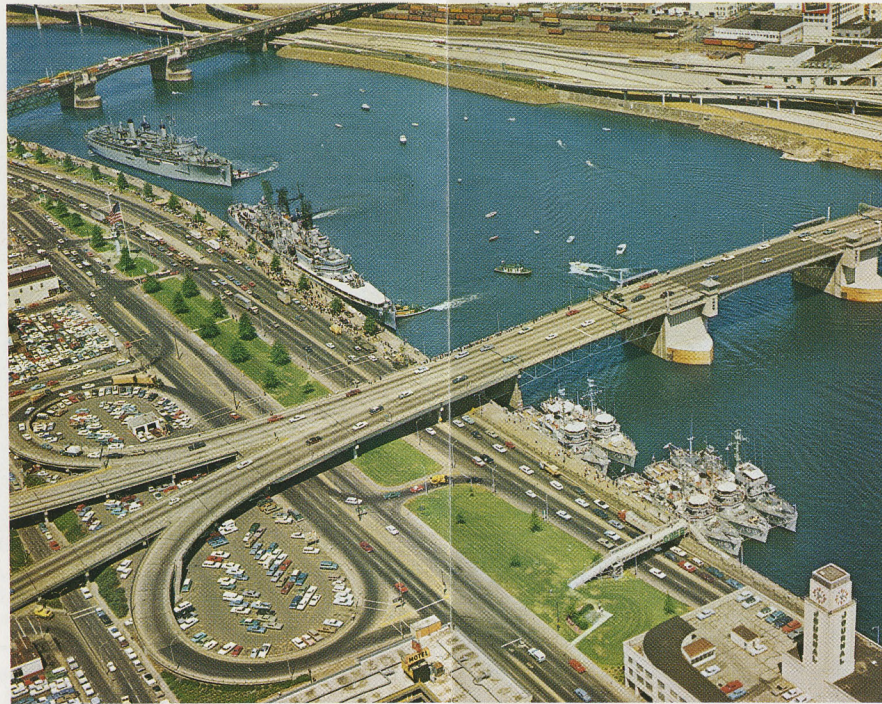


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Portland Rose Festival



Schedule of Events

59th ANNUAL
PORTLAND ROSE FESTIVAL
June 2 through 11, 1967

Friday, June 2—Official opening of 1967 Rose Festival Center; opening of Teen-Age Fair.

Saturday, June 3—Merrykhana Parade; Festival Center; Teen-Age Fair.

Sunday, June 4—Marine Day; Photo Time at Holladay Park; Festival Center; Teen-Age Fair.

Monday, June 5—Queen Selection and Coronation Ceremony; Festival Center; Teen-Age Fair.

Tuesday, June 6—Festival Center; Teen-Age Fair.

Wednesday, June 7—Bob Hope Show; Festival Center; Teen-Age Fair.

Thursday, June 8—Rose Show opens; Bob Hope Show; Festival Center; Teen-Age Fair.

Friday, June 9—Rose Show; Junior Rose Festival Parade; Knighting Ceremony; Festival Center; Teen-Age Fair; Queen's Ball.

Saturday, June 10—Grand Floral Parade; Rose Cup Sports Car Races; Festival Center; Teen-Age Fair.

Sunday, June 11—Rose Cup Sports Car Races; Golden Rose Ski Tournament; Festival Center; Teen-Age Fair.

Portland Rose Festival Association

Suite 416, Hilton Hotel • Portland, Oregon 97204

June 2 to June 11, 1967

**1967
Portland Rose Festival
June 2-11, inclusive
Mail Order Ticket Sales**

Merrykhana Parade, Saturday, June 3, 8 p.m.

No. of tickets @ *\$2.00 each \$ _____
 No. of tickets @ †\$1.00 each \$ _____

**Queen Selection and Coronation, Monday,
June 5, 8 p.m.**

No. of tickets @ *\$2.50 each \$ _____
 No. of tickets @ *\$2.00 each \$ _____

**Bob Hope Show, Wednesday and Thursday,
June 7 and 8, 8 p.m.**

No. of tickets @ *\$5.00 each \$ _____
 No. of tickets @ *\$4.00 each \$ _____
 No. of tickets @ *\$3.00 each \$ _____

