

1977 OFFICIAL PARADE SOUVENIR PROGRAM

**"THE
GOOD
LIFE"**

The 88th Tournament



of Roses



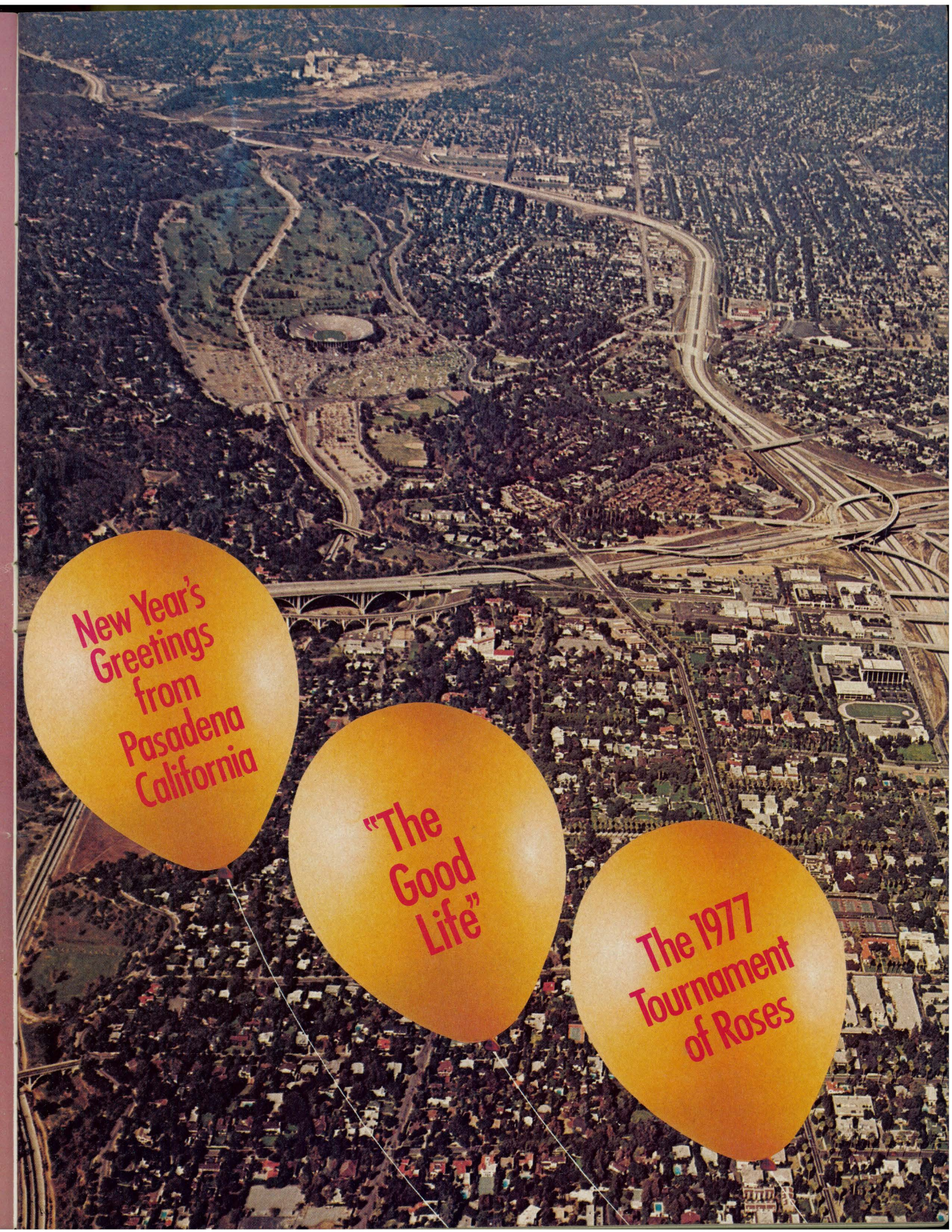
\$1.00

tax included

**You can
really feel
the difference!**



**Rose Milk[®] is proud to sponsor the NBC and CBS telecasts of
the 1977 Tournament of Roses[®] Parade.**



New Year's
Greetings
from
Pasadena
California

"The
Good
Life"

The 1977
Tournament
of Roses

The 88th Tournament of Roses

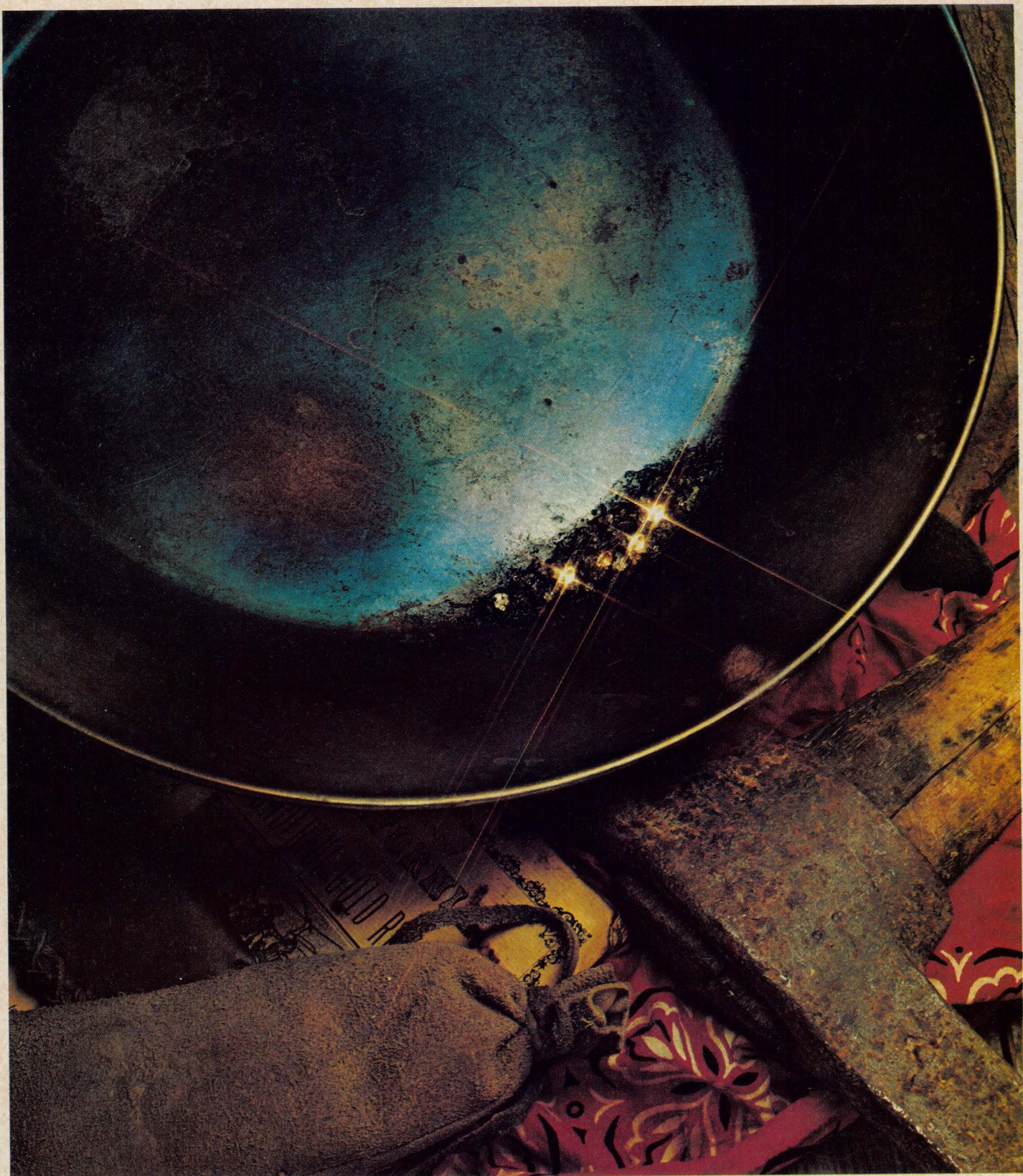
The 63rd Rose Bowl Game



Table of Contents

Tournament Grand Marshals—		
Roy Rogers and Dale Evans	5	
The Royal Court	8-11	
Birth of a Tradition	13	
Tournament of Roses Officials.....	14	
Tournament President—		
Carl E. Wopschall.....	15	
Rose Parade Judges	17	
Rose Parade Lineup	19-39	
Post Parade	40	
Rose Parade Bands.....	44	
1976 Trophy Winners.....	47	
How The Floats Are Built	48-49	
Tournament Films—Tradition on Parade ..	50	
Films.....	51	
Rose Parade Equestrians	52	
The Rose Bowl—Granddaddy of		
Them All	55-58	
Pasadena—The Crown City.....	61	
Index of Parade Lineup.....	62	

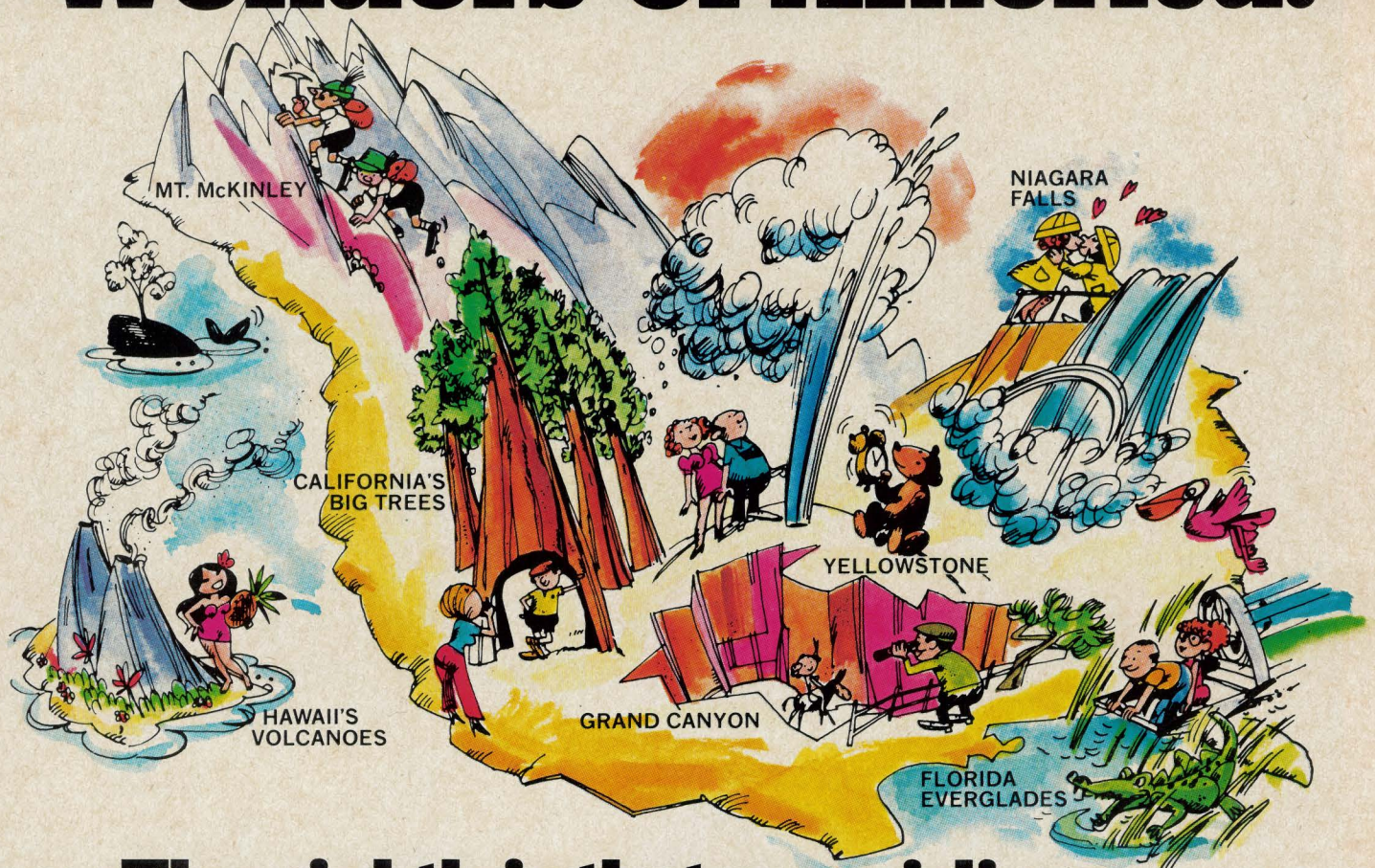
"Tournament of Roses," "Pasadena Tournament of Roses," "Tournament of Roses Queen," "Rose Queen," "The Rose Parade," "The Rose Bowl," "The Rose Bowl Game," and "The Granddaddy of all Bowl Games," are registered service marks of the Pasadena Tournament of Roses Assoc., Inc., 391 So. Orange Grove Blvd., Pasadena, CA. 91105, which is also the sponsor and publisher of this program.



In 1848, the cry of gold rang out from Sutter's Mill. The Great California Gold Rush had begun. In those tarnished pans, new hopes and dreams and visions for the future were born. It was the start of a new life—the good life—for California, and America. Since 1911, we at Atlantic Richfield Company have been proud to be a part of that good life in this great country.



The seven wonders of America.



The eighth is that one airline— Western—flies to six of them.

America's top natural wonders—selected in a poll conducted by the U.S. Travel Service.

The easy winner was the Grand Canyon. And Western services it via Las Vegas or Phoenix. Then there was Yellowstone National Park, which we serve via Salt Lake City and West Yellowstone. You can visit Mt. McKinley via Anchorage.

We serve California's sequoia and redwood region through San Francisco.

You can see Hawaii's volcanoes by way of Hilo. And Florida's Everglades by way of Miami.

And on every Western Airlines flight you'll enjoy our famous complimentary Champagne for adults.

In all, we'll show you wonderful service to America's wonders.



Western Airlines

Hawaii / Alaska / Western USA / Florida / Canada / Mexico



GRAND MARSHALS

Rose Parades are nothing new to the 1977 Tournament of Roses' Grand Marshals, Roy Rogers and Dale Evans, two of the most respected and popular entertainers in show business and western history. Both have been featured on floats during six previous parades. Roy has also ridden several times on horseback.

Their selection, by Tournament President Carl E. Wopschall, marks the first time in the 88-year history of the festival that a husband and wife have been chosen for the coveted honor.

"The theme of the 88th Tournament of Roses is 'The Good Life,'" stated Wopschall, "and the selection of Roy and Dale was a natural.

"Throughout their 40-year show business careers, they have continually given a slice of the good life to millions."

The Rogers' family has adopted four orphans and appeared at more than 5,000 charitable functions. Countless honors have been bestowed upon the pair for their unselfish service to humanity.

Their careers have included films, television and records.

Today, Dale is an author of best sellers. Her most recent, "Let Freedom Ring," was her 14th book.

After a long absence, Roy has recently returned to the motion picture screen with the hit "Mackintosh and T.J.," his 91st film. Meanwhile, he has traveled extensively in behalf of his many business activities throughout the United States and Canada.

The pair has raised a family of nine children and are the grandparents to 16.

New Year's Day marks their 29th wedding anniversary. On January 1, they are celebrating by riding before their largest audience yet.

PAST GRAND MARSHALS

Roy Rogers and Dale Evans are not the first Tournament of Roses' Grand Marshals of western fame. The late Los Angeles County Sheriff Eugene Biscailuz, a native of Southern California and noted law officer, led the procession in 1937.

The following year, Leo Carillo, popular movie star, descendant from one of the elite Spanish California families, and expert horseman, was a tremendous hit with the crowds.

Both revived the early Rose Parade tradition of having the Grand Marshal lead the parade on horseback.

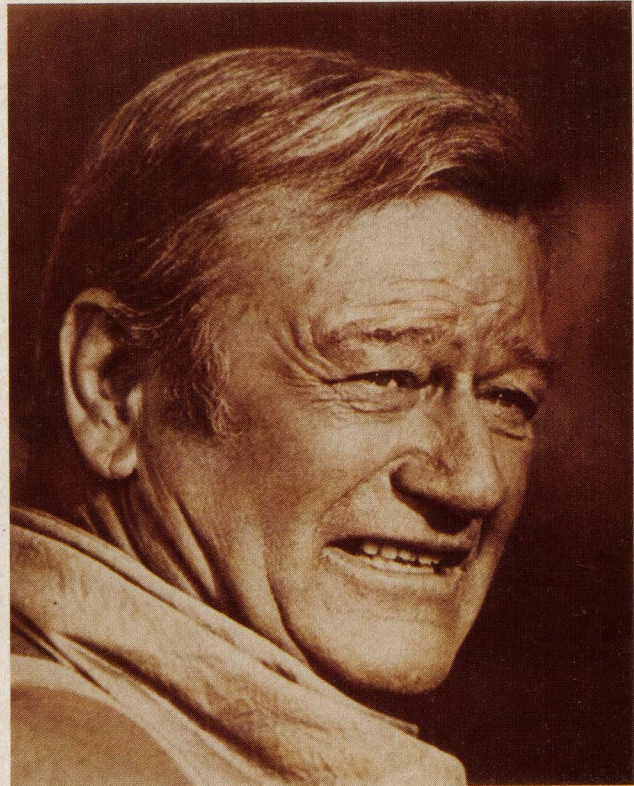
"Movie Memories" was the theme in 1973, as one of the all-time greats of cinema and western fame, John Wayne, was selected Grand Marshal.



SHERIFF EUGENE BISCAILUZ



LEO CARILLO



JOHN WAYNE

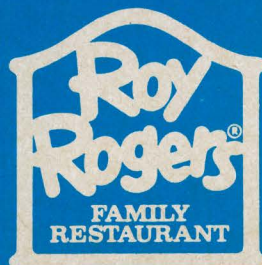
OF WESTERN FAME

The Roy Rogers Family Restaurants Proudly Salute the Grand Marshals of the 1977 Rose Parade



Roy Rogers and Dale Evans

Over 200 locations in Maryland, Virginia, District of Columbia, Pennsylvania, New Jersey, Long Island, New York, Michigan, Kentucky, Ohio, Louisiana, Florida, Oklahoma, North Carolina, Utah, Wisconsin, Texas, Illinois and Ontario, Canada. Our "Howdy Pardner" is your invitation to "Come on in" and enjoy the Best of the Fresh in food, served up in a warm and friendly atmosphere.





*the rose
queen*

Diane Jene Ramaker

Royal Court

The 58th Rose Queen, Diane Jene Ramaker, and her Royal Court will reign over New Year's Day festivities in Pasadena.

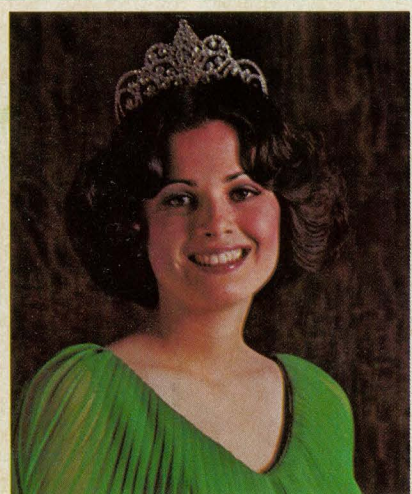
QUEEN DIANE, A 20-year-old sophomore at Pasadena City College, is the daughter of Mr. and Mrs. Eugene R. Ramaker, of Pasadena. She is also a native Pasadenan, and plans a career in cosmetology, specializing in hairstyling.



CHERYL PEOPLES



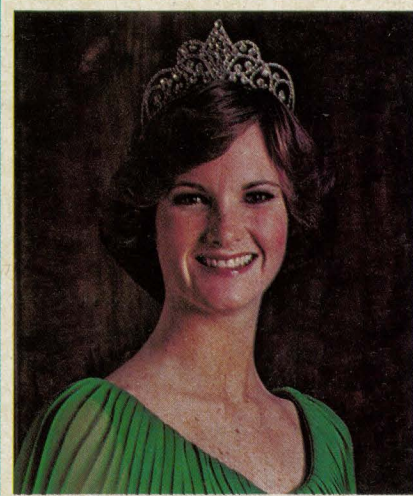
DEBBIE VAN DEN BROEK



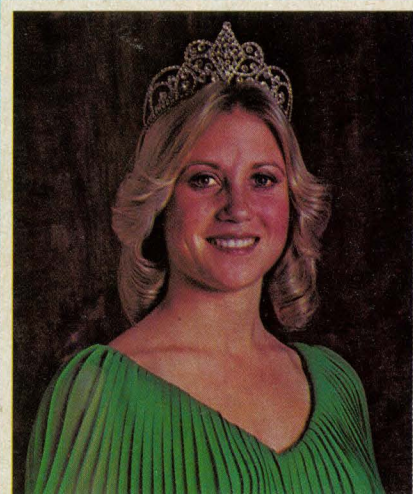
PAMELA PASTIS



CAROL NEWELL



MARGARET PRICE



LORI JAPENGA

The 1977 Royal Court was selected from a field of 695 candidates who represented 18 schools in the Pasadena Area Community College District.

Introducing the Royal Court:

PRINCESS CHERYL PEOPLES

. . . 20, is a sophomore at Pasadena City College, working toward a Ph.D. in psychology.

PRINCESS DEBBIE

VAN DEN BROEK

. . . born in Holland, 19 years ago, is a Pasadena City College sophomore studying to become a licensed dietitian.

PRINCESS PAMELA PASTIS

. . . 19, a sophomore at Pasadena City College is a history major, and plans to enter the field of education.

PRINCESS CAROL NEWELL

. . . is a 17-year-old senior at Arcadia High School. Her goal is to become a physician.

PRINCESS MARGARET PRICE

. . . 19, hopes to become a commercial artist. She is a sophomore at Pasadena City College.

PRINCESS LORI JAPENGA

. . . 17, is a senior at La Canada High School, planning a career in political research.

MAGIC MOUNTAIN

More than 50 wild rides and attractions...The biggest stars in show business.

All for only one low admission price!

Plus the all new Revolution! The newest, longest, tallest, fastest, steepest, scariest, hairiest, loop coaster in the world.

And that's just for openers. Look!

- All the Great White Knuckler Rides
- All new Children's World and Wizard's Village
- The Animal Farm Petting Zoo
- The Grand Centennial Railway
- Rock bands for dancing

Eat! Drink! And be Merry!

Enjoy great food at fine restaurants. Everything from sizzling steaks to corned beef on rye.

California's Greatest Entertainment Value.

And just minutes away are golf courses, camping areas, motocross trails, saddle horses, and Southern California's largest man-made lake.

Magic Mountain is open daily from Memorial Day Weekend to September 12. Also open daily the weeks of Easter and Christmas vacations (except Christmas Day) and selected holidays, plus weekends only (Sat. and Sun.) throughout the balance of the year. For information phone (213) 367-2203 or (805) 259-7272.

10% OFF

MAGIC MOUNTAIN

North of Hollywood on Interstate 5 to Magic Mountain Parkway in Valencia.

10% off on General Admission tickets for up to four people.

Southern California's greatest entertainment value!
The Revolution...the world's largest loop coaster.
Plus over 50 wild rides and attractions.
Offer expires Jan. 31, 1977.



royal court selection

1.



2.



SCRAPBOOK MEMOS: "Our first 'official' picture. We're Princesses Lori, Diane, Carol, Pam, Cheri, Peggy and Debbie. Though it was four weeks ago, it only seems like yesterday, when . . ."

1. "THE CHAIRMAN of the Queen and Court Committee talked to a group of the first arrivals. Imagine, he told us to *relax!*"

2. "APPLICATIONS were being completed by others. Some were so excited that they gave their birth dates as 'September 25, 1976.'"

3. "SCRAPBOOKS of previous Courts helped to relieve the tension. After all, they survived . . . so can we."

