

V.F. PORTLAND ROSE FESTIVAL

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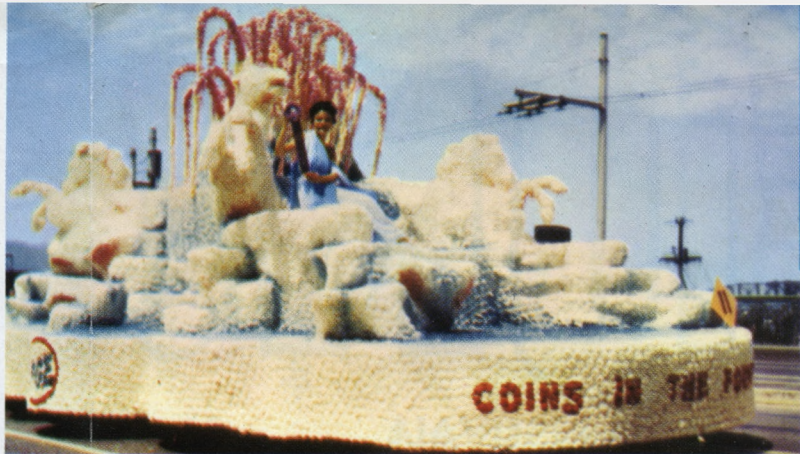
**PORTLAND**

**Rose  
Festival**



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**JUNE 7-12, 1960**  
**PORTLAND, OREGON**

Enjoy  
with us



# ROSE Festival FUN!



SEE PORTLAND and the Pacific Northwest at their best . . . when summer's warmth lies on the land . . . flowers at their gaudiest and trees and shrubs at their greenest!

Enjoy the spectacle of lavish floral parades, viewed by crowds numbered in the hundreds of thousands. Enjoy the gala spirit of a mammoth fair. Enjoy the thrills of exciting water and ski races, of stupendous fun rides, of feminine beauty against many striking backgrounds.

Again in 1960, the Portland Rose Festival will offer one of the nation's outstanding civic shows. Plan now to attend this great celebration June 7-12.

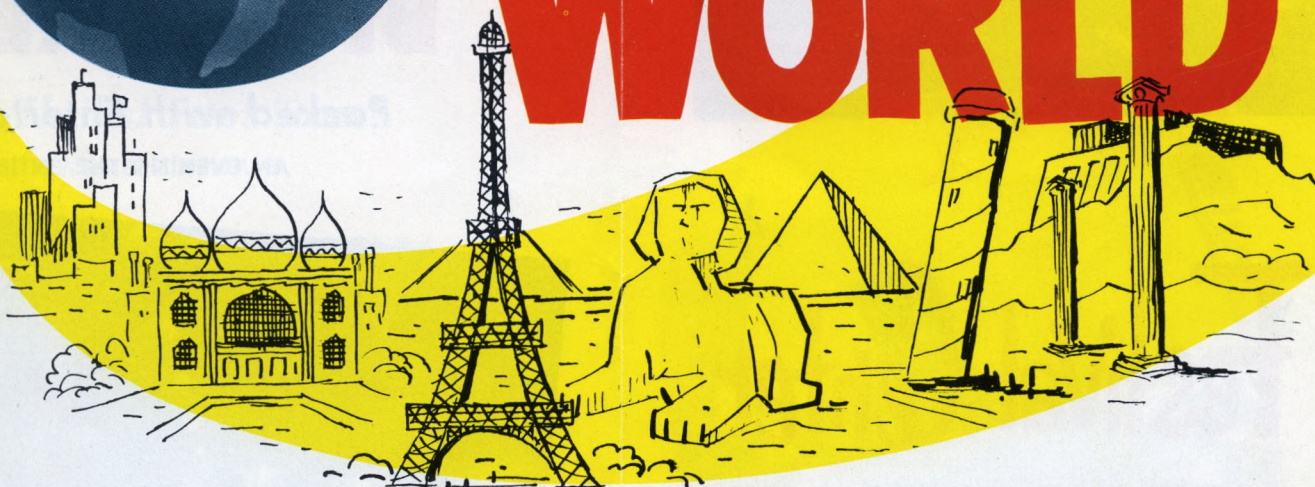
The most famous celebration in all the world...

This year Saluting

FAMOUS

# CITIES OF THE WORLD

OF THE




**T**HE MOST SPECTACULAR in a long series of Grand Floral Parades is promised by this year's Rose Festival Parade theme—"Famous Cities of the World." The Eiffel Tower . . . the Colosseum of Rome . . . the skyscrapers of New York . . . subjects like these will be reproduced in striking floral displays on the lavish Rose Festival floats.

This year, for the first time, an International Trophy will be awarded for the best float by an entrant from outside the continental limits of the United States.


You'll be excited and delighted by the truly international flavor of this spectacular event!



# A week-long pageant of color...excitement ...special events!



## SCHEDULE OF EVENTS



### PARADES

Three great parades . . . each entirely different from the others . . . enliven Rose Festival week. The comic Merrykhana parade, dedicated to fun and laughter, will launch Rose Festival activities June 7. On June 10, the unusual Junior Rose Festival Parade will see more than 10,000 youngsters taking part in their own colorful pageant. And the Grand Floral Parade June 11 will draw more than a half million spectators.

