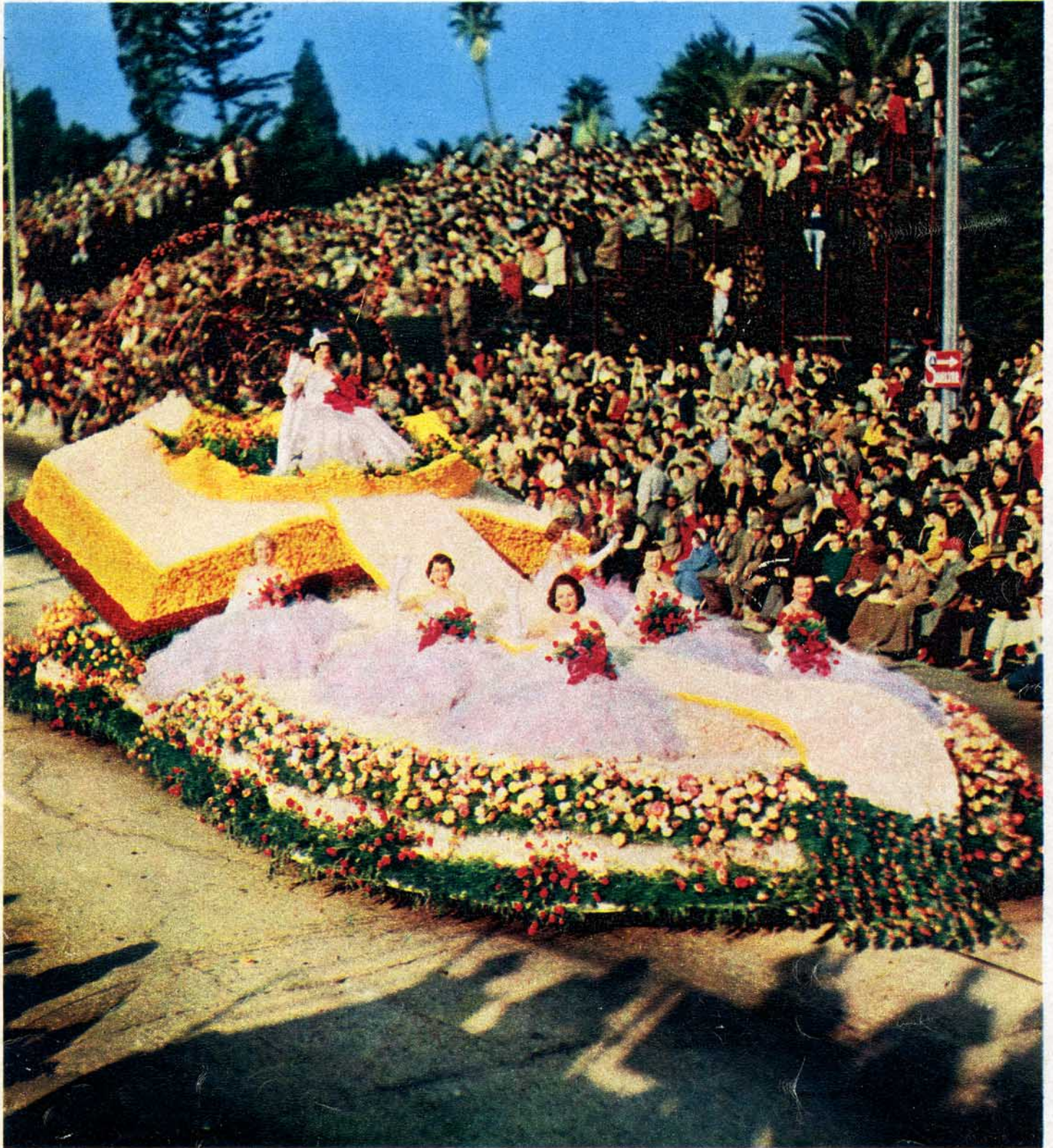


JANUARY 1, 1954 • Commemorating 65th Annual Tournament of Roses -- "Famous Books in Flowers" • Vol. No. 18

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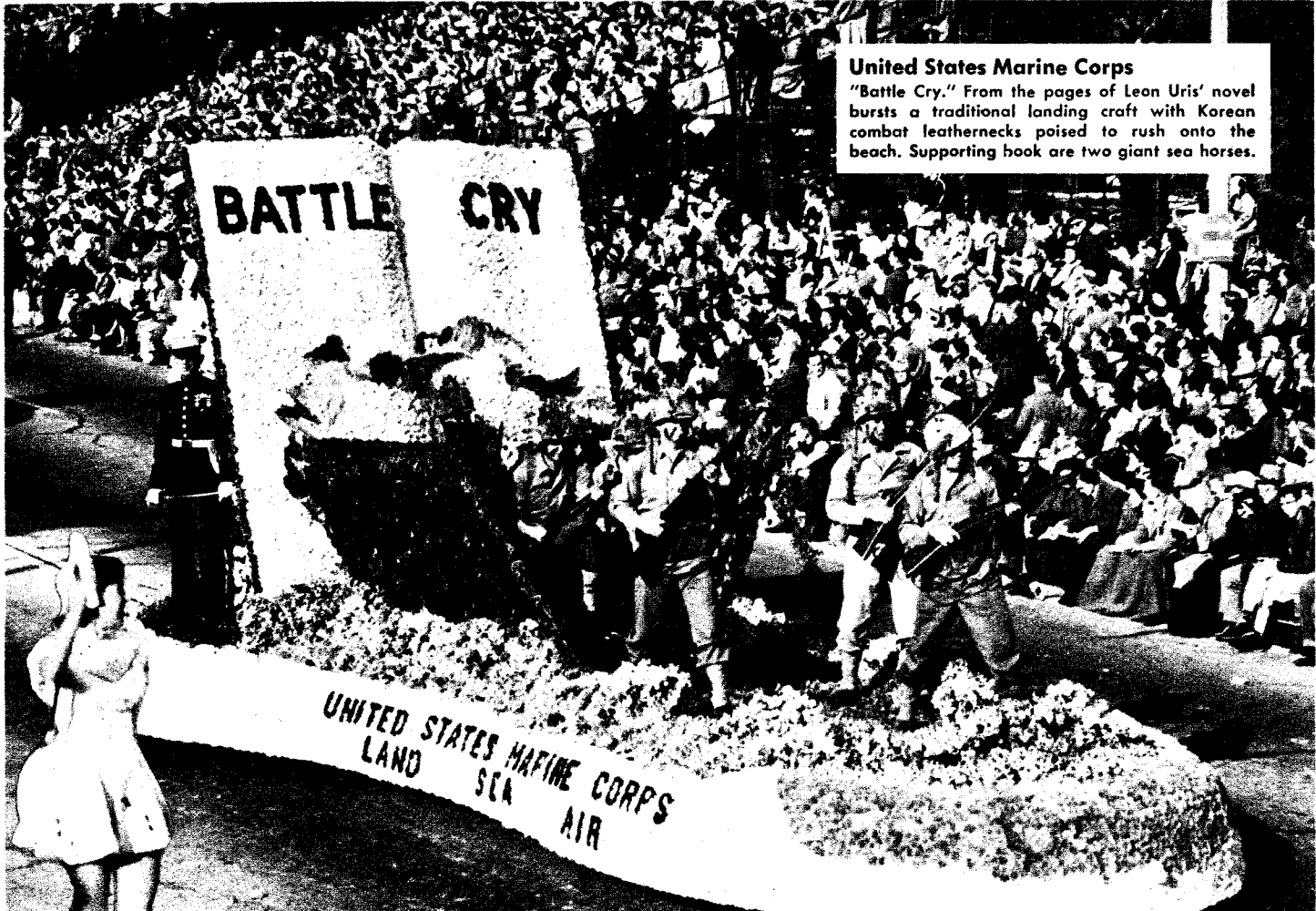
(2 x 2 Color Slides of Rose Parade, professional quality, produced by Drewry Photocolor. See page 31, or telephone CHapman 5-2601)



## QUEEN BARBARA REIGNS OVER ROSE PARADE

Surrounded by her six beautiful princesses, Queen Barbara Schmidt makes a lovely picture on the official float of the Tournament of Roses Association. The princesses are Carol Costello, Mary Jo Beyer, Beverly Mulvany,

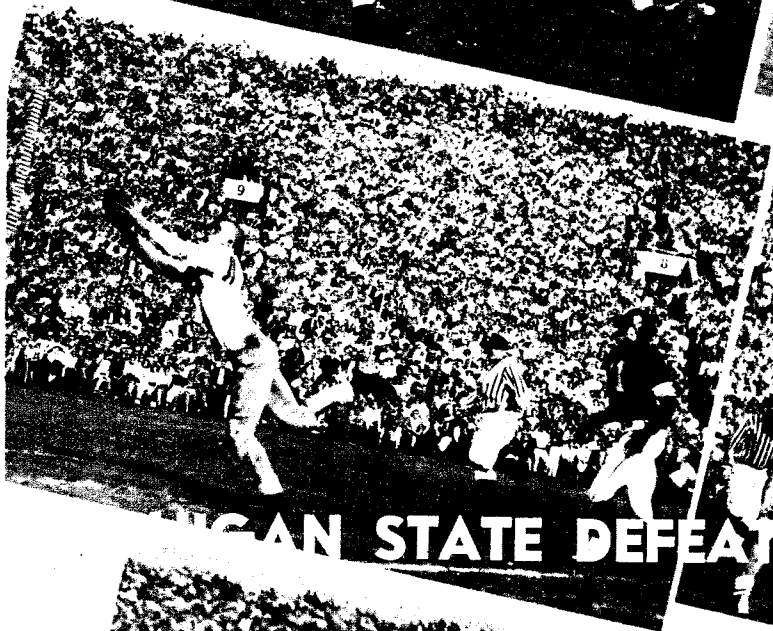
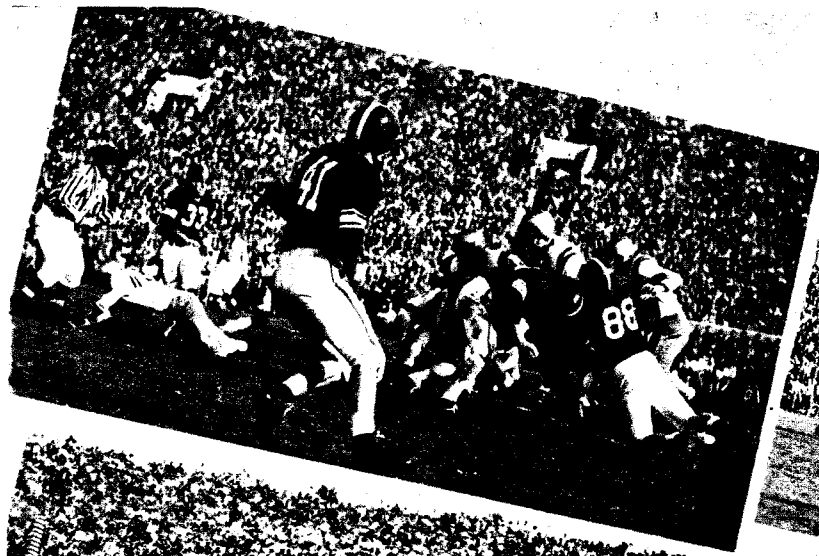
Quina Bruce, Carol McIntosh and Joanne Mulder. Henry Ford roses fill the crown replica; the 3-dimensional rose frame is sweet peas; snapdragons, gladiolus, carnations, mums, candy tuft and 15,000 roses are also used.



