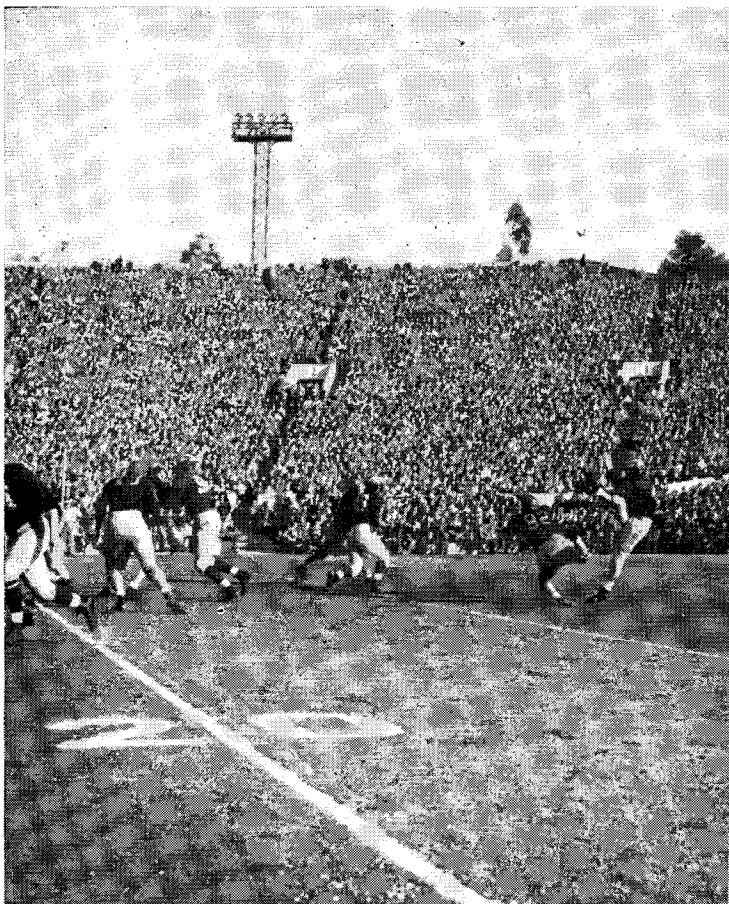




A KICK AND A SMEAR. Here's a closeup (top) of Lillywhite's quick kick in the first quarter; the pileup below occurred when McCall, University of Southern California guard, correctly diagnosed and smeared one of Michigan's intricate plays.

ART ORAL  
PUBLISHED





(Upper left) Cleary, S. C., (82) tries to block Kempthorn's punt; (upper right) Chappius, Michigan, breaking away for a long gain; (Lower left) S. C. halts a Michigan buck inches from the goal-line; (Lower right) Weisenberger, Michigan, (49), gained 6 yards on this play.



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### PAST ROSE BOWL SCORES

The following football scores tell the history of Rose Bowl games since 1902  
The game in 1923 was the first in the Rose Bowl as it stands today

West	Pts.	Date	East or South	Pts.	West	Pts.	Date	East or South.	Pts.
Stanford .....	0	1902	U. of Michigan .....	49	U. S. C. ....	21	1932	Tulane .....	12
Washington State .....	14	1916	Brown .....	0	U. S. C. ....	35	1933	Pittsburgh .....	0
U. of Oregon .....	14	1917	U. of Pennsylvania .....	0	Stanford .....	0	1934	Columbia .....	7
Camp Lewis .....	7	1918	Marine Corps .....	19	Stanford .....	13	1935	Alabama .....	29
Naval Training Station .....	17	1919	Marine Barracks .....	0	Stanford .....	7	1936	Southern Methodist .....	0
U. of Oregon .....	6	1920	Harvard .....	7	U. of Washington .....	0	1937	Pittsburgh .....	21
California .....	28	1921	Ohio State .....	0	U. of California .....	13	1938	Alabama .....	0
California .....	0	1922	Washington & Jefferson .....	0	U. S. C. ....	7	1939	Duke University .....	3
U. S. C. ....	14	1923	Penn State .....	3	U. S. C. ....	14	1940	U. of Tennessee .....	0
U. of Washington .....	14	1924	U. S. Naval Academy .....	14	Stanford .....	21	1941	U. of Nebraska .....	13
Stanford .....	10	1925	Notre Dame .....	27	Oregon State .....	20	1942	Duke University .....	16
U. of Washington .....	19	1926	U. of Alabama .....	20	U. C. L. A. ....	0	1943	U. of Georgia .....	9
Stanford .....	7	1927	U. of Alabama .....	7	U. S. C. ....	29	1944	U. of Washington .....	0
Stanford .....	7	1928	Pittsburgh .....	6	U. S. C. ....	25	1945	Tennessee .....	0
U. of California .....	7	1929	Georgia Tech. ....	8	U. S. C. ....	14	1946	Alabama .....	34
U. S. C. ....	47	1930	Pittsburgh .....	14	U. C. L. A. ....	14	1947	Illinois .....	45
Washington State .....	0	1931	Alabama .....	24	U. S. C. ....	0	1948	Michigan .....	49





NOT ALL THE GOOD ONES WERE THIS YEAR. Above is a beautiful float from 1947, the City of Santa Ana's "Valentine Sweetheart."

