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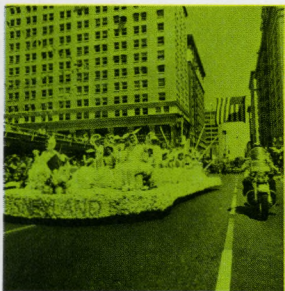
PORTLAND ROSE FESTIVAL



JUNE 2-11, 1961 • PORTLAND, OREGON



THREE BIG PARADES



Three great parades are yours to enjoy at the Portland Rose Festival.

The **Grand Floral Parade** . . . 50 breathtaking floral floats . . . hundreds of prancing horses . . . pipers, cave men, cowboys and pirates . . . spirited marching bands by the dozen.

The rollicking night-time **Merrykhana Parade** . . . clowns and calliopes . . . hijinks and spoofery . . . mirth is king in the City of Roses.

The unique **Junior Rose Festival Parade** . . . over 10,000 youngsters take part . . . this is the magic, make-believe world of childhood . . . ingeniously decorated wagons are transformed into space ships, scooters into white chargers . . . little boys become space men and little girls, fairy princesses. And the old are young again as they watch.

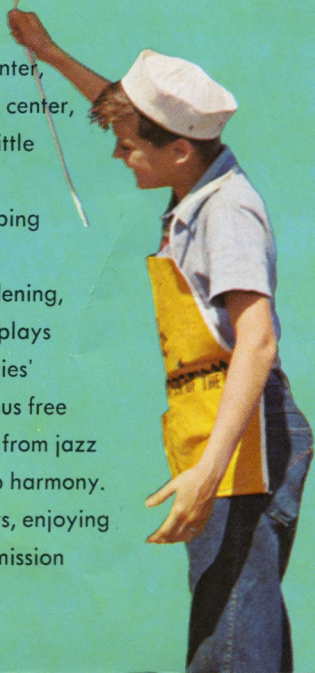
If you love a parade, you'll love the Portland Rose Festival parades . . . all three of them.



FESTIVAL FUN CENTER



■ Located next to the nationally-famous Lloyd Center, the world's largest shopping center, the Festival Fun Center is a little world's fair in itself with its "Streets of the World" shopping bazaar . . . arts, crafts and photography shows . . . gardening, outdoor living and floral displays . . . carnival gayway . . . kiddies' country fair . . . and continuous free entertainment — everything from jazz to judo, ballet to barbershop harmony. You can spend hours, or days, enjoying yourself here. There's no admission charge.



GALA NIGHT SHOWS!



Color and pageantry mark the crowning of the Queen of Rosaria, chosen each year from among 11 radiantly beautiful Portland high school girls. You will thrill to the Festival's coronation night ceremony, held in Portland's impressive new Memorial Coliseum. Giant evening entertainments at the Memorial Coliseum during the four nights following the coronation feature outstanding stage attractions and sports events. You'll be entertained royally at the Portland Rose Festival.



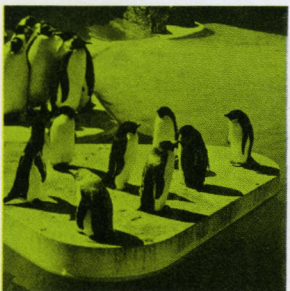


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SCHEDULE OF EVENTS


53rd Annual Portland Rose Festival—
June 2 through 11, 1961

- **June 2, Friday** — Opening of Festival Fun Center in Holladay Park at 6 p.m., to remain open daily from 11 a.m. to midnight through June 11. Junior Rose Court Coronation and Stage Show, 8 p.m., Public Auditorium.
- **June 3, Saturday** — Merrykhana Parade, 7:30 p.m. Festival Fun Center, 11 a.m. to midnight.
- **June 4, Sunday** — Festival Fun Center, 11 a.m. to midnight.
- **June 5, Monday** — Queen Selection and Coronation, 8 p.m., Memorial Coliseum. Festival Fun Center, 11 a.m. to midnight.
- **June 6, Tuesday** — Evening Entertainment Spectacular, 8 p.m., Memorial Coliseum. Festival Fun Center, 11 a.m. to midnight.
- **June 7, Wednesday** — Evening Entertainment Spectacular, 8 p.m., Memorial Coliseum. Festival Fun Center, 11 a.m. to midnight.
- **June 8, Thursday** — Portland Rose Show, 1 p.m. to 9 p.m., Sheraton-Portland Hotel. Evening Entertainment Spectacular, 8 p.m., Memorial Coliseum. Festival Fun Center, 11 a.m. to midnight.
- **June 9, Friday** — Junior Rose Festival Parade, 2 p.m. Portland Rose Show, 9 a.m. to 9 p.m., Sheraton-Portland Hotel. Evening Entertainment Spectacular, 8 p.m., Memorial Coliseum. Festival Fun Center, 11 a.m. to midnight.
- **June 10, Saturday** — Grand Floral Parade, 10 a.m. Portland Rose Show, 9 a.m. to 3:30 p.m., Sheraton-Portland Hotel. Festival Fun Center, 11 a.m. to midnight.
- **June 11, Sunday** — Golden Rose Ski Tournament, Mt. Hood. Marine Day Regatta, Boat Races.



There's something for you to do every waking hour during the 10-day-long Portland Rose Festival. Take your pick . . . the internationally famous Portland Rose Show, oldest and largest in the nation . . . tours of U.S. and foreign navy ships visiting Portland during Festival time . . . the Marine Day Regatta and boat races . . . the Golden Rose Ski Tournament at Mt. Hood, just an hour's drive from Portland . . . a tour of Portland's many fine home rose gardens, entered in the annual Rose Garden Contest . . . a visit to the International Rose Test Gardens at Washington Park. Or you can have your choice of square dancing and folk dancing festivals . . . baton twirling contests . . . model sailboat regattas . . . archery tournaments . . . hobby shows . . . band concerts . . . pistol and rifle tournaments . . . numerous other sports events . . . and a variety of impromptu entertainments, such as water fights between visiting navy crews and local firemen.

Portland is the hub of the cool, green Oregon vacationland. The city's 124 public parks, 13 public pools and 5 public golf courses proffer hours of relaxing recreation. Visit the new \$4,000,000 zoo with its unique Zooliner Railroad and colony of Antarctic penguins . . . the Oregon Museum of Science and Industry . . . the Oregon Historical Society exhibits . . . the Forestry Building, largest log cabin in the world . . . the Portland Art Museum. Drive an hour to the east and you're in spectacular snow-capped mountains . . . a 2-hour drive to the west, and you can frolic on the seashore. Twenty minutes from downtown, and you're in the grandiose palisades of the famed Columbia River Gorge, with tumbling waterfalls every mile. Plan your Oregon vacation during Rose Festival time.



Portland Rose Festival Association

Room 235, Multnomah Hotel, Portland 4, Oregon

Please send me further information about:

- The Rose Festival
- Accommodations
- The City of Portland
- Oregon Attractions
- Festival Ticket Order Blanks

NAME

STREET ADDRESS

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