

Enjoy with us . . .

Rose Festival

FUN

You'll love the
COLOR
BEAUTY and
EXCITEMENT!

JUNE 11-15-1958

Portland, Oregon

So Many Delightful ROSE FESTIVAL EVENTS

You Can Hardly Count Them

PARADES

The Grand Floral Parade June 14, is five miles of spectacular beauty seen each year by three-quarters of a million viewers. Each float will depict one of the Fifty Golden Years. The Junior Rose Festival Parade, June 13, staged by 10,000 youngsters, is unique in the nation.

CORONATION OF THE QUEEN

Each year, thousands of spectators enjoy the pageantry, the drama, the beauty and suspense of the selection of Her Majesty, the new Queen of Rosaria, followed by the colorful ritual of the Coronation spectacle.

STADIUM SHOWS

Two nights of colorful entertainment "under the stars". Talent is selected from among the leading stars and super-attractions of the entertainment world. Color, music and variety combine to provide unforgettable evenings in Multnomah Stadium.

FESTIVAL CENTER

A feature of the 50th Anniversary is a festival all of its own . . . covering 13 city park blocks in the center of beautiful Portland. Here you will find out-door barbecues, a midway designed for young and old alike, art festivals, travel shows, free out-door concerts, street dancing and dozens of other "native" activities.

ROSE SHOW

Rose fanciers from all over the world look forward to participation in the 70th annual Rose Show.

MARINE DAY

Sunday, June 15th, is Marine Day where water sports and boat racing rule in an International flavor.

SKI TOURNAMENT

A short drive takes visitors to Timberline Lodge on the slopes of majestic Mt. Hood for the nation's last accredited ski tournament