**Grand Floral Parade, Saturday, June 10,
10 a.m.**

No. of tickets @ *\$2.50 each \$ _____
 No. of tickets @ *\$2.00 each \$ _____

**Teen-Age Fair, Memorial Coliseum,
June 2 to 11**

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
 tickets indicated above will assure you of 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 _____

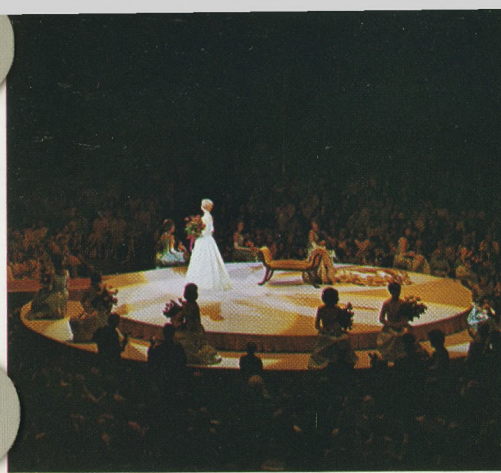
CITY _____ STATE _____ ZIP _____

For Office Use Only

Sec. _____ Row _____ Seat _____ Tickets _____

Price _____ Amt. Due _____

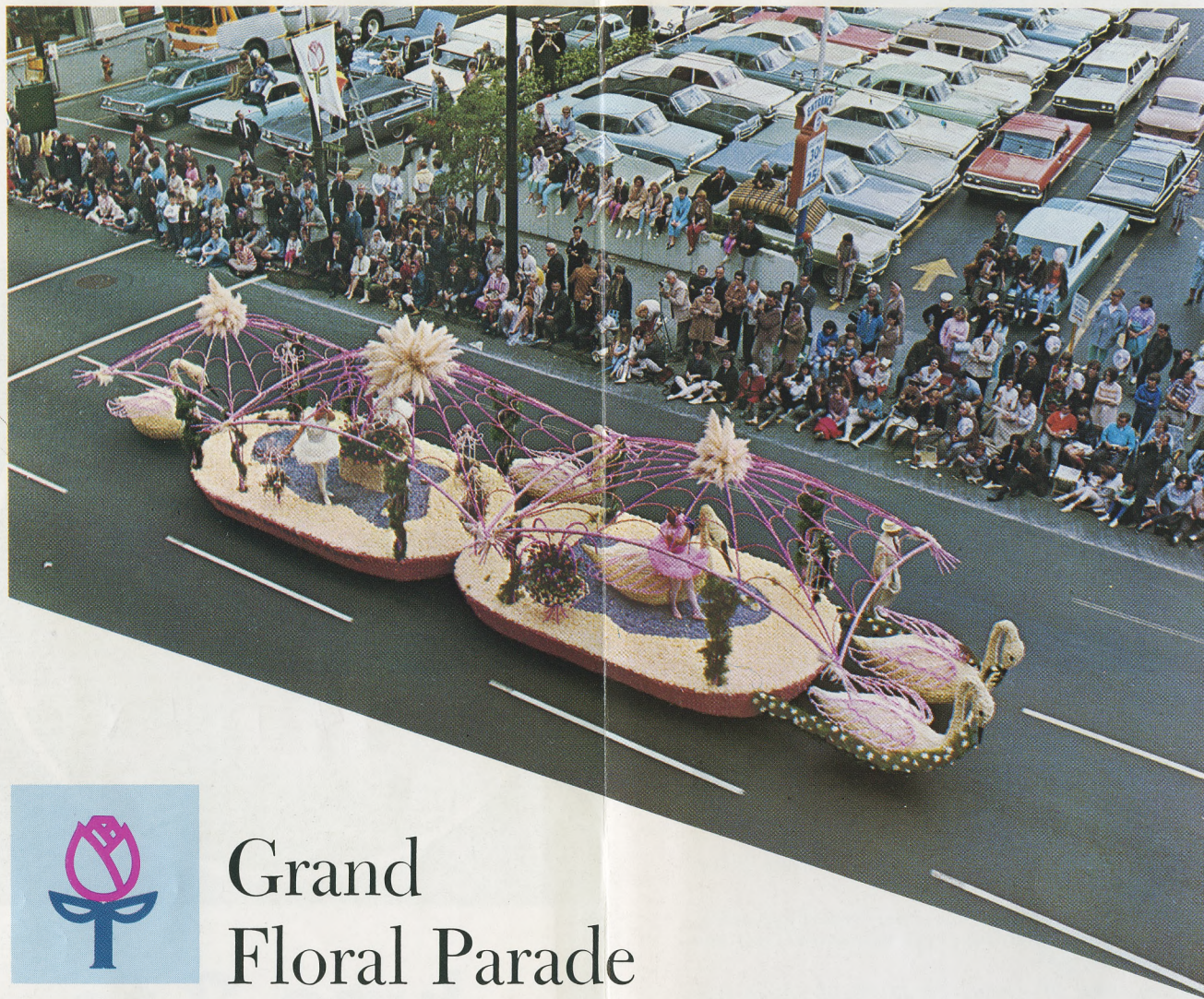
Performance _____ Date Mailed _____



The Rose Festival is... **EVENTS**



The Rose Festival is...**PARADES**



Grand Floral Parade

For the 59th year, Portland will glitter with a procession of floral ornaments when the Grand Floral Parade passes through the city in early June. More than 50 floats, each covered with natural flowers, will be highlights of the parade, which will also include bands, equestrian groups, city and state dignitaries and an outstanding personality as Grand Marshal.