### CORONATION OF THE QUEEN

Eleven beautiful girls, chosen by their fellow students from Portland high schools, will vie in elaborate ceremonies for the honor of ruling over the Realm of Rosaria for the ensuing year.

### STADIUM SHOWS

Dramatic, eye-catching events will be scheduled in Portland's great Multnomah Stadium to provide evening entertainment for thousands of Rose Festival visitors.

### FESTIVAL CENTER

Proved to be an outstanding Rose Festival attraction after two years of successful operation, the Festival Center will be moved to the site of Portland's great Holladay Park for the 1960 Festival. Fun rides, exhibits, outdoor stage shows, souvenir booths, refreshment stands, midway features offer continuous entertainment during Rose Festival week.

### ROSE SHOW/MARINE DAY

One of the nation's oldest and best-known rose shows draws exhibitors from every state. Water sports, boat racing, water skiing are offered as a closing Festival highlight.

### SKI TOURNAMENT/OTHER EVENTS

Ski racing in the bright sunshine of June, on the slopes of Mt. Hood, is an unusual Festival feature. Garden tours, interesting zoo railway, dances and community entertainment, sporting events add to the week's fun.

## THE CITY OF ROSES INVITES YOU!

Portland Rose Festival Association • Room 235, Multnomah Hotel • Portland, Oregon

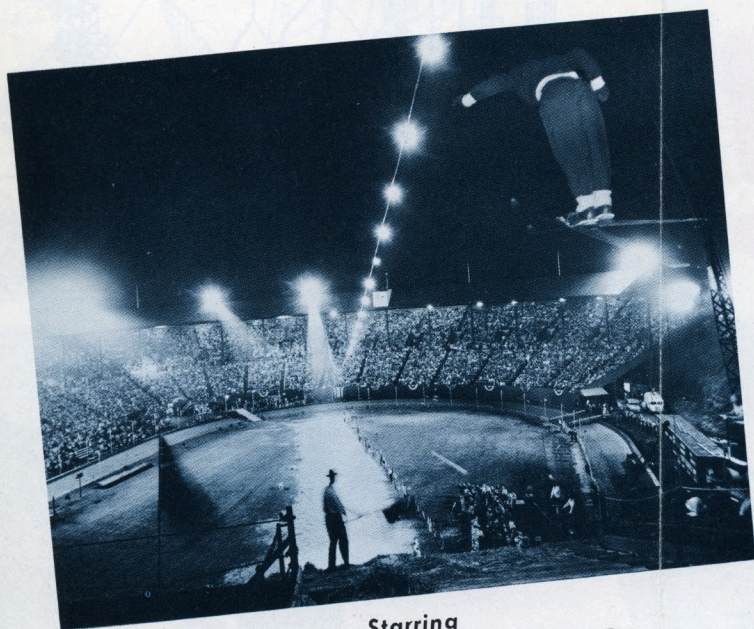
# Come on... FUN!

Always the HIGHLIGHT of the FESTIVAL!

## BIG STADIUM SHOW

*Packed with Entertainment! Thrills! Fun! Stars!*

AN EVENING THE ENTIRE FAMILY WILL REMEMBER ALWAYS



Starring  
**OLYMPIC JUMPING STARS**

Show starts at 8:00 p.m.  
Gates open at 6:30 p.m.

Plus  
"Salute to the Olympics"  
**ICE SHOW**

**NEW THIS YEAR!**

**"OVER THE STARS"**

INTERNATIONAL



**3 NIGHTS**

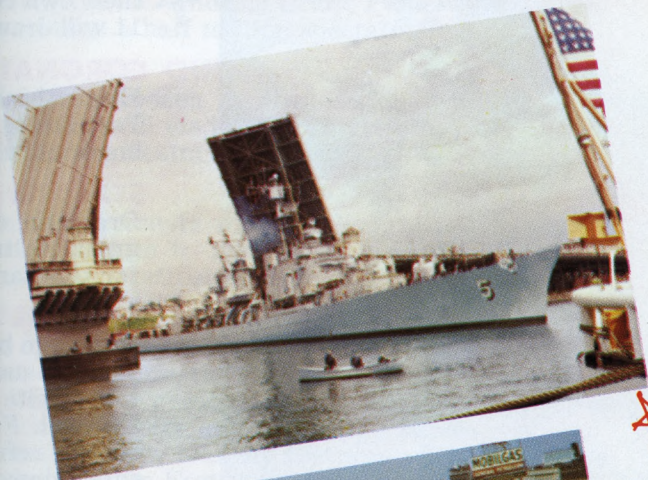
Thurs., Fri., Sat., June 9-10-11

**MULTNOMAH  
CIVIC**

**STADIUM**

**GENERAL ADMISSION**

Adults . . . \$1.50 (incl. tax) Students . . . 50¢  
Reserved Seats \$2.40 (incl. tax)



