

1966
 Portland Rose Festival
 June 3-12, inclusive
 Mail Order Ticket Sales

MERRYKHANA PARADE, SATURDAY, JUNE 4, 8 P. M.

_____ No. of tickets @ *\$2.00 each \$ _____

_____ No. of tickets @ †1.00 each \$ _____

QUEEN SELECTION AND CORONATION,
 MONDAY, JUNE 6, 8 P. M.

_____ No. of tickets @ *2.50 each \$ _____

_____ No. of tickets @ *2.00 each \$ _____

TENNESSEE ERNIE FORD SHOW,
 WEDNESDAY AND THURSDAY, JUNE 8 AND 9, 8 P. M.

_____ No. of tickets @ *4.00 each \$ _____

_____ No. of tickets @ *3.50 each \$ _____

_____ No. of tickets @ *3.00 each \$ _____

_____ No. of tickets @ *2.50 each \$ _____

GRAND FLORAL PARADE, SATURDAY,
 JUNE 11, 10 A. M.

_____ No. of tickets @ *2.50 each \$ _____

_____ No. of tickets @ *2.00 each \$ _____

TEEN-AGE FAIR, MEMORIAL COLISEUM, JUNE 3 to 12
 Admission \$1.50

*Reserved seats †General admission
 All seats are individual theater-type seats in
 Portland Memorial Coliseum.

Prompt return of this order with your self-addressed
 stamped envelope and your check to cover the
 cost of the tickets indicated above will assure you
 the best seats available. Make check payable to
 Portland Rose Festival Association.

Mail to: Ticket Office, Memorial Coliseum,
 1401 N. Wheeler Ave., Portland, Oregon.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

For Office Use Only

Sec. _____ Row _____ Seat _____ Tickets _____

Price _____ Amt. Due _____ Performance _____ Date Mailed _____



Portland Rose Festival

June 3 to
 June 12,
 1966

TEEN-AGE FAIR Scores of thousands of young people visited the Teen-Age Fair during its first Portland "run" in 1965, so it's being brought back for 1966—bands, dancing, style shows, custom cars, sport films, everything of interest to the younger set.



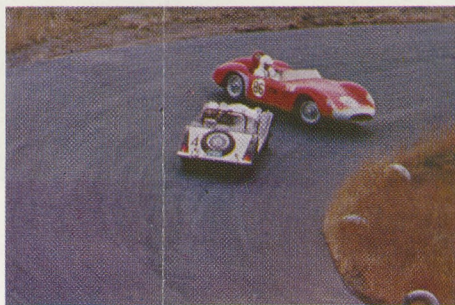
Appearing with Tennessee Ernie Ford in the Memorial Coliseum will be the famous Young American Singers from Hollywood.



One of America's best-loved entertainers, Tennessee Ernie Ford, will headline the Memorial Coliseum show Wednesday and Thursday, June 8 and 9.



A day filled with action and thrills will be Sunday, June 12, when the Rose Cup Sports Car races are held at Delta Park.



Open daily throughout the Festival until late evening, the Festival Center provides a wide variety of interest and excitement.



Special events crowd Rose Festival calendar

Every year a host of events are offered in Portland during Rose Festival week. Besides those described elsewhere, all these things happen in Portland during the 10-day period:

MARINE DAY on the Willamette River—decorated boat parade, water skiing exhibitions, boat races, other events.

GOLDEN ROSE SKI TOURNAMENT on the sunny slopes of Mt. Hood above Timberline Lodge.

ANNUAL WEST COAST RIFLE TOURNAMENT at Camp Withycombe.

YWCA STRAWBERRY BREAKFAST

OREGON CYCLING ASSOCIATION BICYCLE RACES

CITY INVITATIONAL OPEN ARCHERY TOURNAMENT

JUNIOR OLYMPIC TRACK AND FIELD MEET

SIDEWALK CAFE—colorful outdoor setting on downtown streets.

ANNUAL ROSE GARDEN CONTEST

ROYAL ROSARIAN KNIGHTING CEREMONY

CONCOURS D'ELEGANCE AND ANTIQUE AUTO SHOW

PORTLAND ELKS FLAG DAY SERVICES

SCHEDULE OF EVENTS

58th ANNUAL PORTLAND

ROSE FESTIVAL

JUNE 3 THROUGH 12, 1966

Friday, May 27—Junior Rose Festival Queen Selection and Coronation.

Friday, June 3—Official opening of 1966 Rose Festival Center; opening of Teen-Age Fair.

Saturday, June 4—Festival Center; Merrykhana Parade; Teen-Age Fair.

Sunday, June 5—Festival Center; Marine Day; Teen-Age Fair.

Monday, June 6—Queen Selection and Coronation; Festival Center; Teen-Age Fair.

Tuesday, June 7—Festival Center; Teen-Age Fair.

Wednesday, June 8—U. S. and Canadian warships arrive; Festival Center; Teen-Age Fair; Tennessee Ernie Ford Show.

Thursday, June 9—Rose Show; Festival Center; Teen-Age Fair; Tennessee Ernie Ford Show.

Friday, June 10—Junior Rose Festival Parade; Knighting Ceremony in Washington Park; Festival Center; Rose Show; Teen-Age Fair.

Saturday, June 11—Grand Floral Parade; Queen's Ball; Festival Center; Teen-Age Fair.

Sunday, June 12—Rose Cup Sports Car finals; Golden Rose Ski Tournament; Festival Center; Teen-Age Fair.

PORTLAND ROSE FESTIVAL ASSOCIATION

Suite 416, Hilton Hotel • Portland, Oregon 97204

Entertainment
for every age
and taste...



Outlandish floats and themes abound in the zany Merrykhana Parade, held the first Saturday night of the Rose Festival.



Members of the Rose Festival Court help to launch festivities at the Teen-Age Fair, signed for second appearance in 1966.



Queen Sally Swift, 1965 Rose Festival ruler, learns of her selection and immediately begins long series of radio, TV and newspaper interviews.



Hospitalized veterans at U. S. Veterans Hospital in Portland turn out in decorated wheelchairs for annual parade honoring Festival court.



Queen Sally is kept busy giving autographs to dazzled youngsters at model boat races in Portland's Westmoreland Park pool.



Rose Festival Royalty visits ships of U. S. Navy, annual callers at Portland during Rose Festival week.



Queen Sally admires gorgeous single blossom during Annual Rose Show, oldest and largest in the United States.



More than 10,000 youngsters take part in Junior Rose Festival Parade on Portland's East Side.



The Grand Floral Parade, climax of every Rose Festival on final Saturday, annually attracts half a million spectators and is telecast in color throughout the Pacific Northwest. Portland Chamber of Commerce sponsors the float on which the Royal Court rides.



58th Annual Portland Rose Festival...

Ten days of
beauty, fun and
excitement in
the gorgeous
"Rose City" of
the Pacific Northwest