4. "TWENTY-SIX FINALISTS remain from the original field of 695. I wonder who started us laughing."

5. "NERVOUS? Of course not. The judges are under far more tension. At least, that's what they claim."

6. "RELAX!" said the chairman. But, oh, the waiting. What are they asking? Only five or ten minutes more. Keep calm."

7. "COURT ANNOUNCEMENT! I'm a princess. I'm so happy, I could cry."

3.



6.

4.



5.



7.

NBC
is proud to give all
America the opportunity
to share in the glory
of The Tournament of
Roses Parade.



Birth of a Tradition



The idea for a Pasadena Rose Parade was conceived in 1889, when Dr. Charles F. Holder, a newcomer from the East Coast, suggested a midwinter community festival to members of Pasadena's prestigious Valley Hunt Club. Along with Dr. F. F. Rowland, he envisioned a floral procession, followed by an afternoon of sports. These events would provide the opportunity to send pictures to friends across the country.

What better way to "advertise" Pasadena's New Year's Day sunshine, roses and oranges to an otherwise freezing nation? Holder and Rowland figured it might even persuade others to purchase property in Southern California.

On January 1, 1890, a tradition was born.

Rowland named it the Tournament of Roses. Later, real estate boomed.

By 1895, the event had become so large and complex the Valley Hunt Club withdrew its sponsorship, and the Pasadena Tournament of Roses Association was formed.

Eastern newsmen covered the parade for the first time in 1898. Their reports hinted that someday the event might receive world-wide media coverage.

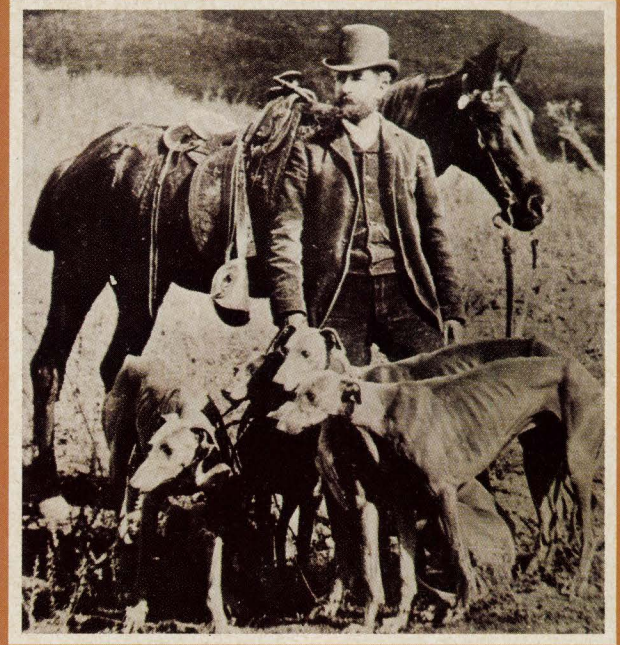
By 1901, the first automobiles were allowed in the line of march, but were relegated to the rear to avoid frightening the horses. The slow pace, however, caused engines to overheat and the autos later moved to the front. By 1920, virtually all parade floats were motorized.

Today, the City of St. Louis clings to the tradition of using a horse-drawn entry, featuring the famous Clydesdales.

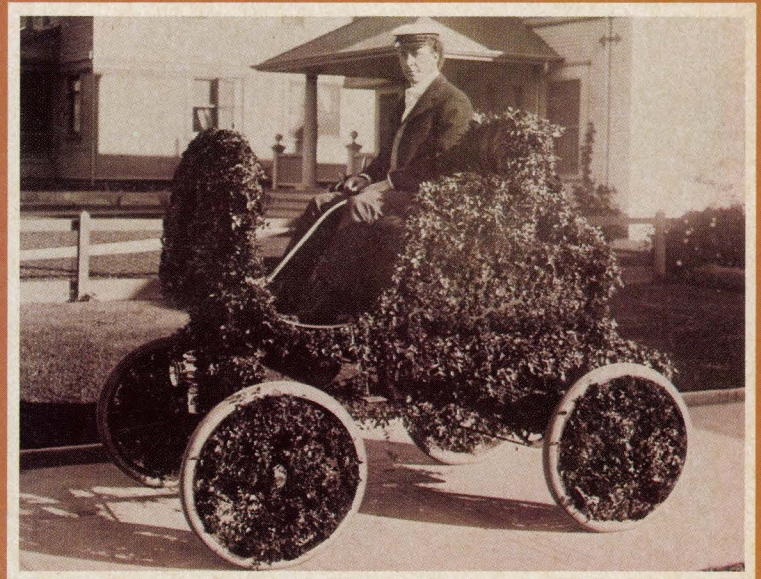
Dr. Holder's dream created a tradition that would grow beyond all expectations.

The population of Pasadena was only 4,882, in 1890. Today, nearly 1½ million line the 5½-mile parade route, while another 125 million view the event on television.

Fourteen hundred volunteer members of the Tournament annually contribute over 65,000 hours to continue Pasadena's 88-year tradition of sharing its sunshine, roses and flowers every New Year's Day—but now with the entire world.



Dr. Charles F. Holder, co-founder of the Tournament of Roses



1901—First automobile entry



1957—City of St. Louis entry



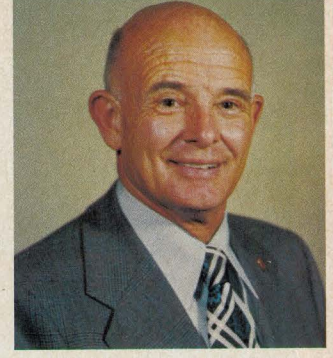
HARRISON R. BAKER JR.
Vice President



ARTHUR D. WELSH
Treasurer



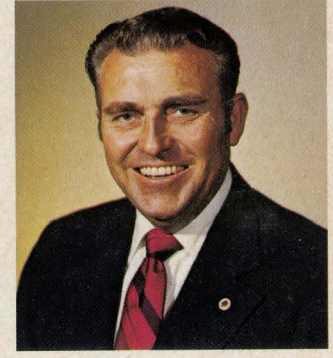
FRANK HARCASTLE
Secretary



WILLIAM G. LAWSON
Manager



WALTER HOEFFLIN
Assistant Manager



FOREST W. FOSTER
Director of Public Relations

EXECUTIVE COMMITTEE

- Carl E. Wopschall
President
- Harrison R. Baker Jr.
Vice President
- Arthur D. Welsh
Treasurer
- Frank Harcastle
Secretary
- Harold E. Coombes Jr.
Millard Davidson
- Thornton H. Hamlin Jr.
Donald Judson
- Ralph S. Helpbringer
1975-1976 President

STAFF

- William G. Lawson
Executive Secretary and Manager
- Walter Hoefflin
Assistant Manager
- Forest W. Foster
Director of Public Relations

COMMITTEE CHAIRMEN

- *W. Reid Allen Jr.
Tournament Guests
- *Jack Biggar
Decorating Places
- *James B. Boyle Jr.
Equestrian
- Roy L. Coats
Judging
- *Harriman L. Cronk
Press Relations
- *Richard G. Davidson
Trophy
- *Alvin G. Embree
Tournament Entries
- *Don W. Fedde
Formation Area
- Rockne A. Flanagan
Communications and Credentials
- *Alexander H. Gaal
University Entertainment
- Loren Grassmuck
Food Services
- *Harland D. Heath
Music
- Ralph S. Helpbringer
Guest Reception
- Robert L. Hemmings
Coronation
- *Frederick D. Johnson
Float Entries

William S. Johnstone Jr.
Community Relations

- William E. Krueger
Properties
- *D. Ramsay Lawson
Public Relations
- *William L. Leishman
Transportation
- *Robert J. Natzel
Motion Picture
- William H. Nicholas
Football
- Edgar C. Pierce
Television and Radio
- Thomas E. Smith
Guest Luncheon
- *Fred W. Soldwedel
Parade Operations
- *James N. Stvers Jr.
Tournament Planning
- Jack M. Tallon
Post Parade
- George L. Throop Jr.
Staging Area
- William H. Walleck Jr.
Queen and Court
- *E. Milton Wilson
Float Construction
- *Indicates Tournament Director

LIFE DIRECTORS

(PAST PRESIDENTS)

- Arthur W. Althouse
- John H. Biggar Jr.
- Otis Blasingham
- H.W. Bragg
- Stanley K. Brown
- Paul G. Bryan
- Raymond A. Dorn
- C. Lewis Edwards
- Walter R. Hoefflin Jr.
- Henry Kearns
- L. Clifford Kenworthy
- Leon Kingsley
- Lathrop K. Leishman
- Harland G. Loud
- Drummond J. McCunn
- William H. Nicholas
- Gleeson L. Payne
- J. Randolph Richards
- A. Lewis Shingler
- Louis R. Vincenti
- Virgil J. White
- Edward Wilson
- Elmer M. Wilson

LIFE HONORARY DIRECTORS

- Max Colwell
- E.O. Nay

HONORARY DIRECTORS

- Edward J. Allen
- Walter L. Benedict
- Theodore J. Brodhead
- Lyle H. Cheney
- Harvey C. Christen
- Peter Davis
- Dr. Joseph J. Engholm
- Philip S. Fogg
- Merton E. Goddard
- Fred E. Jahnke
- Jack H. McDonald
- Donald V. Miller
- Evald C. Moller
- Clarence L. Padfield
- Oliver B. Prickett
- Stephen W. Royce
- Ralph H. Sampson
- Cecil H. Shirar
- Dr. Russell E. Simpson
- D. H. Sluder
- Ben F. Smith
- Jack D. Whitehead

Official Parade Souvenir Program

Editorial Board

Walter Hoefflin

Forest W. Foster

Carol Huff Spiller

The editors of this souvenir program acknowledge with thanks and appreciation Bliss Aerial Photos, Pasadena; Michael Gill Photography; Clement E. Inskeep; Maryland Studios; Triangle Color Lab and Doris Wilson. This book was published in cooperation with the Pacific Press Division of Arcata Graphics, Los Angeles. The Tournament of Roses also wishes to thank I. Magnin and Company for the Royal Court wardrobes, the House of Harmon in Pasadena for assistance with the Royal Court hairstyles, and Merle Norman Cosmetic Studio in Pasadena for Royal Court cosmetic counseling. This program is sponsored and published by the Pasadena Tournament of Roses Association, Pasadena, California 91105. Telephone (213) 449-4100 or (213) 681-3724.



president OF THE TOURNAMENT

When Association President Carl E. Wopschall selected "The Good Life" as the theme of the 88th Tournament of Roses, he did so "to wish everyone a 'slice of the good life' from Pasadena this New Year's Day."

For President Wopschall, Pasadena is "The Good Life." Born just a few blocks from Tournament Park, where Pasadena's New Year's Day football began, he attended Pasadena schools prior to earning his undergraduate and law degrees at the University of Southern California. His law practice is in Pasadena. His father was mayor of the city from 1943 to 1945, and exactly 10 years ago today his daughter, Janet, was a princess in the Tournament's Royal Court.

An avid golfer, Wopschall is an equally enthusiastic football fan. His Rose Bowl Game attendance is a record in itself. Except for the years of World War II, when he served as a naval gunnery officer, he has attended every New Year's Day game since the stadium was built in 1922.

Joining the Tournament of Roses in 1948, he has been a member of 10 committees, besides serving as chairman for eight others. Elected to the Executive Committee in 1971, he has since coordinated an additional 20 committees.

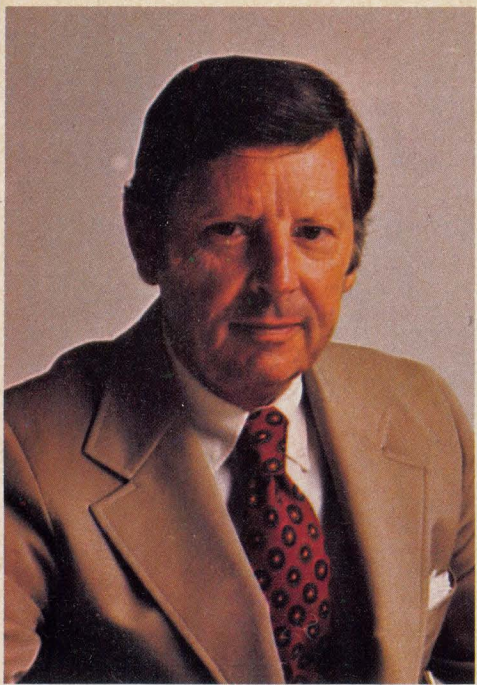
Last spring, Carl and his wife, Lois, traveled over 60,000 miles in behalf of the Association, awarding trophies to 1976 participants, and officially inviting out-of-state bands for 1977.

The Wopschalls reside in Altadena. They have two daughters, Linda J. Shuey of San Marino, and Janet L. Boyer of Costa Mesa; plus two grandchildren, Kimberly Ann Boyer and Craig Carl Shuey.



Reach for Originality.

Dr Pepper has what we all thirst for. Originality. It's not another cola. It's not another root beer. It's a deliciously different soft drink that's in a league by itself. Maybe that's why Dr Pepper has been gaining so much ground in popularity lately. These days you see our name everywhere. Which is reassuring. It means that originality is always well within reach.



DON KUBLY



MARGARET "PEGGY" RUBIN



GEORGE HARMON SCOTT

float judges

Determination of the 1977 Rose Parade float award winners rests with a specially selected panel of three judges.

The evaluation process begins 48 hours prior to the start of the parade. At this time the panel visits the eight decoration sites for an initial inspection of the 61 superstructures. Again on New Year's Eve and before dawn New Year's Day, the trio makes the final assessments.

In addition to meeting the specifications of a particular award, floats are reviewed on the basis of general beauty, execution of parade theme, design excellence, originality, use of flowers and television projection.

DON KUBLY, President, Pasadena's Art Center College of Design; formerly senior art director for 15 years at N.W. Ayer & Son Advertising, Philadelphia. Kubly is a graduate of Pasadena City College and the Art Center College of Design.

MARGARET "PEGGY" RUBIN, Information and Education Coordinator, Oregon Shakespearean Festival; a diverse background in theatre, education and journalism. Rubin was formerly vice president in charge of public relations at First Western Bank (now Lloyds Bank), Los Angeles. She is a graduate of the University of Texas at Austin.

GEORGE HARMON SCOTT, Los Angeles Times' garden columnist, who serves on the panel of Sunset Magazine. He is a past president, Garden Planners of Pasadena and Southern California Daffodil Society. Scott is a graduate of Stanford University and holds a degree in architecture from Yale University.

MAJOR AWARDS

- SWEEPSTAKES**—For the most beautiful entry in the parade, except classes D, E, & F.
- GRAND PRIZE**—Most beautiful entry in classes D, E, & F.
- THEME PRIZE**—Most fittingly presenting theme of parade, except entries in classes D, E, & F.
- GOVERNOR'S TROPHY**—Most fittingly presenting the theme in classes D, E, & F.
- ISABELLA COLEMAN AWARD**—Most effective use of color harmony. Open to all parade entrants.
- PRESIDENT'S TROPHY**—Most effective use of roses in float decoration, classes D, E, & F.
- QUEEN'S TROPHY**—Most effective use of roses in float decoration, except classes D, E, & F.
- INTERNATIONAL TROPHY**—Most beautiful entry outside the territorial limits of the United States.
- BICENTENNIAL TROPHY**—For the entry most effectively representing the three-year (1975-1977) American Revolution Bicentennial Celebration.
- AMBASSADOR'S AWARD**—Exceptional merit award for entries outside the territorial limits of the United States.
- NATIONAL TROPHY**—Most beautiful entry outside California, but in the United States, except classes D, E, & F.
- PIONEER'S TROPHY**—Best characterization of the Romance of California, except classes D, E, & F.
- GRAND MARSHAL'S TROPHY**—For exceptional merit, except classes D, E, & F.
- ANNIVERSARY AWARD**—For exceptional merit in classes D, E, & F.
- MAYOR'S TROPHY**—For best display of originality.
- JUDGES' SPECIAL**—For float displaying the most humor.
- PRINCESS AWARD**—For the best display of animation.
- FOUNDERS' TROPHY**—For outstanding self-decorated entry. Class D (Hotels), Class E (Business Firms), Class F (Business Associations).



“I thought sporty fun cars were gone forever. But the new Olds 442 renewed my faith. Yeah—They built one for me.”

It finally happened. Old Faithful broke down.

Not only did I have to walk to the beach for the first time in 5 years, but I was sure I'd never find another car with all that sporty style.

Then I walk by this beautiful, and I mean beautiful, new Cutlass 442. It had a slant-back grille, a big old competition stripe, and all the extras*—super stock wheels, raised white-letter tires, bucket seats, 5-speed transmission. I stuck

my head inside to get a better look at the gauges when the guy that owns it comes by. I thought, “uh-oh—here comes a knuckle sandwich.” But instead he asks me if I wanted to take it around the block.

It was unreal. That FE2 Rallye suspension gave me that good old cruisin' feelin'. And the guy told me it was even available with a 403—that's the new lighter weight

Rocket V-8. On top of everything, it's an Oldsmobile.

Well, I thought they stopped making sporty street machines like that when they stopped making beach movies. But that little ride made me a believer again. I said to myself, “Man—they built one for me.”

And who knows—442 might even improve my standing with Sharon.

But that's a whole other story.

*Available options.

Oldsmobile

Can we build one for you?

Oldsmobile—official car of the Rose Parade.

442





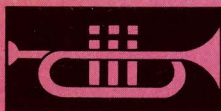
"The Good Life"
88th
Tournament
of Roses
Parade Times

**PARADE MOVES PROMPTLY AT 8:30 A.M.,
 AND ARRIVES AT THE FOLLOWING
 INTERSECTIONS:**

8:30	Ellis & Orange Grove
8:33	Green & Orange Grove
8:35	Colorado & Orange Grove
8:49	Fair Oaks & Colorado
8:55	Marengo & Colorado
9:02	Los Robles & Colorado
9:14	Lake & Colorado
9:29	Hill & Colorado
9:41	Allen & Colorado
9:56	Sierra Madre & Colorado
10:03	Foothill & Sierra Madre
10:15	Villa & Sierra Madre
10:25	Post Parade Area

Floats on Display at Post Parade Area
 Paloma Street and Sierra Madre Boulevard
 1:00 P.M. to 5:00 P.M. Jan. 1st
 9:00 A.M. to 5:00 P.M. Jan. 2nd

BANDS



EQUESTRIANS




FLOATS




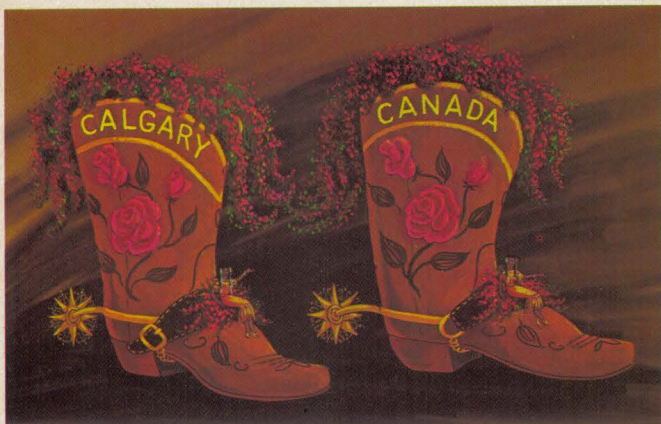
Parade Line-up

ORDER OF MARCH PRESENTATION OF THE COLORS

1.  **LONG BEACH MOUNTED POLICE**
Ray Paxton, President & Marshal
Jack Green, Captain & Marshal

Displaying the massed red, white and blue colors of the United States, the Long Beach Mounted Police mark 30 years of riding at the forefront of the parade. The posse, featuring 26 matched palominos, is attired in western costumes tailored especially for the Bicentennial Celebration years, 1975, 1976 and 1977. Red shirts and navy trousers are set off with white hats and ties. Heavily trimmed with rhinestones, the shirts are decorated with appliques of large, white roses on the back, yoke and sleeves.


2.  **CITY OF CALGARY, ALBERTA, CANADA**
"HAPPY TRAILS"




HERRIN-PRESTON PARADE FLOATS

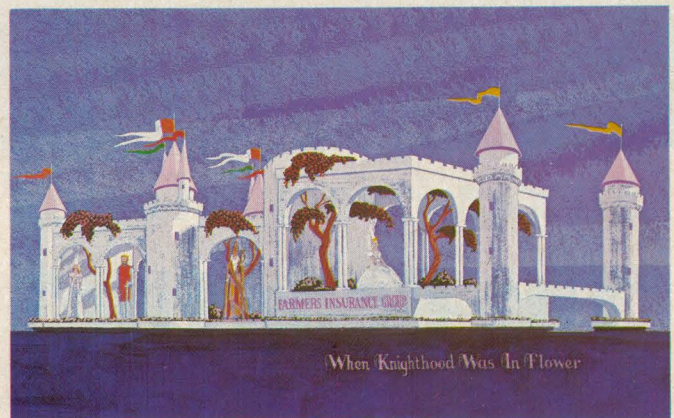
Walking the "Happy Trails" of the Rose Parade, this towering pair of cowboy boots is in special tribute to the theme song of Grand Marshals Roy Rogers and Dale Evans. The boots are styled with ti leaves and maroon mums to reflect a tooled design of roses. Bronze mums produce a natural leather texture, with lighter tones of gold mums. Golden clover and radish seeds coat the spurs. Tumbling over the tops of the boots are thousands of cascading roses. Calgary was a 1976 parade winner for exceptional merit.

3. **GRAND MARSHALS**
ROY ROGERS AND DALE EVANS

4.  **TOURNAMENT OF ROSES OFFICIAL BAND**
PASADENA CITY COLLEGE
PASADENA, CALIFORNIA


The official Tournament of Roses music makers from Pasadena City College proudly display their talent as the Rose Parade's lead-off band for the 47th year. Ron Hoar, assisted by Robert Buch, directs the 140 college musicians. Cardinal and white military style uniforms are complemented with white shakos and satin capes emblazoned with Tournament of Roses insignia. Drum Major Tim Zellien leads the unit.

5.  **FARMERS INSURANCE GROUP**
"WHEN KNIGHTHOOD WAS IN FLOWER"



FLOATMASTERS

Life in Camelot is the theme of this stately entry from the Farmers Insurance Group. In the white mum castle archways are carefully petaled figures of legendary characters of the day: Merlin, the Magician; King Arthur; and Elaine, the Lily Maid of Astolot. On the other side are: Sir Lancelot; Morgan le Fey, sister of King Arthur; and Sir Galahad. In the front, appearing as Queen Guinevere is Farmers Insurance Group's own national queen. Lush rose gardens and rose bearing trees embellish the setting.

6.  **BAY ARABIANS**
ARABIAN COSTUMES

Marianne Hatfield, Marshal, Porterville, Calif.; Dr. Daniel Rothenberger, Marshal, Redlands, Calif.; Cinde Starkey Abbott, Arcadia, Calif.; Lynne Gillett, Arcadia, Calif.; Olive Prosser Jones, Fallbrook, Calif.; Roseann Lobser, St. Louisville, Ohio; Gordon Willison, Alpine, Calif.


7.  CITY AND COUNTY OF SAN FRANCISCO
"SUNDAY IN GOLDEN GATE PARK"



FLOATMASTERS

San Francisco's 48th Rose Parade entry cleverly presents "The Good Life" on a "Sunday in Golden Gate Park." A large picnic basket is filled with ingredients for a San Francisco-style picnic. Bronze pompons cover the sourdough bread, the cheese is made of yellow carnation petals and the cooked crab is highlighted with red, orange and yellow gladiolus petals. Topping off the picnic lunch is a bottle of California wine. Clumps of dandelions of yellow roses and gladiolus surround the basket.

