

# Fireworks, Circus Coming

## Rose Bowl Scene of Spectacle

IN THE beginning the Pasadena Firemen decided it would be better for the people of the town to gather in some central spot, like the Rose Bowl, and see a big, noisy, professional fireworks show, rather than light their own in the summer-dry city and possibly start a fire.

The idea was well-received by city officials and the public and now, 38 years later, the Rose Bowl Circus and Fireworks is looked forward to by hundreds of small boys from the day school is out.

It is big, and it is professional and it is noisy. It packs into the oval that is Pasadena's singular claim to fame, the Rose Bowl, some of the vanishing old-fashioned elements of what a Fourth of July should be.

When the time comes that do-it-yourself fireworks are banned everywhere, the Rose Bowl extravaganza will stand out as a beacon as the best alternative ever invented. This year thousands will drive down into the Arroyo Seco and will sit on the board bleachers of the Rose Bowl to see the Circus and Fireworks. And hundreds of others will line the Arroyo to watch the big aerial pieces rocket up and burst into a night filled with brief local stars and brightness.

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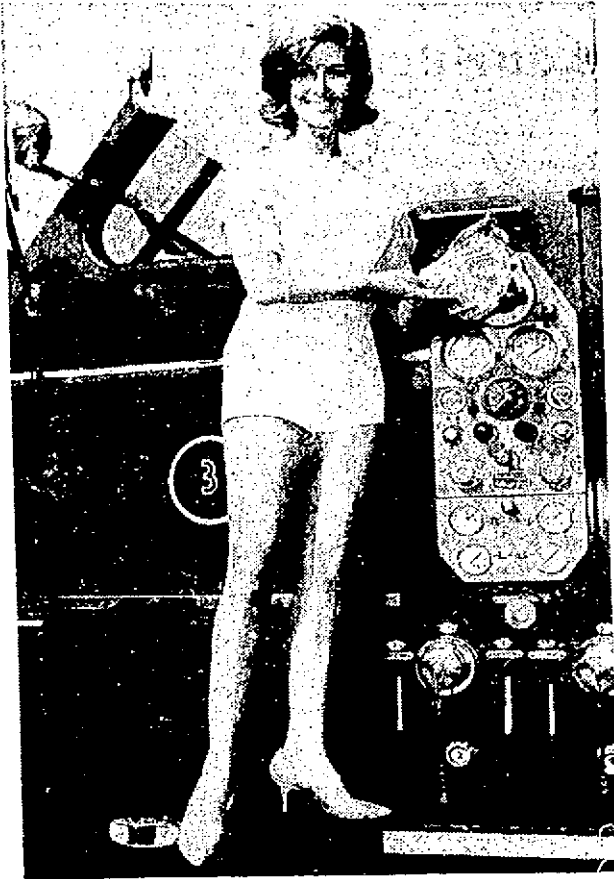
This year the Pasadena Firemen's show has a queen, Miss Charlotte Stewart. There is a grand marshal in Jerry West, Los Angeles Lakers basketball star. And there are two masters of ceremony, Al Lehman and Roger Barkley, KCAC, disk jockeys.

The Polack Bros. Circus will move into Pasadena on July 4 for the evening show. There will be a circus band, the clowns, high wire artists, acrobats, aerialists, wild animal acts, jugglers, balancers, and of course, the elephants.

Tickets for the Circus and Fireworks show are \$2.50 and \$2; tickets for children are \$1. These are on sale at the central fire station in Pasadena and at Thrifty Drug Stores. And of course there is plenty of free parking on the Rose Bowl grounds.

Many Pasadenans first saw the Rose Bowl Circus and Fireworks show as a small child — their Fourth of July are hinged on this big outdoors spectacle. And they have introduced the evening's excitement to a second generation now.

The Pasadena Firemen, who use the monies earned from the show in their relief fund are hoping, like many members of the public, that the big Rose Bowl show will celebrate many birthdays after next Saturday night's happy 38th.



Pretty Charlotte Stewart is queen of this year's Circus and Fireworks, July 4th, at the Rose Bowl.

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# FIREWORKS

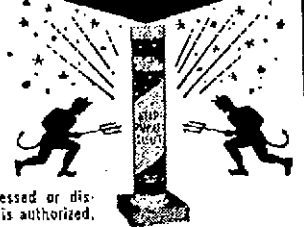
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622 W. LAS TUNAS DR., Next to La Marr's Market.  
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951 E. LAS TUNAS DR., Lucky Market Shopping Center Parking Lot.  
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★ **MONTEREY PARK — 4 LOCATIONS**

AMERICAN LEGION POST NO. 397 — S. E. Corner Collegian & Brooklyn, 1/2 Block West of Atlantic on Brooklyn Across street from E. L.A. College.  
NORTHEAST CORNER OF ATLANTIC & GARVEY — Safeway Parking Lot.  
WORLD WAR I VETERANS — A & P Parking Lot — Across from Atlantic Square Shopping Center.  
WORLD WAR I VETERANS — Rural & East Garvey — West of New Ave., on Benny's Drive-In Parking Lot. (Across from Car Wash).

★ **EL MONTE — 3 LOCATIONS**

5343 NO. PECK RD., At City Limits line where Irwindale meets El Monte.  
10534 E. LOWER AZUSA RD., Midway Shopping Center Parking Lot.  
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