

THERE ARE **20** DAZZLING ROSE FESTIVAL EVENTS —

PARADES

The Grand Floral Parade June 15th is four miles of spectacular beauty, seen each year by three-quarters of a million viewers. The Junior Rose Festival Parade, June 14th, staged by ten thousand youngsters, is unique in the nation.

STADIUM SHOWS

Two nights of colorful entertainment under the stars . . . Thursday and Friday, June 13 and 14, at 8:00 P.M. A galaxy of stars headed by TV's The Lennon Sisters will provide an unforgettable evening of entertainment at Multnomah Stadium.

CORONATION OF THE QUEEN

Each year, thousands of spectators enjoy the pageantry, the drama, and the suspense of the selection of the new Queen of Rosaria. This event on Wednesday evening, June 12, is followed by the colorful ritual of the Coronation ceremonies and four additional days of breath-taking beauty and fun.

ROSE SHOWS

Rose fanciers from all over the world look forward to participation in the 69th annual Rose Show which opens its doors on Thursday, June 13. Displays, exhibits and competition in the production of choice blooms which each year feature the Rose Festival makes Portland truly The City of Roses.

SKI TOURNAMENT

A colorful and unique Rose Festival tradition takes place on Sunday, June 16. A short drive over paved roads take Rose Festival visitors to the slopes of beautiful Mt. Hood for the last accredited ski tournament of the season . . . climaxed by a thrilling, two-mile race downhill from the summit of one of the world's most beautiful mountain peaks.

Sports, exhibitions and many other colorful events to interest and entertain visitors of all ages and tastes.
THE CITY OF ROSES INVITES YOU!!!

Plan now to have the time of your life

ROSE FESTIVAL

JUNE 12-16, 1957

Admission to every exciting event on the 1957 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.

SEE 6 EVENTS FOR THE PRICE OF ONE BOOK

Adults \$2.40 . . . Juniors \$1.00

(Including Tax)

RESERVED SEATS:

\$2.40 per Person per Event

SINGLE ADMISSIONS:

\$1.50 Adults • 50c Children

SCHEDULE OF EVENTS

FRIDAY, JUNE 7

8:00 p.m. JUNIOR QUEEN SELECTION Civic Auditorium

WEDNESDAY, JUNE 12

8:00 p.m. QUEEN SELECTION AND CORONATION. Multnomah Stadium

THURSDAY, JUNE 13

1:00-9:00 p.m. ROSE SHOW Civic Auditorium

Noon KNIGHTING CEREMONY Civic Auditorium

8:00 p.m. VARIETIES OF 1957 Multnomah Stadium

FRIDAY, JUNE 14

9:00-9:00 p.m. ROSE SHOW Civic Auditorium

1:00-9:00 p.m. *ART FESTIVAL Laurelhurst Park

2:00 p.m. JUNIOR ROSE FESTIVAL PARADE East Side

(Starting at 52nd at Sandy Blvd.)

5:30 p.m. ELK FLAG DAY SERVICE Washington Park

8:00 p.m. VARIETIES OF 1957 Multnomah Stadium

SATURDAY, JUNE 15

10:00 a.m. GRAND FLORAL PARADE Multnomah Stadium

(Same route as 1955-56, starting from Stadium and ending at Benson High School)

10:00-9:00 p.m. *ART FESTIVAL Laurelhurst Park

10:00 a.m. CITY ARCHERY TOURNAMENT Sherwood Field

(Sylvan Archers) (Washington Park)

2:00-10:00 p.m. BATON TWIRLING CONTEST Farragut Field

9:00 p.m. QUEEN'S BALL Masonic Temple

SUNDAY, JUNE 16

10:00 a.m. CITY ARCHERY TOURNAMENT Sherwood Field

(Sylvan Archers) (Washington Park)

10:00-9:00 p.m. *ART FESTIVAL Laurelhurst Park

1:30 p.m. ANNUAL SHETLAND PONY JAMBOREE P.I. Building

(Sponsored by Northwest Shetland Pony Club)

1:30 p.m. MARINE DAY Willamette River

1:30 p.m. GOLDEI' ROSE SKI TOURNAMENT Timberline Lodge

(Mt. Hood)

2:00-5:00 p.m. BATON TWIRLING CONTEST Farragut Field

JUNE 12 TO JUNE 16 (EVERY DAY)

1:00-4:00 p.m. OPEN HOUSE — NAVY SHIPS Portland Harbor

(Between Burnside and Morrison Bridges)

(Ships will also be open to the public from

9 to 11 a.m. on Saturdays and Sundays)

*ART FESTIVAL will stage an added attraction, "ARTIST'S PAINT BRUSH" at

3:00 p.m. each day (Friday, Saturday and Sunday).

PORTLAND ROSE FESTIVAL

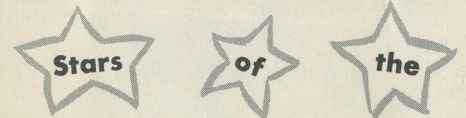
June 12-16, 1957



The

LENNON SISTERS

from the Lawrence Welk TV Show



STADIUM SHOWS
"Varieties of 1957"

PORTLAND ROSE FESTIVAL ASS'N.

235 Multnomah Hotel • Portland, Oregon





YOU'LL SEE

Melodies in Flowers at the 49th Annual

Queen Sharon I



PORTLAND ROSE FESTIVAL

PORTLAND, OREGON, JUNE 12-16, 1957

FIVE BIG PLEASURE PACKED DAYS TO DELIGHT YOUNG AND OLD ALIKE

Featuring the Most Gala STADIUM SHOW of Them All

"VARIETIES OF 1957"

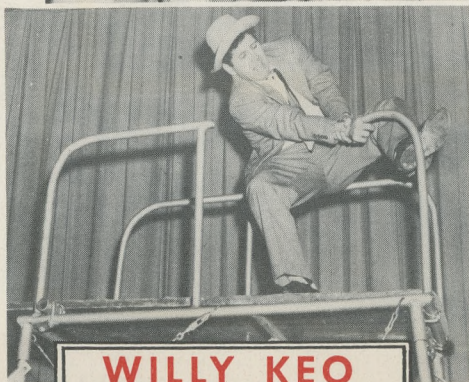
Thursday and Friday Evenings, June 13 and 14 at 8:00 P.M.

Starring

The LENNON SISTERS

From the Lawrence Welk TV Show

AND A PARADE OF STAR ACTS AND ATTRACTIONS FROM THE LEADING ENTERTAINMENT CAPITOLS OF THE WORLD.



WILLY KEO

America's favorite Diving Board Clown . . . combined with exciting Trampoline acrobatics!



BASSIE TRIO

Internationally famous Tumbling Comedy Act . . . Stars of the Ed Sullivan Show . . . and other world-wide entertainment festivals!



FOUR CORDOLINS

Four beautiful redheaded femmes combine beauty and talent with musical instruments and song . . . truly a musical journey around the world!



QUEEN OF THE SKY

Death-defying aerialist in a thrill-a-minute stunt ride hanging in mid-air from a helicopter . . . the most daring attraction ever to play Portland!