8. TOURNAMENT OF ROSES PRESIDENT
CARL E. WOPSCHALL


9.  PASADENA TOURNAMENT OF ROSES
"PRESENTING THE ROYAL COURT"



HERRIN-PRESTON PARADE FLOATS

The 58th Rose Queen Diane Ramaker
Princess Pam Pastis Princess Carol Newell
Princess Debbie Princess Margaret Price
Van den Broek
Princess Cheri Peoples Princess Lori Japenga
Roses adorn the antique mirror frame surrounding the Royal Court of the 88th Tournament of Roses Parade. The float is raised at an angle for viewing the Rose Queen and her Court. Carpeted with white mums, the center of the frame is bordered with pink roses. Large, sculptured roses accent the sides resting upon a blossoming bed of roses.


Parade Line-up


10.  UNITED STATES MARINE CORPS BAND

Marching in their 26th Rose Parade, four major West Coast Marine Commands are represented in this composite unit of 99 musicians. These include the Marine Corps Recruit Depot, San Diego; 1st Marine Division, Camp Pendleton; 3rd Marine Aircraft Wing, El Toro; and Force Troops Pacific, 29 Palms. Wearing traditional Marine dress blue uniforms, the unit is under the direction of First Lieut. H. E. Whitney Jr., of San Diego.

11.  UNITED AIRLINES
"OUR LITTLE CORNER OF THE WORLD"




SURRIER/LOFTHOUSE AND ASSOCIATES

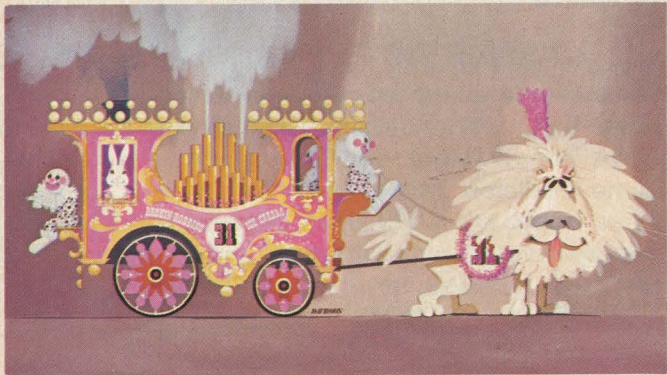
Tropical gardens, Polynesian dancers, waterfalls, palm trees, beaches and the ocean . . . this tropical paradise is the State of Hawaii, as United Airlines presents "Our Little Corner of the World." A lei of yellow and white mums encircles the beach scene, while an outrigger of palm bark glides over the waves. In the rear, a craft woman is working under the shelter of a thatched hut. Covered with gladiolus and mums, the large flower growing on the mountain is the hibiscus, official flower of Hawaii.

12.  SORRELL MISSOURI FOX TROTTERS
WESTERN COSTUMES

Robert J. Hudecek, Marshal; North Hollywood, Calif.; A. Gus Griffin, Sun Valley, Calif.; Debbie Jane Hudecek, Jamie Sue Hudecek and Mary Jane Hudecek, all of North Hollywood, Calif.

Parade Line-up


13.  **BASKIN-ROBBINS ICE CREAM COMPANY**
"MAKING PEOPLE HAPPY"




FESTIVAL ARTISTS

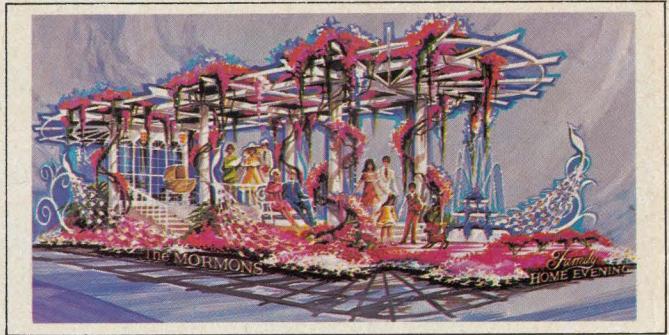
Baskin-Robbins recalls the turn-of-the century when the circus toured the country and made people happy. A most delightful sound of the circus parade was the musical magic of the screeching steam calliope. Baskin-Robbins' calliope is housed in a festive, specially designed circus wagon of pink carnations. Powered by a sophisticated animation system, the distraught lion swaggers down the parade route. Baskin-Robbins' 1976 entry, a huge, hopping, white rabbit, was the winner of the Princess Award for best animation.

14. **MAYOR OF PASADENA**
THE HONORABLE ROBERT GLENN WHITE

15.  **CALIFORNIA STATE UNIVERSITY,**
LONG BEACH MARCHING BAND

Under the direction of Larry Curtis, assisted by Gordon Norman and Marvin Branson, the Cal State University, Long Beach Marching Band is 200 members strong. The accomplished group of musicians frequently entertains at half-time shows of professional football games throughout the state. Other recent appearances include the College Band Directors' National Convention and a tour of Eastern Europe.

16.  **CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS**
"FAMILY HOME EVENING"



FESTIVAL FLOATS

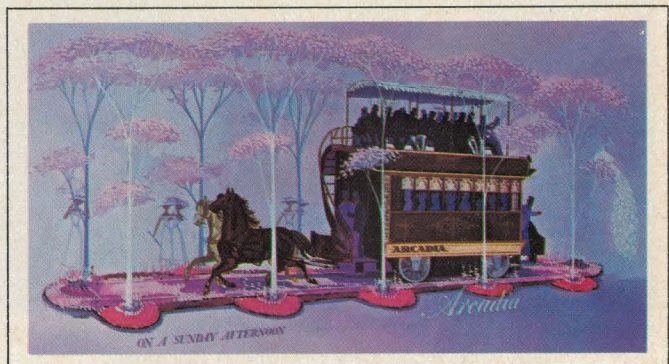
The Mormon Church accentuates the importance of the family in "The Good Life." Set on a lattice porch under a rose and orchid laden canopy, the scene features a family gathered for an evening together at home. The canopy and supporting columns are solidly covered with some 80,000 white pompon mums. The terraced floor is highlighted with blossoms of pink mums. Four peacocks, measuring 12 feet from beak to tail, are delicately perched around the porch, proudly fanning carnation petaled feathers.

17.  **BLACK & WHITE PINTOS**
WESTERN COSTUMES

Clarence Sultzer, Marshal, Montebello, Calif.; Michael Bevan, Inglewood, Calif.; Sharon Brammer, West Covina, Calif.; Betty Lou Herter, Prattsburg, N. Y.; Fay Horn, Alhambra, Calif.; Ellen Thieman, Brea, Calif.


18.  **CITY OF ARCADIA, CALIFORNIA**
"ON A SUNDAY AFTERNOON—CALIFORNIA 1903"

Pioneer's trophy



FESTIVAL ARTISTS

The City of Arcadia recalls "The Good Life" at the turn of the century, when a Sunday afternoon often included a tour of the city aboard a horse-drawn streetcar. The petaled horses are pulling the double-decker streetcar down a path of trees flowered with gladiolus and carnations. Rose covered topiary trees ornament the sides of the path. These trees are sculpted of iron and welded into place to form the twigs, branches and limbs. In 1976, Arcadia was presented the Isabella Coleman Award for most effective use of color harmony.

19.  **JOHN MARSHALL HIGH SCHOOL**
"RAM" BAND
SAN ANTONIO, TEXAS


An award-winning band, the John Marshall High School contingent is directed by Charles Kuentz, assisted by Loel Briggs. Recent honors include a "Best of Show" in competition at Houston's Astrodome, and a blue ribbon award in San Antonio's '76 Battle of Flowers Parade. The 200 members parade in maroon uniforms, with white overlays and eight inch white fur shakos.

20.  **DR PEPPER COMPANY** *Judges' Special Award*
"SATURDAY NIGHT BATH"



SERRURIER/LOFHOUSE AND ASSOCIATES

Bubbles fill the air as Dr Pepper's rendition of the classic "Saturday Night Bath" soaps and suds its way along the parade route. The giant, old-fashioned bath tub of gladiolus petals, white mums, delphinium and orchids, is supported by ornate claw feet. The relaxed bather cools his heels in bubbles and wiggles his toes with delight as the breeze from the fan ruffles his hair. Straw, dried materials and gladiolus petals create the realistic quality of the bather. Roses flower the base.


21.  **CITY OF SOUTH PASADENA, CALIFORNIA**
"HOBO HEAVEN"




SELF-DECORATED


South Pasadena's 58th parade entry touches on a bit of American folklore in a salute to the life of a hobo. This rapidly diminishing life style is depicted by a couple of hobos leisurely camped beside a creek. A gentleman, clad in business attire, appears to be escaping from his life in lieu of the hobo style, as he has just abandoned the train he was riding—the method of transportation hobos were most fond of using. Sagebrush, bottlebrush and tumbleweed lend themselves to the Western landscape.

Parade Line-up


22.  **BIG TEN CONFERENCE BAND**

23.  **BIG TEN CONFERENCE FLOAT**

C. E. BENT & SON

24.  **GREY ARABIANS**
ARABIAN COSTUMES

Lois Ann Kroll, Marshal; Canyon Country, Calif.; Valerie Alland, Mentone, Calif.; Jill Anderson, Culver City, Calif.; Carol Knauss, Grand Terrace, Calif.; Valerie Tonto, Highland, Calif.

25.  **UNION OIL COMPANY OF CALIFORNIA**
"BRIDGING THE GENERATIONS"




SERRURIER/LOFHOUSE AND ASSOCIATES

Exemplifying the cycles of life, three generations of a family are represented in this country setting of Union Oil Company's 35th entry. A sturdy oak tree stretches its sheltering limbs of gypsophilia and Spanish moss over the scene. Each generation appears on a garden island. In the front are the children with their parents under the wisteria arbor in the rear. Resting on the swings are the children's grandparents. Bridges of palm bark connect the islands carrying the respective generations.

26.  **PALOMINOS**
WESTERN COSTUMES


Manuel Vierra, Marshal, Vernalis, Calif.; Donna Johnson, Ontario, Calif.; Frank Vierra, Hilmar, Calif.; Joe L. Vierra, Livingston, Calif.; John Vierra, Stevenson, Calif.; Joseph P. Vierra, Livingston, Calif.; Tony Vierra, Hilmar, Calif.


27.  CITY OF BURBANK, CALIFORNIA
"HIGH ADVENTURE!"



SELF-DECORATED

Drifting through the skies on fluffy clouds of elegant flowers is Burbank's way of spending New Year's Day! The citizens of this community constructed their tale of "High Adventure!" with bright, floral hot air balloons flying through the billowy clouds. Varied shades of roses, as well as mums, carnations and fresh fruits are featured in this colorful scene. This is one of only five self-decorated entries in the parade. Burbank has sponsored a Tournament of Roses entry for more than 40 years.

28.  PACIFIC-8 CONFERENCE BAND

29.  PACIFIC-8 CONFERENCE FLOAT

C. E. BENT & SON

30.  WHITES
WESTERN COSTUMES

Richard Saukko, Marshal, Pleasanton, Calif.; Helen Dixon, Lakeside, Calif.; Ben Hansen, Sunnymead, Calif.; Theresa Lires, Walnut, Calif.; Patricia O'Donnell, Pleasanton, Calif.; Deborah Schade, Fullerton, Calif.

31.  ODD FELLOWS AND REBEKAHS
"AMERICA'S FUTURE, HELPING OTHERS"




SERRURIER/LOTHOUSE AND ASSOCIATES

Symbolic of the Odd Fellows and Rebekahs fellowship, the links of friendship, love and truth form the focal point of this float. Yellow and bronze mums dress the links, with lettering in dock weed and clover seed. A trail of mum, iris and cornflower stars arches back and over to three large, floral star bursts at the rear. Red ribbons of mums entwine the links, as an olive branch of peace curves around the front of the floral display. The Odd Fellows and Rebekahs' 25th parade entry emphasizes America's commitment to helping other nations.

Parade Line-up

32.  INDIAN PINTOS
INDIAN TRIBAL COSTUMES


Iron Eyes Cody, Marshal, Los Angeles, Calif.; Barbara Jackson, Ridgecrest, Calif.; Princess Evening Star, Pacoima, Calif.; Clayton Remmele, Azusa, Calif.; Helen H. Smith, Phoenix, Ariz.; Warner Waite, Pomona, Calif.; Princess White Dove, San Bernardino, Calif.

33.  CITY OF MONTEBELLO, CALIFORNIA
"GROW WITH AMERICA"




C. E. BENT & SON

The future of America is in the hands of our nation's youth. With this thought in mind, the City of Montebello offers a scene showing a young boy and girl cultivating a single, "perfect rose." As the freckle-faced girl waters the young plant, it begins to grow. Through animation, the children turn their heads and blink their eyes. Befitting Montebello's recent designation as an All-America City, the boy and girl are florally clad in red, white and blue clothes. Roses cover the ground.

34.  LIVE OAK HIGH SCHOOL
EMERALD REGIME BAND
MORGAN HILL, CALIFORNIA

The Emerald Regime Band claims such honors as the National Championship at the 1976 Marching Bands of America contest in Whitewater, Wisc., and the Northern California Parade Sponsor's President's Trophy for most outstanding exhibition. Under the direction of Mike Rubino, the 105 musicians were undefeated in 12 competitions last year. The unit is attired in green and gold West Point-style uniforms.


Mayor's Trophy

35.  INTERNATIONAL HOUSE OF PANCAKES
"SCHOOL'S OUT"

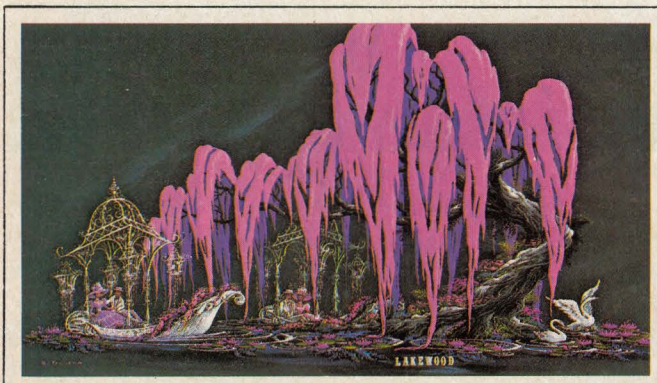


C.E. BENT & SON

School's out, and the kids are down at the ole' swimming hole . . . oh, that's "The Good Life." The frisky youngsters, cleverly animated, include a young lad with his dog, teetering precariously on the diving board. A little girl fretfully hangs on to her inner tube, as she watches a fearless friend dive to the depths of the pond. A frog enjoys the activity from atop a boy's head, while another youngster checks out the fish in the pond. IHOP was the 1976 winner of the Governor's Trophy for best presentation of theme in their class.

36.  CITY OF LAKEWOOD, CALIFORNIA
"BEING IN LOVE"

Queen's Trophy



HERRIN-PRESTON PARADE FLOATS

Cascading orchids drape the branches . . . gondolas drift lazily . . . young couples are courting . . . romance is in the air. The City of Lakewood sets the stage for "Being in Love." On the edge of the rippled lake is a gnarled tree growing on a small mossy island. The trunk and branches are silver tree and croton leaves. Imbedded in the tree trunk are clusters of Australian ferns, roses and orchids. Pink doves ride in the gondola cages. The 1976 Lakewood entry was winner of the Grand Marshal's Trophy for exceptional merit.

37.  APPALOOSAS
WESTERN COSTUMES

Ysabel Fetterman, Marshal, South Pasadena, Calif.; Kit Elberson, Rowland Heights, Calif.; Dr. Roy Fetterman, South Pasadena, Calif.; Emmett De La Fosse, El Monte, Calif.; Bob and Jean Tanner, Bishop, Calif.; Barbara J. Turner, San Jose, Calif.

38.  PROVINCE OF QUEBEC, CANADA
"JOIE DE VIVRE"



C.E. BENT & SON

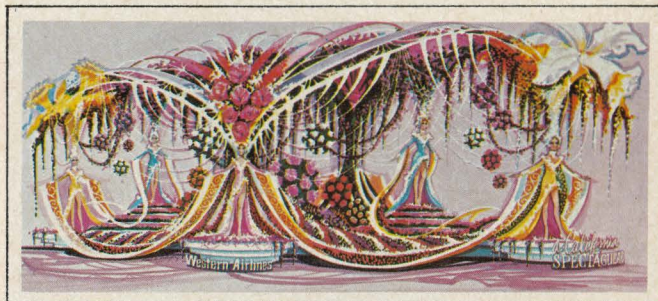
Snowflakes are bouncing in the air, as Quebec treats parade viewers to a Canadian vision of "Joie de Vivre"—how good life is! The large, stylized snowflakes are set against a background of smaller ones, which appear to be floating through the air. Decorated in white mums, carnations and silver tree leaves, the ornate, delicate snowflakes are edged with pink roses. The friendly snowman in the center is Bonhomme Carnaval, the master of Quebec during the Carnaval de Quebec each February.

39.  FAIRVIEW HIGH SCHOOL
MARCHING KNIGHTS
BOULDER, COLORADO

Attired in British Grenadier Guard outfits, the 250 member Fairview Knights are directed by Robert Jeffrey. Special appearances by the Knights have included the Cotton Bowl Parade in Dallas and the Music Educators National Convention in Anaheim, Calif. The Marching Knights feature an auxiliary unit of pike carriers. The pike is an old European weapon, consisting of a metal spearhead on a wooden shaft.


40.  WESTERN AIRLINES, INC.
"A CALIFORNIA SPECTACULAR"

President's Trophy



FIESTA FLOATS

The bountiful year-around floral growth of California is elaborately displayed in Western Airlines' presentation. Large sculptured blossoms of orchids, daffodils and roses, covered with thousands of individually petaled flowers, form the Ziegfeld-style headdresses of the riders. Streamers from the headdresses sweep the length of the float, forming a canopy of four shades of mums. The floral costumes are accentuated with draped sleeves of roses, mums and orchids, trimmed with garlands of pure white orchids.

41.  **BLACKS**
WESTERN COSTUMES

Chuck Stark, Marshal, Bradbury, Calif.; Max Bickly, La Canada, Calif.; Don Jansen, Riverside, Calif.; Joe Marquez, Norco, Calif.; Dottie Paul, Monrovia, Calif.; Cathy Stark, Bradbury, Calif.; Barbara Trisler, El Monte, Calif.

42.  **EASTMAN KODAK COMPANY**
"A MOMENT OF BEAUTY"

Grand prize



FIESTA FLOATS

Captured in splendid floral beauty is the annual migration of the Monarch butterflies over the woodlands of California's Monterey peninsula. Kodak's tribute to one of the wonders of nature, the flight of the speckled beauties is depicted over a thick growth of simulated Monterey pine trees. Several of the gigantic butterflies are animated, showing off intricate wing designs of orange, yellow and black petals and seeds. Lush beds of roses border the forest floor.

43.  **CITY OF ALHAMBRA, CALIFORNIA**
"A GOLDEN ANNIVERSARY"



FIESTA FLOATS

Cornucopias of golden roses commemorate Alhambra's 50 years of participation in the Tournament of Roses. Bearing sculptured roses of gold and yellow pompons, the massive cornucopias are latticed with thousands of white chrysanthemums. The gold pompon numerals of the medallion are trimmed with a rich border of yellow roses. The 1976 Alhambra entry, "Early California Harvest," was awarded the Pioneer's Trophy for the best characterization of the romance of California.

Parade Line-up

44.  **PALOMINOS**
SPANISH COSTUMES


Troy Reins, Marshal, Burbank, Calif.; Betty Hancock, Sepulveda, Calif.; Evelyn Huffman, Orcutt, Calif.; Hazel Kirkpatrick, Chatsworth, Calif.; Misty Manist, Chatsworth, Calif.; Shirley Rees, Chatsworth, Calif.

45.  **BANK OF AMERICA**
"PICNIC"




FESTIVAL ARTISTS

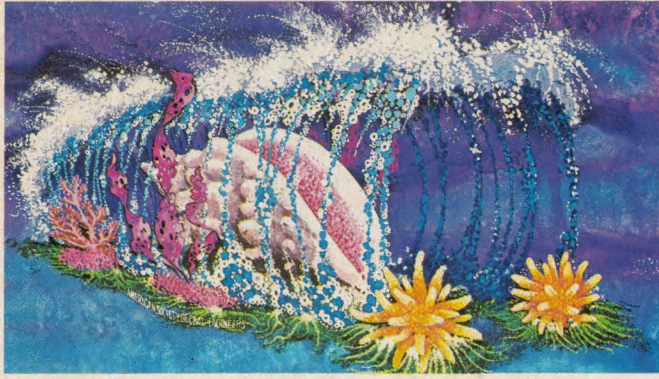
A bicycle built for six carries mom, dad and the children through a stylized park on their way to a Sunday picnic. Costumed in floral period clothing, circa 1910, the riders are animated to appear as if they are actually pedaling. Designed two and one-half times the actual size of such a bike, the six-seater features wheel spokes with exact tension and tires specially cast from rubber molds. Bank of America was the 1976 winner of the Bicentennial Trophy for effective representation of America's 200th Birthday Celebration.

46.  **BULLARD KNIGHT MARCHING 100**
BULLARD HIGH SCHOOL
FRESNO, CALIFORNIA

The Bullard Knights march under the direction of Gary Deeter. The Knights competed among 30 bands from across the country at a recent Portland (Oregon) Rose Festival, where their outstanding musicianship earned the sweepstakes trophy. In addition to performing for the President of the United States this past year, the Knights were also cited as the most outstanding band at the Tacoma (Washington) Daffodil Festival.


Grand Marshall's Trophy

47.  **AMERICAN SOCIETY OF CIVIL ENGINEERS**
"OUR OCEAN FRONTIER:
A RESOURCE TO PROTECT"




SERRURIER / LOFHOUSE AND ASSOCIATES

A beautiful ocean floor vista effectively depicts "Our Ocean Frontier: A Resource to Protect." The theme is presented by the American Society of Civil Engineers, who work to protect the ocean from environmental abuses. A giant, rose-filled conch shell is surrounded by sea anemones, colorful star fish and coral. Swaying kelp rises to the sunlit surface, where a crested wave provides a canopy to this undersea delight. A variety of roses embellishes the sea anemones, kelp and conch shell. Pink mums and calendula, set in a bed of roses, cover the coral.

48.  **ARABIANS**
CHARROS COSTUMES

Alfredo Pena, Marshal, Chula Vista, Calif.; Frank Acuna, Hacienda Heights, Calif.; Frank Martinez, Valinda, Calif.; John B. Marval, Jr., Rogue River, Ore.; Augustine and Rebecca Ponce de Leon, Camarillo, Calif.

49.  **MEXICO**
"A GOOD LIFE . . . ALWAYS"

Ambassador's award



C. E. BENT & SON


Winner of the 1976 International Trophy, Mexico is again represented with a brilliant scene of vivid colors and artistic style. The country's rich culture is the subject of the 1977 entry. Featured is a massive, floral ribbon, feather headdress and red cape. This costume is worn by the people of Puebla, Mexico, for the traditional quetzal dance. Red roses trim the magnificent headdress of the large sculptured figure on the float. His hand holds a feathered fan upon which stands Miss Mexico in a festive china poblana dress, as worn in Puebla.

