

THERE ARE

20

**DAZZLING
ROSE FESTIVAL
EVENTS**

INCLUDING

PARADES

feature magnificent floats decorated with real flowers, and the best bands and marching units obtainable. Some floats will carry more than 200,000 roses.



STADIUM SHOWS

carry the brilliance and the beauty of the festival into the evening hours. Shows feature top musicians and performers of motion pictures and television.



CORONATION OF THE QUEEN

opens each Festival with magnificent pageantry as the Realm of Rosaria chooses, and enthrones, its new ruler.



ROSE SHOWS

featuring prize blooms from all over the nation are an annual feature. This year the American Rose Society convenes in Portland Festival Week.



SKI TOURNAMENT

The Golden Rose downhill race, on the steep slopes of towering Mt. Hood, furnishes a unique thrill for Rose Festival visitors.



Plan now to have the time of your life
at Portland's famous
ROSE FESTIVAL

JUNE 6-10, 1956

Admission to every exciting event on the 1956 Rose Festival program is yours for only \$2.40 for each adult's season ticket book, or \$1.00 for children's tickets. Twenty colorful, fun-packed events are presented during the five Festival days. Portland's Rose Festival is the biggest vacation entertainment bargain available in America. Plan to spend your June vacation in the Pacific Northwest. See — enjoy — Portland's 48th annual Rose Festival. For tickets, write
ROSE FESTIVAL, Portland, Ore.



Seven major airlines, two transcontinental bus systems, five railroad networks and Oregon's own scenic highways will carry you to Portland and the Rose Festival. Contact the travel office or agent of your choice in your own area.

**HOW
TO GET
THERE!**

**WHERE
TO
STAY!**

Eight first-class hotels and numerous motels in or near the City of Roses are available for housing visitors. For detailed information regarding costs, services, etc., or for other information about Portland, contact Visitors' Information Center, Portland 4, Oregon.

**WHAT
TO
SEE!**

Complete information about Oregon's many and varied attractions is available through the Oregon State Highway Department Travel and Information Service, Salem, Oregon.

Disneyland

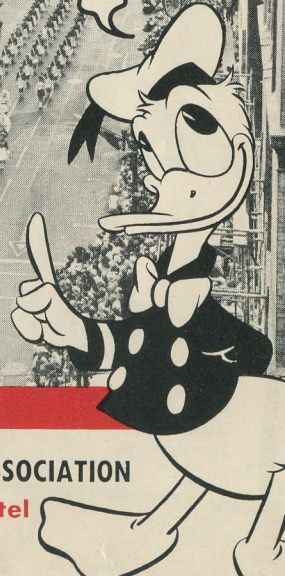
comes to Portland,
Oregon's 48th annual

ROSE FESTIVAL

**JUNE 6-10
1956**



WE'LL ALL BE
THERE TOO...



PORTLAND ROSE FESTIVAL ASSOCIATION

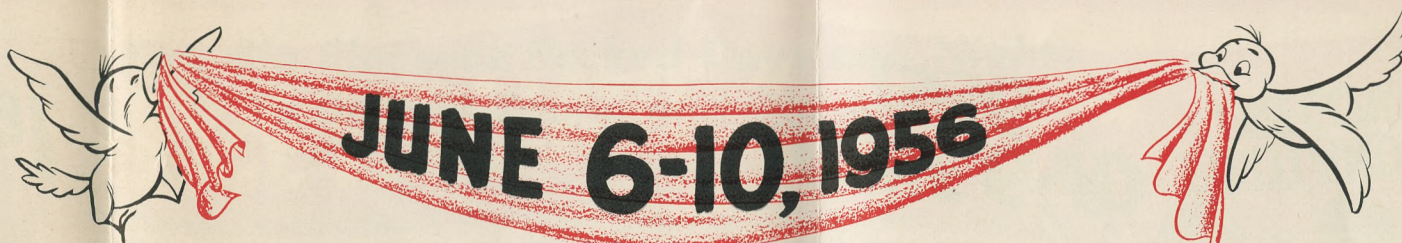
**235 Multnomah Hotel
Portland, Oregon**



DISNEYLAND *in flowers*

COMES TO THE WORLD-FAMOUS 1956 PORTLAND, OREGON

ROSE FESTIVAL



JUNE 6-10, 1956

Nancy I
of Rosaria



You're Invited...

to join the countless thousands who each year visit the magnificent vacation-land of the Pacific Northwest, and in Portland pay homage to the Queen of Flowers, the Rose. You'll enjoy the beauty, the pageantry and the fun of this world-famous celebration. There's a welcome for you in the City of Roses. You'll remember Portland and the Rose Festival.

AN
INVITATION
FROM THE
KIDDIES TOO!

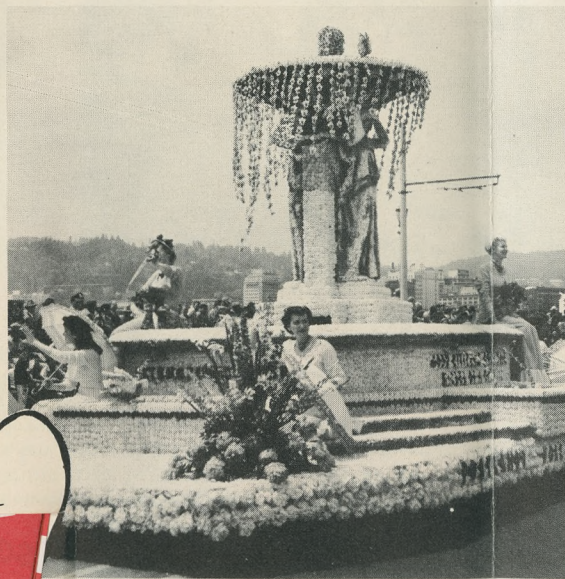


Proclamation

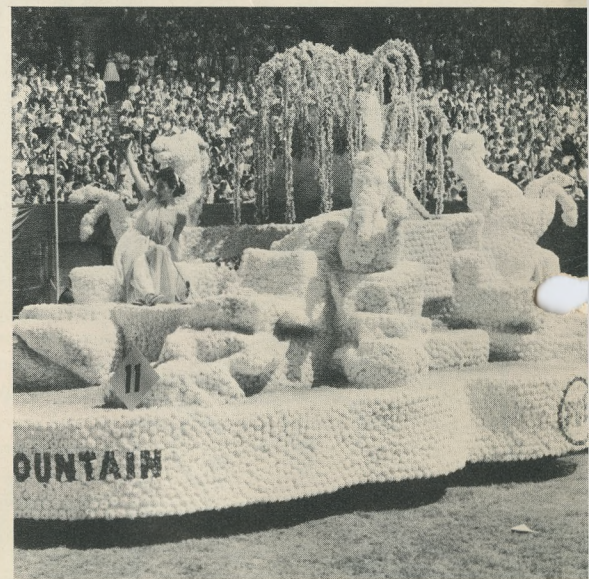
To all worshippers of the Rose throughout the world: Hear and obey!

Her Majesty, the Queen of Rosaria, having domain over the realm of Portland, Oregon, the City of Roses, and over all surrounding Provinces, does invite, nay, command, your presence in her Capitol City during the forty-eighth annual Rose Festival to be held June 6, 7, 8, 9 and 10, in the year 1956. (Signed)

Harold Kelley
President



The Grand Floral Parade, spectacular climax of each festival, is viewed by nearly a million visitors.



This year, the parade theme of "Disneyland in Flowers" offers a new high in beauty and originality.