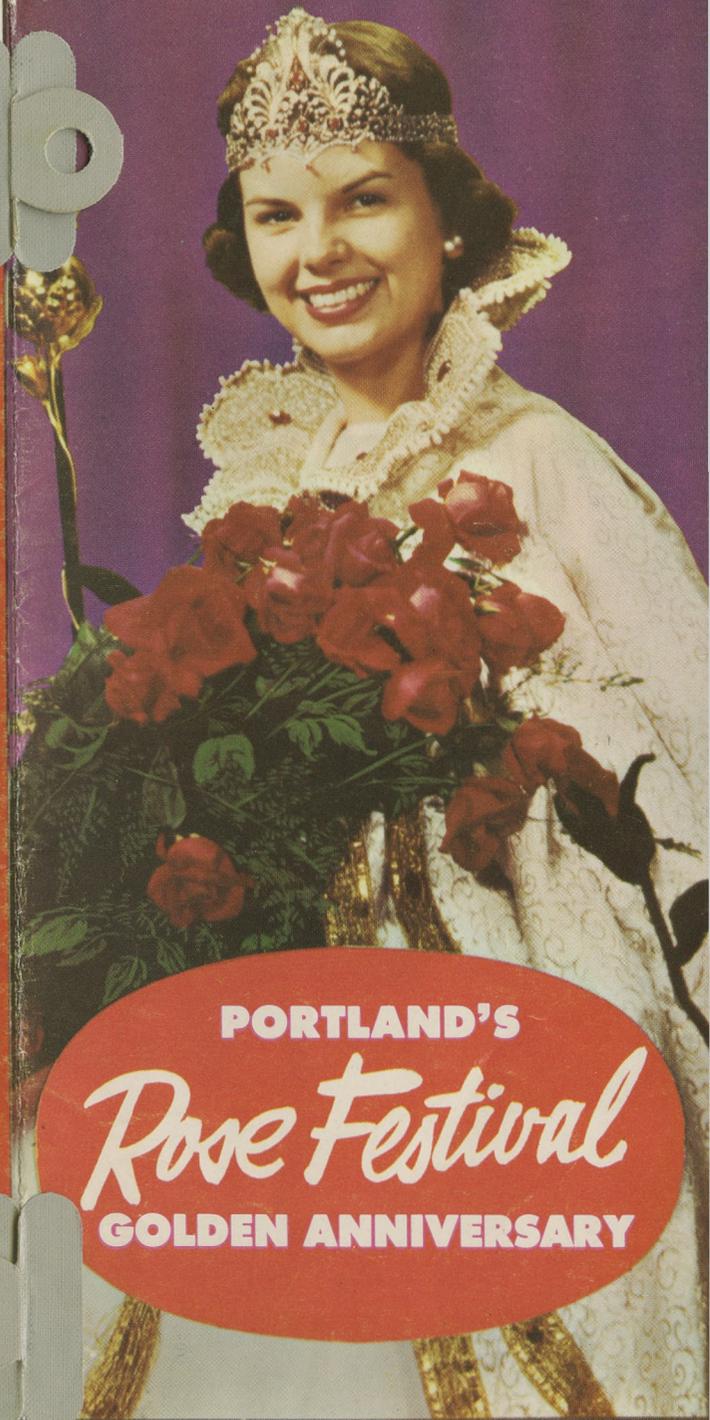
OTHER HIGHLIGHTS

Garden tours, Art Museum, Scenic Drives and other colorful events to entertain visitors of all ages . . . will be your "Golden Memories".

The City of ROSES INVITES YOU!

Portland Rose Festival Assn., 235 Multnomah Hotel, Portland, Oregon

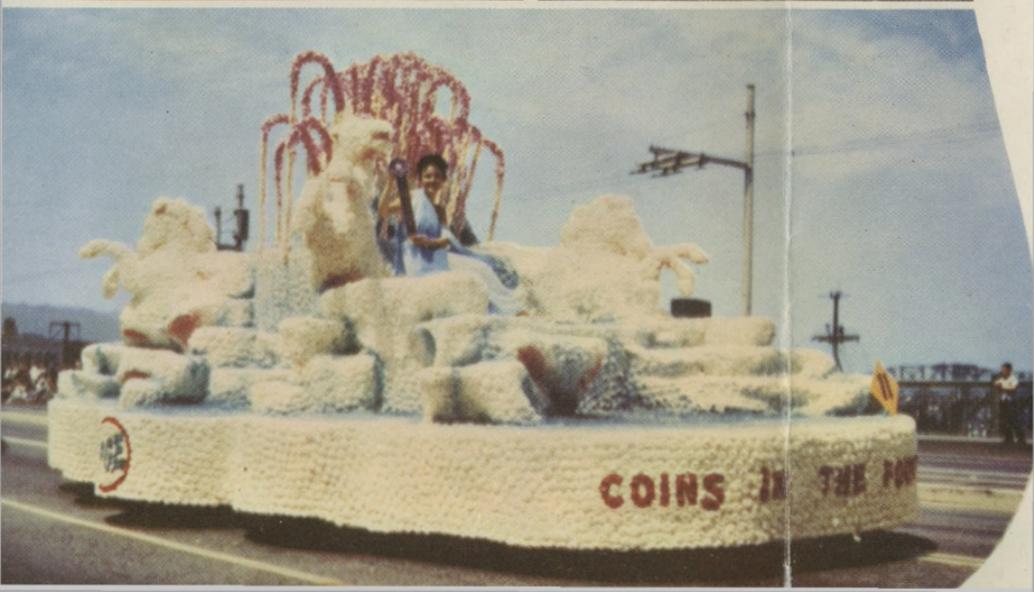
You're Invited



PORTLAND'S

Rose Festival
GOLDEN ANNIVERSARY

JUNE 11-15-1958 PORTLAND OREGON



YOU
CAN
CELEBRATE
THE

50th Anniversary
PORTLAND
Rose Festival

For fifty years Portland has become famous for its annual June pageant staged to honor and celebrate the height of the rose season in the city where roses bloom in more grandeur and more profusion than in any other spot on earth.

It's a week when the whole area becomes a make-believe kingdom of fun and enjoyment. Ships of the Navy are in port, there are thrilling water sports and an international ski race, parades, pageantry and entertainment. What a time to visit Oregon.

For the 50th Anniversary the Portland Rose Festival will be the biggest and best by far. Plan now to attend this celebration, June 11th through 15th.

