

Schedule of events  
57th Annual Portland  
Rose Festival  
June 4 through 13, 1965

**Friday, May 28**—Junior Rose Festival Queen Selection and Coronation.

**Friday, June 4**—Official opening of the 1965 Rose Festival Center; Teen-Age Fair.

**Saturday, June 5**—Festival Center; Merrykhana Parade; Junior Olympic Track Meet; Teen-Age Fair.

**Sunday, June 6**—Festival Center; Marine Day; Teen-Age Fair.

**Monday, June 7**—Festival Center; Queen Selection and Coronation; Teen-Age Fair.

**Tuesday, June 8**—Festival Center; Teen-Age Fair.

**Wednesday, June 9**—Festival Center; U. S. and Canadian Navy ships arrive; Teen-Age Fair.

**Thursday, June 10**—Festival Center; Rose Show; Teen-Age Fair; Lawrence Welk.

**Friday, June 11**—Festival Center; Junior Rose Festival Parade; Rose Show; Teen-Age Fair; Knighting Ceremony in Washington Park.

**Saturday, June 12**—Festival Center; Grand Floral Parade; Rose Show; Queen's Ball; Teen-Age Fair.

**Sunday, June 13**—Festival Center; Rose Cup Sports Car finals; Golden Rose Ski Tournament; Teen-Age Fair.

**Portland  
Rose Festival  
Association**

Suite 416, Hilton Hotel • Portland, Oregon 97204

# Portland Rose Festival



June 4 to 13, 1965 • Portland, Oregon





## Here are some of the exciting events you will see at the Rose Festival

**Rose Show.** Oldest and largest rose show in the United States, the Portland Rose Show features thousands of blooms at the peak of perfection, as well as dazzling flower arrangements.

**Navy Ships.** Every year a dozen or more warships of the U. S. and Canadian navies tie up at the seawall in downtown Portland, where they may be visited by the public twice daily.

**Auto Races.** The Rose Cup Sports Car races at Delta Park annually attract the fastest cars in the Pacific Northwest, and from some outside points, for two days of roaring trials and finals.

**Marine Day.** This event features outboard racing, spectacular water skiing demonstrations, a parade of decorated boats, and usually an extra attraction such as precision parachuting.

**Festival Center.** Located at Holladay Park adjoining fabulous Lloyd Center, the Festival Center is the focal point of holiday fun, with rides, exhibits, stage shows, food booths and other attractions. It is open daily during the entire Festival.

**Queen Selection and Coronation Ceremony.** A spectacle of rare beauty and majesty, this ceremony sees the actual selection and crowning of the new Rose Festival queen from among 12 princesses, each representing a Portland high school.

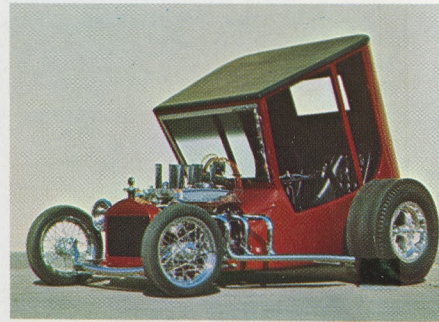
**Ski Tournament.** The Golden Rose Ski Tournament, last such event of the season, is held on the snowy slopes of Mt. Hood above Timberline Lodge.



New for 1965 Rose Festival . . .

## Teen-age Fair

Billed as a "world's fair" for young people, the Teen-age Fair will be presented for the first time as a feature of the Portland Rose Festival. It will be presented every day of the Festival, June 4 through 13, in the Exhibition Hall of the Memorial Coliseum. Features include a non-stop record hop, Custom Car Caravan, "battle of the bands," fashion and beauty shows, judo and karate demonstrations, dance contests, surfing and sports movies, hootenanny sessions, hobby exhibits and scores of other features. Ten days of continuous action and fun!



**Lawrence Welk**  
and his Orchestra,  
Memorial Coliseum  
One Night Only—Thursday, June 10

Lawrence Welk brings his famed ABC Television troupe to Portland for a Rose Festival special! Hear "Champagne Music" as only the master can present it! See all the stars of the ABC Television show in person!





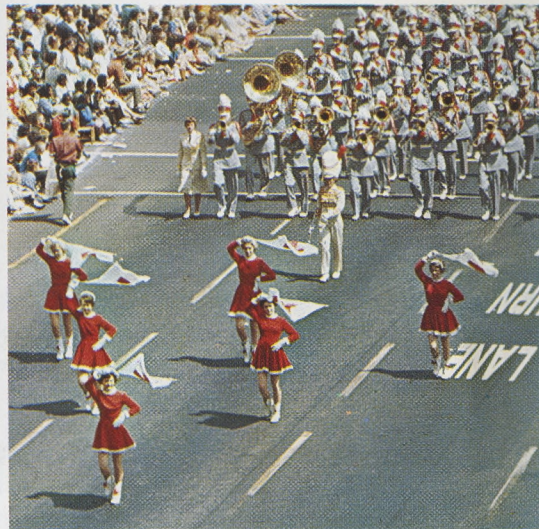
# Three spectacular parades

**Grand Floral Parade, Saturday, June 12** One of the nation's most beautiful parades . . . every one of some 50 floats completely covered with natural flowers! Comfortable viewing from theater-type seats in the Memorial Coliseum . . . or from anywhere along a five-mile parade route through the streets of downtown Portland.

**Merrykhana Parade, Saturday, June 5** An unusual night parade which launches the Rose Festival on its opening Saturday night. A riot of lights, noise, fun, music and zany antics.

**Junior Rose Festival Parade, Friday, June 11** The kids of Portland have their own version of the Rose Festival parade, complete with floats, marching units, bands and bicycle groups. Believed to be the nation's largest children's parade, with more than 10,000 youngsters participating every year.







# Portland Rose Festival has interesting evolution

It was during the Lewis and Clark Exposition, held in Portland in 1905, that the city's mayor, Harry Lane, proposed that an annual civic celebration honoring the rose would be in order.

Planning went forward, and in 1907 the first Portland Rose Festival was held. Highlight was a parade of illuminated flat cars, ruled over by the first queen, Carrie Lee Wood.

In the following year, the Rose Festival Association was formed. From 1908 to 1914, the Festival ruler was a man who bore the title Rex Oregonus.

In 1914, a popular socialite, Thelma Hollingsworth, was chosen queen, and from then until 1930 the queen was selected from the ranks of Portland society. In the latter year the competition was set up for Portland high school seniors, and this method has been followed ever since in selecting a queen.

From the earliest Festival with its "electric parade", events have been added year by year until the exciting 10-day program, filled with almost continuous activity, has evolved. Highlights of the complete program are given in the following panel.

## Portland Rose Festival Association

Suite 416, Hilton Hotel, Portland, Oregon 97204

Please send further information about:

- The Rose Festival
- Accommodations
- The City of Portland
- Oregon points of interest
- Memorial Coliseum attraction

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