50.  **LAWRY'S**
"FIESTA"




FESTIVAL ARTISTS

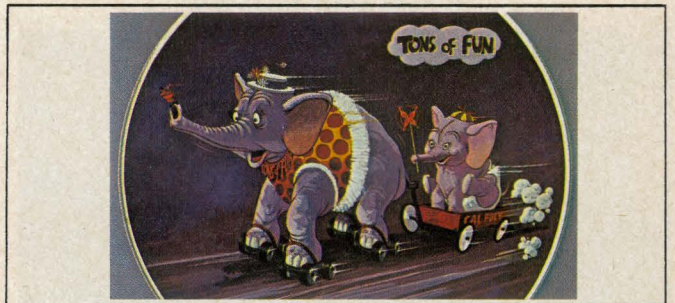
Lawry's celebrates "The Good Life" as embodied in the elegant style and romantic appeal of California's Spanish heritage. Rich, vibrant colors abound as massive, stylized bougainvillea vines and blossoms, fashioned from over 20,000 roses, weave throughout a "Fiesta" patio tableau. The vines rise from urns and entwine the beams of the open lattice roof. Mexican folk dancers and mariachis perform on an elevated dance floor of inlaid Mexican tiles, an effect created with iris petals. Lawry's was the 1976 recipient of the Mayor's Trophy for originality.

51.  **CONCORD HIGH SCHOOL MINUTEMEN**
MARCHING BAND
CONCORD, CALIFORNIA

Tricornered hats complement the "Minuteman-style" uniforms of the musicians from Concord High School. This marching band was California's representative at the opening ceremonies of the nation's Bicentennial celebration in Massachusetts. Other honors include grand sweepstakes awards in recent competition. The 100 instrumentalists are directed by Jim Durlinger, assisted by Jay Holland.


52.  **CAL POLY UNIVERSITIES,**
POMONA AND SAN LUIS OBISPO
"TONS OF FUN"

Princess award



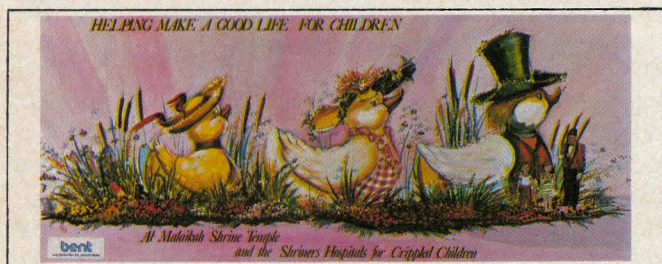
SELF-DECORATED

Out for a morning stroll, Mother Elephant, guided by a mouse on her trunk, pulls her baby in his little red wagon. Last year's winner of the Founders' Trophy for the most outstanding self-decorated entry, the Cal Poly students are again presenting a cleverly animated float. The baby elephant is delighted with the situation, as his mother attempts to skate down the parade route. Several varieties of plants are used. The mums and cornflowers were grown on the campuses.

53.  **AL AZAR MOUNTED PATROL**
21 SORRELS


Bruce Watson, President and Ray Tharp, Past President, Marshals; J. J. Armstrong, Cecil Barber, Arney Falconer, Ernie Fidgeon, R. M. Fidgeon, Robert Fulton, Walter Howard, Jack Knight, Les McLaughlin, K. C. (Ken) Manly, Warren Nelson, M. J. Nimmo, Jack Prette, Jim Roberts, Gordon Stitt, Bernie Tharp, Ken Wardley, George Wieb and James T. Young all from Calgary, Alberta, Canada.

54.  **AL MALAIKAH SHRINE TEMPLE**
"HELPING MAKE A GOOD LIFE FOR CHILDREN"




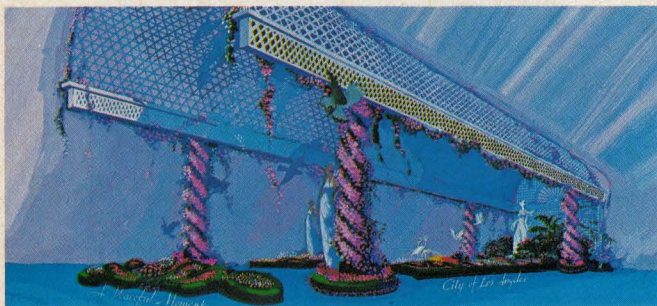
C. E. BENT & SON

Dressed in their New Year's finery, the Duck family joins the annual Pasadena pageant. Papa Duck proudly leads his waddling procession, sporting a flashy, new vest and top hat. Mama Duck wears a gingham blouse, complete with flourishes and ruffles, and fancy, floral bonnet. Bringing up the rear is Baby Duck smugly displaying her first spring bonnet and complimenting floral choker.

55.  **LOS ANGELES UNIFIED SCHOOL DISTRICT ALL-CITY BAND**

Making their fifth appearance in the Rose Parade in as many years, the Los Angeles School District is again represented by this unit of spirited musicians. Selected from the district's 49 senior high schools, the 240 member group wears uniforms prepared especially for the Pasadena pageant. Directors are Don Dustin, Frank Harris, Ed Hughes, Don Pierson and Richard Quan.

56.  **CITY OF LOS ANGELES, CALIFORNIA**
"A PEACEFUL MOMENT"




FESTIVAL ARTISTS

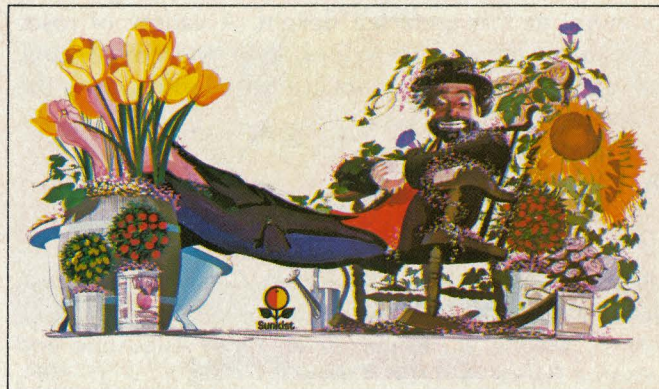
The oldest Rose Parade participant, the City of Los Angeles marks its 66th entry with a lovely French garden. A 50 foot arched roof of latticework draped with rose garlands forms a protective shell around the garden. Set at the rear is a sculptured maiden dressed with carnation petals. A variety of over-sized birds appear to fly throughout the garden. Roses, tulips, irises and azaleas in an intricate maze of clipped huckleberry and camelia foilage embellish the garden.


Parade Line-up

57.  **BROWN & WHITE PINTOS**
SPANISH COSTUMES


Bruce White, Marshal, Santee, Calif.; Carlyne Allbee, La Mesa, Calif.; Patricia Heath, Whittier, Calif.; George and Nancy Jacques, Lakeside, Calif.; Bill Stack, Lomita, Calif.

58.  **SUNKIST GROWERS, INC.**
"RIGHT IN YOUR OWN BACKYARD"



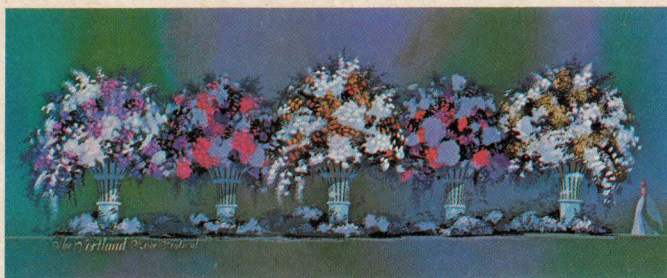
FESTIVAL ARTISTS

The life of Freddie the Freeloader, popularized by comedian Red Skelton, is captured by Sunkist. Making the most of what he has, the freeloader has transformed his dilapidated surroundings into a colorful, warm plant haven. Azalea, orange and lemon trees grow out of old cans and a broken down sink. A footed bath tub, toilet stool and olive barrel have been converted into flower containers. The animated inhabitant of this floral paradise nods approval and wiggles his toes, obviously pleased with his creation.

59.  **MCDONALD'S ALL-AMERICAN**
HIGH SCHOOL BAND

Comprised of 102 top high school musicians from throughout the country, McDonald's Band has been an annual parade participant since 1969. The "All-American" musicians are nominated by their individual school directors, with final selection by McDonald's music officials. Each state, as well as the District of Columbia, has two representatives. The Director is Paul Lavalle of New York City's Radio City Music Hall.

60.  **PORTLAND ROSE FESTIVAL**
"FESTIVALS OF FLOWERS"




FESTIVAL ARTISTS

Floral pageants throughout the world are saluted in this tribute from the Portland (Oregon), Rose Festival, which sponsors an annual 10-day June pageant and parade. Five imposing bouquets, 16 feet high and 14 feet wide, rotate on pedestals of formal silver epergnes. Silver tree leaves create the polished, elegant look of the epergnes. Only full bloom, stemmed flowers are used throughout the base gardens and arrangements. This entry marks Portland's 41st year of parade participation, making the Oregon entry the oldest participant outside California.

61.  **CHESTNUTS**
WESTERN COSTUMES

Joe Spalding, Marshal, Santa Monica, Calif.; Reba Batchelor, San Bernardino, Calif.; Bill Cleveland, El Monte, Calif.; Susie Durbin, Pittsburg, Calif.; Gary Shafer, Bellefontaine, Ohio; Dana Ulizio, El Monte, Calif.; Terese Wright, Los Angeles, Calif.

62.  **22,000 U.S. CREDIT UNIONS**
"THE HOMECOMING"


Theme Prize




FIESTA FLOATS

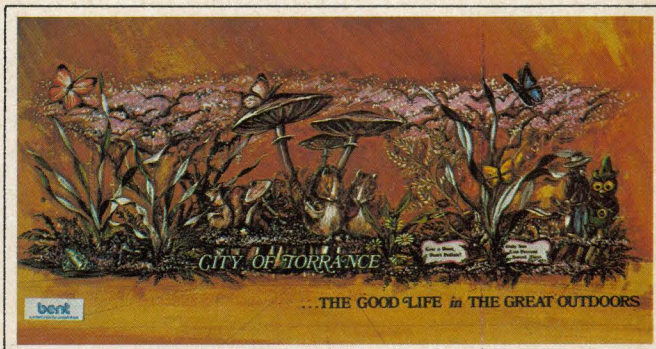
Winner of the 1976 Sweepstakes Award with "Sunday Band Concert," the Credit Union National Association is again presenting a nostalgic scene in exquisite floral detail. Reminiscent of a Currier and Ives print, the winter scene captures the beauty of a freshly fallen snow, with an anxious family making their way through the glittering woods for a holiday homecoming. More than a hundred thousand white pompon mums create the snowy atmosphere. Large, sculptured snowflakes, cascades of icicles and a layer of floral frost compliment the setting.

Parade Line-up

63.  **TENNESSEE WALKERS**
BLACK SADDLE SEAT SUITS


Bobbie Clark, Marshal, Corona, Calif.; Jennie Ball, Corona, Calif.; Patricia Burleson, Ontario, Calif.; Gil Cox, Norco, Calif.; Sarah Crowley, Claremont, Calif.; Elizabeth Tanons, Wildomar, Calif.; Marilynne Orr, Glendale, Calif.

64.  **CITY OF TORRANCE, CALIFORNIA**
"THE GOOD LIFE IN THE GREAT OUTDOORS"



C.E. BENT & SON

Frolicking in the warmth of the sun, these woodland creatures emerge from winter's hibernation. Three large mushrooms shelter the hamsters planning a picnic lunch. Other friends of the forest out for the day include a rabbit, badger, squirrel, raccoon, beaver and frog. Bright, floral butterflies are flapping their wings over the canopy vine of pink roses, mums and baby's breath. The natural look of the animals is created with pampas grass, palm fibre and straw. Woodsy the Owl and Smokey the Bear greet parade viewers from the front of the float.

65.  **LAWRENCEBURG HIGH SCHOOL**
TIGER SHOW BAND
LAWRENCEBURG, INDIANA

Featuring an up-beat style and specially arranged music, the Lawrenceburg Tiger Show Band comes to the Rose Parade under the direction of Dennis Roquemore. A recent background of appearances and honors includes the Cincinnati Reds' Marching Band Championship and participation in the King Orange Parade (Orange Bowl Festival) in Miami. The 100-member unit is attired in orange and black uniforms.



66. CITY OF ST. LOUIS, MISSOURI
"OUR NATURAL LEGACY"



FLOATMASTERS

Magnificent North American wildlife is saluted by the City of St. Louis. Drawn by the champion Clydesdale eight-horse hitch, a family of four rides in a three-seat platform wagon, enjoying a tour of the natural habitat of much of the wildlife of North America. Actual vegetation is used to recreate mountain, desert, river and forest settings. Among the species shown here include the bald eagle, cougar, moose, beaver and grizzly bear. More than 200 varieties of plant life comprise this showcase of natural vegetation.

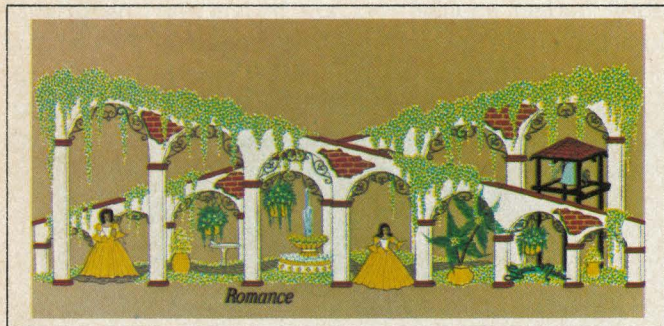


67. PALOMINOS
SPANISH COSTUMES

Johnnie Johnson, Marshal, Lakeside, Calif.; Hilda LeDesma, Reseda, Calif.; Doyle Montgomery, El Cajon, Calif.; Dell Sepulveda, Norco, Calif.; Joy Willison, Alpine, Calif.; Patricia Wisler, Lakeside, Calif.



68. CITY OF SIERRA MADRE, CALIFORNIA
"ROMANCE"



SELF-DECORATED

Sierra Madre's 45th Rose Parade entry dramatizes the romance of early California. The bell tower, one of this foothill city's noted landmarks, is recreated in front of the float. Cascades of roses and carnations drape the floral archways, symbolic of California's Spanish heritage. Young couples stroll through the floral-decked courtyard. Yellow and white roses, carnations and mums are used throughout, with silver tree leaves, ti leaves, deflexus and onion seed highlighting the bell tower, fountain and sundial.

Parade Line-up



69. PASADENA HIGH SCHOOL
MARCHING BAND
PASADENA, CALIFORNIA

A guest band at Geneva, Switzerland's 1975 Fete de Geneve celebration, the Pasadena High School Marching Band makes its first Rose Parade appearance since 1964. Directed by David Wickham, the 105 marchers are led by Drum Major Robert Suh. In competition throughout the state, the Pasadena band consistently earns top scores. White uniforms are accented with red and white West Point-style jackets.



70. FESTIVAL SAN JACINTO ASSOCIATION
"ONWARD WE GO"




C. E. BENT & SON

Saluting the 30th anniversary of San Antonio's Fiesta Flambeau, Festival San Jacinto Association, sponsor of the fiesta, presents "Onward We Go." The double eagle looks out over the layer of mum covered clouds to five jet fighter planes. Replicas of the United States Air Force's aerobatic Thunderbirds, each of the planes is animated to turn on its own axis. Coloring the planes are carnation petals, cornflowers and a variety of seeds. Arrangements of roses and gladiolus flank the eagles.



71. BLACK & WHITE PINTOS
WESTERN COSTUMES


Aaron Olmsted Sr., Marshal, Tehachapi, Calif.; Ron Cook, Anza, Calif.; Ann and Tom Melbourn, Bradbury, Calif.; Aaron Olmsted Jr. and Barbara Olmsted, Tehachapi, Calif.; Mickey Thor, Whittier, Calif.

72.  **RAND McNALLY & COMPANY**
"BEGINNING 200 MORE"




FIESTA FLOATS

In the spirit of the three-year celebration (1975-1977) of America's Bicentennial, Rand McNally captures the beauty of our nation's capital at cherry blossom time. Vanda orchids adorn the Japanese Cherry Blossom trees encircling the floral scene. Trunks and branches of trees are wrapped with red ti leaves. The Washington reflection pool is recreated in stylized form, using more than 300 gallons of water, over a length of 26 feet. A mass of some 30,000 white mums covers the base of the capitol dome.

73.  **GREY ARABIANS**
ARABIAN COSTUMES

Pearl Larson, Marshal, Sunnymead, Calif.; Jane Hatfield, Porterville, Calif.; Toby LeBard, Escondido, Calif.; Dorothy Rich, Riverside, Calif.; Marty Wilcoxson, Redlands, Calif.

74.  **CITY OF DUARTE AND CITY OF HOPE, CALIFORNIA**
"GOOD LIFE THROUGH GOOD HEALTH"




HERRIN-PRESTON PARADE FLOATS

A slice of the "Good Life Through Good Health". . . this is the New Year's greeting to the world from the community of Duarte, and the City of Hope Medical Center. A recreation of Norman Rockwell's painting "Doctor and Doll," this warm scene depicts a concerned little girl holding out her doll to be examined. The sculptured figures of the girl and the kindly, country doctor are individually petaled for a most natural appearance. Maroon ti leaves effect the mahogany finish of the desk.

75.  **ESTANCIA HIGH SCHOOL**
"EAGLE" MARCHING BAND
COSTA MESA, CALIFORNIA


Directed by Peter Fournier, the Estancia High School "Eagle" Band marches with 106 musicians clad in bright red, white and gold uniforms. Travels have taken the Eagles to competition throughout Southern California, a tour of Hawaii, and the 1976 California Cavalcade of Bands. The Eagles' auxiliary units include 10 banner carriers and seven tall flag bearers.

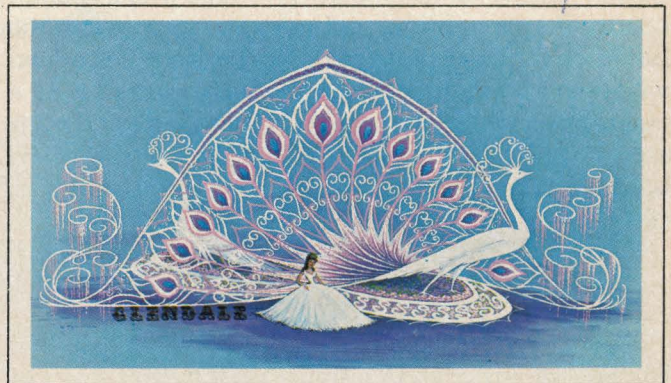
76.  **DR. ROBERT SCHULLER'S**
HOUR OF POWER
"FAITH, HOPE AND LOVE"



FESTIVAL ARTISTS

Representative of the Christian ethic, "Faith, Hope and Love," the cross of Christ radiates over the first parade entry sponsored by Dr. Robert Schuller's Hour of Power. Employing sophisticated animation, rays of white gladiolus and carnations, vanda orchids, blue irises and coral gladiolus appear to emanate from the cross. Thousands of lunaria petals covering monofilament create a transparent glittering effect between the rays. The cross stands in a bed of white roses, orchids, mums and carnations. The Hour of Power is the nationally televised ministry of the Garden Grove (Calif.) Community Church.

77.  **CITY OF GLENDALE, CALIFORNIA**
"LIFE IS BEAUTIFUL" *Sweepstake*




HERRIN-PRESTON PARADE FLOATS

With brilliant, delicate feathers spread high and wide for all the world to see, the elegant peacock prances on. Winner of the 1976 Theme Prize, the City of Glendale presents an interesting design which is set at an angle to afford the maximum width for the fanned tail of the peacocks. The bodies of the peacocks are smooth combinations of white mum and gladiolus petals. Orchids blend from the body into the tail in intensifying tones of purple and cerise. Floral sprays adorn the peacocks' heads.

Parade Line-up

78.  **CHESTNUT MORGANS
WESTERN COSTUMES**


C. J. Smith, Jr. and Jamie Smith, Marshals, Phoenix, Ariz.; Sherry Baietto, Phoenix, Ariz.; Allen and Jay Funderburgh, Laveen, Ariz.; Jerry and Robyn Millam, Phoenix, Ariz.

79.  **CITY OF CARSON, CALIFORNIA
"OUR HERITAGE"**




HERRIN-PRESTON PARADE FLOATS

Entering the Rose Parade for the first time, the City of Carson reflects the community's heritage with a Spanish courtyard scene. Adobe walls of white mums form the backdrop for the gardens of tropical flowers. Decorated with onion seed, the open wrought iron gates reveal a courtyard scene of a young caballero calling on his senorita. Roses and deflexis are entwined to create the bougainvillea vines. Covering the palomino is white rice, clover seed and pampas grass.

80.  **MT. MIGUEL HIGH SCHOOL
MARCHING MATADOR BAND
SPRING VALLEY, CALIFORNIA**

The Marching Matadors are making their eighth Tournament of Roses appearance since 1963. Augmenting the 100 musicians is a colorful cape corps. Attired in red jackets, trimmed with black braid, and black pants and shakos, the unit reflects the Spanish heritage of their San Diego County community. Under the direction of Dean Immel, the band's parade repertoire features a Spanish flair.

81.  **COMMUNITY OF MISSION VIEJO,
CALIFORNIA
"A DREAM COME TRUE"**




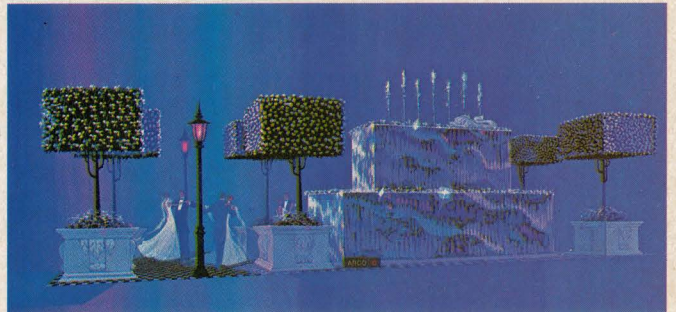
FIESTA FLOATS

Mission Viejo, developed in the tradition of early California Spanish ranches, sponsors its first Rose Parade entry. The Southern California community, located in the southern region of Orange County, is proud to share this floral concept of their hometown. Local characteristics artistically reproduced include Barcelona walls, mission bell street lights, agapanthus plants, hanging baskets of roses and colorful awnings. The oversize agapanthus plants shooting up on the outskirts are specially sculptured, and flowered with sea lavender statice.

82.  **PALOMINOS
WESTERN COSTUMES**

George Putnam, Marshal, Chino, Calif.; Dorothy and Willard Beanland, Hidden Hills, Calif.; Everett Dickerson, Vallejo, Calif.; Lisa Harper, Hidden Hills, Calif.; Lori Lippert, Diamond Bar, Calif.; L. C. Settle, Oceanside, Calif.; Victoria Wright, Oceanside, Calif.

83.  **ATLANTIC RICHFIELD COMPANY
"NIGHT AT THE PROM"**




FESTIVAL ARTISTS

ARCO captures the fond memories of a senior prom in a stunning black and white recreation. A dynamic two-tier fountain, featuring the creative use of actual water and special effects animation, dominates the night scene. Enhancing the formality of the prom is the striking use of rectangular shapes. Black highlights are achieved through extensive use of Hawaiian croton leaves and onion seeds. Thousands of white orchids, roses, carnations and mums are used throughout the scene. ARCO's 1976 entry, "Sing Out America," was recipient of the Anniversary Award.

Parade Line-up

84.  **APPALOOSAS**
WESTERN COSTUMES

Mary Johnson Medeiros, Marshal, Galt, Calif.; Eldon Davis, Galt, Calif.; Terry Donaldson, Banning, Calif.; Steve Herra, Harley Medeiros and Douglas Nerow of Galt, Calif.


85.  *Isabella Coleman Award*
ORDER SONS OF ITALY IN AMERICA
"SPLENDOR OF A GOLDEN AGE"



Order Sons of Italy in America captures the charm and "Splendor of a Golden Age," in a picture postcard scene of Venice, Italy. Colorful Venetian gondolas are covered with silver tree leaves on the sides, and on the tops, purple carnations form an intricate pattern amidst pale orchid mums. The colonnades and rails of the ornate Venetian bridge are thickly flowered in white pompon mums, capped with bouquets of coral roses. The Sons of Italy is a new entrant in the parade.

