

CELEBRATE EARLY  
SUMMERTIME  
AT THE  
PORTLAND ROSE  
FESTIVAL  
JUNE 3-12, 1977

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P87

*From an Artist's  
Palette*



# TEN DAYS OF CONTINUOUS EXCITEMENT

Come early and stay late! Portland Rose Festival lights up the entire community for ten days of area-wide excitement. Designed for all-family fun. Day and night, downtown, in the neighborhoods and parks, along the romantic riverfront. Spectacular all-flowered Grand Floral Parade sweeps through four miles of city streets. Starlight Parade splashes illuminated color across the downtown sky. Professional Trans Am auto racing teams pit man and machine for the treasured Rose Cup. Crack high school musicians travel a thousand miles to compete in the Festival of Bands. Queen Selection, Tex Beneke Sounds of the Big Bands show, "Big Top" midway and Fun Center, more than three dozen different events.

Advance ticket form inside for individual or block orders. Special attention to tours and groups.



# DOZENS OF ROSE FESTIVAL EVENTS— PARADES, MUSIC, FUN

Fri. June 3	Festival Fun Center	W. Side Seawall	12 Noon-11 p.m.
	Queen Selection & Coronation	Coliseum	8 p.m.
Sat. June 4	Coin-A-Rama	Masonic Temple	10 a.m.-10 p.m.
	Ikebana Rose Show	Japan. Gardens	10 a.m.-6 p.m.
	Festival Fun Center	W. Side Seawall	11 a.m.-11 p.m.
	River Carnival	Willamette River	10:30 a.m.-5 p.m.
	Rose Festival Drag Races	Delta Park	7 p.m.
	Starlight Parade	Downtown	8 p.m.
Sat. June 4	Junior Olympics	Madison High	9 a.m.-8 p.m.
	Tennis Tournament	Buckman	9 a.m.
	Bicycle Track Races	Alpenrose	10 a.m.
	Coin-A-Rama	Masonic Temple	10 a.m.-10 p.m.
	YMCA Strawberry Breakfast	Downtown	10 a.m.-1 p.m.
	Ikebana Rose Show	Japan. Gardens	10 a.m.-6 p.m.
	'Lil Britches Rodeo	Alpenrose	1 p.m.
	Racquetball Tournament	Multnomah Club	1 p.m.
	Figure Skating Championships	Valley Ice Arena	Day-Eve.



Sun. June 5	Festival Fun Center	W. Side Seawall	12 Noon-11 p.m.
	River Carnival	Willamette River	12 Noon-5 p.m.
	Milk Carton Boat Races	W'moreland Park	1 p.m.
	Archery Tournament	Sherwood G. S.	9 a.m.
	Tennis Tournament	Buckman	9 a.m.
	Bicycle Road Races	Mt. Tabor Park	9:30 a.m.
	Coin-A-Rama	Masonic Temple	10 a.m.-6 p.m.
	Rallye de Roses	OMSI	11 a.m.
	Junior Rosarian		
	Knighting Ceremony	Peninsula Park	12:30 p.m.
	'Lil Britches Rodeo	Alpenrose	1 p.m.
	Racquetball Tournament	Multnomah Club	1 p.m.
Figure Skating Championships	Valley Ice Arena	All Day	

Mon. June 6	Festival Fun Center Rosarian Garden Contest Racquetball Tournament	W. Side Seawall City-Wide Multnomah Club	11 a.m.-11 p.m. All Day 5 p.m.
Tues. June 7	Festival Fun Center Rosarian Garden Contest American Legion Wheel Chair Parade Racquetball Tournament	W. Side Seawall City-Wide Veterans Hospital Multnomah Club	11 a.m.-11 p.m. All Day 2:30 p.m. 5 p.m.
Wed. June 8	Festival Fun Center U.S. Coast Guard and Canadian Ships arrive Junior Rose Festival Parade Racquetball Tournament	W. Side Seawall W. Side Seawall Hollywood Dist. Multnomah Club	11 a.m.-11 p.m. Afternoon 2 p.m. 5 p.m.
Thurs. June 9	Festival Fun Center Rose Show U.S. Navy Ships arrive Rose Festival Motocross Racquetball Tournament	W. Side Seawall Masonic Temple W. Side Seawall Delta Park Multnomah Club	11 a.m.-11 p.m. 12:30 p.m.-9 p.m. Afternoon 7 p.m. 5 p.m.



