

Altadena Grandmother Wins Nod As Amazing 'Mrs. Rose Parade'

As Mrs. Isabella Coleman of Altadena, a quiet, unassuming, white-haired grandmother lays claim to very little fame. But as Mrs. Rose Parade, this amazing woman is known to millions who love flowers, love parades, and therefore love the Tournament of Roses.

Well, Mrs. Rose Parade is For Mrs. Rose Parade, world-famed designer and builder of Rose Parade floats, has won a major prize every year since 1910 and has won more sweepstakes and grand prizes than any other designer. She will design the Torrance entry in the 1958 parade.

Well, Mrs. Rose Parade is For Mrs. Rose Parade, world-

It all started when Mrs. Coleman worked on a Tournament of Roses float at the old Pasadena High School under the direction of Principal LeRoy Ely in 1904.

Designed Her Own
She became so proficient at the job that she was soon designing her own floats. In 1910 she won second prize with her first float, a flowerbedecked "one hoss shay." Her first sweepstakes prize came in 1915 which founded her reputation. Her 1915 float was the City of Los Angeles entry. When she arrived the man in charge of the float was dismayed. "There must be some mis-

take," he said. "We wanted a man—and you're just a girl." "The Tournament sent me," Mrs. Coleman replied. "I can build, your float and decorate it, too."

She did and, at 22, Mrs. Coleman was on her way to becoming Mrs. Rose Parade.

There are now three generations of float builders in the family. Mrs. Coleman's two sons, on a doctor, the other a dentist, also design and build floats. And they have now been joined by Mrs. Coleman's 12-year-old granddaughter, termed "a very good worker" by Mrs. Rose Parade.

Mrs. Coleman has won the Grand Prize for two years straight with the Occidental Life Insurance Company's float. This year she is again designing and building Occidental Life's float and try for an unprecedented third consecutive Grand Prize.

The Grand Prize is awarded to the Parade's most beautiful commercially sponsored entry.

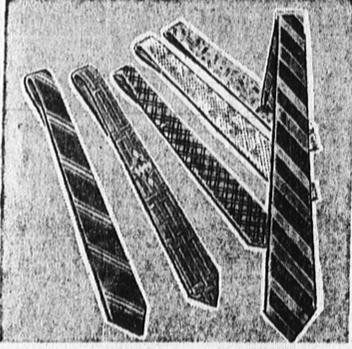
Mrs. Rose Parade begins her floats by drawing a chalk line on the cement floor of a huge Pasadena quonset, but that houses the floats. From then on, welders shape the birds, flowers, crowns and what have you—following a blueprint, a detailed drawing and Mrs. Coleman's instructions.

Her floats are distinguished by their delicate flowing lines and feathery effects. Her favorite "float flowers" are roses and orchids.

When the Rose Parade is over Mrs. Coleman takes a long vacation, after which she starts thinking about next year's Rose Parade. In June it starts all over again—and Mrs. Coleman is on her way to nailing down more prizes.

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Men's Stylemaker Ties

All-silk, many styles \$2

Choose any tie, it's sure to become his favorite! Selection includes Miramar random stripes, Coronado all-over designs, Del Mar underknobs and neat Ivy League patterns.



'Roulette' Links

Gift-boxed 3.50 plus tax

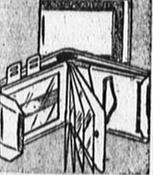
Conversation starters . . . miniature roulette wheels on cuff links.



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Match it with the cuff links for one of his most welcome and eye-stopping gifts.



Calfskin Wallet

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Men's Argyle Socks

Gift-boxed 3 prs. \$2

Traditional patterns in light-weight cotton or rayon. Sizes 10 thru 13.



give him Pilgrim shirts!