86.  **CARY SENIOR HIGH SCHOOL BAND**
CARY, NORTH CAROLINA

Selected to represent the United States at the American Fort Night in Hong Kong, China, the Cary High School Band is directed by James Burns Jr. The widely traveled group of young musicians has also played in Switzerland and throughout the states. A 1973 Rose Parade participant, the 150 member group is attired in white blazers and green overlays and trousers.

International Trophy
87.  **PROVINCE OF NOVA SCOTIA, CANADA**
"NOVA SCOTIA HOLIDAY"

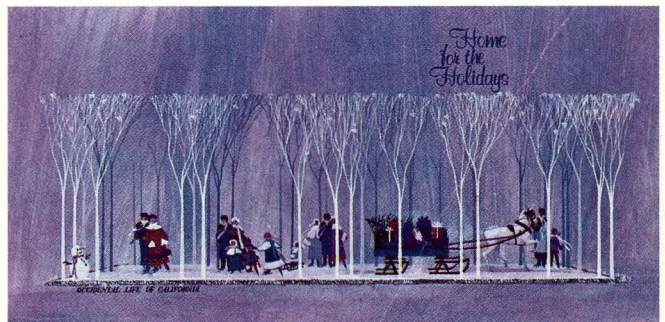


As fresh and relaxing as the crisp sea breezes off the Atlantic, this picturesque Canadian scene reflects the natural beauty of ocean-bound Nova Scotia. The lighthouse, capped with red and white mums, maintains its constant vigil over the activities of the coast. Quaint houses, which are nestled against the cliff, and a pier jutting into the floral waters, complete the setting for holiday visitors enjoying Nova Scotia shores. The dramatic cliffs are topped with Indian rye grass and small yellow mums, simulating the locale's ever-present dandelions.

88.  **CHESTNUT ARABIANS**
ARABIAN COSTUMES

Mari Anne League, Burbank, Calif. and Karen Plemon, Canyon Country, Calif., Marshals; Candy Bosselman, Prescott, Ariz.; Nancy von Minden, La Mirada, Calif.; Margaret Weatherspoon, Canyon Country, Calif.; Lorraine Wharton, Corona, Calif.; Francie Williams, El Cajon, Calif.

89.  **OCCIDENTAL LIFE INSURANCE**
COMPANY OF CALIFORNIA
"HOME FOR THE HOLIDAYS"



Winner of the Grand Prize in 1976 with "An Old-Fashioned Rose Parade," Occidental Life again presents a picturesque period scene. The kids' favorite swimming hole turns into a winter wonderland of fun, as people of all ages turnout for a day of skating and socializing. A sled, bearing a freshly cut Christmas tree and loaded to the brim with presents, is poised in the midst of the forest. The garden surrounding the ice covered pond, consists of white orchids, roses and tulips.

90.  COUNTY OF LOS ANGELES
"OUR FINE FEATHERED FRIENDS"



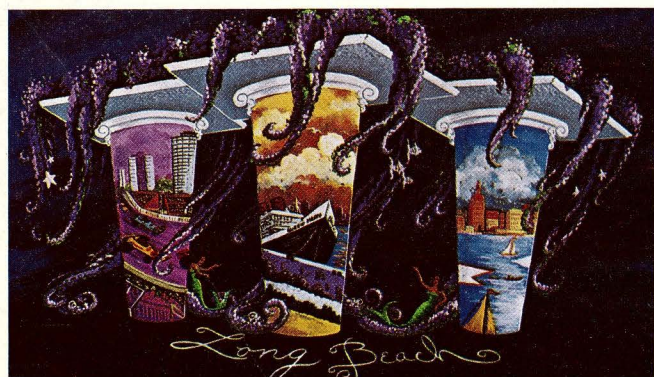
HERRIN-PRESTON PARADE FLOATS

Los Angeles County salutes the natural beauty of its extensive park system with this 46th parade entry. Resembling the Australian grass parakeet, two exotic birds are elaborately feathered in blue cornflowers, black croton leaves, red carnations, blue iris petals and green gladiolus. The birds are poised on a gnarled tree covered with onion seeds and silver tree leaves. Draped over the branches are streamers of vanda orchids. Arrangements of lavender gladiolus and silver roses flower the tree.

91.  HELIX HIGH SCHOOL
"HIGHLANDER" BAND
LA MESA, CALIFORNIA

Representing the San Diego area in the 1972 Rose Parade, the Helix "Highlander" Band returns in 1977 with an outstanding record of top awards in major competition, including several sweepstakes honors. The "Highlander" Band reflects its Scottish theme in Scots Guard uniforms and lively British and Scottish music arranged especially by Director Gerald Kirk. The 98 musicians feature 10 bagpipers.

92.  CITY OF LONG BEACH, CALIFORNIA
"BY THE SEA"



HERRIN-PRESTON PARADE FLOATS

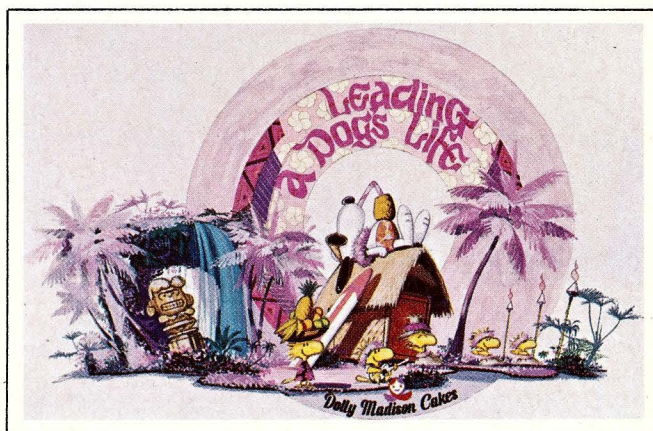
Home of the Queen Mary, the U.S. Grand Prix West, the oil islands and the West Coast's deepest harbor, the City of Long Beach presents "The Good Life By The Sea." Painted in flowers, three murals depict the city's most noted features. The white mum pillars are topped with garlands of pink roses spilling over the edges. The coastal city's 59th Rose Parade entry is complete with lovely mermaids seated on seaweed swings amidst bubbling fish. The murals are detailed with the petals and seeds of a variety of vegetation.


Parade Line-up


93.  BLACK MORGANS
WESTERN COSTUMES

Barbara Rovira, Marshal, Crestline, Calif.; Lani Brey, and Lela Brey, Beaumont, Calif.; Kenneth Duttweiler, Ventura, Calif.; Arthur Perry, Jr., Carpenteria, Calif.; Vicki Smith, Bradbury, Calif.

94.  DOLLY MADISON CAKES
"LEADING A DOG'S LIFE"




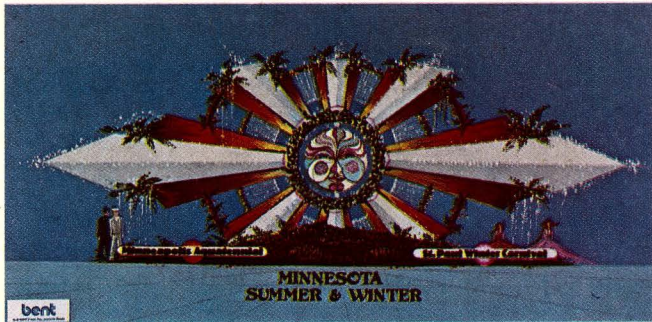
FESTIVAL ARTISTS

This South Sea island scene features Snoopy, of the famous Peanuts cartoon strip, enjoying one of his nap time fantasies. With a coconut of tropical punch perched on his tummy, Snoopy reclines in his classic pose. Woodstock, and his relatives, are catering to Snoopy's every whim. One is fanning him, another is bringing him fruit, and several are dancing the hula. Another of cartoonist Charles Schulz' creations, Lucy, is petrified in the form of a totem pole. In the background, a waterfall rushes down a lush mountain of roses, orchids and tropical foliage.

95.  BLACK & WHITE PINTOS
WESTERN COSTUMES


Montie Montana, Marshal, and "Elly" Montana of Northridge, Calif.

96.  **MINNEAPOLIS AQUATENNIAL-ST. PAUL WINTER CARNIVAL, MINNESOTA "SUMMER & WINTER"**



C. E. BENT & SON

As the seasons change, so does the position of the sun, as dramatically captured in Minnesota's 11th entry. Displaying a skillful design of color, this interesting concept depicts both the blazing radiance of the summer sun, and the icy winter sun. The white crystal beams are a smooth blend of mum and carnation petals, while the summer sun emits rays of brilliant floral shades. Bouquets of pink roses rest on the sunbeams and are sprinkled throughout a carpet of roses.

97.  **UNION-ENDICOTT HIGH SCHOOL MARCHING SHOW BAND ENDICOTT, NEW YORK**

The Union-Endicott High School Show Band has attained recognition as one of the finest high school marching units in the nation. A consistent winner of superior ratings at state contests and festivals, the 215 member band frequently entertains at National Football League contests. Director Joseph Scagnoli is assisted by Henry Slechta. Black uniforms are set off with flashy silver overlays and orange and black trim.

98.  **WINCHELL'S DONUT HOUSE "A WORLD OF LOVE"**

Scissors Trophy



SERRURIER/LOTHOUSE AND ASSOCIATES

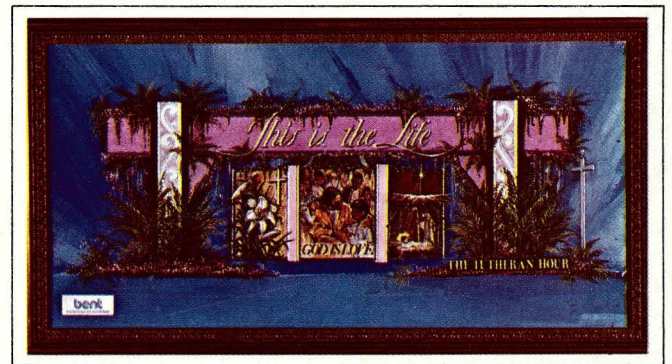
Children from around the world are represented on this idealistic presentation from Winchell's Donut House, expressing hope for "A World of Love." A 12-foot revolving water wheel of gladiolus appears to have created a winding stream of white carnations. Sailing along on the floral waters are the children nestled inside two gracefully animated swans. Roses cover the ground and bushes, as well as the foliage of the trees. Coffee beans form the lettering. The contemporary design was created by Roger Tierney Associates of Los Angeles, in conjunction with Leo Monahan.

Parade Line-up

99.  **CHESTNUT ARABIANS WESTERN COSTUMES**

Warren Anderson Jr., Marshal, West Covina, Calif.; Bill Crook, Altadena, Calif.; Sue Ane Langdon, Hidden Hills, Calif.; James Robinson, Lakeside, Calif.

100.  **LUTHERAN LAYMEN'S LEAGUE "THIS IS THE LIFE"**



C. E. BENT & SON

The life of Christ is portrayed in floral cameos, as "This is the Life" is presented by the Lutheran Laymen's League. The white petal lettering of the theme is set against a background of pink and white mums stretching the length of the float. The floral cameos feature an interesting technique of sculpturing and raising the highlights of the particular scene. Each floralgraph is detailed with a variety of petals, leaves and seeds. Decorating the gardens and cascading over the frame are thousands of pink roses.

101.  **INDIAN APPALOOSAS INDIAN TRIBAL COSTUMES**

Chief Rolling Thunder Don Fisher, Marshal, Escondido, Calif.; James L. Baldwin, Selah, Wash.; Beverly Baxter, Santa Rosa, Calif.; Paula Brand, Burbank, Calif.; Becky Kridner, Santa Ana, Calif.; Jim Neamen, Granger, Wash.; Princess Chata Ponce de Leon, Camarillo, Calif.; Sharon Ripley, Orange, Calif.; La Nelle Weerts, Burbank, Calif.

Parade Line-up

102.  **CITY OF SANTA MONICA, CALIFORNIA**
"FREE AS A BIRD"




FLOATMASTERS

In a red, white and blue motif, Santa Monica's entry, "Free as a Bird," lends itself in color and spirit to both the parade theme and the final year of the Bicentennial Celebration. Aptly representing this coastal community, the sailboats appear to glide over the streets through the force of a gusty breeze. Flying along with the boats are white, floral seagulls. The cool blue of the ocean is recreated in sea lavender statice and Dutch iris, with caps of white stock and roses.

103.  **PACIFICA HIGH SCHOOL**
MARINER BAND
GARDEN GROVE, CALIFORNIA

The Pacifica High Mariner Band reflects the seafaring theme with a lively sound and sailor blue and white uniforms. The 90 musicians are augmented by a corps of eight banner carriers and nine flag bearers in white admiral-style uniforms. Under the direction of Ron Aeberhard, the aggregation is a first place award winner, having earned a recent sweepstakes honor at the Garden Grove Strawberry Festival.

104.  **FLORISTS' TRANSWORLD DELIVERY**
ASSOCIATION
"THE LOVE MESSENGER"
- Anniversary Award*



SERRURIER/LOFTHOUSE AND ASSOCIATES

Delivering an overflowing truckload of flowers to the 88th Rose Parade is "The Love Messenger," FTD's 24th entry. The messenger motors along the parade route in a vintage delivery truck from the early 1900's. Brilliant red carnations paint the classic vehicle, with hundreds of yellow and brown mums highlighting the brass radiator, headlights and windshield frame. Three slanting tiers of floral arrangements, featuring roses, orchids, mums, ferns and gladiolus, decorate the flat bed.

105.  **BLACK & WHITE PINTOS**
WESTERN COSTUMES

Wayne Boevers, Marshal, Anza, Calif.; Hollis Glass and Maisie Glass, Lakeside, Calif.; John Grier, Norco, Calif.; Ruth Marie Larsen, Monrovia, Calif.; Leslie Opegard, South Gate, Calif.

106.  **BEKINS MOVING & STORAGE CO.**
"MOVIN' ON UP"



FESTIVAL ARTISTS

Recent explorations by Viking I and Viking II on the planet Mars inspired this fantasy scene offered by Bekins Moving & Storage Co. Landing on the rusty mum surface of Mars is a carnation spaceship loaded with a family of four and all of their belongings, obviously moving to the red planet. Greeting the newcomers are green, tentacled Martians popping up from the craters, and real estate signs advertising such features as "Crater View Lots" and "Lunar Shine Estates." Rose beds flower the craters.

Parade Line-up

107.  **SALVATION ARMY TOURNAMENT BAND**
LOS ANGELES, CALIFORNIA

The Tournament's oldest continual band participant, the Salvation Army marks its 58th march down Colorado Boulevard. Directed by Edward Freeman, all of the unit's music is published by the Salvation Army, having been composed or arranged by musicians within the organization. The 80 musicians are augmented by flag carriers and tambourine players. Uniforms are navy with maroon tunics.

108.  **HUNTINGTON-SHERATON HOTEL**
"BREAKFAST IN BED"



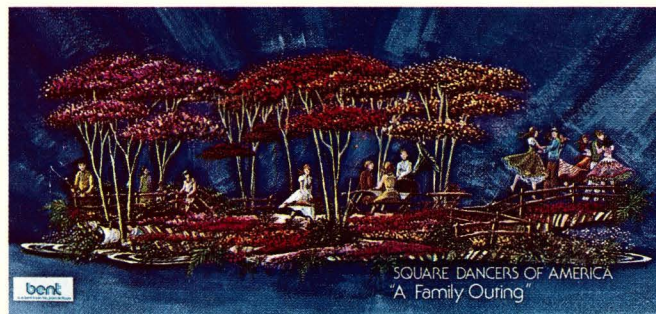
C. E. BENT & SON

What a way to wake up, especially on New Year's Day! The 59th Rose Parade entry from the Huntington-Sheraton Hotel of Pasadena features an enormous 30-foot bed gliding over the street. Propped up against his pillows, the bright-eyed man, still in his nightcap, is being served breakfast by the chamber maid. Gladiolus and carnation petals accent the facial details. The bedspread is a quilted design of mum and rose blossoms. Red ti leaves, dock weed and redwood bark comprise the bedposts.

109.  **CHAMPION CALIFORNIA MULES**
AND CHAMPION MISSOURI MULES

Tom Cameron and Ken Palm, Paso Robles, Calif.; Howard Conner and Russell Potter, Palmyra, Mo.

110.  **SQUARE DANCERS OF AMERICA**
"A FAMILY OUTING"



C. E. BENT & SON

Several families are gathered together to share a beautiful day in the country. Four couples are square dancing on a cantilevered ledge in the front. In the shade of rose laden trees, the others are fishing, strolling, and enjoying a picnic lunch as they listen to the dance music coming from an old Victrola. Roses are used extensively, with dozens of varieties flowering the trees and the ground. Arrangements of irises, roses and orchids embellish the river banks.

111.  **PALOMINOS**
WESTERN COSTUMES

Senator Jack Schofield, Marshal, Las Vegas, Nevada; Fritz Grossenbacher, Santa Barbara, Calif.; Joan Robertson, Azusa, Calif.; Michele Scheurer, Rancho Palos Verdes, Calif.; Mildred Schinazi, Burbank, Calif.; Patrick Smith, Covina, Calif.; Bonnie Standley, Garden Grove, Calif.; Tammy Tate, Bell Gardens, Calif.

112.  **CITY OF DOWNEY, CALIFORNIA**
"A TIME FOR ALL SEASONS"




SELF-DECORATED

Embraced by a stylized leaf canopy are symbols of the seasons. Framing the floral picture, the canopy of white mums and carnations trails down the sides and around the front. Representative of the seasons are a budding flower of spring, the summer sun, an autumn leaf and a telltale snowflake of winter. Beds of roses, set in baby's breath, adorn the gardens. This is one of five self-decorated parade entries. A community project, Downey's entry is designed, funded and constructed through volunteer support.

Parade Line-up

113.  **GLENDORA HIGH SCHOOL
TARTAN BAND
GLENDORA, CALIFORNIA**

Glendora High School's Tartan Band, directed by John Briscoe, makes its fourth Rose Parade appearance since 1964. In recent years, the band has traveled to Geneva, Switzerland, and in 1976 returned to Europe for the Scotland Heritage Tour. The 94 musicians are clad in black and white Highland Tartans. Supplementing the unit are five bagpipe players and 10 banner carriers.

114.  **BAKERY AND CONFECTIONERY
WORKERS' UNION
"HOW SWEET IT IS"**



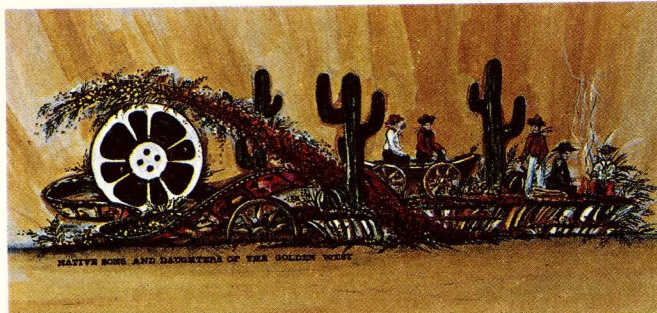
C.E. BENT & SON, INC.

"The Good Life . . . How Sweet It Is," as attested by none other than The Three Bears and their special guest, Goldilocks. At the front, Papa Bear greets parade viewers as he enjoys his pot of honey. Baby Bear is distracted from his bowl of porridge by Goldilocks, as she offers him a freshly picked flower. Mama Bear is busy watering her garden. Massed roses adorn the base of the picnic scene, with red and white mums used to fashion the checkered tablecloth. The bears are furred with palm fiber and dock weed.

115.  **ARABIANS
ARABIAN COSTUMES**

Paul Hemming, Marshal, Santa Ynez, Calif.; Dee Dee Collins, Ontario, Calif.; Adrienne Hancock, Sepulveda, Calif.; Boyd Perris, Brentwood, Calif.; Shelly Wiktorski, Sepulveda, Calif.

116.  **NATIVE SONS & DAUGHTERS
OF THE GOLDEN WEST
"THE BEST OF THE WEST"**



C.E. BENT & SON

Romanticized by film makers, the Old West lives again in this tribute by the Native Sons & Daughters to the cowboys' life on the prairie. The gold and earthy tones of the desert are recreated with mums and tumbleweed. Green ti leaves and bells of Ireland decorate the cactuses, with roses planted in drifts. A giant film reel, covered with white mums, onion seed and carnation petals, rests at the rear, with the film strip exposing floral scenes from Hollywood's most popular westerns.

117.  **SACRAMENTO COUNTY SHERIFF'S
MOUNTED POSSE
23 PALOMINOS**

Joe W. Sims, Captain & Marshal, Fair Oaks, Calif.; Sheriff Duane H. Lowe, Commander & Marshal, Folsom, Calif.

118.  **AMERICAN HONDA MOTOR CO., INC.
"VISIONS OF TRANQUILITY"**



SERRURIER/LOFTHOUSE AND ASSOCIATES

Panoramas of America's natural beauty are presented by Honda in its first parade entry. This innovative design features tri-vision vertical panels, synchronized with a revolving stage. The movement produces a complete scene change every 15 seconds. Various regions of the United States are represented in the three scenes. Framing the mural are redwood trees, flowered with mums and gypsophilia, and clouds of dendrobium orchids. A path of yellow and bronze mums encircles the unit, above colorful base gardens.

Top Banana in the West



Some people call Hughes Airwest the flying banana.

We don't mind. Because today our big yellow jets fly more places in the West, Canada and Mexico than any other airline. 55 different cities.

Surprised? You're not the only one. Most people have no idea how big we are.

We fly to more cities in Mexico than any other U.S. airline: Mazatlan, Guadalajara, La Paz/Cabo San Lucas, Guaymas/San Carlos, and Puerto Vallarta.

We can take you to the Canadian Rockies. And the Grand Canyon. To the Arizona desert. Or the Sea of Cortez. To the child-like fun of Disneyland. Or the grown-up excitement of Reno and Las Vegas.

We mean business, too. We fly to all major business centers in the West. With convenient connecting service to the Midwest and East.

No, we don't mind being called the flying banana. But remember, when you fly in the West, Hughes Airwest has a lot more going for it than the rest of the bunch.

We're not a flying banana. We're the *Top Banana*.