# Festival Center

*One half million square feet of fun, close to downtown Portland! Continuous during Rose Festival, June 7 to 12.*

- BAND CONCERTS... FLORAL EXHIBITS...**
- ART FESTIVAL... FREE RIDES FOR KIDDIES...**
- OUTDOOR REFRESHMENTS... SQUARE DANCING... FREE STAGE SHOWS...**
- MIDWAY RIDES... PARK BUREAU SHOWS...**
- ACROBATICS... SCIENTIFIC DISPLAYS...**
- MILITARY AND DEFENSE SHOWS...**
- GARDEN AND PATIO DISPLAYS**

# Schedule of Events

## FRIDAY, JUNE 3

8:00 p.m. JUNIOR QUEEN SELECTION AND CORONATION  
Civic Auditorium, S.W. 3rd and Clay

## SATURDAY AND SUNDAY, JUNE 4 AND 5

8:00 a.m. FIRST AMERICAN ROSE FESTIVAL WEST COAST RIFLE AND  
PISTOL TOURNAMENT ..... Camp Withycombe, Clackamas

## TUESDAY, JUNE 7

12:00 Noon OFFICIAL OPENING FESTIVAL CENTER ..... Holladay Park  
Band Concerts, Art Festival, Rose Show, Rose Displays, Nursery  
Exhibits, Travel Show, Park Bureau Shows, TV-Radio Broadcasts,  
Square Dancing, International Cafe, Midway Attractions, Rides  
and Concessions, Streets of the World, Gardener's Market.

7:30 p.m. MERRYKHANA PARADE—Portland's FUN night parade, starting  
at Holladay Park and thru downtown area ending at S.W. Salmon  
and 11th Street.

## WEDNESDAY, JUNE 8

10:00 a.m. FESTIVAL CENTER OPENS ..... Holladay Park

2:00 p.m. U. S. NAVY SHIPS ARRIVE SEA WALL HARBOR DRIVE  
Sea Wall on Harbor Drive

6:30 p.m. Gates open at Multnomah Civic Stadium for ROSE FESTIVAL  
QUEEN SELECTION AND CORONATION  
Multnomah Civic Stadium, 1844 S.W. Morrison Street

7:00 p.m. MODEL SAILBOAT REGATTA ..... Benson High School

8:00 p.m. QUEEN SELECTION AND CORONATION PROGRAM  
Multnomah Civic Stadium, 1844 S.W. Morrison Street

## THURSDAY, JUNE 9

10:00 a.m. FESTIVAL CENTER OPENS ..... Holladay Park

12:00 Noon KNIGHTING CEREMONY of Distinguished Guests ..... Holladay Park

12:30 p.m. 72nd ANNUAL PORTLAND ROSE SHOW ..... Sheraton Hotel

1:00 p.m. MODEL SAILBOAT REGATTA ..... Westmoreland Pool

2:00 p.m. JAPANESE SHIPS ARRIVE SEA WALL ..... Sea Wall on Harbor Drive

2:30 p.m. CANADIAN SHIPS ARRIVE SEA WALL ..... Sea Wall on Harbor Drive

6:30 p.m. Gates Open "International Ski Jump" Olympic Stars plus Ice  
Show ..... Multnomah Civic Stadium

8:00 p.m. "INTERNATIONAL SKI JUMP" ..... Multnomah Civic Stadium

## FRIDAY, JUNE 10

9:00 a.m.-9:00 p.m. PORTLAND ROSE SHOW ..... Sheraton Hotel

10:00 a.m. FESTIVAL CENTER OPENS ..... Holladay Park

2:00 p.m. JUNIOR PARADE thru Hollywood District and ending at Grant  
Bowl ..... East Side starts Sandy Blvd. at 52nd

8:00 p.m. "INTERNATIONAL SKI JUMP" ..... Multnomah Civic Stadium

## SATURDAY, JUNE 11

9:30 a.m. GRAND FLORAL PARADE (Starting at Multnomah Civic Stadium  
and ending at Holladay Park)

10:00 a.m. CITY ARCHERY TOURNAMENT ..... Washington Park

10:00 a.m. FESTIVAL CENTER OPENS ..... Holladay Park

8:00 p.m. "INTERNATIONAL SKI JUMP" ..... Multnomah Civic Stadium

9:00 p.m. QUEEN'S BALL (Invitational), Rosarians ..... Sheraton Hotel

## SUNDAY, JUNE 12

10:00 a.m. CITY ARCHERY TOURNAMENT ..... Washington Park

10:00 a.m. FESTIVAL CENTER OPENS ..... Holladay Park

12:30 p.m. BATON TWIRLING CONTEST ..... Mt. Scott Community Center

1:00 p.m. MARINE DAY ..... Swan Island

1:00 p.m. GOLDEN ROSE SKI TOURNAMENT ..... Mt. Hood-Timberline

### Special Features during Rose Festival Week

NAVY SHIPS — OPEN HOUSE DAILY

June 8 thru June 12th, Sea Wall at Harbor Drive

9-11 a.m. and 1-4 p.m.

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