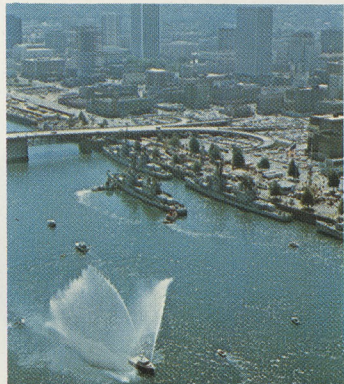
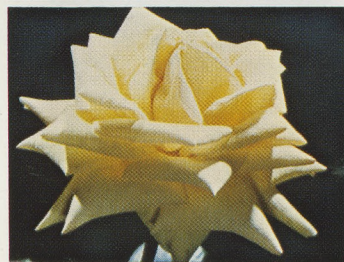


PORTLAND ROSE FESTIVAL, JUNE 6-15 YOUR KIND OF OREGON VACATION EXCITEMENT



Portland Rose Festival. The Rose Festival has something for everyone, combining nostalgic charm with new-age action. More than three dozen events, most free, culminating in the Grand Floral Parade, a two-hour all-flowered spectacle, unsurpassed for its natural beauty.

On your way to, or from, the Rose Festival, stop over in Oregon. See national wonders . . .



Crater Lake . . . Oregon Caves. Roam the sandy beaches, tread the lush forests, sense the mysterious deserts. Oregon is nature's all-in-one vacation land. Tumbling rivers, thundering waterfalls, haughty mountains, sweeping seacoast, placid lakes, misty mesas—all within a day's easy journey from Portland, the metropolitan center of this verdant unspoiled state.

You can enjoy an Oregon vacation by yourself, with family or friends, or as part of a tour group. Any way, you'll find Oregon and the Portland Rose Festival a fascinating June-time vacation.

June 6-15! The 67th annual

COME TO OREGON AND PORTLAND THIS JUNE

**Individual or Block Orders
Taken for Advance Ticket Sales**

Reserved Grand Floral Parade seats only \$5, Rose Show tickets only \$1. Special entertainment show schedule to be announced. Group block ticket orders welcomed. Complete color brochure describing all events of the 1975 Rose Festival will be published about March 15. Write for your free copy.

Ask Your Travel Agent

Travel agents everywhere have information about the annual Portland Rose Festival. Tours



are arranged from virtually every metropolitan area of the West, including Canada.

See The Rose Festival On Film

A 16mm sound color film of the Portland Rose Festival is available on loan and suitable for showing to all types of audiences. Fully cleared for use on TV, without charge. Does not contain any commercial messages. Approx. 15 minutes in length.

For Film, Brochure, Ticket Information, Details Write or Call:

Portland Rose Festival Association
10 S.W. Ash Street
Portland, Oregon 97204
(503) 227-2681

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FOR YOU THE PERFECT
JUNE VACATION
OREGON AND THE
PORTLAND ROSE FESTIVAL
JUNE 6-15, 1975



JOIN THE ROSE FESTIVAL "PARADE OF FESTIVALS"

This 1975 Portland Rose Festival will be the 67th annual edition of a celebration which had its beginnings in a rose show in 1889. That show, presented by the Portland Rose Society, is still a featured event of this year's Rose Festival. In 1904-5-6 the Rose Society staged a Fiesta to add excitement and in 1907 civic leaders expanded this to become a Rose Festival.

The 1907 Festival had a reigning Queen, "Queen Flora", and the featured event that year was a parade of twenty illuminated floats on railway flat cars.

Today, the Queen of Rosaria is chosen from among the area's high school graduating seniors and the railway cars have given way to stately all-floral floats of the Grand Floral Parade, climax of each year's Rose Festival.

Theme this year is "Parade of Festivals." ... Watch in reserved seat comfort as the two-hour parade passes through Memorial Coliseum and onto city streets with animated floral floats, prancing horses and fast-stepping bands.

A Queen Is Chosen, Friday, June 6

Spectacular light show and multi-media entertainment with dancing fountains, suspense-filled atmosphere, elaborately staged in Memorial Coliseum.

87th Annual Rose Society Show, Thursday-Friday, June 12-13

Oldest and largest rose show of its kind in U.S. Entry open to everybody.

Stadium Filled With Marching and Music, Friday, June 13

Finest high school marching bands from throughout the country in Civic Stadium for the "Festival of Bands."

Fender Busting Sports Car Races, Saturday-Sunday, June 14-15

15th annual Rose Cup Road Races draw top drivers from across the continent.

Fun Is Everywhere For Everybody

Entertainment Shows with big name stars ... Rose Festival Track Meet for prep athletes, Saturday, June 7 ... Kids vie in Milk Carton Boat Races, Tuesday, June 10 ... 10,000 youngsters parade in costume, Thursday, June 12 ... plus U.S. and Canadian navy ships ... lawn bowling ... square dancing ... river carnival ... rifle shooting ... bike racing ... archery ... tennis ... kids' rodeo ... Royal Rosarian Knighting Ceremony ... something for everybody ... action every day of the ten days.

More Than Three Dozen Events In Ten Days

Most of them free ... downtown riverfront Fun Center ... sports events ... shows ... spectacles ... ceremonies ... contests ... tournaments ... exhibitions ... parades ...

Four Miles of Floral Spectacle, Saturday, June 14

Grand Floral Parade brings tour groups and tour buses from as far away as the Midwest. ... One of only two completely floral decorated parades in the country ...