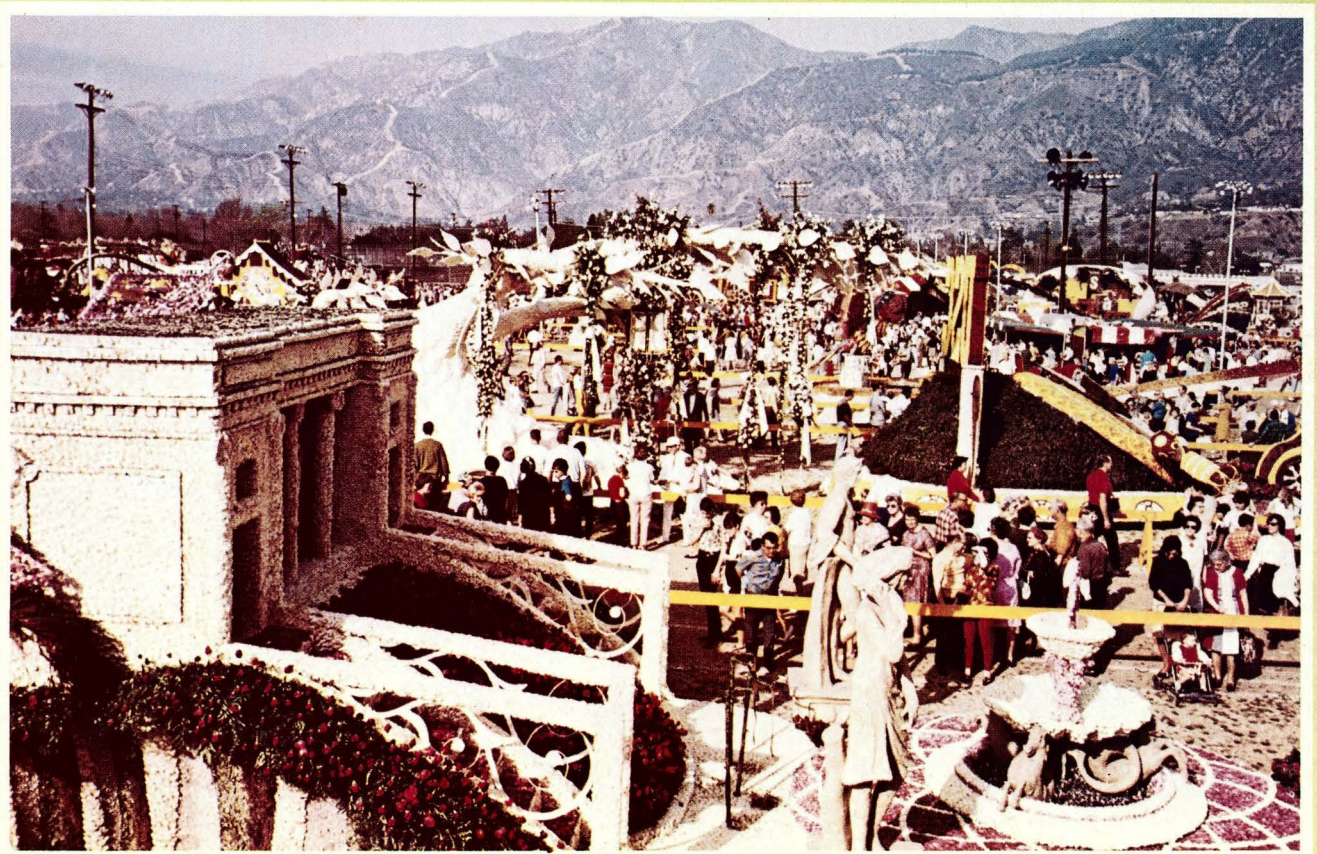
Hughes Airwest 
Call a Travel Agent or Hughes Airwest

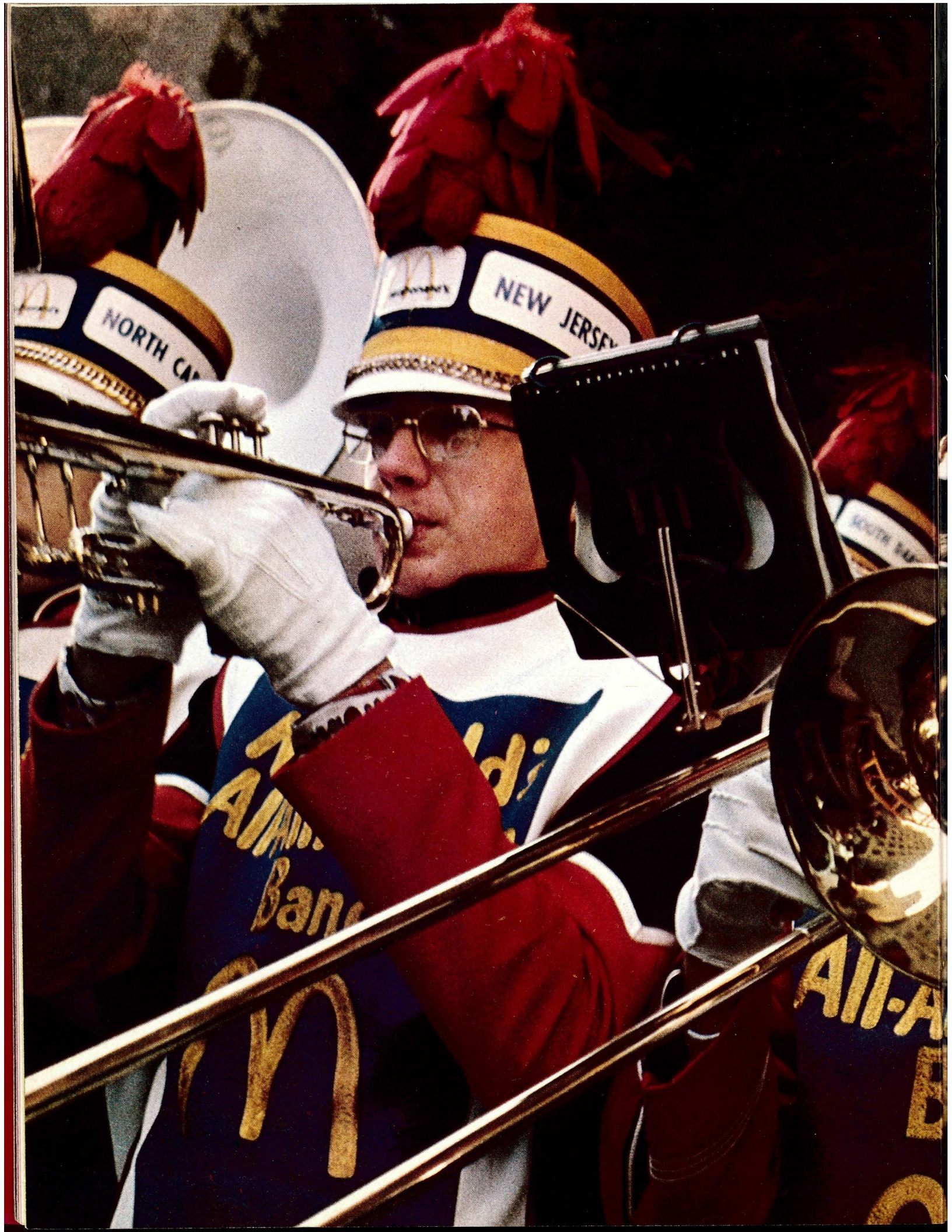
post parade-a second look






Enjoy the beauty of all 61 floral masterpieces one more time, as they are featured on display at Pasadena's Victory Park. Located at Paloma Street and Sierra Madre Boulevard, Post Parade viewing is set for 1 to 5 p.m. on New Year's Day, and 9 a.m. to 5 p.m. on Sunday, January 2. There is no admission charge, and Tournament members are available with additional information about flowering and design of the floats.







McDonald's® thinks you don't have to be a football player to be an All-American.

At McDonald's, we don't think it's any easier to be a terrific saxophone player than it is to be a terrific running back. That's why we sponsor McDonald's All-American High School Band®. To give superb high school musicians a little of the glory they deserve.

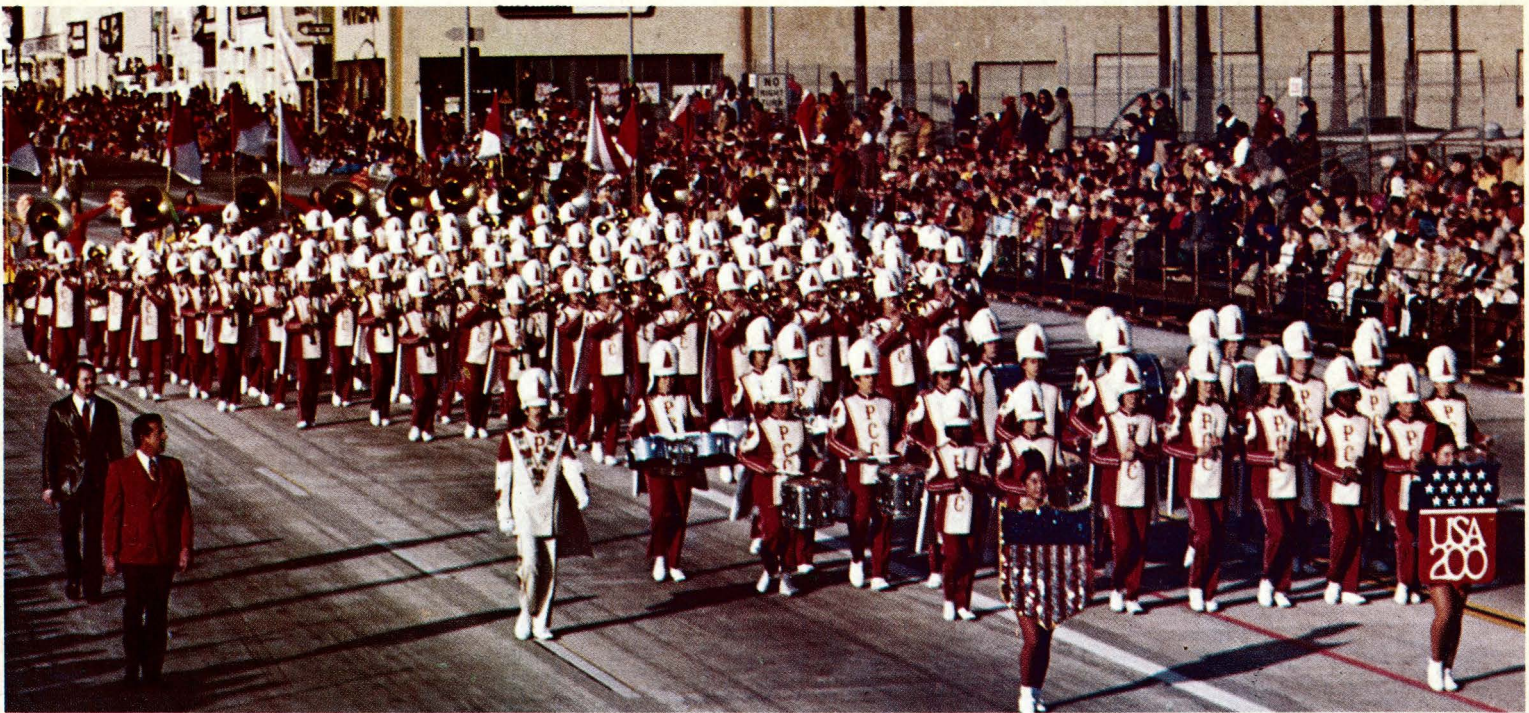
Each year, with the help of America's high school band directors, one hundred and two super musicians are chosen. Two from each state and the District of Columbia. And these young people play in McDonald's All-American High School Band. You may have seen them on television performing at the Macy's Thanksgiving Day Parade, under the fine direction of Paul LaValle, internationally renowned music director. And they'll be out there again today.

So you see, not all of the extraordinary players in Pasadena today will be on the football field. Don't miss McDonald's All-American High School Band. Right here in the Tournament of Roses Parade.



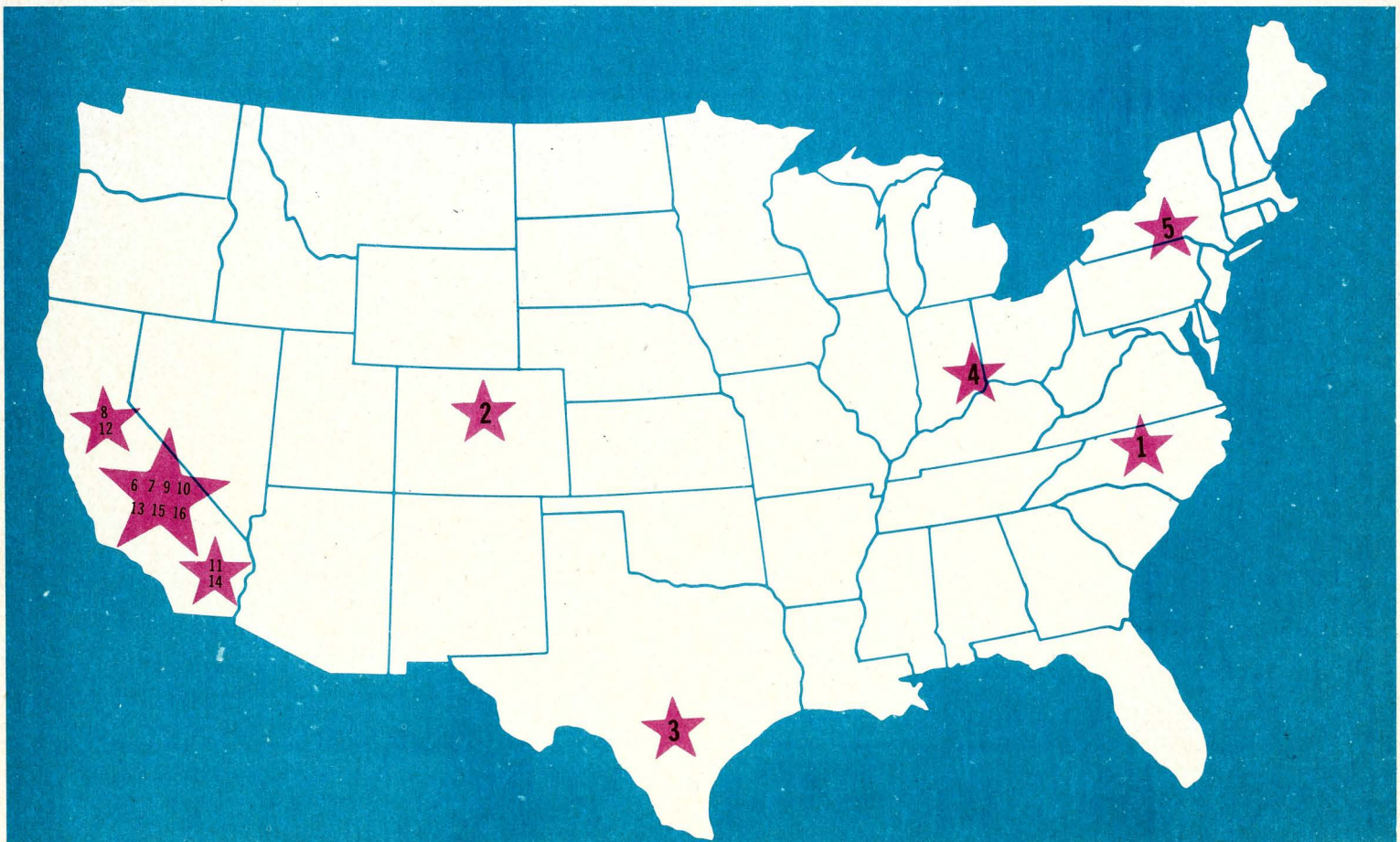
We do it all for you.™

TOURNAMENT OF ROSES OFFICIAL BAND



FROM PASADENA CITY COLLEGE

ROSE PARADE BANDS 1977





ROSE PARADE BANDS 1977

From Out of State

- 1 Cary Senior High School Band,
Cary, North Carolina
- 2 Fairview High School Marching Knights,
Boulder, Colorado
- 3 John Marshall High School "Ram" Band,
San Antonio, Texas
- 4 Lawrenceburg High School Tiger Show Band,
Lawrenceburg, Indiana
- 5 Union-Endicott High School Marching Show Band,
Endicott, New York

From California

- 6 Bullard High School Marching 100,
Fresno, California
- 7 California State University,
Long Beach, Marching Band
- 8 Concord High School Minutemen Marching Band,
Concord, California
- 9 Estancia High School "Eagle" Marching Band,
Costa Mesa, California
- 10 Glendora High School Tartan Band,
Glendora, California
- 11 Helix High School "Highlander" Band,
La Mesa, California
- 12 Live Oak High School Emerald Regime Band,
Morgan Hill, California
- 13 Los Angeles Unified School District
All-City Band
- 14 Mt. Miguel High School Marching Matador Band,
Spring Valley, California
- 15 Pacifica High School Mariner Band,
Garden Grove, California
- 16 Pasadena High School Marching Band,
Pasadena, California

Special Entries

- Tournament of Roses Official Band,
Pasadena City College, Pasadena,
California
- Big Ten Conference Band
- McDonald's All-American High School Band
- Pacific-8 Conference Band
- Salvation Army Tournament Band,
Los Angeles, California
- United States Marine Corps Band



If you like this number
call this number

800-341-6096

(Call toll free)



For Free Tourist Information,
Nova Scotia Department of Tourism
10 Preble St., Portland, Maine, 04111.



Your credit union helps you enjoy the Good Life.

At your credit union we know what the good life is. It's enough money to take that family vacation, or a loan to buy a car, or camper, or even a new kitchen for your home.

When you belong to your credit union, the good life comes easier. You're not just a customer, you're one of the family. So when you need a loan, we cut the red tape to work things out quickly. You're money ahead, too. Because our low annual percentage rate is the best deal you'll find anywhere.

Start enjoying the good life today. For information, please write your state's credit union league or CUNA, P O Box 431, Madison, WI, 53701.

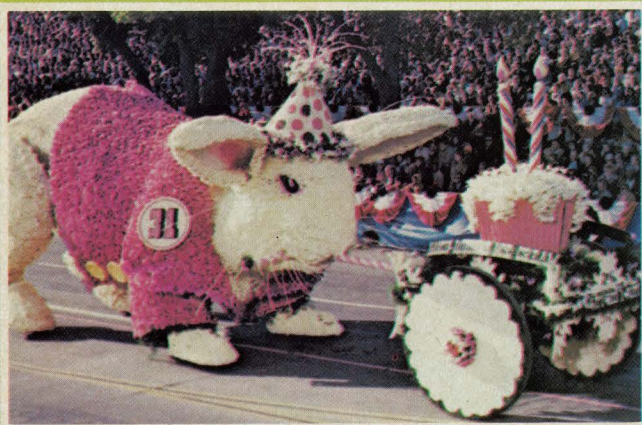


Join your credit union.
It's where you belong.



highlights from 1976

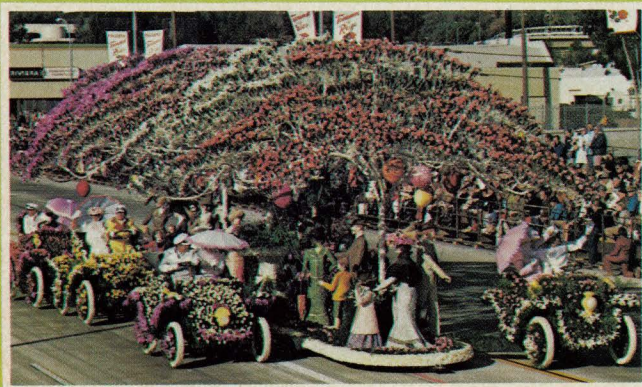
MAYOR'S TROPHY
Lawry's Foods, Inc.



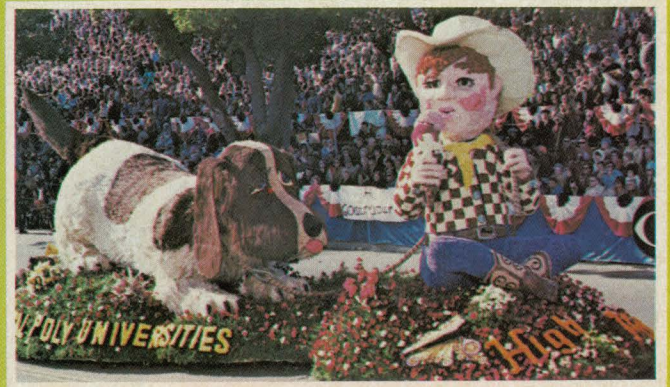
PRINCESS AWARD
Baskin-Robbins Ice Cream Company



SWEEPSTAKES
22,000 Credit Unions (CUNA)



GRAND PRIZE
Occidental Life Insurance Company of California



FOUNDERS' TROPHY
Cal Poly Universities

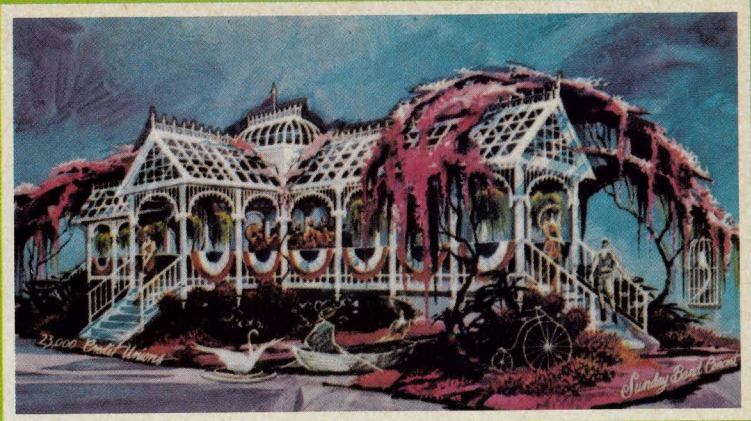


FLOAT CONSTRUCTION

Roses, roses and more roses, in brilliant floral designs boasting clever themes . . . this is the magnificence of the Rose Parade.

These moments of beauty culminate months of planning by float sponsors and decorators. "Rose fever," as Pasadenaans call it, officially starts in March with the Tournament president's announcement of the parade theme, which promptly sends designers to their boards. Within weeks the actual construction begins. Averaging \$20,000, floats can cost well over \$40,000, depending on size and degree of animation.

Five of the parade entrants, Burbank, Cal Poly Universities, Downey, Sierra Madre and South Pasadena, self-construct and decorate their entries. Other participants contract independent builders.



Artists' renderings provide the basic float design, such as the Credit Unions' 1976 Sweepstakes winner.

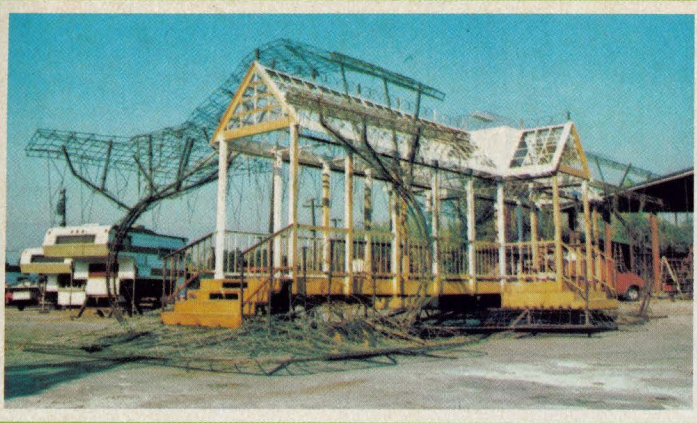


Structural checks are a must. Tournament members also inspect the mechanics to prevent breakdowns.

Before flowering, each element of the unit is painted the color of the vegetation that will ultimately cover it.



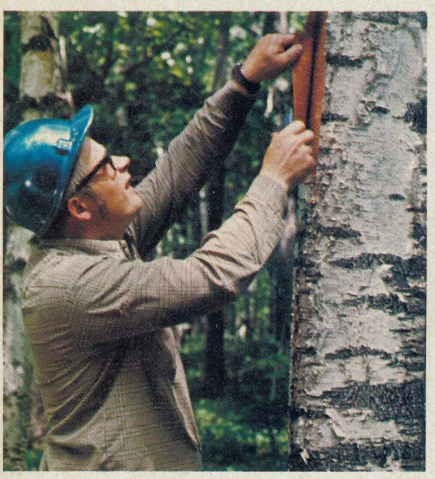
Individual petals are separated from the blossom and glued onto detail areas.



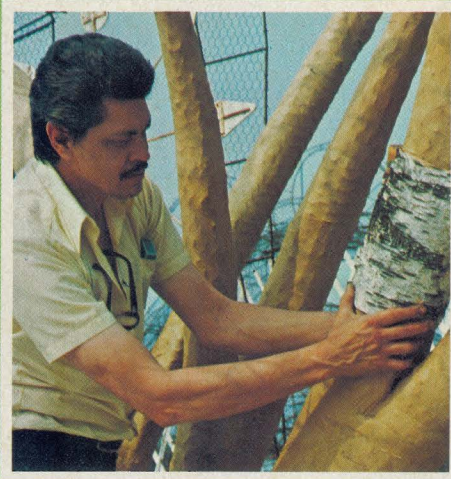
Framing the float, the superstructure takes shape months before the "big day."



