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**OFFICIAL 1960
BADGER**

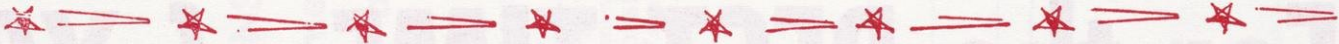


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ROSE BOWL TOUR

**Trip Information and
Application Forms**

WISCONSIN ALUMNI CLUB OF MADISON



HERE WE GO AGAIN



... and You're Invited!

DEAR BADGER FAN:

We know you're as proud and excited as we are over our Badgers winning the Big Ten title and receiving the bid to represent the conference in the Rose Bowl on New Year's Day. Well — here's something to push that blood pressure up still farther!

The Wisconsin Alumni Club of Madison is sponsoring, as part of the big All-Wisconsin Rose Bowl expedition, Badger Rose Bowl Special Trains to Pasadena — with exciting stopovers and side trips in a deluxe, delightful 11-day trip. In conjunction, the Wisconsin Alumni Club of Chicago is extending a special invitation to Chicagoland Badgers to join in the festivities and fun.

We have secured the services of experienced tour agents who have specialized in Rose Bowl tours for the past nine years. We are working with representatives of the nation's leading railroads. Together, we plan to make this the finest and most memorable Rose Bowl trip in Big Ten history.

All of the information you need to join this Wisconsin official tour is contained in this folder, along with application forms. All applications and requests for information should be directed to **BADGER ROSE BOWL SPECIALS, 14 SOUTH CARROLL STREET, MADISON, WIS.**

The important thing is to make your reservations **AT ONCE!** Your reservation includes an unforgettable 1959 Christmas package of warm friendliness, travel entertainment and thrills; and the big package includes your ticket to the Tournament of Roses Parade and the Rose Bowl game on New Year's Day.

Join the party! But do it without delay! Only by limiting our numbers can we assure a top-quality trip. Reservations will close the minute our last train space is filled.

On Wisconsin! On to California!

Best wishes,

GARY MESSNER, President
Wisconsin Alumni Club of Madison

FRANK CARNEY, President
Wisconsin Alumni Club of Chicago



Application for Reservations

BADGER ROSE BOWL TOUR
 14 S. Carroll St., Madison, Wis.

Date

Here is our application for reservations on the **OFFICIAL BADGER ROSE BOWL TRAINS**. I have enclosed \$..... which is to be considered as a \$25 deposit for each of the names listed below. I understand that we will receive a receipt for the amount of the deposit as well as a **Balance Due Statement** within a short time.

FILL OUT ENTIRE FORM — PLEASE PRINT PLAINLY

MAKE ALL CHECKS PAYABLE TO: BADGER ROSE BOWL SPECIAL

NAME	HOME ADDRESS	CITY	STATE	PHONE	PULLMAN Accommodations DESIRED (Indicate by No.)	HOTEL Accommodations DESIRED (Yes or No)

We will plan to join the tour at
 (Madison or Chicago)

In case it is impossible to obtain the Pullman accommodations as listed above, our second choice would be [] next higher rate, or [] next lower rate.



Please Send Information on Wisconsin to Hawaii Tour

PLEASE INDICATE ROOM ASSIGNMENTS FOR PULLMAN AND/OR HOTEL

Room # 1.....

Room # 2.....

For the BEST TIME of YOUR LIVES - Join the Official 1960 Badger ROSE BOWL Tour

WHY WE ARE SPONSORING THE ROSE BOWL SPECIALS:

We intend to make Wisconsin's second appearance in the Rose Bowl an event of which Badger fans and friends everywhere can be really proud. We hope to demonstrate, through our sponsorship of these Badger Rose Bowl Special trains, the combined greatness of Wisconsin and its University. In planning the 1960 Rose Bowl Tour, we have made every effort to give you the grandest California Holiday possible.

WHO IS ELIGIBLE TO JOIN THIS TOUR?

While the Badger Rose Bowl Specials are officially sponsored by the Wisconsin Alumni Club of Madison, we extend a cordial welcome to all loyal Wisconsin fans and their friends to come aboard. YOU DO NOT HAVE TO BE AN ALUMNUS OF THE UNIVERSITY TO JOIN THE TOUR.

WHAT DOES THE TOUR INCLUDE?

The prices quoted on the rate table include ALL of the following — round trip rail transportation and Pullman accommodations as listed, ALL MEALS and meal tips on the trains, with UNRESTRICTED CHOICE OF MENU, ALL baggage tips and transfers, ten or twelve hours in the glorious, glittering pleasure capital of the West — Las Vegas, with dinner and floor show in one of the famous casino restaurants, an optional special trip to magnificent Hoover Dam and beautiful Lake Mead, four nights at the Biltmore Hotel in Los Angeles, special tour that includes Santa Monica, Beverly Hills (you'll see the homes of the stars), Hollywood and the Pacific Beaches, ONE FULL DAY to explore the wonders of DISNEYLAND and KNOTT'S BERRY FARM (includes admission to Disneyland), reserved seats at the TOURNAMENT OF ROSES PARADE and the ROSE BOWL GAME, special caterers box lunch prepared by Biltmore Hotel chefs for the day of the game, a day (and most of the night!) in SAN FRANCISCO with a big King of the Sea seafood party on FISHERMAN'S WHARF, another special deluxe tour which covers not only the main points of interest in San Francisco but is climaxed by a trip to see the GIANT REDWOOD TREES in world-famous MUIR WOODS. Professional escort service is provided throughout by Gibbs Tours of Chicago. Representatives of the Wisconsin Alumni Club of Madison will serve as hosts and hostesses on all trains. All state and federal taxes are included in the quoted prices.