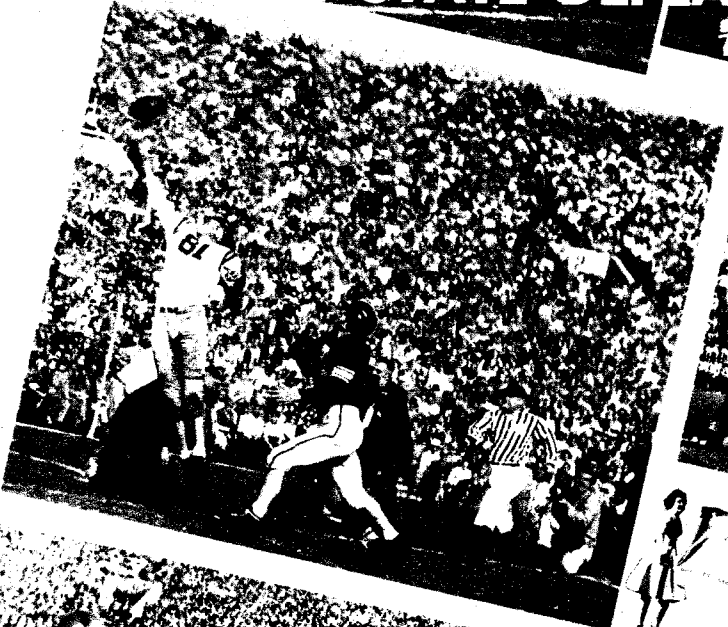
**United States Marine Corps**  
"Battle Cry." From the pages of Leon Uris' novel bursts a traditional landing craft with Korean combat leathernecks poised to rush onto the beach. Supporting hook are two giant sea horses.



**City of Burbank**  
"A Child's Garden of Verses." Representing six famous poems of Robert Louis Stevenson, the formal English garden is accented by a touch of the Orient. Above is childhood's golden crown.



**AMERICAN STATE DEFEATS U.C.L.A. 28 TO 20**



# Pasadena Tournament of Roses Association

## Officers - Directors - Committees

Pictured and recorded on this page are the individuals through whose unselfish efforts the past year the 65th Annual Tournament of Roses attained such outstanding success. For their many, many hours of work for this world-renowned event, not enough credit can be given.



**HARRY W. HURRY**  
*President*



**ELMER M. WILSON**  
*Vice President*



**DR. ALFRED L. GERRIE**  
*Treasurer*



**JOHN S. DAVIDSON**  
*Secretary*



**MAX COLWELL**  
*Manager*

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Elmer M. Wilson, Vice Pres.  
Dr. A. L. Gerrie, Treas.  
John S. Davidson, Sec.  
John H. Biggar, Jr.  
Stanley K. Brown  
Raymond A. Dorn  
Leon Kingsley  
Seth Miller  
William Nicholas

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Max Colwell, Manager

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Roland Maxwell  
J. Robert Paine  
Oliver B. Prickett  
J. Howell Smith  
Audre L. Strong  
Myron G. Thomas  
Edward Wilson  
John H. Biggar, Jr., Coordinator

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Don Kimble  
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M. D. Sandston  
Seth Miller, Coordinator

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Aram Pashgian  
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John Davidson, Coordinator

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Otis Blasingham  
J. Kenneth Cameron  
Eldon L. Eby  
Eldon J. Fairbanks  
Harold Garnsey  
Donald H. Kay  
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F. W. Pomeroy  
Ellsworth A. Sylvester  
John S. Davidson, Coordinator

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John S. Davidson  
William H. Nicholas  
Elmer M. Wilson, Coordinator

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Robert D. Kenney  
Marvin Lee  
Emory W. Long  
William D. Nesbit  
Verne Orr, Jr.  
Dr. Townsend B. Paul  
Stanley E. Ward  
John H. Biggar, Jr., Coordinator

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John H. Biggar, Jr.  
William H. Nicholas

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Elias K. Davley, Jr.  
Sidney T. Exley, Jr.  
J. W. Joslyn  
Donald C. McCoy  
King Robey  
T. W. Ward  
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Courtenay Monsen  
Raymond A. Dorn, Coordinator

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Hammond G. Nash  
Tallman H. Trask  
Gus R. Trefzger  
Arthur D. Welsh  
Dr. A. L. Gerrie, Coordinator

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John H. Biggar, Jr.  
Stanley K. Brown  
Elmer Wilson, Coordinator

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Frank E. Arnold  
Lloyd E. Flint  
Merton E. Goddard  
H. Leland Green  
Richard J. Heimann  
Gerald H. B. Kane  
William H. Quade, Jr.  
Bruce V. Reagan  
Dean Sweeney  
Carroll D. Wood  
Homer H. Woodside  
Stanley Brown, Coordinator

### Parade Entry

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Bruce A. Dixon  
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Walter R. Hoeflin, Jr.  
Orville L. Hood, Jr.  
Dumont Kimmell  
William A. Marquard  
Jack H. McDonald  
J. Randolph Richards  
Stuart L. Russel  
Cecil H. Shirer  
D. H. Sluder  
Ben F. Smith  
David P. Sutter  
Stanley Brown, Coordinator

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Dr. Ralph Eckerman  
Dr. Edward P. Garvey  
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Thornton Hamlin  
Edward W. Hammock  
Carl H. Hoelscher  
Harry M. Hunt  
H. Frank Mitchell  
Frank A. Oldmen  
Robert A. West  
James B. Wilcott  
Herbert B. Winslow  
Ray G. Woods  
Milton E. Wopschall  
Kenneth R. Zinn  
Seth Miller, Coordinator

### Participants Luncheon

C. Lewis Edwards, Ch.  
H. Prentiss Christian  
Lawrence T. Cooper  
Stetson B. Harman  
Franklin J. Ives  
Robert M. Lawson  
Seth Miller, Coordinator

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Lawrence M. Lansburgh  
John H. Mutchler  
Jack D. Whitehead  
John C. Wilfang  
Stanley K. Brown, Coordinator

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Charles H. Brown  
Garnet C. Bryan  
Herman O. Fink  
J. Leroy Hanes  
Sidney B. Haupt  
Jackson W. Kendall  
Cecil F. Martin  
Cyrus A. Peterson  
Bert H. R. Sault  
William H. Stitt  
William P. Welsh, Jr.  
Raymond A. Dorn, Coordinator

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Guy Brink  
Harry J. Crawford  
Jay D. Jones  
Stephen F. Mang  
Earl S. Ricker  
D. Clair Sutherland  
Morrie Webb  
Elmer Wilson, Coordinator

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Alessandro S. Bodrero  
Raymond R. Holmquist  
Clement E. Inskip  
Donald V. Miller  
Charles F. Prickett  
Marcus D. Sandston  
Hamilton Stone  
Dr. A. L. Gerrie, Coordinator

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Robert Dorn, Chairman  
Edward J. Allen  
Lawrence Brooks  
Lyle H. Cheney  
Henry Kearns  
Gleason "Tige" Payne  
Philip Pomeroy  
John M. Sherman  
Virgil J. White  
John Davidson, Coordinator

### Radio and Television

J. Lowell McAdam, Ch.  
Dr. David C. Bodily  
Hubbard Hunt  
Alfred E. McNeill  
C. Richard Reynolds  
Norman E. Ricker  
William A. Wegge, Jr.  
Dr. A. L. Gerrie, Coordinator

### Tournament Entries

Hilles Bedell, Chairman  
Fred Amesbury  
Charles O. Giles  
Langley J. Goodman  
Edwin F. Hahn, Jr.  
Edwin M. Walbeck  
Seth Miller, Coordinator

### Tournament Yearbook

Claude Hippler, Chairman  
Rodman Cannon  
Fred B. Cruikshank  
Harrell Kloke  
Maurice Megular  
E. H. Whitehouse  
Elmer Wilson, Coordinator

### Traffic

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William G. Lawson  
George R. Miller  
Clarence H. Morris  
Peter K. Rask  
George W. Stasand  
Raymond Dorn, Coordinator

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Carl W. Baugh  
John F. Lamb  
D. Ramsey Lawson  
George R. Liddle  
Emerson W. Nelson  
Lyman W. Theal  
A. Roland Walker  
Clifford Ward, Jr.  
Lloyd E. Wyatt  
Dr. A. L. Gerrie, Coordinator

### Trophy

Walter Hoeflin, Chairman  
Harold E. Coombs, Jr.  
John Patten  
Dr. John E. Peters  
John Davidson, Coordinator

### University Entertainment

Arthur W. Althouse, Ch.  
George G. Bennett  
Gilbert E. Higbee  
Harold Z. Musselman  
Samuel Salisian  
Ernest F. Smith  
Russell A. Stapleton  
Firman E. Stewart  
Raymond Dorn, Coordinator



### City of Alhambra

"The Alhambra." The legend of a Spanish court scene is depicted here with six lions supporting the multi-tiered fountain in foreground. At the rear is a Moorish Arch where a peacock rests.



### City of St. Louis, Mo.

"Meet Me in St. Louis." A brightly colored streetcar of 50 years ago commemorates the golden anniversary of the World's Fair in St. Louis. Ten ladies dressed in 1904 attire wave from windows.



## "YOUR HOLIDAY IN MEXICO" — Republic of Mexico

Twenty centuries of Mexican history is bridged in this colorful float. Early Mexico is depicted in the portrayal of Montezuma by a living person dressed in the authentic costume of that period. The Mexican National Emblem of a mighty eagle perched

on a tall cactus represents this great nation today. The happiness of the people south of the border is described by lovely dancing señoritas who whirl to music provided by mariaches. Roses, orchids, delphinium, mums, maiden hair fern are used.

**INTERNATIONAL TROPHY WINNER**



**San Pedro Fishermen's Fiesta Comm.**  
"Moby Dick." The world's largest fishing port portrays the great white whale rising from the sea while a skiff manned by Captain Ahab and three sailors tilts dangerously in a flowered wake.



**City of South Gate**  
"Vanity Fair." A scene from Thackeray's novel is the theme for this colorful float. A beautiful girl sits on a flowered punch bowl while four other girls hold staffs covered with sweetpeas.