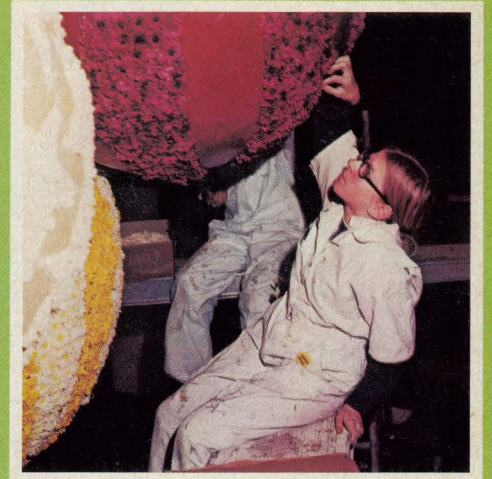
Welded securely and hidden under a maze of wood, wire and flowers is the driver's seat.



Bark is carefully stripped from selected trees . . .



then applied to papier-mache trees for a natural appearance.

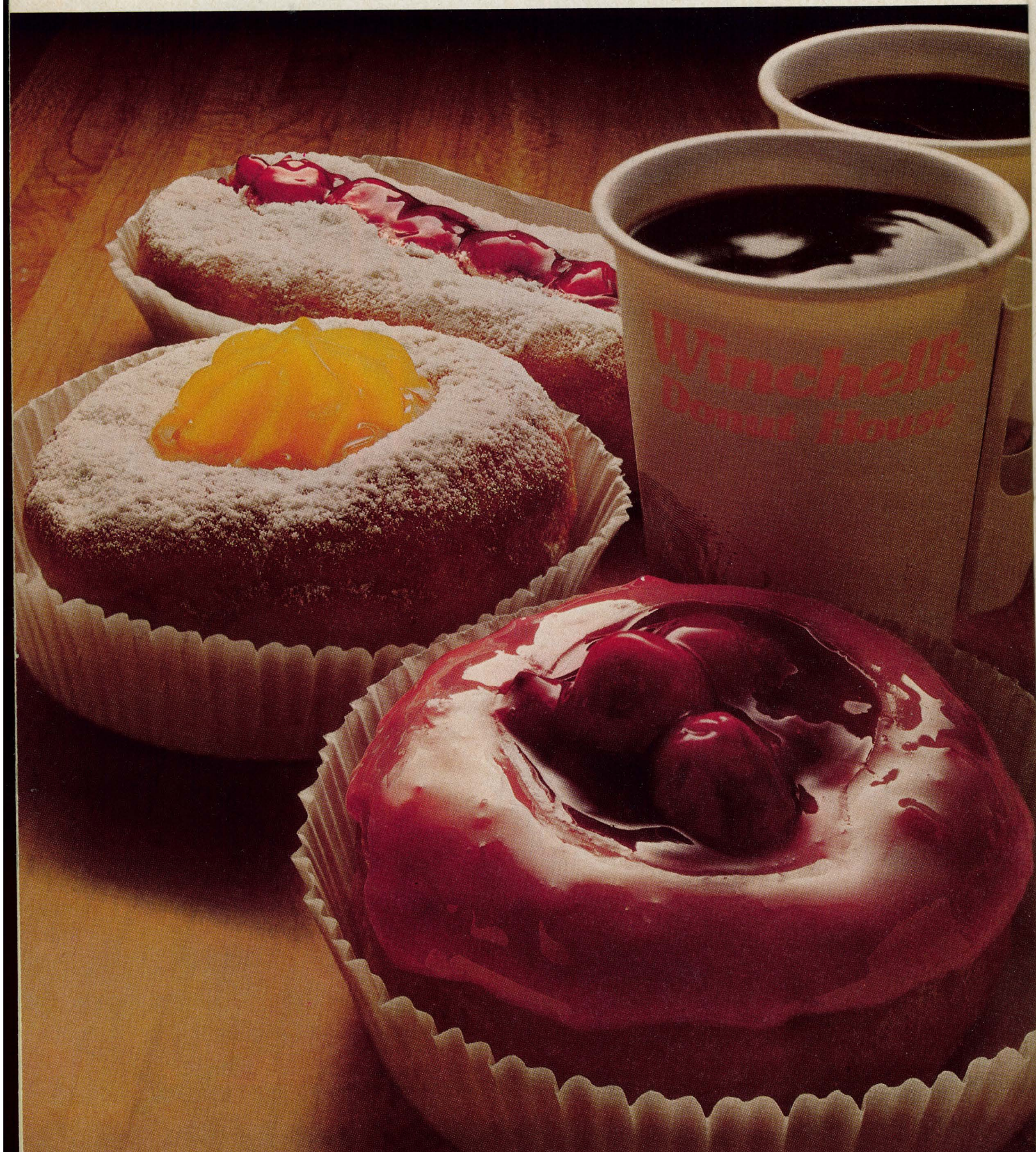


Blossoms are placed in water vials and sunk into polyvinyl coated wire.



A most welcome sight to float decorators, as well as parade viewers, is the floral procession on New Year's morning. This birthday greeting was Bekins' presentation in the 1976 parade.

**No one makes donuts
like Winchell's[®]**



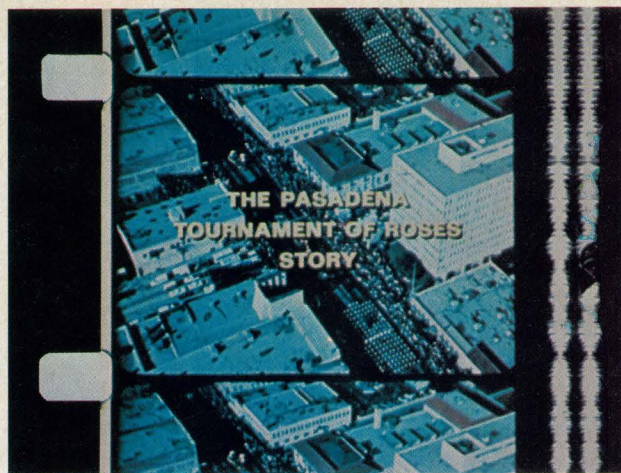
TRADITION ON PARADE

"The Pasadena Tournament of Roses Story—Tradition on Parade" is an exciting new addition to the Association's vast film library.

Providing both a nostalgic and modern look at the Association, "Tradition on Parade" shows in great detail all the facets and how plans are made and implemented year-around for both the Rose Parade and Rose Bowl Game. It is a tribute and dedication at the same time to the 1,400 volunteer "Men in White" who are the Tournament of Roses.

"Tradition on Parade," filmed in cooperation with the Bank of America and produced by Richard J. Soltys Productions of Burbank, was a year in the making, and covers the beginning (1890), middle and modern eras of the Tournament and Pasadena itself. It was premiered in March of 1976.

More than 2,400 feet of color film was consumed prior to the final edited version of 31 minutes.



Besides Tournament history, "Tradition" chronicles Queen and Court activities, float construction, floral aspects of the parade, equestrians, band and Grand Marshals.

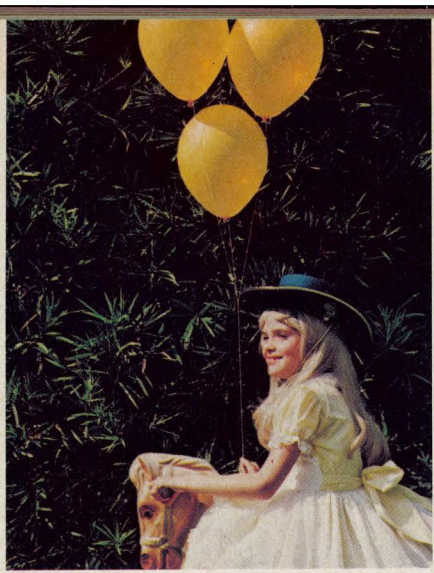
For many, the film offers the first opportunity to see Roy Riegels' unforgettable wrong way turn during the 1929 Rose Bowl Game. The 64-yard errant sprint with a fumble made the California player a legend even in defeat.

Prominent footage of the UCLA-Ohio State 1976 Rose Bowl Game is also featured.

"Tradition" replaces another print in the Tournament library, "Backstage at the World's Greatest Parade," which was produced in 1966-1967.

Prints of "Tradition on Parade," along with official Rose Parade films of recent years, are available without charge to interested individuals, groups and organizations by writing the Association's film librarian, 391 South Orange Grove Boulevard, Pasadena, California 91105.

Last year, Tournament of Roses films were shown an average of 108 times a day, every day of the year, somewhere around the world.



Equestrians

Sleek mounts, shining silver trappings and colorful costumes add to the pageantry of New Year's Day in Pasadena. Recognized world-wide as a showcase of the finest equestrian units, the 88th Rose Parade features over 250 equestrians in 34 units grouped according to breeds.

Since 1947, the Long Beach Mounted Police have ridden at the forefront of the parade (center top picture) presenting an awesome site as each member of the 26 matched palomino posse carries the colors of our country.

Through the years many noted western stars, including 1977 Grand Marshal Roy Rogers, have ridden in the five and a half mile parade. Among the famed riders were Bill Boyd (known as Hopalong Cassidy in films), Leo Carrillo, Montie Montana and Lucky Carson.

Montie Montana (center left picture), who thrills parade viewers with his rope tricks, marks his 40th Tournament ride.

All riders are attired in authentic costumes, such as the western, charro, Indian and Arabian units shown in the adjoining pictures. The value of mounts, equipment and costumes in any one parade has been placed in excess of three and a half million dollars.

Many equestrians travel thousands of miles, across the country and frequently from the provinces of Canada, to join with Pasadena in its New Year's greeting to the world.







1977 of ficial PROGRAM

1977 OFFICIAL PARADE SOUVENIR PROGRAM



**The 88th Tournament
of Roses**   \$1.00
tax included

To Order Additional Copies

Please Send \$2.00 To Cover
Publishing And Mailing Costs
For Each Copy Desired To:

PASADENA TOURNAMENT OF ROSES ASSOCIATION
Forest W. Foster, Public Relations Director
391 South Orange Boulevard,
Pasadena, California 91105

Ordered by:

Name: _____

Address: _____

City: _____

State: _____ Zip: _____



Don't deposit until you see the percent of our interest

Extra percentage points are valuable ammunition in your revolt against inflation. Don't lose them by depositing your savings at the first target of opportunity.

Hold out for the high interest the law allows, on a wide variety of insured accounts. Interest will be paid day-in to day-out, compounded daily. What's more, you'll receive interest from the first of the month on savings deposited by the tenth, when held to quarter's end.

***Now earn $7\frac{3}{4}\%$ Realize
an annual yield of 8.06%
by compounding daily.**

\$1000 minimum balance, 6 year minimum

Federal regulations permit withdrawals from certificate accounts before maturity, but there is a substantial reduction in interest earnings.



REPUBLIC FEDERAL SAVINGS

and loan association

ALTADENA 2246 N. Lake Ave. (213) 791-1281/681-6611

PASADENA 1845 E. Washington Blvd. (213) 798-0893

ARCADIA 320 Santa Anita Fashion Park (213) 445-2600

Head Office: ALTADENA 2246 N. Lake Ave. (213) 791-1281 / 681-6611

Twelve Locations: ALTADENA • ANAHEIM • ARCADIA • BURBANK
CLAREMONT • HACIENDA HEIGHTS • LAGUNA NIGUEL • LOS ANGELES
PASADENA • PICO RIVERA • SANTA ANA • WESTMINSTER

Don't squander more than 20 free services, either: including social security direct deposit, travelers checks, safe deposit boxes,* note collection,* and checking accounts.**

Before you do something hasty, remember what that poor fellow wrote in his almanac a while back: "A penny saved at Republic Federal can be much more than a penny earned."

*\$1,000 minimum balance **\$2,000 minimum balance

Insured, chartered and supervised by agencies of the United States Government

SAVINGS ACCOUNTS INSURED TO \$40,000





the ROSE BOWL

The Rose Bowl, "Granddaddy of All Bowl Games," continues to provide the finest football in intercollegiate athletics, all a result of the Rose Bowl pact signed in 1946 by the Big Ten and Pacific-8 (then Pacific Coast) conferences in conjunction with the Pasadena Tournament of Roses Association.

New Year's Day will mark the 31st game under the pact between the Big Ten and Pacific-8, bringing together champions from the nation's two strongest conferences.

Although it has never been suggested that the Rose Bowl hosts a mythical college championship, it certainly has turned out that way. Since the agreement, the Rose Bowl has been the scene of some of the most exciting episodes in football history and has brought together many of the greatest teams in the country. Nine have been judged national champions before or following the game, and all but seven participants were ranked in the Top 10 prior to playing in Pasadena.

Prior to the agreement between the two conferences, there were only five sellouts in the game's then 30-year history. Since then, tickets to every game have been sold out.

The Big Ten Conference leads the series, winning 18 out of the 30 games played to date. The Pacific-8 has won 12 of the encounters, including six out of the last seven played.

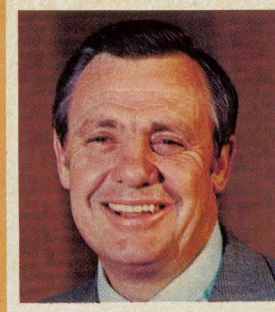
The Rose Bowl remains the oldest, largest and finest of all collegiate football classics—making it accurately "The Granddaddy" event!



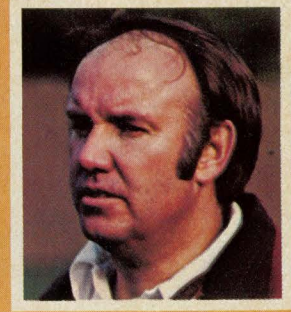
© WALT DISNEY PRODUCTIONS



DR. JOHN R. HUBBARD
President, USC



DR. RICHARD H. PERRY
Athletic Director, USC



JOHN ROBINSON
Head Football Coach, USC

1977 ROSE BOWL GAME

USC TROJANS

"We're going home. We're going home!!!"

That was the continuous chant heard in the USC locker room late in November after the Trojans had beaten UCLA for the Pacific-8 Conference football title and berth in the 63rd Rose Bowl Game on New Year's Day against Michigan.

Pasadena on New Year's Day is truly a Trojan "home."

January 1 will find USC in the Granddaddy bowl game for the 21st time, including a fifth appearance in the last six years and seventh in the prior 10 renewals.

And, the Trojans have something to show for it, winning 14 of those contests.

Michigan and USC have split two bowl appearances, with the Trojans winning, 10-3, in 1970 after having been defeated by the Wolverines, 49-0, in 1948.

Of special note, first-year coach John Robinson is the first "rookie" coach in 25 years to reach Pasadena. Stanford's Chuck Taylor came in 1951 for the 1952 game.

Yet, it is still Robinson's fifth trip to the Pasadena classic. He played the last 13 seconds for Oregon in 1958, and was an assistant coach at USC three times in 1972-1974. Now, he is bringing his own team.

In Robinson's words, after the victory over UCLA, "I was fortunate to follow a great tradition at USC and a great coach, John McKay. He knew how to get ready for the big games. He also left me a few players."

Among those is tailback Ricky Bell, one of the nation's leading rushers. His next goal is to break Trojan-great Anthony Davis' career rushing record of 3,724 yards (1972-1974). This could well happen during the 1977 Rose Bowl Game.

The 1976 season opened with a 46-25 loss to Missouri. But this was only a reminder of the Trojans of 1974, when they lost the opener then went on to win the national championship, including the 18-17 Rose Bowl win over Ohio State.

Robinson's Trojans were unbeaten in Pacific-8 play (7-0), and had a 9-1 mark over-all going into a November 27 meeting with Notre Dame.

MICHIGAN WOLVERINES

Ending a four-year absence, Bo Schembechler returns to the Rose Bowl with a Michigan team that was ranked No. 1 throughout most of the season—amassing a total of 426 points, and allowing opponents only 81.

The coveted Rose Bowl invitation hinged, for the seventh time in the last eight years, on the outcome of the annual season-ending clash with the Buckeyes of Ohio State. Ohio needed either a win or a tie to clinch the Big Ten championship, while the only answer for the Wolverines was a victory after being upset earlier by Purdue.

Michigan did just that, humiliating the Buckeyes 22-0, thus grabbing the co-championship.

Although both teams finished with 7-1 conference records (Michigan was 10-1 over-all), the Wolverines earned their first trip to Pasadena in five seasons by taking the showdown battle they had to win.

Michigan shared the Big Ten title with Ohio State in 1972, 1973 and 1974, yet was denied the Rose Bowl bid each time, twice by a vote of conference athletic directors and once by a loss to Ohio.

January 1, 1977, marks Michigan's seventh visit to Pasadena, with the first dating back to the original "Granddaddy" of all New Year's Day classics in 1902. Michigan trounced Stanford 49-0.

All in all, the Rose Bowl hasn't been too kind to Schembechler, despite an impressive 76-10-3 won-lost-tied coaching mark at Michigan. He suffered a heart attack just prior to the 1970 game, as Michigan lost to USC, 10-3. To make things worse, Stanford kicked a last-second field goal to edge out the Wolverines, 13-12, in 1972.

The Wolverines have never won the last game of the season under Bo Schembechler—something they will hope to change on New Year's Day. Perhaps quarterback Rick Leach and tailback Rob Lytle will help to break the jinx for good, and Bo will earn his first Rose Bowl victory.

If so, it will give Michigan an over-all 5-2 Rose Bowl record.



DR. ROBBEN W. FLEMING
President, Michigan



DONALD B. CANHAM
Athletic Director, Michigan



GLENN E. (Bo) SCHEMBECHLER
Head Football Coach, Michigan



© WALT DISNEY PRODUCTIONS

USC SEASON RECORD

USC	OPP
25	Missouri 46
53	Oregon 0
31	Purdue 13
55	Iowa 0
23	Washington State 14
56	Oregon State 0
20	California 6
48	Stanford 24
20	Washington 3
24	UCLA 14
Notre Dame (Nov. 27)	
355	120

USC TEAM ROSTER

No.	Name	Pos.
90	Anderson, David	NG
42	Bell, Ricky	TB
69	Bethel, Gary	C
64	Brooks, Bruce	OT
65	Budde, Brad	OG
88	Burns, Dan	TE
44	Burns, Mike	DB
23	Bush, Ron	DB
5	Carey, Mike	DB
91	Catoe, Ed	DT
59	Celotto, Mario	ILB
53	Cobb, Garry	OLB
17	Connors, Rod	TB
26	Diggs, Shelton	WR
92	Dimler, Rich	DT-NG
67	Evans, Ken	OG
8	Evans, Vince	QB
15	Farmer, Dave	FB
40	Fisher, Jeff	WR
62	Foote, Chris	C
38	Galbraith, Jim	FB
86	Gay, William	TE
50	Gutierrez, Ed	OLB
11	Hartwig, Carter	DB
25	Hayes, Michael	FL
6	Hertel, Rob	QB
61	Hickman, Donnie	OG
29	Hollmer, Kurt	TB
84	Houghton, Jeff	ILB
66	Howell, Pat	OG
85	Hunter, James	TE
45	Jackson, Vic	FB
27	Jamerson, Ron	DB
91	Janke, Jesse	OT
79	Jeter, Gary	DT
56	Johnson, Dennis	ILB
41	Kenlon, Steve	OLB
98	Lacy, Norm	OG
96	Lapka, Myron	DT
51	Lawryk, Gene	C
35	Levy, John	DB
57	Lewis, Davis	OLB
52	Martin, Rod	OLB
60	Matthews, Clay	ILB
58	McDonald, Mike	ILB
9	McDonald, Paul	QB
54	McPartland, Kevin	C
70	Miller, Rick	OT-OG
4	Moore, Ken	DB
77	Munoz, Anthony	OT
14	Obradovich, Steve	SE
33	Odom, Ricky	DB
97	O'Grady, Steve	OLB
37	Olivarria, Tony	FB
78	Page, Otis	OT
72	Peters, Ray	NG-DT
76	Powell, Marvin	OT
81	Pugh, Allen	DT
78	Randle, Kenny	SE
10	Ransom, Walt	QB
16	Robinson, Mike	SE
2	Sanford, Mike	DB
74	Schuhmacher, John	OT
82	Shipp, Joe	TE
18	Simmin, Randy	SE
1	Sorce, Art	PK
63	Sperling, Tyrone	OG
34	Spino, Mark	DB
71	Steele, Harold	NG
49	Strozier, Clint	DB
87	Studdard, Howard	TE
19	Sweeney, Calvin	FL
99	Tammaro, Vince	ILB
31	Tarver, Bernard	TB-FB
36	Tatupu, Mosi	FB
7	Thurman, Dennis	DB
95	Underwood, Walt	DT
68	Van Horne, Keith	OT
75	Van Dyke, Vinny	DT
93	Wakefield, Jeff	ILB
39	Walker, Glen	P-PK
46	Wiese, Van	FB
12	White, Charles	TB
55	Williams, Eric	ILB
24	Williams, Kevin	FL
94	Zoller, Ray	NG

MICHIGAN SEASON RECORD

MICH	OPP
40	Wisconsin 27
51	Stanford 0
70	Navy 14
31	Wake Forest 0
42	Michigan State 10
38	Northwestern 7
35	Indiana 0
45	Minnesota 0
14	Purdue 16
38	Illinois 7
22	Ohio State 0
426	81

MICHIGAN TEAM ROSTER

No.	Name	Pos.
86	Anderson, John	DE
66	Anderson, Steve	MG
31	Andrews, Phil	FB
64	Arbezniak, John	OG
61	Bartnick, Greg	OG
12	Bettis, Roger	QB
22	Bolden, Jim	DB
28	Braman, Mark	DB
45	Brown, Woody	S
13	Ceddia, John	QB
33	Davis, Russell	FB
92	DeSantis, Mark	DE
60	Donahue, Mark	OG
72	Downing, Walt	C
73	Dufek, Bill	OT
68	Giesler, Jon	DT
54	Graves, Steve	MG
95	Greer, Curtis	DT
2	Grievous, Chris	PK
53	Hackett, Jim	C
83	Harding, Dave	TE
71	Hennessy, John	DT
17	Hicks, Dwight	S
94	Hollway, Bob	DE
10	Howard, Derek	Wolf
25	Huckleby, Harlan	TB
93	Huckley, William	DT
88	Johnson, Gene	OG
20	Johnson, Ray	S
9	Johnson, Stacy	QB
55	Kadela, Dave	OT
51	Keitz, Dale	MG
78	Kenn, Mike	OT
36	King, Kevin	FB
19	Labun, Nick	PK
62	Lang, Bob	MG
7	Leach, Rick	QB
74	Lewis, Kirk	OG
63	Lindsay, Rock	OG
41	Lytie, Rob	TB
49	Mackall, Rex	LB
45	Malinak, Tim	LB
38	Melita, Tom	MG
46	Meter, Jerry	LB
77	Morton, Greg	DT
50	Nauta, Steve	C
96	O'Neal, Calvin	LB
24	Patek, Bob	Wolf
89	Pederson, Chip	TE
90	Pheps, Eric	DE
18	Pickens, Jim	DB
43	Richardson, Max	WB
82	Schmerge, Mark	TE
91	Seabron, Tom	DE
37	Smith, Jim	WB
99	Smith, Lewis	DT
44	Smith, Mike	DB
85	Stephenson, Curt	SE
57	Szafanski, Roger	MG
69	Szara, Gerry	OG
99	Tedesco, Dom	DE
79	Torzy, Mark	OT
39	Vogele, Jerry	LB
84	White, Rick	SE
65	Williams, Kyron	MG
1	Willner, Gregg	PK
3	Wood, Bob	PK
21	Woodford, Tony	DB
8	Zuver, Jerry	Wolf

