



Portland
Rose
Festival



JUNE
5 to 14

1970



theme:
'Fantasy
in
Flowers'



grand floral parade *saturday, June 13*



One of the nation's top-ranking civic parades . . . up to 50 floats completely covered with natural flowers, carrying out the theme, "Fantasy in Flowers" . . . telecast to two million homes

throughout the Pacific Northwest . . . lively bands, gaily decorated mounted units . . . and great viewing from theater-type seats in the Memorial Coliseum for those who wish it!



**junior rose
festival parade
friday, june 12**

The nation's largest children's parade, with more than 10,000 youngsters taking part.



**merrykhana
parade
saturday, june 6**

The Festival's "fun parade," with every entry good for a surprise or a laugh.

rose festival offers 10 fun



The queen selection and coronation ceremony in the Memorial Coliseum draws thousands of screaming adherents of the 13 lovely candidates.

The oldest and largest rose show in the United States, dating from 1839, draws up to 20,000 individual blossoms.

Rose Cup Sports Car Races at Delta Park draw top cars and drivers to two days of grueling competition.

11 days of exciting events



Marine Day on the Willamette River features outboard racing, water skiing exhibitions and special aquatic events.

The Golden Rose Ski Tournament on Mt. Hood is the last major tournament of the season, drawing competitors from a wide area.

Every year, naval vessels of the United States and Canada tie up at the downtown seawall, and are open to visitors.



through 63 years **color,** of rose festivals
fun, pageantry



Rides, food, shows, exhibits at the family Festival Center

Roaring competition at the annual Rose Festival drag races

Princesses of the Royal Court pose for public snapshots

Roses, roses, roses . . . at the Rose Show and everywhere in Portland

schedule of events

62nd Annual portland rose festival

June 5 to 14, 1970

Friday, June 5—Official opening of 1970 Rose Festival Center.

Saturday, June 6—Merrykhana Parade; Festival Center; Drag Races.

Sunday, June 7—Marine Day; Festival Center; Drag Races; Photo Time at Festival Center.

Monday, June 8—Queen Selection and Coronation Ceremony; Festival Center.

Tuesday, June 9—Festival Center.

Wednesday, June 10—Memorial Coliseum Petula Clark Show; Festival Center.

Thursday, June 11—Memorial Coliseum Petula Clark Show; Festival Center; Rose Show Opens.

Friday, June 12—Rose Show; Knighting Ceremony; Junior Rose Festival Parade; Festival Center; Queen's Ball.

Saturday, June 13—Grand Floral Parade; Rose Cup Sports Car Races; Festival Center.

Sunday, June 14—Rose Cup Sports Car Races; Golden Rose Ski Tournament; Festival Center.

A half-hour, 16-mm color movie of the 1969 Festival is available for showing anywhere on request.

Portland Rose Festival Association
Suite 416, Hilton Hotel
Portland, Oregon 97204

1970 portland rose festival

june 5-14, inclusive

mail order ticket sales

Merrykhana Parade, Saturday, June 6, 8 p.m.

_____ No. of tickets @ *3.50 each _____

_____ No. of tickets @ 2.50 each _____

(Children half-price under 18)

Drag Races, Saturday and Sunday, June 6-7

_____ No. of tickets @ \$3.00 each _____

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

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

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

Petula Clark Show, Wednesday and Thursday, June 10 and 11, 8 p.m.

_____ No. of tickets @ *\$6.00 each _____

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

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

Grand Floral Parade, Saturday, June 13, 10 a.m. (9 a.m.—Pre-parade Entertainment)

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

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

Rose Cup Sports Car Races, Saturday and Sunday, June 13 and 14

_____ No. of tickets @ \$3.00 each _____

*RESERVED theater-type seats

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 checks payable to: Portland Rose Festival Association. BankAmericard accepted.

BANKAMERICARD NO. _____

SIGNATURE _____

Mail to:

Ticket Office, Memorial Coliseum
P.O. Box 2746, Portland, Oregon 97208



NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

For office use only:

Sec. _____ Row _____ Seat _____ Tickets _____

Price _____ Amount Due _____

Performance _____ Date Mailed _____



always a big show at the rose festival



in
person

PETULA CLARK

Memorial Coliseum

the
YOUNG AMERICANS

Wed. and Thurs., June 10-11