# ORCHIDS

*to the 1948*

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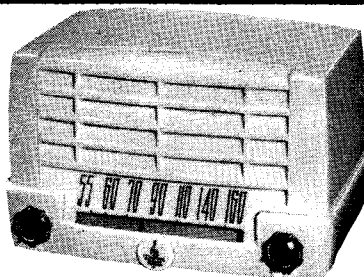
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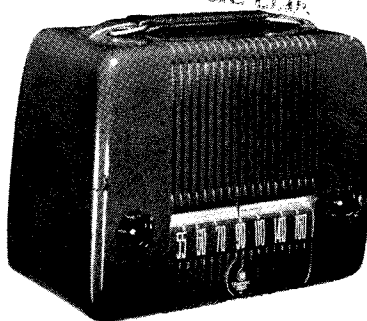


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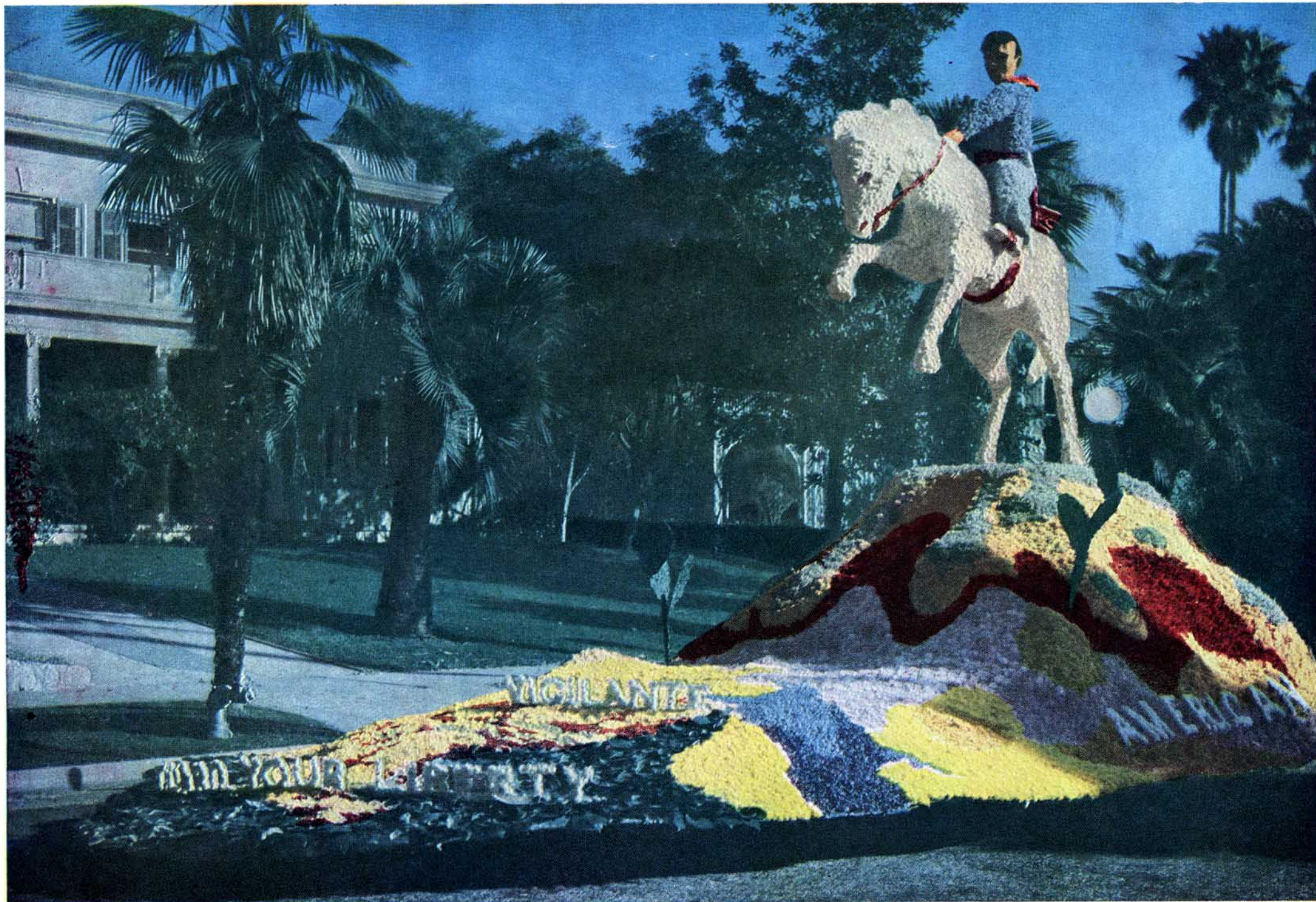
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CHALLENGE TROPHY WINNER. Pasadena American Legion Post 13 won the Pasadena Challenge Trophy. The floral figure of horse and rider appear to be in action coming over the crest of a hill. The man

has a red shirt of poinsettia petals, the horse is of white rose petals with red around the mouth and blue delphiniums for eyes. The float, "Vigilantes," is of irregular outline with rocks of fresh flowers.





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