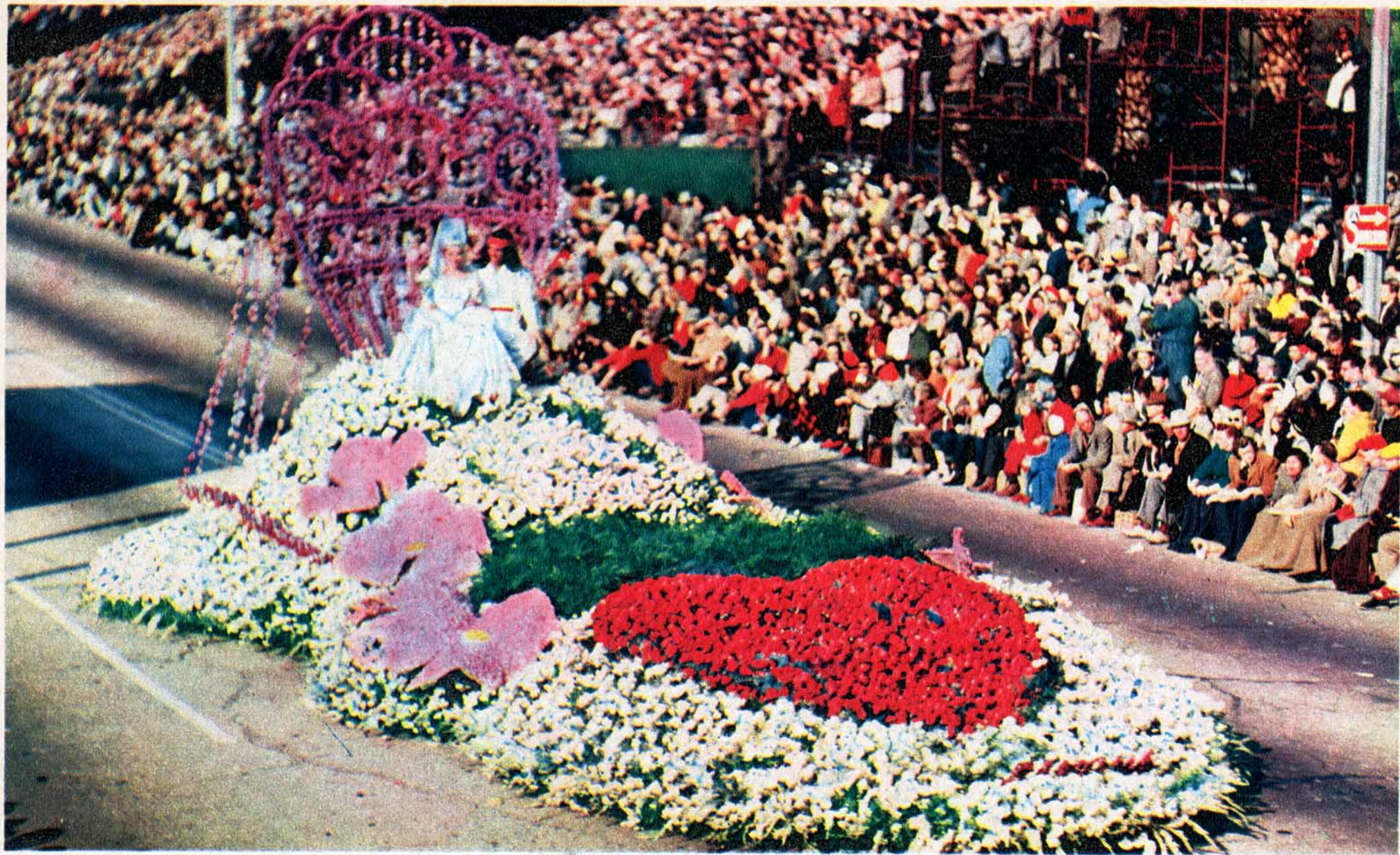


## "THE COVERED WAGON" — Post's Cereals — General Foods

Two of America's most popular Western film, radio and television stars bring to dramatic life one of America's greatest all-time Western classics. Roy Rogers, riding a floral replica of his famous horse, "Trigger," fights off a threatening encirclement of four marauding

Indians, who close in on "The Covered Wagon," caught in a rut. Lovely Dale Evans returns the Indian's fire. Huge hybrid orchids, Hawaiian torch ginger, anthurium, roses and carnations are lavishly used for one of the most vivid entries in history of parade.

**GRAND PRIZE WINNER**

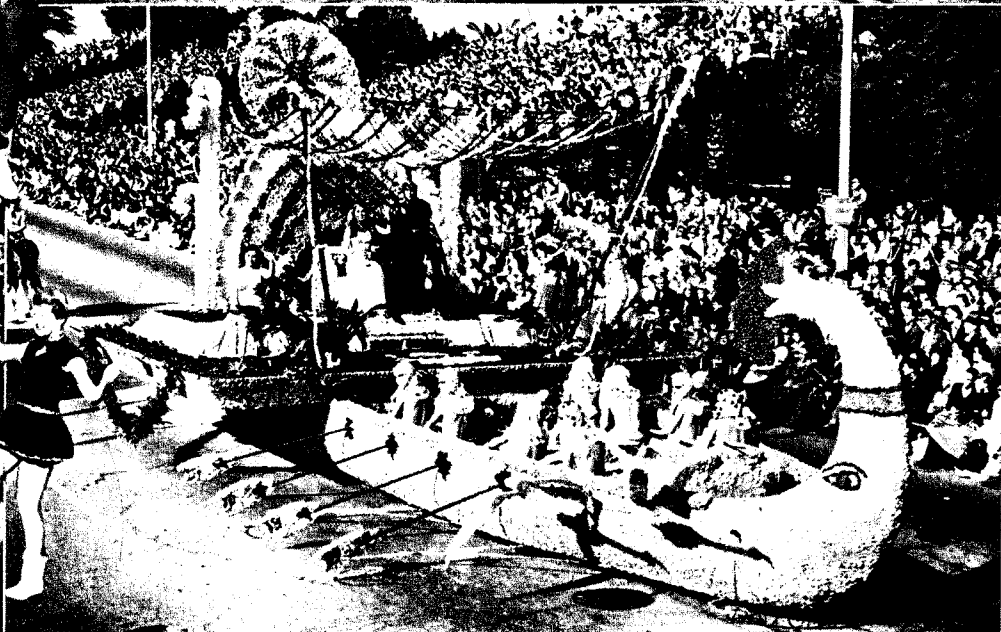
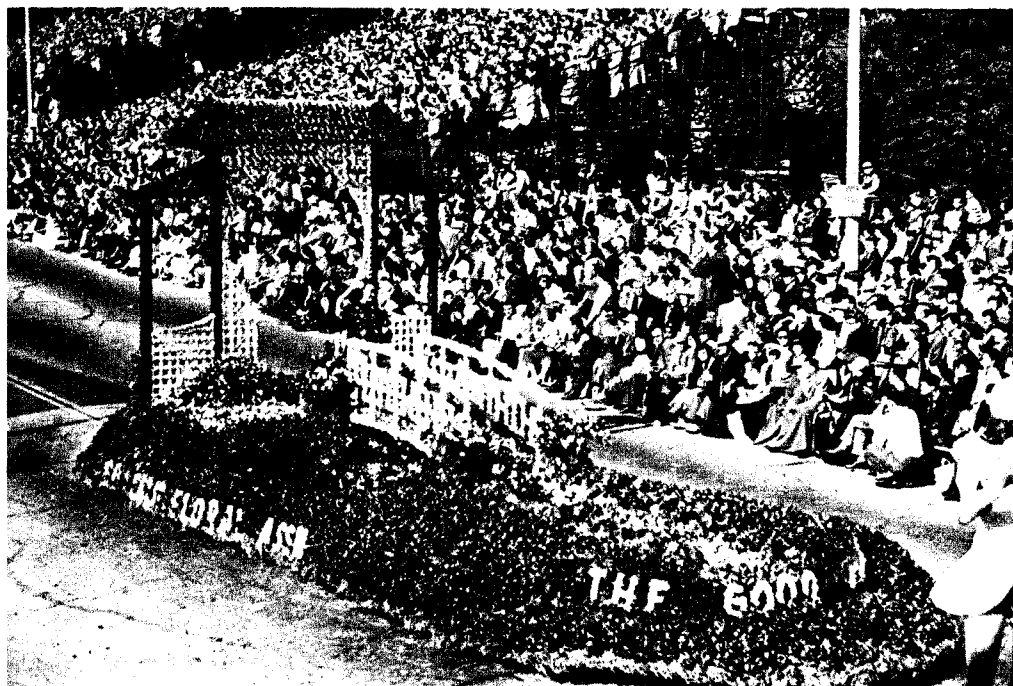


## "RAMONA" — City and County of San Diego

A Spanish comb with a trailing mantilla, like those worn by Spanish maidens in the early days of California, is central theme of this float. In foreground, heart shaped display of red roses is topped by the name "Ramona" in white sweet peas. In the cen-

ter, portraying Ramona and her Indian lover, Allesandro, are two real life lovers, May Entwisle, Miss San Diego of 1953, and her fiance, Dean Jones of the U. S. Navy. Gowned in white, the San Diego beauty also wears a large Spanish comb in her hair.

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**S. Cal. Floral Assn.—Monsanto Chem.**

"The Good Earth," Pearl Buck's immortal novel, is one of the parade's most delicately designed. Chinese garden is fashioned of red and yellow roses, delphiniums, carnations, camellias, mums.

**West Colorado Street Neighbors**

"Bambi." A forest glade in Springtime brings forth many delightful characters from the story. Bambi; Thumper, the rabbit; Flower, the skunk; and friend Owl are gaily depicted in flowers.

**Community of Temple City**

"Pinocchio." A giant oyster shell is a background for Pinocchio, partly animated, who is suspended from the mouth of the Sea Horse. Jiminy Cricket sits on a starfish. Created by Disney Studios.

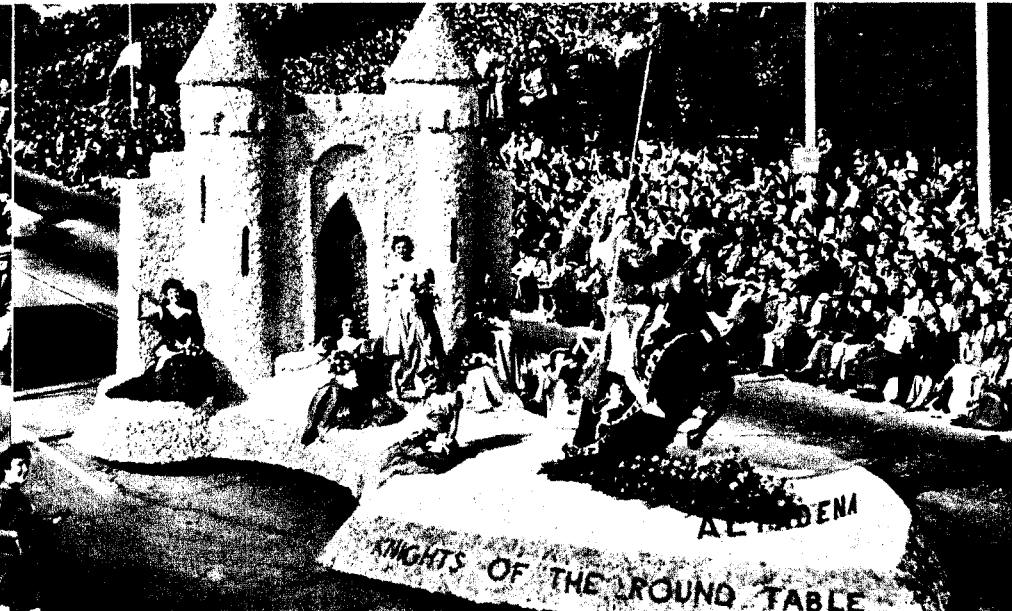
**City of Monterey Park**

"Anthony and Cleopatra." Famed lovers of history, drift languidly down the Nile on Cleopatra's barge. Luxury and enslavement ride side by side in a fabulous flowered setting, slaves at the oars.



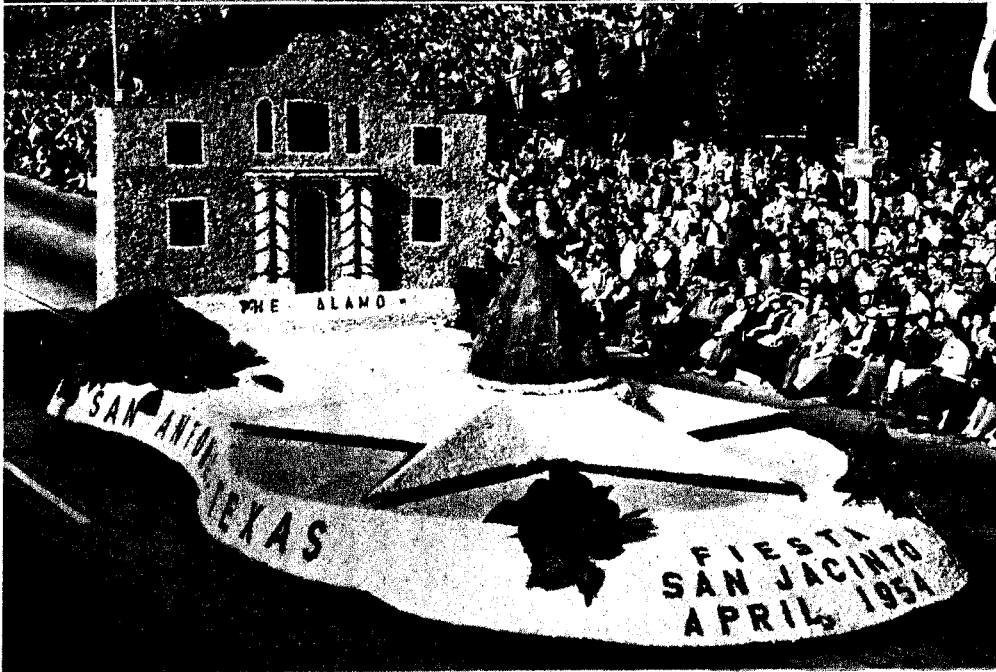
**City of South Pasadena**

"The Shape of Things to Come." A flying saucer with a gay crew of beauties from outer space illustrates H. G. Wells' whimsical book. The saucer is of white and yellow chrysanthemums.



