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# Portland Rose Festival



## Schedule of Events

60th Annual  
PORTLAND ROSE FESTIVAL  
May 31 through June 9, 1968

**Friday, May 31**—Official opening of 1968 Rose Festival Center; opening of KISN Good Guys Fun Festival.

**Saturday, June 1**—Merrykhana Parade; Festival Center; Fun Festival.

**Sunday, June 2**—Marine Day; Photo Time at Holladay Park; Festival Center; Fun Festival.

**Monday, June 3**—Queen Selection and Coronation Ceremony; Festival Center; Fun Festival.

**Tuesday, June 4**—Festival Center; Fun Festival.

**Wednesday, June 5**—Eddy Arnold Show; Festival Center; Fun Festival.

**Thursday, June 6**—Rose Show opens; Eddy Arnold Show; Festival Center; Fun Festival.

**Friday, June 7**—Rose Show; Junior Rose Festival Parade; Knighting Ceremony; Festival Center; Fun Festival; Queen's Ball.

**Saturday, June 8**—Grand Floral Parade; Rose Cup Sport Car Races; Festival Center; Fun Festival.

**Sunday, June 9**—Rose Cup Sports Car Races; Golden Rose Ski Tournament; Festival Center; Fun Festival.

Portland Rose Festival Association

Suite 416, Hilton Hotel • Portland, Oregon 97204

1968

May 31 to June 9, 1968

1968

Portland Rose Festival  
May 31-June 9, inclusive  
Mail Order Ticket Sale



# 10 Days of fun for EVERYBODY

### Merrykhana Parade, Saturday, June 1, 8 p.m.

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

### Queen Selection and Coronation, Monday, June 3, 8 p.m.

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

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

### Eddy Arnold Show, Wednesday and Thursday, June 5 and 6, 8 p.m.

No. of tickets @ \*\$4.50 each \$ \_\_\_\_\_

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

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

### Grand Floral Parade, Saturday, June 8, 10 a.m.

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

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

### Fun Festival, Memorial Coliseum, May 31 to June 9

Admission \$1.50

\*Reserved seats

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 \_\_\_\_\_ Amount Due \_\_\_\_\_

Performance \_\_\_\_\_ Date Mailed \_\_\_\_\_



The nation's oldest and largest rose show attracts thousands of interested viewers every year.

The Rose Cup Sports Car Races at Delta Park provide thrills for more than 12,000 spectators.

U.S. and Canadian Navy ships tie up at the Willamette River seawall, where they are accessible to visitors.

Marine Day on the Willamette River features water skiing, outboard racing, other aquatic events.

# 30 Events ... 3 Spectacular Parades!



## Grand Floral Parade

The year 1968 will see Portland's 60th Grand Floral Parade, dating from 1907, with only two years missed. In contrast to early-day parades, which consisted mostly of cars and trucks covered with flowers, ferns and greenery, the 1968 parade will feature 50 magnificent floats completely decorated with natural flowers. The parade will start at the Memorial Coliseum, where there are theater-type seats available for

10,000 spectators, and will then travel Portland streets and bridges for a total of five miles. Floats will be gathered in an accessible location for two days' viewing after the parade. The creative ideas and careful handiwork of many thousand people go into the production of the Grand Floral Parade, one of the nation's finest.

**Saturday, June 8 — 10 a.m.**

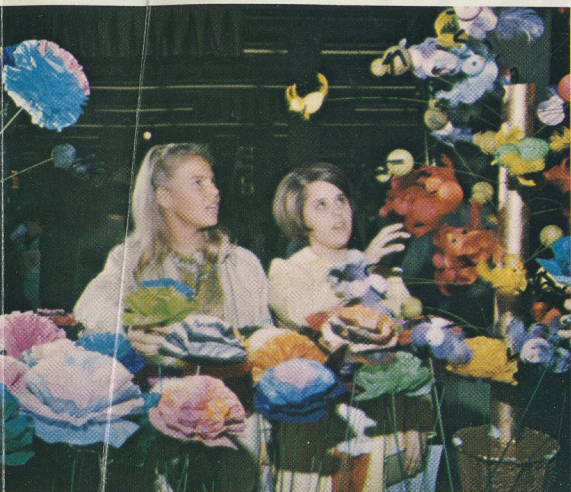


**Junior Rose Festival Parade.** Largest children's parade in the United States, involving some 10,000 youngsters—that's the Junior Rose Festival Parade, held annually on Portland's east side. **FRIDAY, JUNE 7 — 1:30 p.m.**



**Merrykhana Parade.** Laugh and more laugh the progress Merrykhana whose twin p are the amus participants huge audience **DAY, JUNE 1-**

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**KISN Good Guys Fun Festival.** Take a large exhibit hall, fill it with four or five bands, several thousand noisy teen-agers, several score booths with games, demonstrations and other exhibits, and you have the Fun Festival. MAY 31 to JUNE 9, noon to midnight.

**Center.** Carni-  
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— 8 p.m.



**IN PERSON!**

**Eddy Arnold**

**RCA VICTOR RECORDING ARTIST**

Bill Walker, Musical Director

**PLUS**

**The Young Americans**

**Don Rice**

**RICHARD HAYMAN, Conductor**

**Wednesday and Thursday**

**June 5 and 6**

**Memorial Coliseum**