HOW MUCH WILL IT COST?

The rate table on one of the following pages gives a complete list of the cost of the tour. Because we feel that this is the type of tour the entire family will enjoy, we are quoting the fares at cost per passenger on the FAMILY PLAN (Special Railroad Fare) basis. Regular fares for individuals are also listed.

WHERE CAN I BOARD THESE SPECIAL TRAINS?

You can board the BADGER ROSE BOWL SPECIALS at Madison or Chicago. You will be required to make your own arrangements for travel to these boarding points.

WHAT WILL BE THE SCHEDULES OF THE SPECIAL TRAINS?

Exact departing and returning schedules will be sent to tour passengers as soon as they are determined. Meanwhile, you should plan to leave late on the evening of December 27th (Sunday), and return on January 7th. Arrangements will be made for Pullman passengers to board trains and get settled prior to departure time which has been set to take advantage of lower family plan rates.

WHAT ARE THE OPTIONAL FEATURES?

Accident, medical and baggage insurance will be offered at the time of making your final payment. The insurance will be in effect for the duration of the tour at a nominal cost. Also, an extension tour to the HAWAIIAN ISLANDS is planned. This 10-day vacation in Hawaii is available only to passengers on the official BADGER ROSE BOWL SPECIALS. If you are interested, please indicate in the appropriate space on the application blank. Detailed information will be mailed to you immediately.

HOW DO I APPLY FOR RESERVATIONS?

To reserve space for yourself and your family on the official Badger Rose Bowl Specials, just fill in the attached form and mail to: BADGER ROSE BOWL SPECIAL, 14 SOUTH CARROLL STREET, MADISON, WISCONSIN. Be sure to include a \$25 deposit for EACH person making a reservation. Be certain to indicate the number of passengers who are to share Pullman accommodations. All types of accommodations are numbered 1 through 14. Please write the number corresponding to the accommodations you desire on the appropriate line on the application form. For example: if two persons are to share a lower, write in the space under "Pullman Accommodations Desired" the numeral 2.

MAY I JOIN THE ROSE BOWL SPECIALS BUT STAY WITH FRIENDS IN CALIFORNIA?

YES! The hotel accommodations are based on two persons sharing a room. If you wish to stay with friends or relatives in the Los Angeles area, please write "NO" on the appropriate line of the application form, indicating that you do not want hotel accommodations as part of the package tour. A \$40 credit will be allowed at the time of final payment if you do not want hotel rooms. For those persons who want a single hotel room, a few can be accommodated for an additional \$29.

ARE ROSE BOWL GAME TICKETS GUARANTEED TO PASSENGERS OF THIS TOUR?

YES! One Rose Bowl Game ticket will be reserved for each member of the tour. Its cost has been figured in the package price. Tour will be closed to further reservations when the ticket supply is exhausted.

RATES

THE COST PER PERSON below includes all features of the tour as mentioned, including taxes. Passengers are to make their own arrangements for transportation from hometown to Madison or Chicago and return to hometown. Family plan rates quoted below apply to all adults in one family and their children between 12 and 21 years of age. Rates for children between 5 and 12 are substantially lower and will be quoted on request. If children are listed on the application form, please list the ages of ALL children. All rates are based on two persons sharing a double or twin bed room in hotel. Single hotel rooms will be \$29.00 additional. Those passengers not requiring hotel accommodations in Los Angeles should indicate this on their application forms. A credit of \$40.00 per person will be allowed for those not requiring hotel accommodations.

FAMILY PLAN RATES PER PERSON	ACCOMMODATION	PER PERSON REGULAR RATES
\$324.65	(1) RESERVED COACH SEAT	\$348.40
\$393.55	(2) TWO PERSONS IN A LOWER	\$423.55
\$398.00	(3) ONE PERSON IN AN UPPER	\$428.00
\$423.50	(4) ONE PERSON IN A LOWER	\$453.50
\$398.75	(5) TWO PERSONS IN A ROOMETTE	\$428.75
\$439.50	(6) ONE PERSON IN A ROOMETTE	\$469.50
\$434.70	(7) ONE PERSON IN A DUPLEX ROOMETTE	\$464.70
\$402.40	(8) THREE PERSONS IN A BEDROOM	\$432.40
\$429.00	(9) TWO PERSONS IN A BEDROOM	\$459.00
\$409.50	(10) THREE PERSONS IN A COMPARTMENT	\$439.50
\$434.75	(11) TWO PERSONS IN A COMPARTMENT	\$464.75
\$415.50	(12) FOUR PERSONS IN A DRAWING ROOM	\$445.50
\$433.70	(13) THREE PERSONS IN A DRAWING ROOM	\$463.70
\$471.50	(14) TWO PERSONS IN A DRAWING ROOM	\$498.50

Tour Size Limited By Tickets and Accommodations - ACT NOW



ON TO CALIFORNIA