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LOVE IS
MORE
TO DO
AT
Rose Fest
72

64th ANNUAL
PORTLAND
ROSE FESTIVAL
JUNE 2-11





PORTLAND ROSE FESTIVAL ASSOCIATION
10 SOUTHWEST ASH STREET
PORTLAND, OREGON 97204

MAIL ORDER TICKET SALES

Queen Selection & Coronation

FRIDAY, JUNE 2, 8 P. M.

_____ TICKETS @ \$3.00 EACH \$ _____
_____ TICKETS @ \$2.50 EACH \$ _____

Rose Festival Drag Races

SATURDAY AND SUNDAY, JUNE 3-4

_____ TICKETS @ \$4.00 EACH \$ _____

David Cassidy Show

SUNDAY, JUNE 4, 2:30 P. M.

_____ TICKETS @ \$5.50 EACH \$ _____
_____ TICKETS @ \$4.50 EACH \$ _____
_____ TICKETS @ \$3.50 EACH \$ _____

Portland Rose Show

THURSDAY AND FRIDAY, JUNE 8-9

_____ TICKETS @ \$1.00 EACH \$ _____

Grand Floral Parade

SATURDAY, JUNE 10, 10 A. M.—Pre-parade show 9 A. M.

_____ TICKETS @ \$4.00 EACH \$ _____
_____ TICKETS @ \$3.50 EACH \$ _____

Ed Ames Show

SATURDAY, JUNE 10, 8 P. M.

_____ TICKETS @ \$5.50 EACH \$ _____
_____ TICKETS @ \$4.50 EACH \$ _____
_____ TICKETS @ \$3.50 EACH \$ _____

Rose Cup Sports Car Races

SATURDAY AND SUNDAY, JUNE 10-11

_____ TICKETS @ \$4.00 EACH \$ _____

Sounds of Young Show

Featuring Jethro Tull—MONDAY, JUNE 12, 8 P. M.

_____ TICKETS @ \$4.50 EACH \$ _____
(advance sale price)

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

SIGNATURE _____

BANKAMERICARD NUMBER _____

All indoor show tickets are for reserved theater-type seats at Memorial Coliseum except Sounds of Young performance, which will be festival-type seating. Rose Show will be held at Masonic Temple. Auto racing tickets are general admission at West Delta Park raceway. Ticket orders will be dated on receipt and filled in that order. Make checks payable to: Portland Rose Festival Association.

**Mail to: Ticket Office, Memorial Coliseum
P. O. Box 2746, Portland, Oregon 97208**



FOR OFFICE USE ONLY

Sec.	Row	Seat	Tickets
Price	Amount Due		
Performance	Date mailed		

SCHEDULE OF EVENTS

PORTLAND ROSE FESTIVAL, JUNE 2-11, 1972

Friday, June 2

Festival Center Opens. Noon-11 p.m. West side seawall near Morrison Bridge. Acres of exhibits and midway rides in a picturesque setting adjoining the Willamette River. Arts, crafts, commercial.

Coin-A-Rama. 10 a.m.-11 p.m. Masonic Temple. One of the many "unofficial" Festival events. This one is for coin collectors.

Queen Selection and Coronation. 8 p.m. Memorial Coliseum. For the first time, this suspense-filled highlight event is moved up to the beginning of Festival week. In a glamor-filled atmosphere of sweeping spotlights, romantic music and cheering partisans, the 14 Princesses of Rosaria greet the assembled throng. The Princesses, all Portland high school seniors, chosen by their fellow students, appear in turn. Each girl promenades the long runway, speaks to the multitude and demonstrates the traditional low curtsy of Rosaria royalty. A secret panel of judges chooses one girl as Queen of Rosaria. She is invested with the crown, scepter and robe of her office. Appearance of the princesses will be highlighted by lively musical entertainment supplied by the Centennial High School "C-Notes." This group of talented young musicians won the 1971-72 Northwest High School Swing Choir Festival Competition. Processional music by the Rose Festival Concert Orchestra.

Saturday, June 3

Regional High Power Rifle Match. 8 a.m., Camp Withycombe.

YWCA Strawberry Breakfast. 10 a.m.-1:00 p.m., YWCA downtown.

Coin-A-Rama. 10 a.m.-11 p.m. Masonic Temple.

Festival Center. 11 a.m.-11 p.m. West side seawall. A big lure of the Fun Center is the lip-smackin' food, from the good old American hot dog to Oriental delicacies.

Rose Festival Drag Races. Noon-5 p.m., West Delta Park raceway. Fastest drag racers from Pacific Coast and inland points. Sanctioned meet of National Hot Rod Association.

Merrykhana Parade. 8 p.m. downtown. First big parade of the RoseFest, a zany after-dark, illuminated cavalcade dedicated entirely to the Spirit of Fun, with a King of Fun and Miss Raindrop.

Sunday, June 4

Archery Tournament. 6 a.m.-4 p.m., Washington Park.

Regional High Power Rifle Tournament. 7:30 a.m., Final day.

Bicycle Races. 10 a.m.-5 p.m. Mount Tabor Park.

Coin-A-Rama. 10 a.m.-6 p.m., Masonic Temple.

Festival Center. Noon-11 p.m. West side seawall. From atop the towering midway ferris wheel, all of Portland spreads out.

Rose Festival Drag Races. Noon-5 p.m. West Delta Park raceway. Final day of two-day meet. Smoking tires, roaring engines.

