

January/February 2012

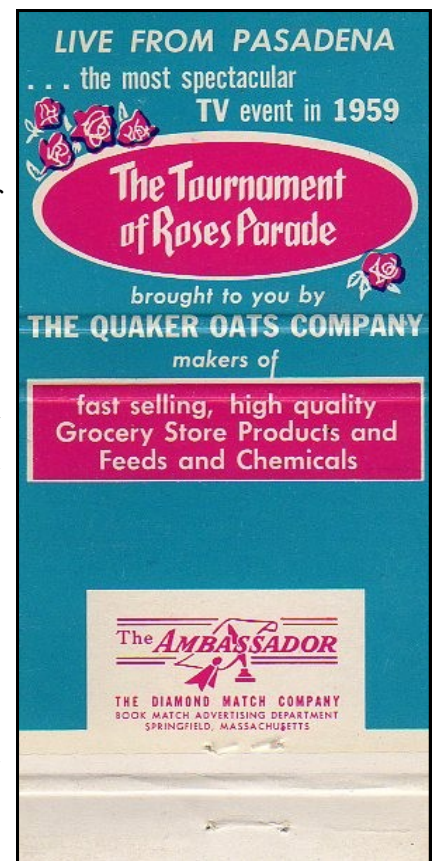
Tournament of Roses Parade

By Mike Prero

The Tournament of Roses Parade, better known as the Rose Parade, is "America's New Year Celebration", a festival of flower-covered floats, marching bands, equestrians and a college football game on New Year's Day (but moved to Monday if New Year's Day falls on a Sunday), produced by the non-profit Pasadena Tournament of Roses Association.

The annual parade was first held January 1, 1890 in Pasadena, California. Today, the Rose Parade is watched in person by hundreds of thousands of spectators on the parade route, and is broadcast on multiple television networks in the United States (ABC holds the official contract, but because it is a public parade, other networks are allowed to produce their own coverage). It is seen by millions more on television worldwide in more than 200 international territories and countries. The Rose Bowl college football game was added in 1902 to help fund the cost of staging the parade. Playing in the 2012 Rose Bowl Game are the Oregon Ducks and the Wisconsin Badgers.

In 2010, the tournament announced that Honda is the presenting sponsor and the parade is known as the Rose Parade



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The DIAMOND MATCH CHICAGO, ILL.

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Featuring FAMOUS STARS OF SCREEN
THE QUAKER OATS COMPANY
THE Tournament of Roses
PARADE
Presents LIVE from PASADENA

THE QUAKER OATS COMPANY
Presents on ABC-TV January 1, 1960



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DIAMOND MATCH DIV. CHICAGO, ILLINOIS

ROSE BOWL TEAMS, AND CELEBRITIES
SEE THE WHOLE PARADE, THE FLOATS,
BANDS, CAPTAINS AND PLAYERS OF THE
MONDAY - JANUARY 2
ABC-TV
LIVE from Pasadena on
The Quaker Oats Company
presented by
The 1961 Rose Parade

THE QUAKER OATS COMPANY
Presents on ABC-TV January 2, 1961



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THE TELEVISION EVENT OF THE YEAR

DIAMOND MATCH DIV. CHICAGO, ILLINOIS

SEE THE WHOLE PARADE, FLOATS,
BANDS, AND CELEBRITIES
MONDAY - JANUARY 1
CBS-TV
THE QUAKER OATS COMPANY
PRESENTED BY
THE 1962 ROSE PARADE

THE QUAKER OATS COMPANY
Presents on CBS-TV - January 1, 1962



CLOSE COVER BEFORE STRIKING MATCH

LIVE FROM PASADENA

1960 Rose Parade

brought to you by
THE QUAKER OATS COMPANY
Makers of the following
Fine Quality Grocery Products

QUAKER and MOTHER'S OATS
QUAKER and AUNT JEMIMA
CORN MEAL and GRITS
AUNT JEMIMA MIXES
FLAKO PRODUCTS
QUAKER PUFFED WHEAT and RICE
MUFFETS SHREDDED WHEAT
KEN-L PRODUCTS
PUSS'n BOOTS CAT FOOD

and
FEEDS and CHEMICALS

LIVE FROM PASADENA

1961 Rose Parade

brought to you by
THE QUAKER OATS COMPANY
Makers of the following
Fine Quality Grocery Products

QUAKER and MOTHER'S OATS
QUAKER and AUNT JEMIMA
CORN MEAL and GRITS
AUNT JEMIMA MIXES
FLAKO PRODUCTS
QUAKER PUFFED WHEAT and RICE
MUFFETS SHREDDED WHEAT
KEN-L PRODUCTS
PUSS'n BOOTS CAT FOOD

and
FEEDS and CHEMICALS

LIVE FROM PASADENA

1962 Rose Parade

brought to you by
THE QUAKER OATS COMPANY
Makers of—

QUAKER and MOTHER'S OATS
QUAKER and AUNT JEMIMA
CORN MEAL and GRITS
AUNT JEMIMA MIXES
FLAKO PRODUCTS
QUAKER PUFFED WHEAT and RICE
MUFFETS SHREDDED WHEAT
LIFE CEREAL
KEN-L PRODUCTS
PUSS'n BOOTS CAT FOOD

and
FEEDS and CHEMICALS