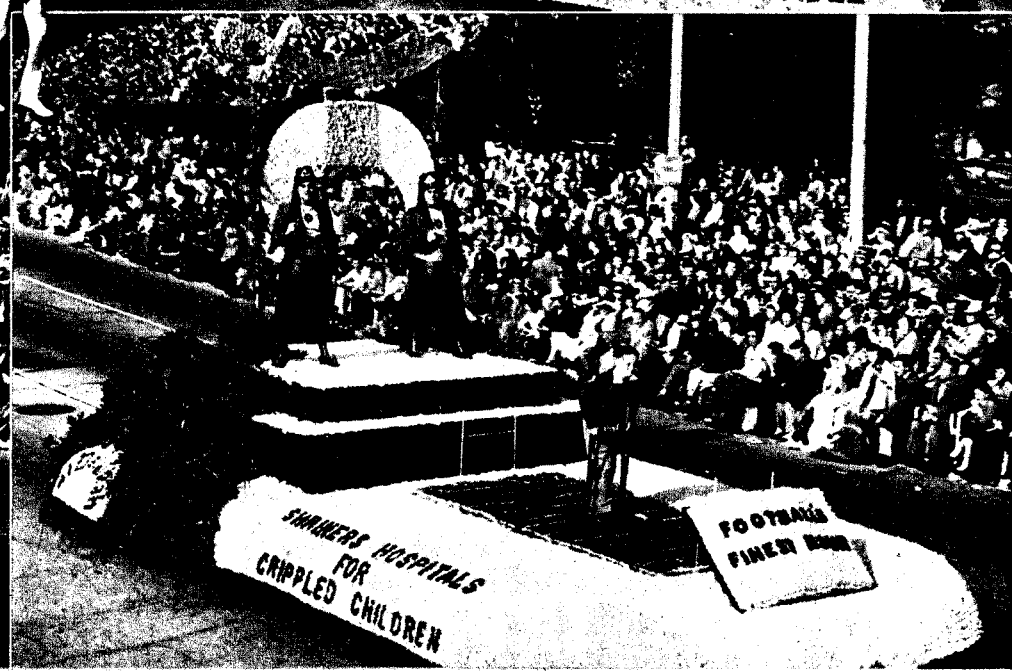
**City of Altadena**

"Knights of the Round Table" A lovely background for Sir Lancelot and his steed is Camelot Castle with Queen Guinivere and attendants, all contest winners, decorating the foreground.



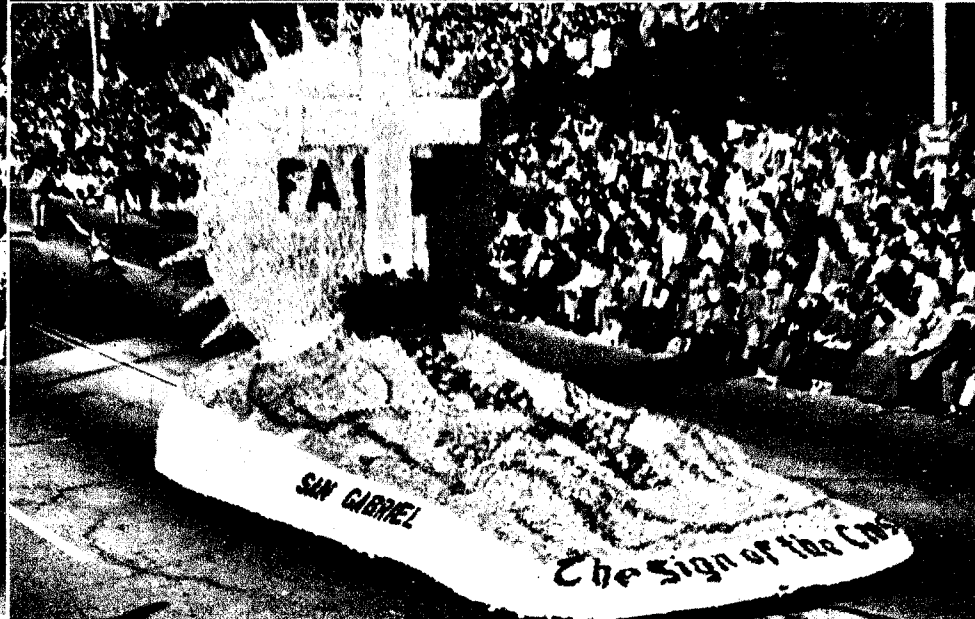
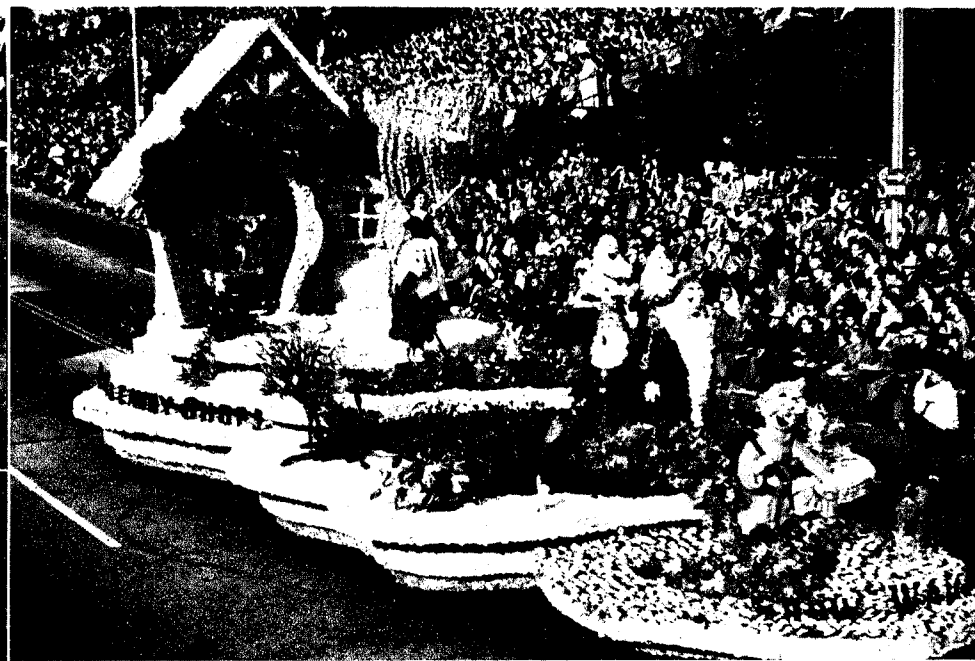
**San Antonio, Texas**

"The Alamo." The Star of Texas revolves around a beautiful girl with the Alamo, cradle of Texas liberty, in the background. It brings attention to Fiesta San Jacinto Celebration, April 19-24.



**Al Malaikah Temple**

"Football's Finest Hour." Float pays tribute to annual Shrine football game for the benefit of crippled children. A child, two flowered poles and a flowered book tell a dramatic story.



**Grand Marshall—Tournament of Roses**

Grand Marshall Major General William F. Dean, Medal of Honor winner and hero of the recent Korean conflict, rides with his wife and his mother in a car decorated with over 3500 roses.

**City of Huntington Park**

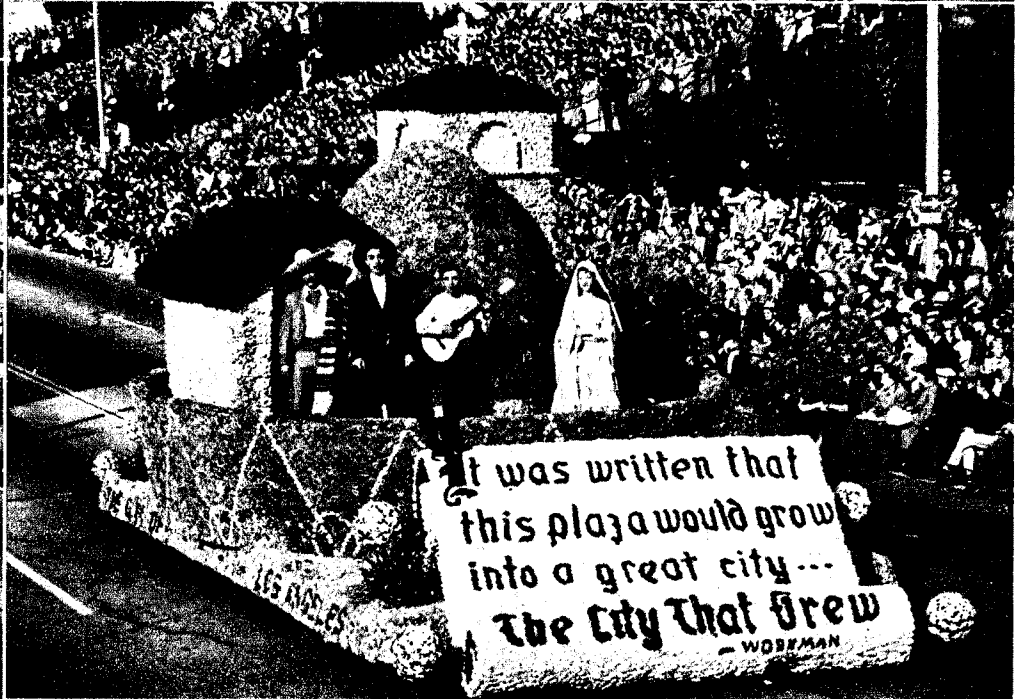
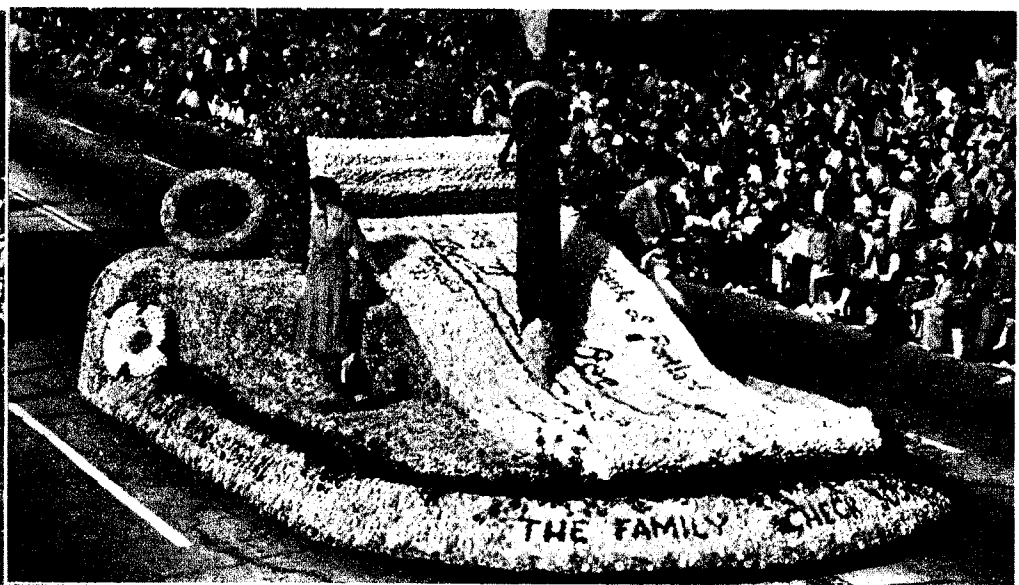
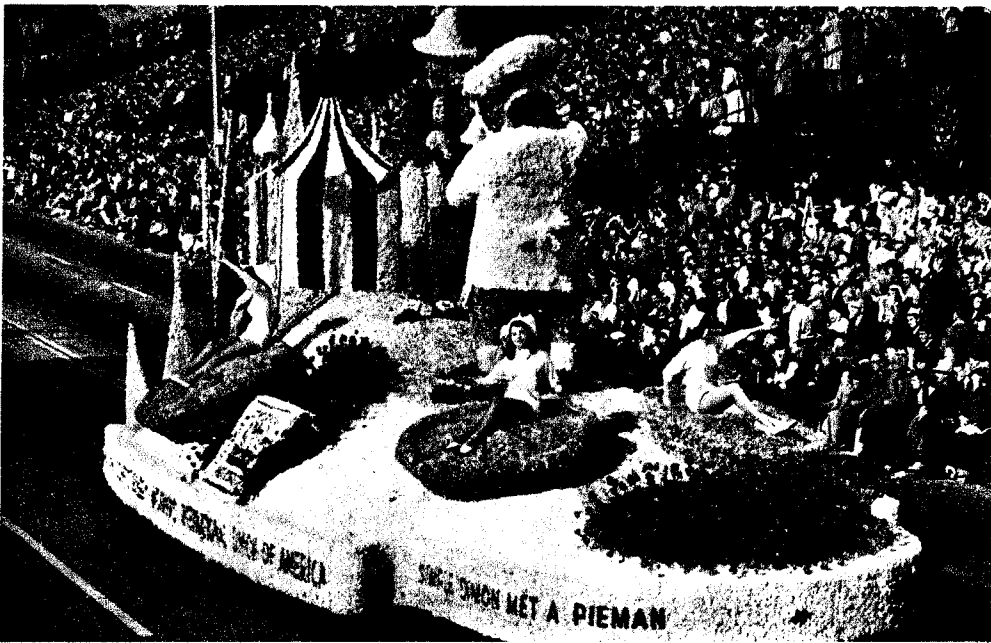
"The Jumping Frog of Calaveras County." Mark Twain's famed California story comes to life again in this humorous scene depicting an animated frog straining to leap after his diet of buckshot.