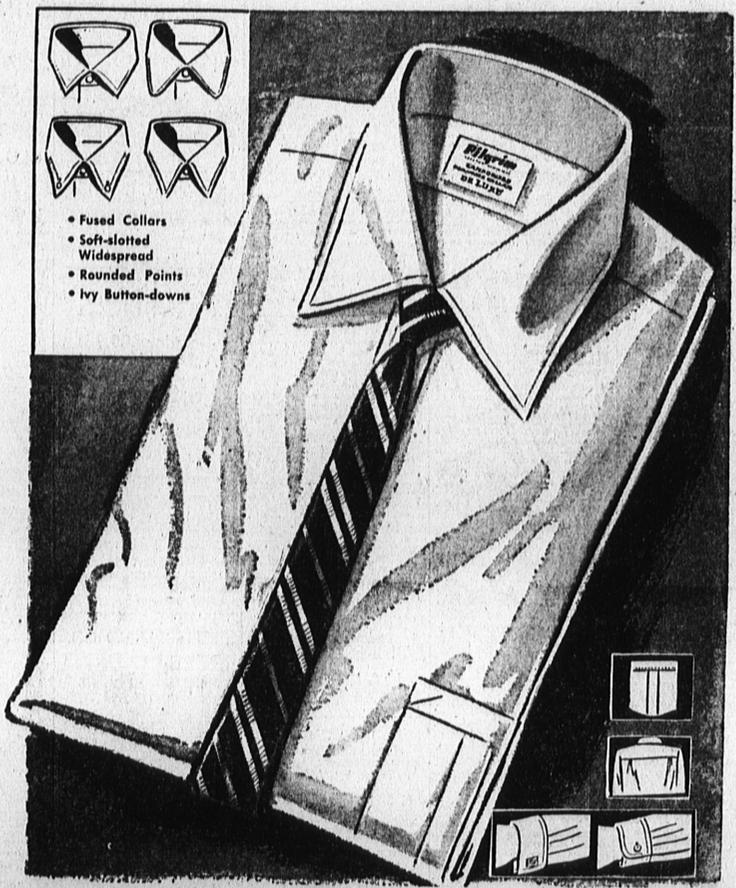
FAVORITES WITH MEN, YEAR AFTER YEAR



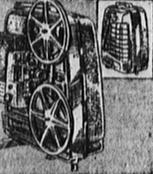
Frosty White Oxford Cloth or Pima Cotton

3.98

He never seems to have enough white shirts, so help him solve the problem handsomely with several of these wardrobe favorites! Fine Sanforized, mercerized pima broad-cloths with fused, wide spread or round point collars in regular or French cuffs, or combed oxford cloths with Ivy League button down collar and regular cuffs. Tailored with expensive single needle sleeving, gleaming ocean pearl buttons and other quality features. Proportioned fit in sizes 14 thru 17. Wonderfully low-priced!



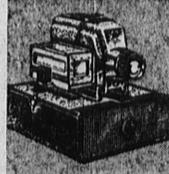
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8mm Tower 124.50

Powerful 750-watt lamp for brilliant image. Forward, reverse, still switch. In case.



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Carefree semi-automatic changer! 300-watt lamp . . . blower cooling. Built-in case.



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360° panning action, 180° vertical tilt. In 3 sections with telescoping legs. 52" in. extended. 22 in. closed.



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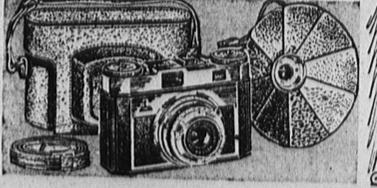
Tower Single Lens 8mm Movie Camera

Amazing Value! 59.50

5.95 DOWN, Sears Easy Terms

- Simple reel-type drop-in loading
- Precision fixed focus f:2.5 lens

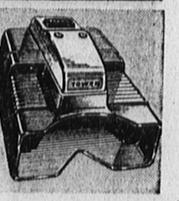
Give a lifetime of happy movie making with this Tower camera! Designed for quick, instant use . . . the lens needs no adjustment. 5 speeds, optical viewfinder, built-in exposure guide, other features.



Box Camera Outfit

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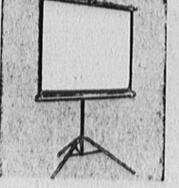
Includes camera, 120 film, flash unit, bulbs . . . everything you need!



'Pan Ram' Viewer

For Slides 9.95

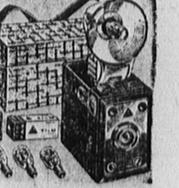
Stunning '3-D' effect makes slides come alive. Has bright battery light.



Glass Bead Screen

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Brilliant glass beaded screen for movies or slides. Tripod stand folds for storage.



Budget Camera Kit

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