David Cassidy Show (Northwest Releasing-Rose Festival Entertainment Special.) 2:30 p.m. Memorial Coliseum. The idol of the sub-teen set, star of TV's "Partridge Family." First of three Coliseum entertainment specials during Festival week.

Monday, June 5

Festival Center. 11 a.m.-11 p.m. West side seawall.

Tennis Tournament. Irvington Tennis Club and Portland Tennis Club (Buckman Courts). Week-long competition.

Tuesday, June 6

Festival Center. 11 a.m.-11 p.m. West side seawall. A day-long bustle of activity; into the night a spectacle of moving lights.

Tennis Tournament.

Wednesday, June 7

Festival Center. 11 a.m.-11 p.m., West side seawall.

Canadian Navy and U. S. Coast Guard Vessels Arrive. Our neighbors to the North bring their sleek ships to the Willamette River to berth at the West side seawall near the Festival Center. The Coast Guard also makes port on this day, an old Rose Festival tradition.

Tennis Tournament.

Lawn Bowling. Westmoreland Park. First Annual Rose Festival Open Singles Tournament. Double elimination competition.

Indian Pow-Wow. Show 8 p.m., East Delta Park. More than 50 tribes of Northwest and Southwest pitch more than 150 teepees.

Thursday, June 8

Festival Center. 11 a.m.-11 p.m., West side seawall.

Rose Show Opens. 1 p.m.-9 p.m. Masonic Temple. The Queen opens the 84th Annual Portland Rose Society Show, oldest and largest such show in the U.S. More than 20,000 blooms, with trophies for exhibitors from the beginner to the professional.

Junior Rose Festival Parade. 2:00 p.m. Hollywood district, starting N.E. 52nd and Sandy. Junior Queen and Court rule over young set parade. Disneyland Ambassador will be Grand Marshal. Twelve thousand costumed youngsters ride home-made floats, march, in the nation's biggest kids' parade.

U. S. Navy Arrives. One of the Festival's oldest and most colorful traditions, the Rose Festival fleet, reaches full strength with arrival of these trim vessels. Fireboats spout watery salutes.

Lawn Bowling.

Tennis Tournament.

Indian Pow-Wow. Show 8 p.m., East Delta Park.

Friday, June 9

Rose Show. 9 a.m.-9 p.m., Masonic Temple. Final day.

Royal Rosarian Knighting Ceremony. 10 a.m., Washington Park garden theater. The Queen bestows knighthood on civic leaders and visiting notables in this time-honored ceremony.

Festival Center. 11 a.m.-11 p.m., West side seawall.

Tennis Tournament.

Lawn Bowling. Westmoreland Park. Final day.

Indian Pow-Wow. Show 8 p.m., East Delta Park.

Saturday, June 10

Grand Floral Parade Pre-Parade Show. 9 a.m., Memorial Coliseum. Guest bands and marching units, selected from among nation's most outstanding, perform for Coliseum throng.

Grand Floral Parade. 10 a.m., Memorial Coliseum, through Portland streets. Spectacle supreme of the entire RoseFest. Two score or more floats entirely decorated in flowers and natural greenery sweep through the streets as 400,000 spectators line the parade route. Designs depict the theme "Love Is..." and ribbons are awarded outstanding entries. Fast-stepping bands, prancing horses enhance the atmosphere of springtime gladness.

Festival Center. 11 a.m.-11 p.m. West side seawall.

Tennis Tournament.

Rose Cup Sports Car Races. Noon-5 p.m., West Delta Park raceway. First of two full days of sports car racing over the city's 1.9 mile tree-lined course. All classes, from open-wheel formula cars to production models, vie for trophies.

Ed Ames Show. (Northwest Releasing—Rose Festival Entertainment Special) 8 p.m., Memorial Coliseum. The noted singer brings his all-family variety show to Portland, with "second banana" Shari Lewis and her puppets.

Indian Pow-Wow. Show 8 p.m., East Delta Park. Final day.

Post Parade Display. Following Grand Floral Parade. Location to be announced. All Grand Floral Parade floats on display.

Sunday, June 11

Festival Center. Noon-10 p.m., West side seawall. Final day.

Tennis Tournament. Final day. Champions are crowned in late afternoon at Irvington Tennis Club.

Golden Rose Ski Race. Timberline, Mount Hood. Ski clubs of the area present a traditional late-season slalom.

Rose Cup Sports Car Races. Noon-5 p.m., West Delta Park raceway. Final day. Drivers compete for national points championships. Sanctioned by Sports Car Club of America. Free parking.

Monday, June 12

Navy Ships Depart.

Sounds of Young Show, Featuring Jethro Tull. (Northwest Releasing—Rose Festival Entertainment Special.) 8 p.m., Memorial Coliseum. A show designed for the under-30 crowd. This is the final show of three during Festival week.

Saturday, June 24

Rose Festival-AAU Track and Field Meet. 2:30 p.m., Mt. Hood Community College. World records have been set at this meet and may well be set this year. World champions and international Olympic competitors clash in preparation for Olympic Trials scheduled to open the week following in Eugene.

For complete schedules and information see Official Rose Festival Souvenir Program, on sale about June 1. Or call or write: Portland Rose Festival Association, 10 S.W. Ash Street, Portland, Oregon 97204. Phone: (503) 227-2681.