**See's Candies**

"Snow White and the Seven Dwarfs." Snow White says goodbye to the dwarfs as they march off to work, while Bashful peeps from the door in the background. Thousands of rare flowers are used.

**City of San Gabriel**

"Sign of the Cross." The dawn of a new day is depicted here as the sun beams forth upon a huge white cross of mums sitting atop a mountain of rock showing impact of Christianity upon world.

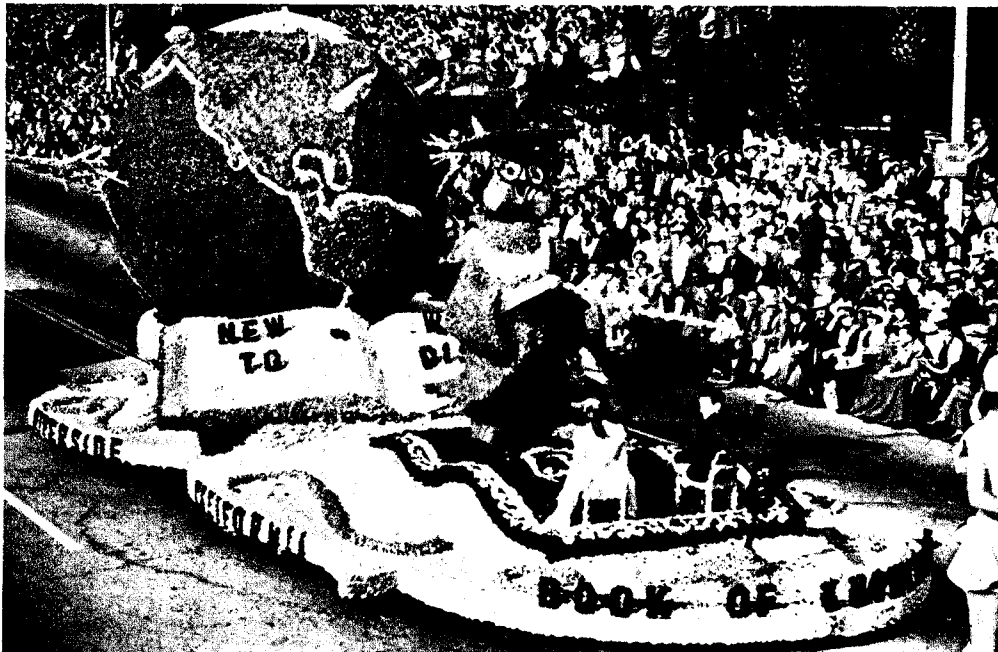


**Bakery, Confectionery Workers Union**  
 "Simple Simon Met a Pieman." Flower statues represent famed nursery rhyme characters. Four huge pies serve as thrones for ladies representing bakerettes. Also used is union's coat of arms.

**Republic of Haiti**  
 "Treasure Island." A replica of the Citadel of King Christophe is a tribute to Haiti's 150th anniversary. Cannons, symbolic of the republic's early fight for freedom, blast at unseen enemies.

**Portland Rose Festival Association**  
 "The Family Checkbook." An average American family and its economic problems is depicted, with four persons poring over the monthly bills. A huge inkwell, pen are featured with checkbook.

**City of Los Angeles**  
 "The City That Grew." Two large scrolls complement scenes from the early days in Los Angeles. The Old Plaza scene, the old Mission, a Mexican cart and man are all set around a red sombrero.



### City of Riverside

"Book of Knowledge." Motif portrays man's efforts to learn secrets of the universe. A revolving globe of the world shows symbols of each continent. Near world is a huge "Book of Knowledge."



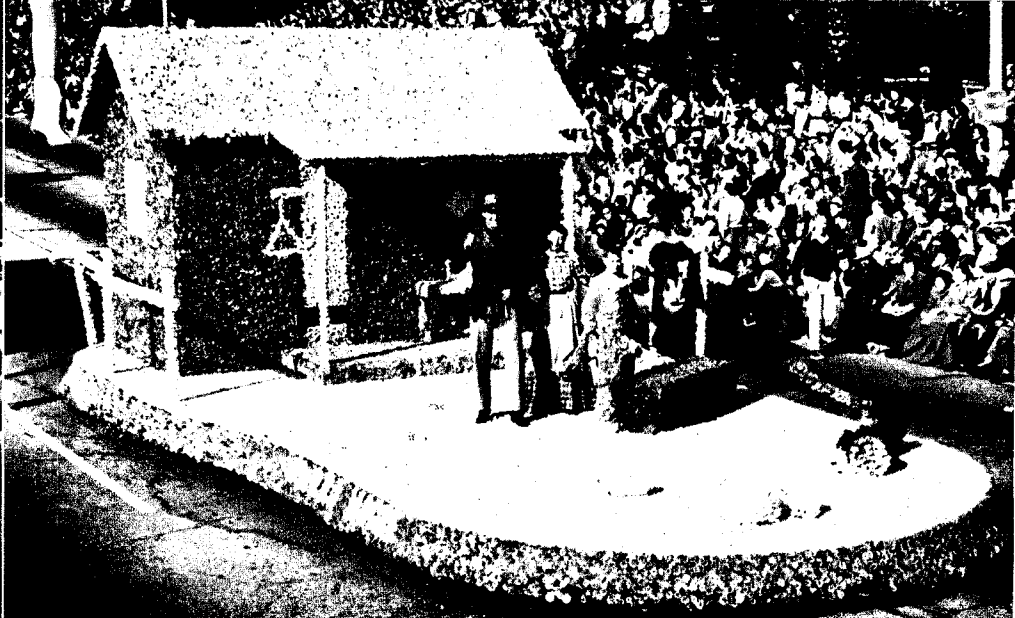
### City of Sierra Madre

"Hondo." Hondo defends his log cabin from marauders as his wife and child stand behind him in this frontier setting. A saddle of brown mums hangs on fence, while nearby is a water trough.



### City of Las Vegas, Nevada

"Viva Vegas." The leisurely routine of life in Las Vegas is depicted with eight lovelies and a diving team plunging into a swimming pool. Vegas Vic of "Howdy Podner" fame surveys scene.



### Helms Olympic Bakeries

"The Gingerbread Man." A farmhouse scene depicts the Gingerbread Man being chased by an irate farmer. Floral characters of the story include the rabbits, fox, bear cub and barnyard animals.



### National Orange Show

"The Big Top." A seal of tropical leaves balances an orange at the command of a girl trainer in a traditional circus scene. A section of the Big Tent shows an elephant, giraffe, bear and lion.



### Pasadena Water, Light Departments

"Alice in Wonderland." Eight-foot figures of the White Rabbit, Mad Hatter and Cheshire Cat depict famous fantasy with Miss Crown City of 1954 sitting by a lavishly flowered castle.



### Native Sons, Daughters Golden West

"Golden Empire." Float features Gordon Norris, California's poet laureate, and four native California beauties. Golden poppies lead to Yosemite Falls with sun bursting in background.



### The City of Norwalk

"So Big." The amazing population increase in Norwalk is celebrated by a float based on Edna Ferber's novel. Riding in huge replicas of roses are persons depicting city's stages of growth.

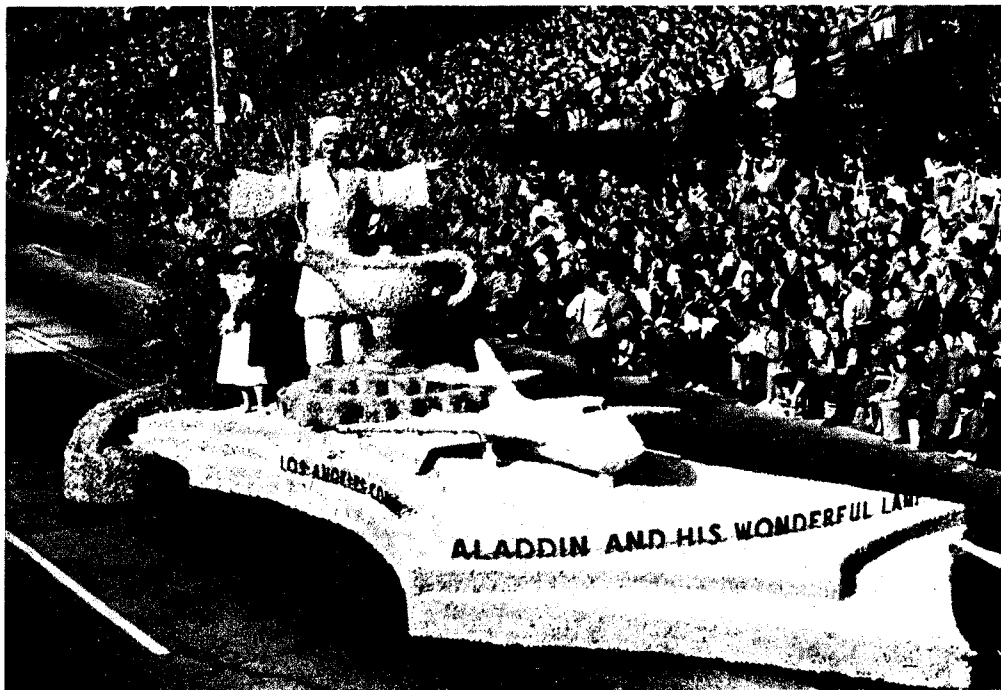


**SWEEPSTAKES  
WINNER**

**"AMERICAN HERITAGE"—City of Long Beach**

Two of the world's most striking beauties portray a scene from the pages of history. Miss France, Christine Martel, hands Miss United States, Myrna Hansen, a deed to the Statue of Liberty, while Miss United States hands the Miss Universe trophy to Miss France.

This floral entry of French and American architecture features a canopy with a globe of the world on which Cupid sits. A fleur de lis, fountain, and golden eagle complete the setting. Orchids and maiden hair fern carpet steps. White mums complete the float.



**County of Los Angeles**

"Aladdin's Lamp." Science, progress and growth are depicted. Aladdin and his magic lamp stand before the wheels of industry while the sun's rays symbolize the magnificent So. California climate.