Starting at the Memorial Coliseum, where theater-type seating is available for some 10,000 persons, the parade will move along an east-side avenue, cross the Willamette River and wind through downtown Portland for a total of five miles. Each year, nearly half a million spectators enjoy this display of imagination and flowered beauty.

Saturday, June 10, 1967 — 10 a.m.



The Junior Rose Festival parade, with more than 10,000 youngsters participating, will be scheduled in Portland's Hollywood district at 1:30 p.m. Friday, June 9.

Nothing is too far out for the zany Merrykhana parade, Rose Festival fixture to start at the Memorial Coliseum at 8 p.m. Saturday, June 3.



The Rose Festival is... **SHOWS**

Bob HOPE

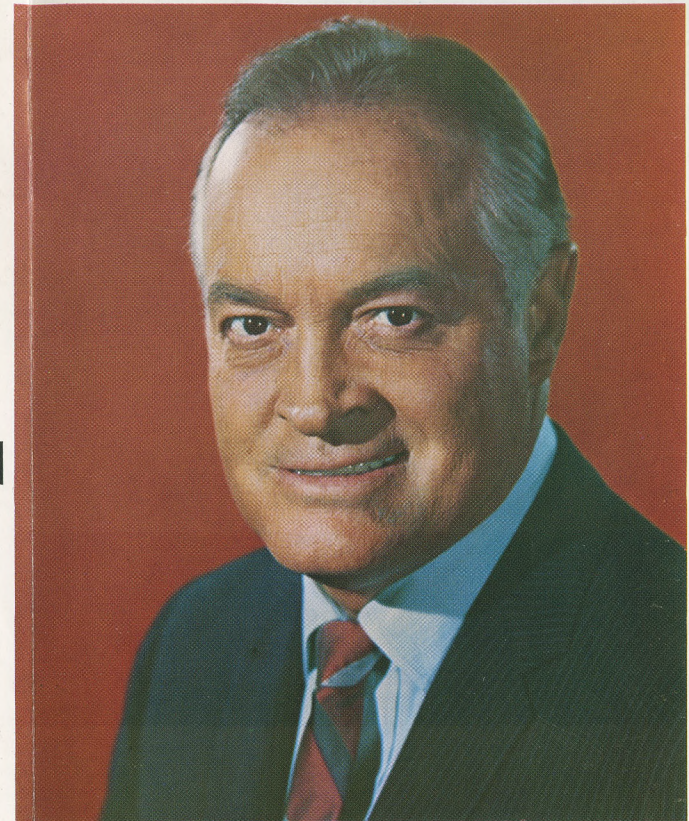
in person

MEMORIAL COLISEUM

Wednesday & Thursday

June 7 & 8—8 p.m.

— **PLUS** —



a Top Group
from the
**YOUNG
AMERICAN
SINGERS**



The Teen-Age Fair, which plays to more than 100,000 happy, gyrating teen-agers, will be open every day of the Rose Festival at the Memorial Coliseum.

Fun for all the family is the by-word at the Rose Festival Center, also open every day of the Rose Festival in Portland's Holladay Park.