PLAYERS OF THE GAME

- 1976—JOHN SCIARRA, UCLA
- 1975—PAT HADEN-JOHN McKAY, USC
- 1974—CORNELIUS GREENE, Ohio State
- 1973—SAM CUNNINGHAM, USC
- 1972—DON BUNCE, Stanford
- 1971—JIM PLUNKETT, Stanford
- 1970—BOB CHANDLER, USC
- 1969—REX KERN, Ohio State
- 1968—O. J. SIMPSON, USC
- 1967—JOHN CHARLES, Purdue
- 1966—BOB STILES, UCLA
- 1965—MEL ANTHONY, Michigan
- 1964—JIM GRABOWSKI, Illinois
- 1963—PETE BEATHARD, USC
- RON VANDERKELLEN, Wisconsin
- 1962—SANDY STEPHENS, Minnesota
- 1961—BOB SCHLOREDT, Washington
- 1960—BOB SCHLOREDT, Washington
- GEORGE FLEMING, Washington

1902—Michigan 49	Stanford 0
1916—Wash. State 14	Brown 0
1917—Oregon 14	Pennsylvania 0
1918—Marines 19	Camp Lewis 7
1919—Great Lakes 17	Marines 0
1920—Harvard 7	Oregon 6
1921—Cal 28	Ohio State 0
1922—Cal 0	Wash. & Jeff. (tie) 0
1923—USC 14	Penn State 3
1924—Washington 14	Navy (tie) 14
1925—Notre Dame 27	Stanford 10
1926—Alabama 20	Washington 19
1927—Stanford 7	Alabama (tie) 7
1928—Stanford 7	Pittsburgh 6
1929—Georgia Tech 8	Cal 7
1930—USC 47	Pittsburgh 14
1931—Alabama 24	Wash. State 0
1932—USC 21	Tulane 12
1933—USC 35	Pittsburgh 0
1934—Columbia 7	Stanford 0
1935—Alabama 29	Stanford 13

SCORES OF PAST GAMES

1936—Stanford 7	SMU 0
1937—Pittsburgh 21	Washington 0
1938—Cal 13	Alabama 0
1939—USC 7	Duke 3
1940—USC 14	Tennessee 0
1941—Stanford 21	Nebraska 13
*1942—Oregon State 20	Duke 0
1943—Georgia 9	UCLA 0
1944—USC 29	Washington 0
1945—USC 25	Tennessee 0
1946—Alabama 34	USC 14
1947—Illinois 45	UCLA 14
1948—Michigan 49	USC 0
1949—Northwestern 20	Cal 14
1950—Ohio State 17	Cal 14
1951—Michigan 14	Cal 6
1952—Illinois 40	Stanford 7
1953—USC 7	Wisconsin 0
1954—Mich. State 28	UCLA 20
1955—Ohio State 20	USC 7
1956—Mich. State 17	UCLA 14

1957—U. of Iowa 35	Ore. State 19
1958—Ohio State 10	U. of Ore. 7
1959—U. of Iowa 38	U. of Cal. 12
1960—Washington 44	Wisconsin 8
1961—Washington 17	Minnesota 7
1962—Minnesota 21	UCLA 3
1963—USC 42	Wisconsin 37
1964—U. of Ill. 17	U. of Wash. 7
1965—Michigan 34	Oregon State 7
1966—UCLA 14	Michigan State 12
1967—Purdue 14	USC 13
1968—USC 14	Indiana 3
1969—Ohio State 27	USC 16
1970—USC 10	Michigan 3
1971—Stanford 27	Ohio State 17
1972—Stanford 13	Michigan 12
1973—USC 42	Ohio State 17
1974—Ohio State 42	USC 21
1975—USC 18	Ohio State 17
1976—UCLA 23	Ohio State 10

*Played at Durham, N.C.



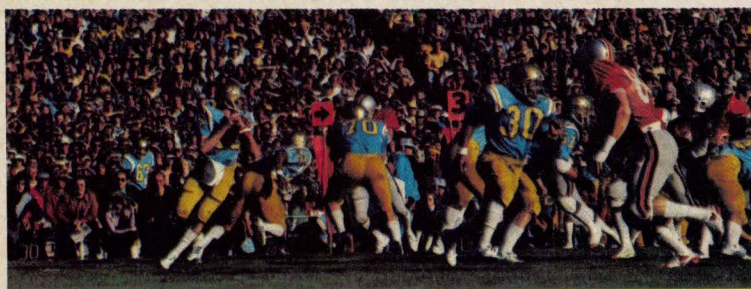
1

ROSE BOWL highlights

- 1 Pre-game ceremonies feature 1976 Grand Marshal Kate Smith.
- 2 Ohio State's head football coach, W.W. "Woody" Hayes.
- 3 Two-time Heisman Trophy winner, Archie Griffin (45).
- 4 Cornelius Greene (7), 1975 Player of the Game.
- 5 John Sciarra (15), 1976 Player of the Game.
- 6 Bruin card section salutes Tournament of Roses.



2



5



4




6

MISSION VIEJO

A lot more than just award-winning homes.

In Mission Viejo, every home is an integral part of America's most successful planned community. With \$14 million recreational facilities, outstanding schools, business and shopping centers—and a whole lifetime of things to enjoy.

The Good Life happens in Mission Viejo.

"EQUAL HOUSING OPPORTUNITIES" 





Discover Great Performances at Ambassador Auditorium

AMBASSADOR INTERNATIONAL CULTURAL FOUNDATION

1976-77 SEASON HIGHLIGHTS INCLUDE

Beverly Sills

Lazar Berman

Mstislav Rostropovich

Rome Piccolo Opera

Utah Symphony

San Diego Opera

Los Angeles Ballet

Philadelphia Orchestra

FOR SERIES BROCHURE CALL 577-5511 OR WRITE TO A.I.C.F. 300 W. GREEN ST. PASADENA, CA. 91129

Presented by Ambassador International Cultural Foundation. Series sponsored by Ambassador College in conjunction with its Department of Music and Art.
County of Los Angeles Information Card No. 63 City of Los Angeles Information Card No. 943



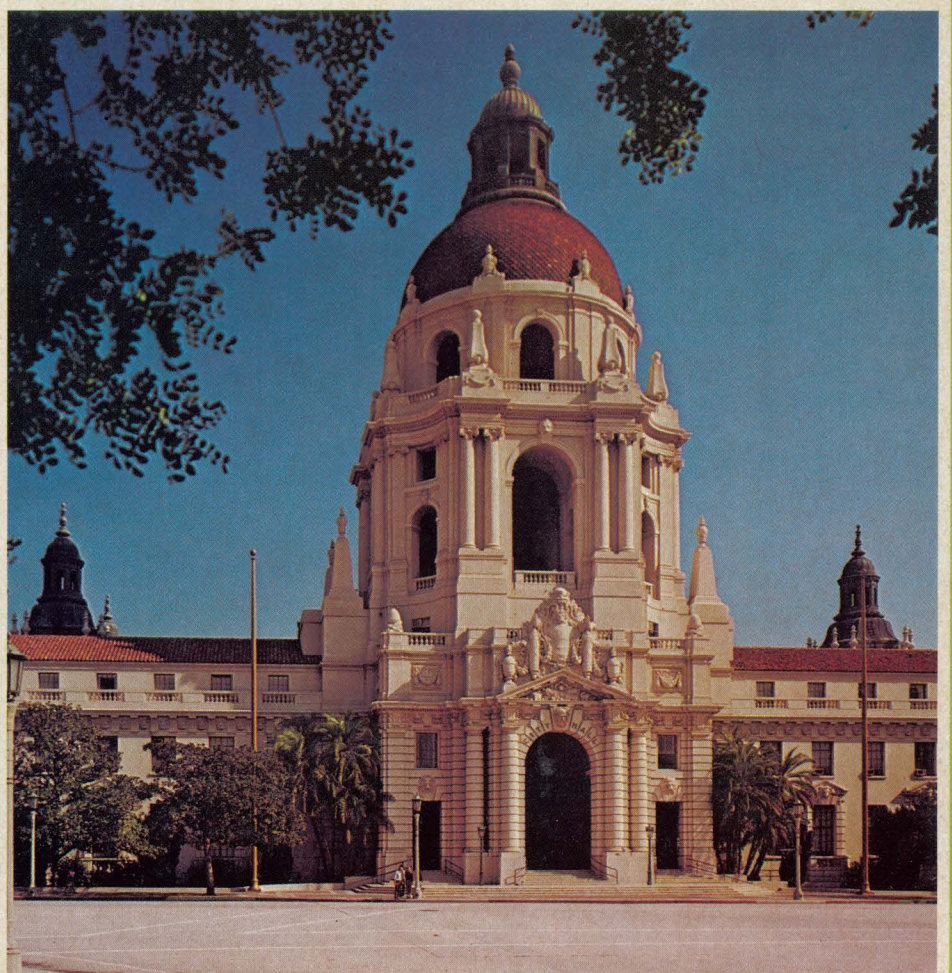
Two of Pasadena's noted landmarks are Tournament House, the former William Wrigley Jr. mansion and now home of the Tournament of Roses, and the Pasadena City Hall.

The mansion, constructed over a period of eight years (1906-1914) by Pasadenan George W. Stimson and his famous architect son, G. Lawrence Stimson, was purchased by the chewing gum magnate in 1914, for \$170,000.

For many years, the Rose Parade started in front of the famous address, which prompted the family's heirs to deed the house and grounds to the City of Pasadena in 1958, as the permanent headquarters of the Tournament of Roses.

The mansion, surrounded by the 4½-acre Wrigley Gardens, is open for weekly tours from February through September.

The Pasadena City Hall was built in 1927. While patterned after the classical style of early 16th Century Italian Renaissance, it still maintains the Spanish flavor with a red tile roof and an ornate fountain in its beautiful garden courtyard.





PARADE LINE-UP INDEX

GRAND MARSHALS	3
MAYOR OF PASADENA	14
TOURNAMENT PRESIDENT	8
TOURNAMENT ROYAL COURT	9



BANDS

Big Ten Conference	22
Bullard High School	46
Calif. State Univ., Long Beach	15
Cary High School	86
Concord High School	51
Estancia High School	75
Fairview High School	39
Glendora High School	113
Helix High School	91
Lawrenceburg High School	65
Live Oak High School	34
Los Angeles All-District	55
Marshall High School	19
McDonald's All-American	59
Mt. Miguel High School	80
Pacific-8 Conference	28
Pacifica High School	103
Pasadena City College	4
Pasadena High School	69
Salvation Army	107
Union-Endicott High School	97
U. S. Marine Corps	10



EQUESTRIANS

Al Azhar Mounted Patrol	53
Long Beach Mounted Police	1
Sacramento County Sheriff's Mounted Posse	117
Mule Wagons	109
Unit Marshals:	
Anderson, Warren Jr.	99
Boevers, Wayne	105
Clark, Bobbie	63
Cody, Iron Eyes	32
Fetterman, Ysabel	37

Fisher, Don	101
Hatfield, Marianne	6
Hemming, Paul	115
Hudecek, Robert	12
Johnson, Johnnie	67
Kroll, Lois Ann	24
Larson, Pearl	73
League, Mari Anne	88
Medeiros, Mary Johnson	84
Montana, Montie	95
Olmsted, Aaron Sr.	71
Pena, Alfredo	48
Plemon, Karen	88
Putnam, George	82
Reins, Troy	44
Rothenberger, Dr. Daniel	6
Rovira, Barbara	93
Saukko, Richard	30
Schofield, Sen. Jack	111
Smith, C. J. Jr.	78
Spalding, Joe	61
Stark, Chuck	41
Sultzter, Clarence	17
Vierra, Manuel	26
White, Bruce	57

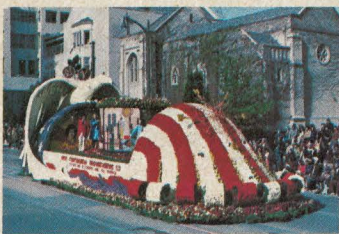


FLOATS

Alhambra	43
Al Malaikah Shrine Temple	54
American Honda Motor Co., Inc.	118
American Society of Civil Engineers	47
Arcadia	18
Atlantic Richfield	83
Bakery & Confectionery Workers' Union	114
Bank of America	45
Baskin-Robbins Ice Cream Co.	13
Bekins Moving & Storage Co.	106
Big Ten Conference	23
Burbank	27
Cal Poly Universities	52
Calgary, Alberta, Canada	2
Carson	79

Church of Jesus Christ of Latter Day Saints (Mormon)	16
Credit Unions National Assn.	62
Dr Pepper Co	20
Dolly Madison Cakes	94
Downey	112
Duarte—City of Hope	74
Eastman Kodak Co.	42
Farmers Insurance Group	5
Festival San Jacinto Assn.	70
Florists' Transworld Delivery Assn.	104
Glendale	77
Hour of Power	76
Huntington-Sheraton Hotel	108
International House of Pancakes	35
Lakewood	36
Lawry's Foods, Inc.	50
Long Beach	92
Los Angeles (City)	56
Los Angeles County	90
Lutheran Laymen's League	100
Mexico	49
Minneapolis Aquatennial— St. Paul Winter Carnival	96
Mission Viejo	81
Montebello	33
Native Sons & Daughters of the Golden West	116
Nova Scotia, Canada	87
Occidental Life Ins. Co. of Calif.	89
Odd Fellows & Rebekahs	31
Order Sons of Italy in America	85
Quebec, Canada	38
Pacific-8 Conference	29
Portland Rose Festival Assn.	60
Rand McNally & Co.	72
St. Louis	66
San Francisco	7
Santa Monica	102
Sierra Madre	68
South Pasadena	21
Square Dancers of America	110
Sunkist Growers, Inc.	58
Torrance	64
Union Oil Co. of Calif	25
United Airlines	11
Western Airlines	40
Winchell's Donut House	98

1977 PASADENA ROSE PARADE COLOR SLIDES and PICTURES IN SOUND



1977 PARADE

BREATHTAKING 2 x 2 COLOR SLIDES—FLOATS—HORSES—BANDS
FREE BONUS . . . Tape cassette with narrative and
 background music of parade
 PLUS QUEEN'S PORTRAIT AND TITLE SLIDE

**SET OF 80
 ALL FOR
 \$19.95
 POSTPAID**

SET OF 40 2 x 2 COLOR SLIDES OF PRIZE WINNING FLOATS & TAPE CASSETTE

**ALL FOR
 \$10.95
 Postpaid**

OUR 24TH YEAR—SATISFACTION GUARANTEED

ORDER TODAY
DOLAN'S



Box 1193
 Studio City
 Calif. 91604

NAME _____


ADDRESS _____

CITY _____ STATE _____ ZIP _____

Past years of Parade back to 1960 available at reduced rates

- Set of 40 SLIDES AND TAPE CASSETTE.....\$10.95
- Set of 80 SLIDES AND TAPE CASSETTE.....\$19.95
- 200 ft. (SILENT) SUPER 8mm OF THE PARADE.....\$24.95
- SOUND CASSETTE (FOR THE MOVIE).....extra \$ 5.95
- 200 ft. SUPER 8mm MAGNETIC SOUND ON FILM OF THE PARADE.....\$32.95

please add \$1.95 to all orders desiring shipment by Airmail
 California Residents add 6% Sales Tax



35MM SLIDES

Rose Parades!

8MM & Super-8MM MOVIES

Full Color!

HALF-PRICE SPECIALS!

1977 ROSE PARADE

Movies & Slides In Brilliant Kodak Color

Floral extravaganzas, fabulous floats, equestrian units, marching bands, beauty queens, famous stars, all for your own home screen enjoyment! We predict 1977 the most beautiful of all Rose Parades, ever!

MOVIES 8mm **SLIDES** 35mm, mounted
 OR Super-8

COVERAGE

All Floats & Winners 200' **\$24.50** 60 Slides **\$12.00**
 Complete '77 Parade 300' **\$34.50** 125 Slides **\$24.50**

SOUND! Magnetic Tape: Reel OR Cassette **4.95**
 FREE! Complete descriptive folder, with each order.

BEAUTIFUL 1976 ROSE PARADE!

COVERAGE **MOVIES** 8mm OR Super-8 **SLIDES** 35mm, mounted

All Floats & Winners 200' was 24.50 **\$12.25** 60 Slides, were 12.00 **\$ 6.00**
 Complete Rose Parade 300' was 34.50 **\$17.25** 125 Slides, were 24.50 **\$12.25**

* **NOTE:** All orders, add \$1.00 to cover parcel post & handling. **SOUND!** Magnetic Tape: Reel OR Cassette **\$4.95**

Send Rose Parade Movies and/or Slides as indicated; payment enclosed:

Cash Check Money Order
 \$5 Deposit on C.O.D. order
 California orders add 6% tax. Check or M.O. payable to: **ROSE PARADE MOVIES**

Order now! Mail this complete advertisement today to . . .
ROSE PARADE MOVIES, D 6905 Melrose Ave., Hollywood, CA 90038

Name _____
 Address _____
 City _____ State _____ Zip _____

So Real- You can almost smell the roses!

1976 ROSE PARADE IN LIVING COLOR AND SOUND....

Relive the beauty, glamour and pageantry of the Rose Parade in breathtaking Eastman Color. ORIGINAL PROFESSIONAL COLOR SLIDES 2 x 2, 35mm with a CASSETTE TAPE sound recording perfectly synchronized to every set of slides. Thrill to the music of bands and narrative description of each float, equestrian and marching unit. EXTRA BONUS...Title Slide and Queen's Portrait.

PROFESSIONAL MOTION PICTURES—8 mm and Super 8mm, photographed in gorgeous Eastman Color. Edited and produced by Hollywood's finest craftsmen.

DELIGHTFUL TO OWN. WONDERFUL TO GIVE! ORDER THIS COLLECTOR'S ITEM NOW.
 100% SATISFACTION GUARANTEED OR YOUR MONEY BACK

IDENTICOLOR LABORATORY, INC.

849 N. Highland Ave., Dept. R, Hollywood, Calif. 90038

PLEASE SEND ME THE CHECKED ITEMS:

- 35MM, 2X2 COLOR SLIDES AND CASSETTE TAPE
- Set of 40 slides and cassette tape (includes Bonus) . . . \$10.95
- Set of 80 slides and cassette tape (includes Bonus) . . . \$19.95

MOTION PICTURES

- 200 ft. 8mm Color . . . \$22.95
- 200 ft. Super 8mm Color . . . \$24.95

Name _____

Address _____

City _____ State _____ Zip _____

SEND CHECK OR M.O. (NO C.O.D.) CALIF. RESIDENTS ADD 6% SALES TAX



PICTURE THE PARADE!

COURTESY OF
EASTMAN KODAK
COMPANY

Action, color, people aplenty. Everyone loves a parade, and anyone with a camera can take this parade home in color snapshots, slides or movies.

Here are some tips from Kodak photo experts to help make your photography as spectacular as your subject:

- Pick a camera position along the parade route where the sun is at your back and you enjoy a clear view of the line of march.
- Prepare to photograph outstanding parade units by referring to the order of march in this program.
- Load your camera with color film and keep track of how many pictures or how much movie footage you have left to shoot. If you run out of film, look for film vendors along the parade route.
- Picture a poster, flyer or banner announcing the parade and its theme to use as a title for your print set, slide show or movie.
- Include spectators in the foreground of your pictures and movies to help "frame" floats, band units and equestrian teams. But be sure the spectators are looking at the parade, not the camera!

For Snapshooters Only

- Advance your film after every shot and you always will be ready for that special spur-of-the-moment picture opportunity that only happens once.
- When you spot a likely picture subject, take a moment to compose your picture in the viewfinder. Sometimes, if you wait a moment, a busy setting will clear up a bit or your main subject will move closer to the camera and automatically eliminate distracting background.
- Picture parade units as they move directly toward or away from you or when they stop or mark time while other units perform.
- Pan by centering a moving subject in your viewfinder and following it slowly, steadily, pivoting from the waist. Squeeze the shutter release at an opportune moment, while continuing to pan.
- Movement can be part of an exciting still picture so don't wait for all action to stop before you shoot.
- Hold your camera steady and squeeze your shutter release gently every time you shoot. A steady camera hand is especially important if you are using a telephoto lens or a Kodak Tele-Instamatic camera at its telephoto setting.
- Use your camera's telephoto setting to feature float riders or to single out interesting float details.

For Movie-Makers Only

- If your movie camera accepts Kodachrome 40, Ektachrome 40 movie film, or Kodak Ektachrome 160 movie films (type A), match your film choice to the weather. On a bright, sunny day, use Kodachrome 40 or Ektachrome 40 movie film with daylight filter in place. On an overcast day, choose Kodak Ektachrome 160 movie film (type A), with daylight filter, or Kodak (type G) Ektachrome 160 movie film, with no filter, for best results at lower light levels.
- Treat your parade movie as a whole. Each scene should add something new and interesting.
- Vary scene length and camera-to-subject distance.
- Hold your camera still most of the time, allowing your subjects to move through the camera's field of view.
- Keep camera movement to a minimum. Pan—slowly and steadily—pivoting from the waist.
- If your camera has a zoom lens, use the telephoto setting for close-ups. The wide-angle setting can help you establish the setting in which the individual scenes take place.
- Record the sounds of bands as well as spectators with a super 8 camera, such as a Kodak Ektasound movie camera, capable of recording "live" sound.
- Remember to film each sound scene a little longer than you would a silent scene because sound records slightly behind the image on the film.

Finishing Touches

- Take your camera to the Victory Park Post Parade area to fill in close-up details and to add candid photos of participants to your parade coverage.
- Look for an appropriate closing shot—the aftermath of the parade, a bedraggled spectator, or a discarded banner or sign.
- Edit your parade photography before you share it.
- If you have a projector capable of recording sound, add your own commentary to the "live" sound after processing.
- Have super 8 silent film striped and add appropriate music.
- Share your parade snapshots with someone far away by ordering multiple print sets at the time you take your film in for processing and printing.
- Make this year's photo coverage the first installment in your personal record of the annual Tournament of Roses Parade.



NO PARKING NO PARKING

Any way you look at it...
everyone loves a parade.



Kodak film for the times of your life.



What's a Honda?



Cars



Motorcycles



The Honda Express™



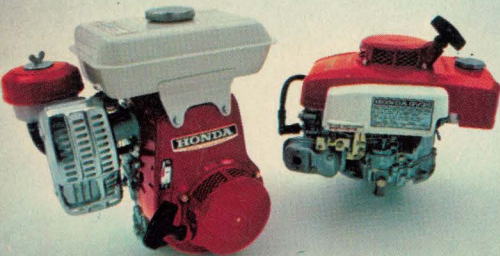
Kick 'N Go™



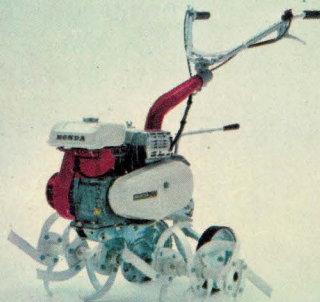
Outboard Engines



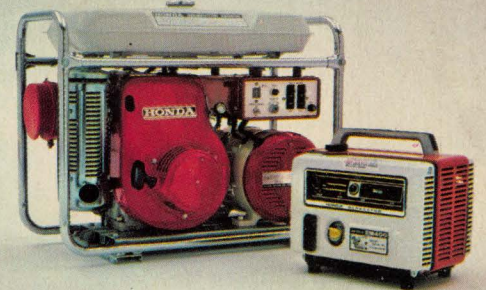
All-Terrain Vehicles



General Purpose Engines



Tillers



Generators



Apparel



Helmets and Accessories



Oil

Honda used to be a synonym for motorcycles. Today, as you can see, Honda stands for a lot more. But, perhaps the best answer to "What's a Honda?" is something you can't see. Honda means a spirit of leadership and a standard of excellence that you can always depend on.

HONDA