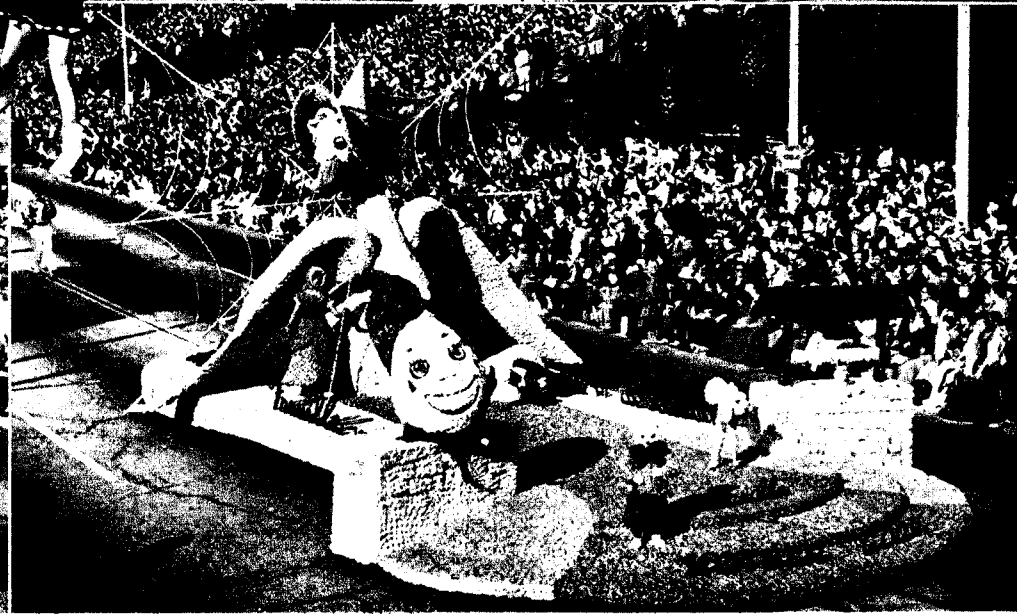
**Treasure Tone Paints**

"Wizard of Oz." Characters from famed children's book sing a happy song as they travel on their way to beautiful Emerald Castle of the Wizard of Oz. The Fairy Queen directs with her wand.



**California State Polytechnic College**

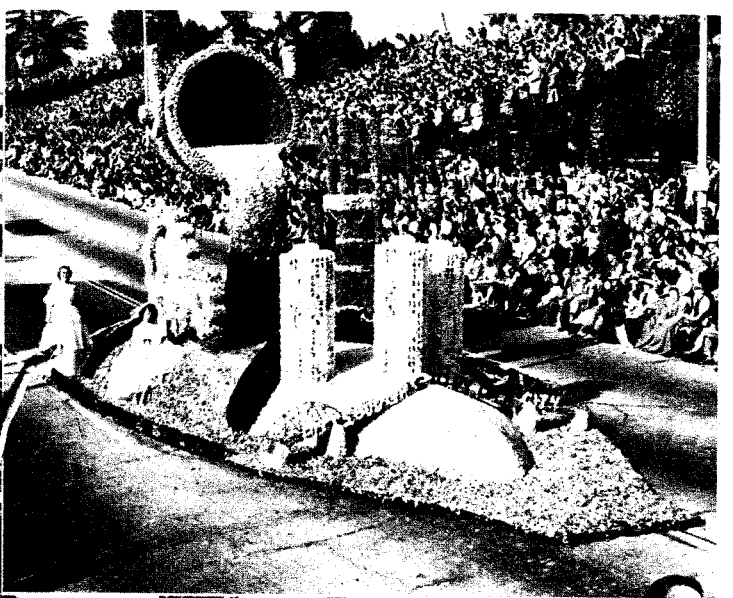
"Gulliver's Travels." The familiar scene in which Gulliver is bound by the tiny Lilliputians is depicted while two small children are read the story "Gulliver's Travels" by Miss California of 1952.



**Franilla Ice Cream**

"Mother Goose Story Book." Mother Goose makes her first appearance in a New Year's Day Rose parade. She is seen sheltering her famous nursery rhyme characters as Humpty Dumpty's eyes roll.

DEPT.



TOP

CENTER

BELOW

**President, Tournament of Roses**

Harry W. Hurry, president of the tournament, rides with Mrs. Hurry in a rose-bedecked automobile and waves to many friends. Mr. Hurry wears the traditional white suit and red tie.

**American Legion Post #13**

"What Price Glory." Two heroes of the Korean War who won the Medal of Honor portray an effective scene from "What Price Glory." Fifty thousand flowers featured in outstanding entry.

**Standard Oil Corp of California**

"Tales of the South Pacific." Action in this Pacific Island setting is the "Happy Talk" scene. Here Bloody Mary is singing this song, while her daughter, Lait, dances for Lieutenant Cable.

**City of Pittsburgh**

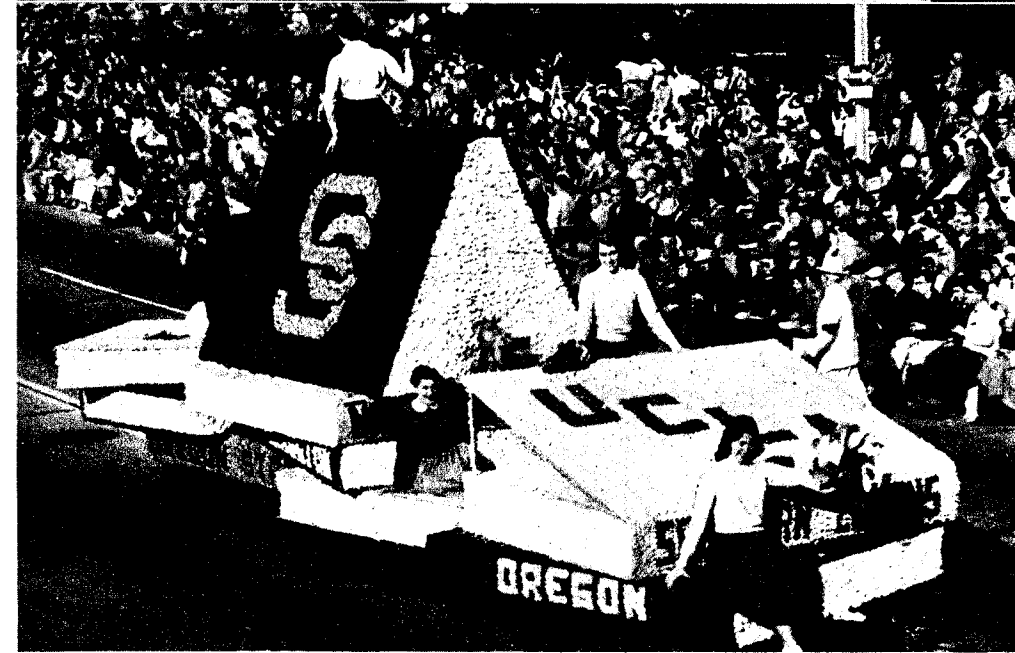
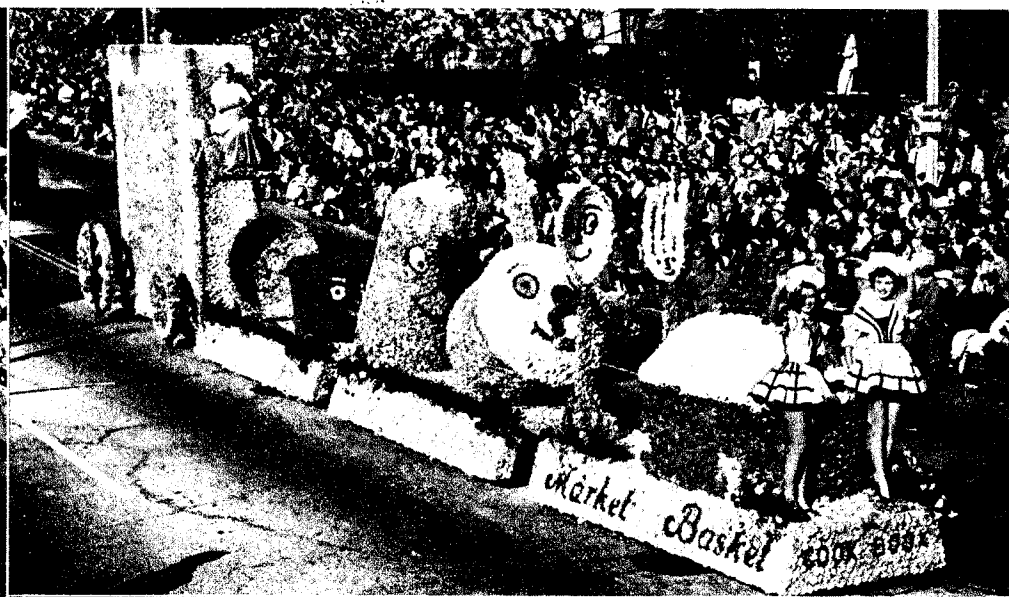
"Pittsburgh—Story of a City." A floral triangle represents the city, a mecca of humming industries. Molten metal spreads over the float and a blast furnace is surrounded by pretty girls.

**Hoffman Television**

"The Ice Maiden." The Maiden, seated on a throne of ice, holds the reins of three large white flower birds. Behind the throne is a huge snowflake and the vivid colors of the Aurora Borealis.

**City of Hawthorne**

"The Family Album." On an old fashioned table lies the family album. Living tintype characters peer out of its pages from oval cutouts, while in the foreground lies a flowered pair of spectacles.



### City of Little Rock

"Razorbacks to Diamonds." An Arkansas beauty selected by the City of Little Rock is centered against a background of a large closed book. Huge razorback hog, diamond are colored mums.

### Pacific Coast Conference

"The Yearbook." Yearbooks of the nine member schools of the Pacific Coast Conference are represented. Each book is in colors of its college, a representative of the school is upon each book.

### Market Basket Stores

"The Cook Book." A parade of kitchen utensils makes up a float of four individual units drawn in stage coach fashion, one behind the other, personalized to resemble harness horses of kitchen.

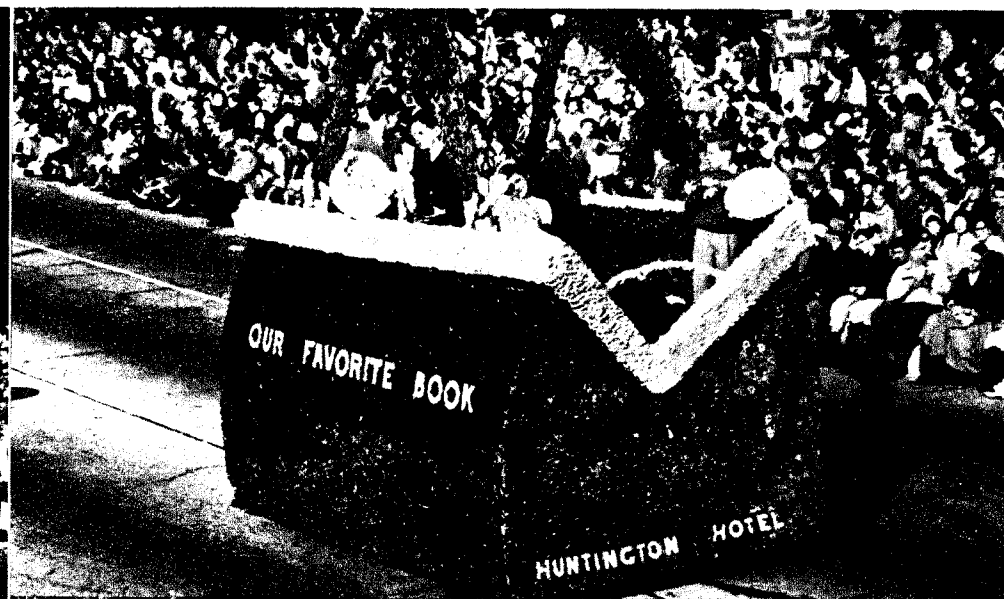
### State of Michigan

"Water Wonderland." A gorgeous floral tribute to all the wonders of the home state of the 1954 Rose Bowl representative. Miss Big Ten of 1954 is surrounded by hundreds of white, colored tulips.



### City of Gardena

"Gentlemen Prefer Blondes." "Diamonds are a girl's best friend" is theme. Girl is wearing dress worn by Marilyn Monroe in movie. Men kneel before her offering jewels, huge ring in foreground.



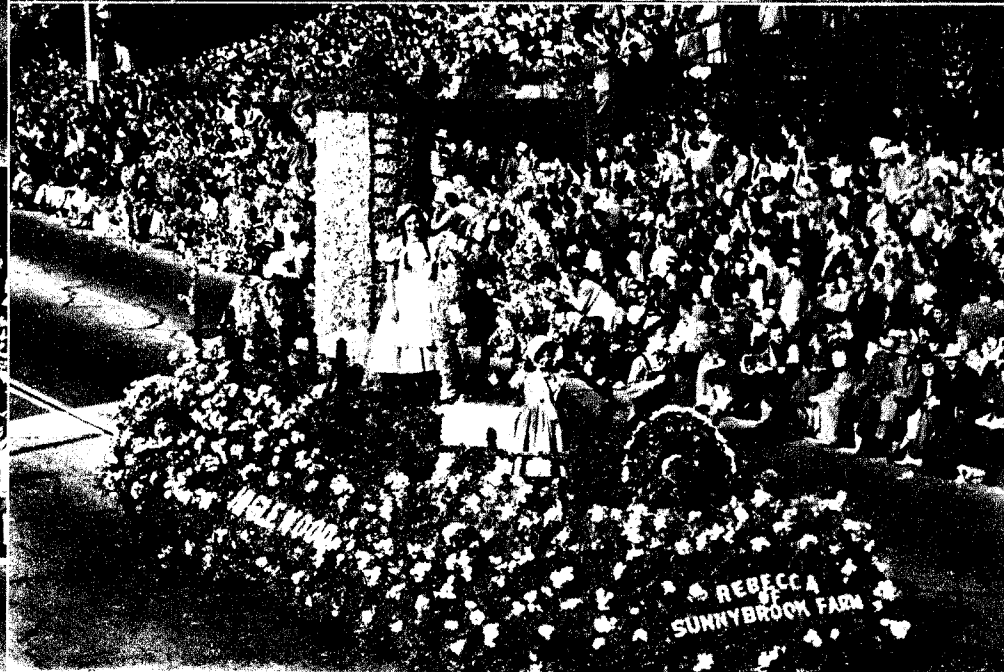
### Huntington Hotel

"Our Favorite Book." A floral pocketbook of Christmas red and Goldsmith mums with a lining of bronze mums is seen in this beautiful setting. Inside pocketbook are "Everybody's Children."



### Salvation Army Adv. Board So. Calif.

"The Hymnal." A huge hymnal like those used for congregational singing is represented. A large Salvation Army drum and the traditional tamborine and trumpet are in front of floral hymnal.



### City of Inglewood

"Rebecca of Sunnybrook Farm." Familiar setting has a huge silo with farm yard animals hovering in foreground. Included are a pig, cow, chickens and rooster. Rebecca is schoolgirl from Inglewood.



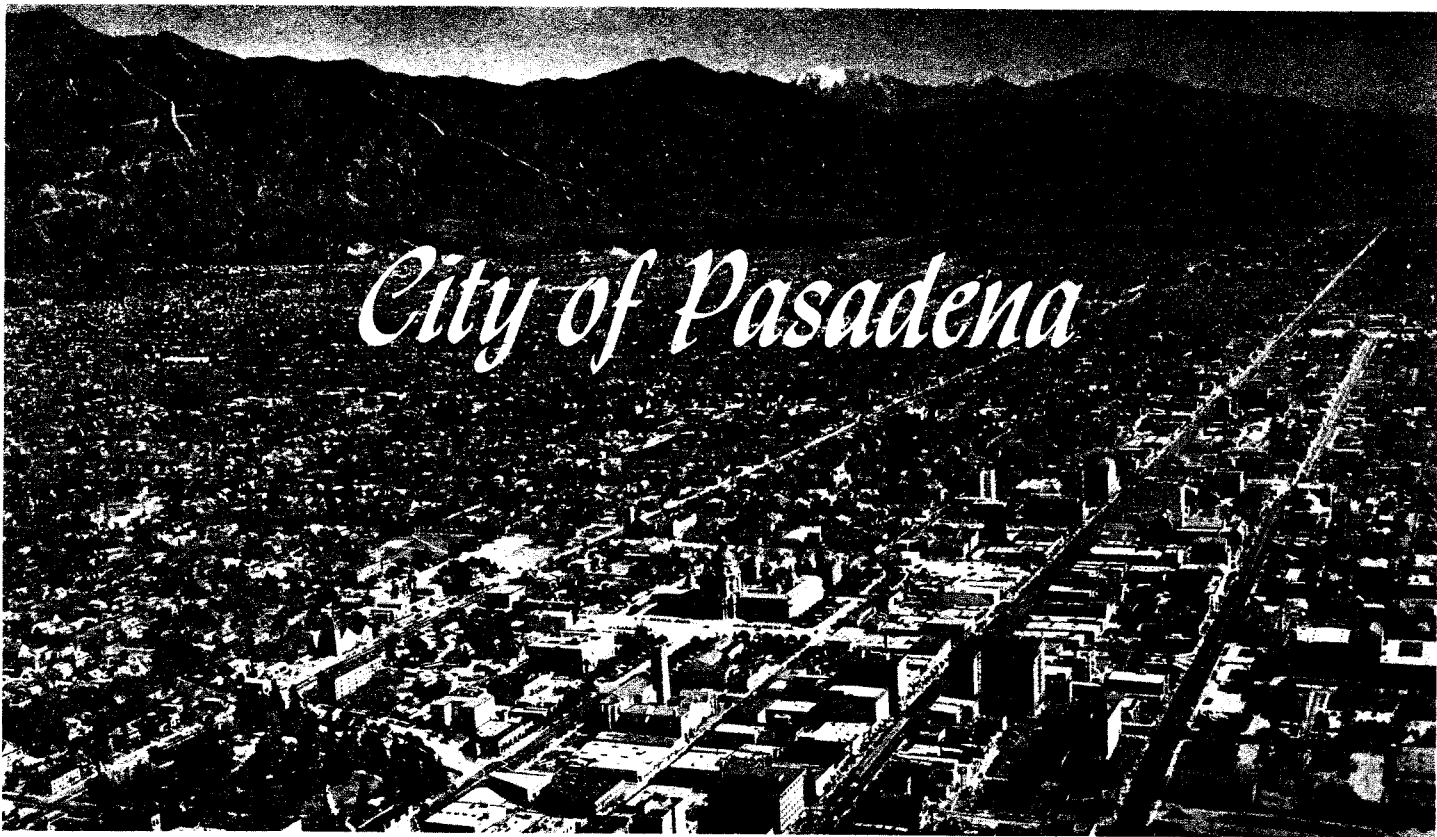
# HORSES, SILVER DAZZLE PARADE SPECTATORS

One of the finest displays of magnificent silver trappings and horses to be seen anywhere in the world and valued at over \$2,000,000. was a highlight of the 65th Annual Tournament

of Roses parade. Dozens of spirited palomino horses paraded. The palomino, generally considered to be a California horse, was first introduced into California from Mexico by Cortez.

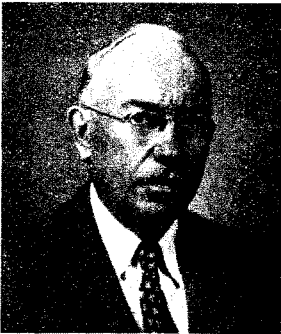


ART 545



# City of Pasadena

## Greetings from Pasadena's Municipal Administration



**CLARENCE A. WINDER**  
Chairman, Board City Directors

The City Government of Pasadena is again happy to cooperate with the Tournament of Roses Association in bringing about this 65th New Year's Day Celebration.

Too much praise cannot be given this unique organization for its untiring civic service over more than half a century.

It is our hope that our many visitors and home folk will thoroughly enjoy these festivities.

Clarence A. Winder, Chairman  
Board of City Directors



**DON C. McMILLAN**  
City Manager



**ROBERT M. MCCURDY**  
Assistant City Manager



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



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



**ALSON E. ABERNETHY**  
City Director



**M. S. BRENNER**  
City Director



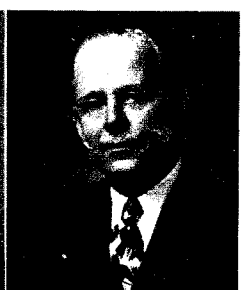
**WARREN M. DORN**  
Vice-Chairman  
Board City Directors



**RAY G. WOODS**  
City Director



**SETH MILLER**  
City Director



**A. RAY BENEDICT**  
City Director

# MICHIGAN STATE "SPARTANS"



FRONT ROW (left to right): Bob Breniff, Don Schiesswohl, Jim Jebb, Fred Rody, Dale Knight, Head Coach Clarence L. "Biggie" Munn, Capt. Don Dohoney, Evan Slonac, Tom Yewcic, Chuck Frank, Jim Neal. SECOND ROW: Ted Kipple, Henry Bullough, J. Luzader, Charles Fairbanks, Dale Foltz, Don Kauth, Embry Robinson, Bill Postula, Billy Wells, Larry Fowler, Jim Ellis. THIRD ROW: Gerald Museetti, LeRoy Bolden, John Matsock, Al Fracasso, Ellis Duckett, Ferris Hallmark, Carl Diener, John Lewis, Jim Hinesly, Alvin Lee, Marley Murphy, Bert Zagers. FOURTH ROW: Carl Nystrom, Dave Goodell, Leo Haidys, Tom Taylor, Norm Masters, Charles Alden, Randy Schrecengost, Roland Dotsch, Warren Spragg, Steve Foreman, Bill Quinlan, Alex Bleahu, Bill Lucy, Line Coach Hugh Daugherty. FIFTH ROW: Ray Eggleston, Ed Zaler, Travis Buggs, Jerry Volek, Dick Davidson, Bruce Tweddale, Noel Bufe, Cary Lowe, Earl Morrall, Gene Lekenta, Bill Smiley, Wayne Langevin, Assistant Coach Don Mason, End Coach Earle Edwards. SIXTH ROW: Frash Manager Steve Morrissey, Assistant Trainer Gayle Robinson, Assistant Coach Bob Devaney, Backfield Coach Steve Sebo, Frash Coach Dan Devine, Gerald Planutis, Vic Postula, J. Paior, Joe Badaczewski, Bill Ross, D. Hollern, D. Maison, Assistant Coaches J. Kobs, DeWayne King, Trainer J. Heppinstall, Varsity Mgr. K. Darby.



"SPARTAN spark plugs" pictured here are (top, left to right): Jim Neal, center; Evan Slonac, full-back; Henry Bullough, guard; LeRoy Bolden, left halfback; Captain and All-American Don Dohoney, end; Head Coach Clarence "Biggie" Munn; Billy Wells, right halfback; and Tom Yewcic, quarterback.



## ROSE BOWL TROPHY

Pictured above is the coveted Rose Bowl Trophy, the huge silver perpetual award for which the contesting teams vie each New Year's Day. Donated to the Pasadena Tournament of Roses Association in 1950 by Paul H. Helms, founder and sponsor of the Helms Athletic Foundation, the Rose Bowl Trophy is lodged permanently in Rose Bowl Hall of Fame Room.

Results of all New Year's Day games since the first, 1902, when University of Michigan's famed "point-a-minute" juggernaut defeated Stanford University at old Tournament Park, 49-0, are engraved on it. The first Rose Bowl skirmish took place in 1923, with University of Southern California gaining a 14-3 victory over Penn State.

In a recent poll conducted by Helms Athletic Foundation, the most thrilling of all games was the Alabama vs Washington contest of 1926. Alabama chalked up 20 points in the third quarter to emerge with a 20-19 triumph. However, the most exciting Rose Bowl game finish took place in 1939 when Howard Jones' U.S.C. Trojans, with Doyle Nave firing machine-like precision passes to Al Krueger in the fading moments of the game, took the measure, belatedly, of Duke, 7-3.

# 1953 COAST CHAMPIONS — U.C.L.A. "BRUINS"



FRONT ROW (left to right): Larry Britten, Don Stalwick, Fred Andrews, Warner Benjamin, Milt Davis, Dave Levy, Jim Salsbury, Hardiman Cureton, Gerry Okuneff. SECOND ROW: Joe Ray, Ira Pauly, Co-Captain Rudy Feldman, Bob Long, John Hermann, John Smith, Willie Collins, Bob Dutcher, Roger White. THIRD ROW: Clarence Norris, Jack Ellena, Sam Boghosian, Terry Debay, John Peterson, Sam Brown, Primo Villanueva, Bob Davenport, Bob Heydenfeldt. TOP ROW: S. Palmer, R. Loudd, M. Berliner, Pete Dailey, Bill Stits, Gil Moreno, Don Foster, All-American Paul Cameron. (Not pictured: Co-capt. C. Doud.)



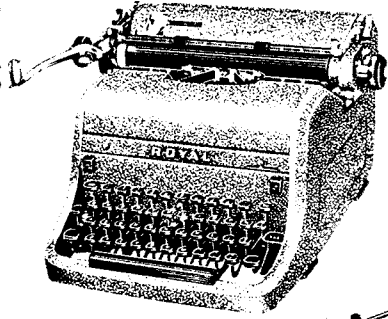
HEAD COACH Henry "Red" Sanders (top left) watches his All-American tailback Paul Cameron of Burbank, Calif., display punting form. Bill Stits (lower left) an outstanding right halfback from Lomita, Calif. Jack Ellena, number 77, an excellent left tackle from Susanville, Calif. Lower right, Coach Sanders' assistants: George Dickerson, line; Tom Prothro, backfield; John Johnson, Freshman coach; Herbert "Deke" Brackett; Bill Barnes, end; Jim Myers, line.



## RECORDS OF ROSE BOWL RIVALS

U. C. L. A.		MICHIGAN STATE	
41 Oregon State .....	0	21 Iowa .....	7
19 Kansas .....	7	21 Minnesota .....	0
12 Oregon .....	0	26 Texas Christian Univ. ....	19
13 Wisconsin .....	0	47 Indiana .....	18
20 Stanford .....	21	0 Purdue .....	6
44 Washington State ....	7	34 Oregon State .....	6
20 California .....	7	28 Ohio State .....	13
22 Washington .....	6	14 Michigan .....	6
13 Univ. of So. Calif. ....	0	21 Marquette .....	15
204	48	212	90

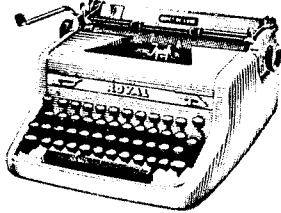
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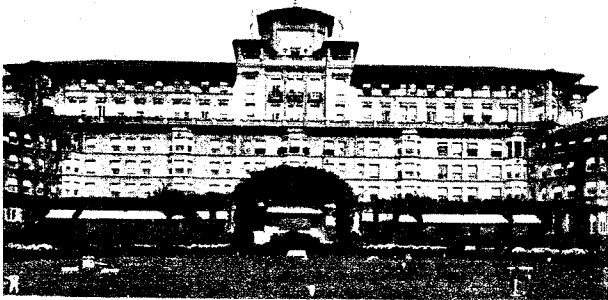
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### Pasadena City Schools

"Adventures of Tom Sawyer." Two delightful scenes from Mark Twain's book. In one Tom dupes a friend into painting a fence; in the other Becky Thatcher tries to lure him away from his work.

CENTER

### Union Oil Company of California

"Uncle Wiggly." This delightful float portrays the treehouse in which the story characters dwell. Jack Shafton manipulates puppets who chase Uncle Wiggly in a small power automobile.

BELOW

### California State Exchange Clubs

"The Egg and I." A new-born chick pops forth from the egg to its mother's apparent amazement. Mother hen, in brown chrysanthemums, is partly animated. Exchange Clubs' emblem is inside shell.

### Int'l Lutheran Laymen's League

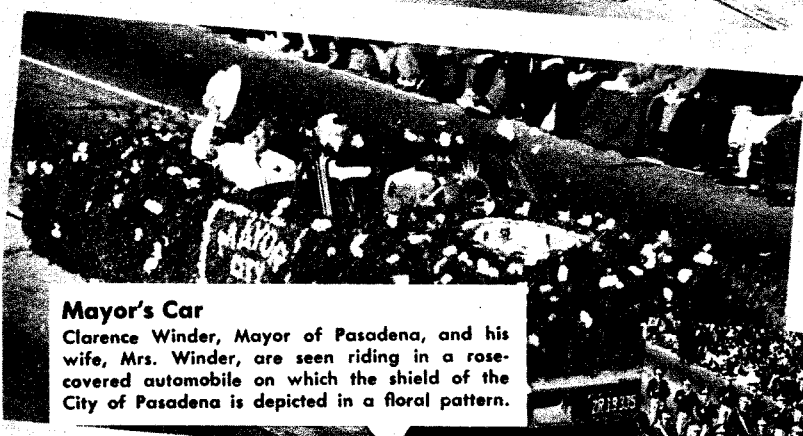
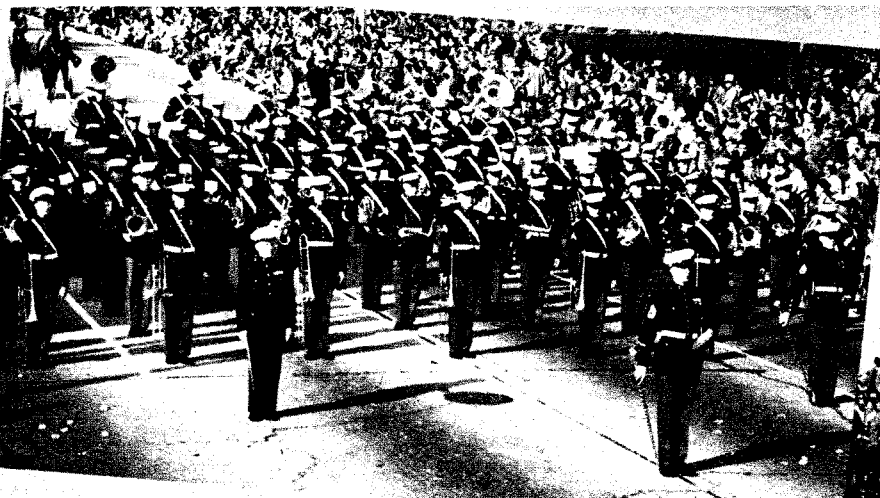
"The Twenty-Third Psalm." A 17-foot high statue of the Good Shepherd holding a lamb centers this majestic float. Two lyres, a cross and a pool with two lambs nearby grace this float.

### City of Detroit

"Life of an American Workman." An American industrial worker strides from an open book wielding a massive hammer sending out floral sparks terminating in planes, cars and boats.

### City of Van Nuys

"Kon-tiki." The raft rides the swells to shore after months on a sea of lemon leaves, blue delphiniums and corn flowers. It is greeted by native girls on shore amidst waving palm trees.



**Mayor's Car**  
Clarence Winder, Mayor of Pasadena, and his wife, Mrs. Winder, are seen riding in a rose-covered automobile on which the shield of the City of Pasadena is depicted in a floral pattern.



# COLORFUL BANDS, MUSIC THRILL ONLOOKERS

Thrilling hundreds of thousands of parade spectators with stirring music, smart drill teams and beautiful drum majorettes, twenty high-stepping marching bands added sparkling music

and color to the Tournament of Roses parade. Bands from leading service clubs, schools, armed forces and religious groups throughout Southern California were colorfully represented.

# HISTORICAL FACTS ON PARADE, ROSE BOWL

Under the auspices of the Valley Hunt Club, a social organization, the first Tournament of Roses was held January 1, 1890. The parade consisted mainly of carriages and surreys decorated with flowers.

It was in 1889 that Dr. Charles Frederick Holder, world traveler, writer and lecturer, conceived the Tournament of Roses as an event to celebrate Southern California's luxuriant sunshine and flowers, in mid-winter, while most of the United States is under snow and ice.

Only fresh flowers are permitted on all floats.

The idea of a central theme for each Parade was put into effect in 1926. Prize winners are all determined before Parade actually starts.

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

Other top awards are the Theme Prize, Grand Prize; latter for Divisions D and E.

The Tournament of Roses Association was formed in 1905 in order to operate the Parade on a permanent, business-like basis.

To take care of Tournament business, the Association maintains an office and staff the year 'round. Committee members are available at all times during the year to confer with those interested in participating in parade.

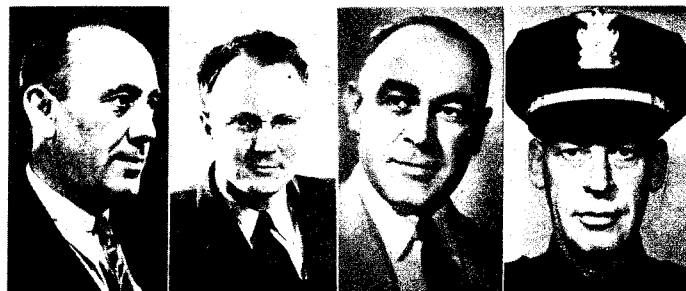
Despite the terrific demands for privilege of participating in the Parade, it is now limited to 60 major floats, 20 bands and 200 thoroughbred horses. Approximately 1200 persons ride or march in musical units.

"Beginning" of New Year's Day Rose Bowl game was an afternoon of simple sports at Ford's Place, the early day community playground of the city, in which townsfolk participated in running races, tilting at rings on horseback and other sports of that day—1890.

Roman chariot races were included in following years, due to the growing importance of the Tournament of Roses as each New Year's morning more and more people from other communities came to witness the beautiful pageant.

First football game to be undertaken was in 1902 between University of Michigan (the famous 501 to 0 team) and Stanford; score: U of M 49, Stanford 0. The game was not a successful venture; sports activities returned to chariot races and the like for the next 14 years.

Football's popularity was on the upswing in 1916; Washington State met



With the holding of the 65th Annual Tournament of Roses Parade and the classic Rose Bowl game, New Year's Day, Pasadena's police department once again brought to the fore its highly efficient traffic control system that enabled record breaking throngs to enter and exit the Pasadena area with maximum safety and speed. Well deserving of the credit are the above pictured officers (left to right): Chief of Police C. H. Morris, Assistant Chief of Police Robert S. Seares, Chief of Detectives Stanley D. Decker and Captain of the Traffic and Uniform Division Fred W. Walker.

and defeated Brown University 14-0. Soon Tournament Park bleachers (31,000) could not hold the great crowds wishing to see the New Year's Day classic.

New Year's Day 1923 saw the first unit of the now famous Rose Bowl, in the picturesque Arroyo Seco, a broad mountain valley on the West edge of the city, dedicated for use as University of Southern California defeated Penn State 14-3. Seating capacity was 52,400. In 1930 it was enlarged to form a perfect elliptical bowl seating 89,083 seats, making it one of the largest in the United States. Approximately 10,000 more seats were added in 1950 to bring the Rose Bowl up to its present capacity of 100,800.

Built by the Tournament of Roses Association on property belonging to the City of Pasadena, the Rose Bowl was deeded to the city. Throughout the year it is used for sports of all types, including pageants, commencement exercises of the city schools and rodeos. For the Olympic Games of 1932 it served as the locale for cycling events.

Each New Year's Day game is broadcast and televised to millions upon millions of people as well as publicized in newspapers and magazines throughout the world.

Calif. 48  
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