Fri. June 10	Rose Cup Sports Car Races	Delta Park	9 a.m.-6 p.m.
	Rose Show	Masonic Temple	9 a.m.-9 p.m.
	Festival Fun Center	W. Side Seawall	11 a.m.-11 p.m.
	U.S./Canadian Ships	W. Side Seawall	Day-Eve.
	Festival of Bands	Civic Stadium	7:30 p.m.
	Racquetball Tournament	Multnomah Club	8 a.m.
	Tennis Tournament	Buckman	9 a.m.
	Royal Rosarian		
	Knighting Ceremony	Washington Park	10 a.m.
	Lawn Bowling Tourn.	W'moreland Park	All Day
	Table Tennis Tournament	Paddle Palace	7 p.m.-10 p.m.
	Square Dance	Mt. Hood C. C.	8 p.m.
Bonspiel	Silver Skate Ar.	6 p.m.	
Can-Am Hockey	Jantzen Ice Ar.	8 p.m.	

Sat. June 11	Pre-Parade Show Rose Cup Sports Car Races	Coliseum	9 a.m.
	Grand Floral Parade	Delta Park	9 a.m.-6 p.m.
	Festival Fun Center	Coliseum	10 a.m.
	U.S./Canadian Ships	W. Side Seawall	11 a.m.-11 p.m.
	Post Parade	W. Side Seawall	Day-Eve.
	Float Display	Lloyd Center	1:30 p.m.-9 p.m.
	Tex Beneke's Big Band Sounds featuring Bob Eberly and Helen O'Connell	Auditorium	8 p.m.
	Racquetball Tournament	Multnomah Club	8 p.m.
	Tennis Tournament	Buckman	9 a.m.
	Table Tennis Tourn.	Paddle Palace	9 a.m.-10 p.m.
	Bonspiel	Silver Skate Ar.	Day-Eve.
	Lawn Bowling	W'moreland Park	Day-Eve.
	Rose Festival AAU Track Meet	Beaverton High	1:30 p.m.
	Can-Am Hockey	Jantzen Ice Ar.	8 p.m.



# CLIP NOW AND SEND IN FOR MAIL ORDER TICKETS

## Queen Selection & Coronation

\_\_\_\_\_ Tickets @ \$4.00 Each \$ \_\_\_\_\_  
 Friday, June 3, 8:00 p.m.  
 Memorial Coliseum \_\_\_\_\_ Tickets @ \$3.00 Each \$ \_\_\_\_\_  
 Reserved Theater-Type Seat Tickets

## Rose Festival Drag Races

\_\_\_\_\_ Tickets @ \$6.00 Each \$ \_\_\_\_\_  
 Saturday, June 4, 7:00 p.m.  
 West Delta Park General Admission

## Portland Rose Show

\_\_\_\_\_ Tickets @ \$1.00 Each \$ \_\_\_\_\_  
 Thursday, June 9, 12:30 p.m.-9:00 p.m.  
 Friday, June 10, 9:00 a.m.-9:00 p.m.  
 Masonic Temple General Admission

## Festival of Bands

\_\_\_\_\_ Tickets @ \$1.50 Each \$ \_\_\_\_\_  
 Friday, June 10, 7:30 p.m.  
 Civic Stadium General Admission

## Grand Floral Parade

\_\_\_\_\_ Tickets @ \$6.00 Each \$ \_\_\_\_\_  
 Saturday, June 11, 10:00 a.m. \_\_\_\_\_ Tickets @ \$5.00 Each \$ \_\_\_\_\_  
 Pre-Parade Show, 9:00 a.m.  
 Memorial Coliseum Reserved Theater-Type Seat Tickets

## Tex Beneke's Big Band Show

\_\_\_\_\_ Tickets @ \$6.00 Each \$ \_\_\_\_\_  
 Featuring Bob Eberly and \_\_\_\_\_ Tickets @ \$5.00 Each \$ \_\_\_\_\_  
 Helen O'Connell  
 Saturday, June 11, 8:00 p.m.  
 Civic Auditorium Reserved Seat Tickets

## Rose Cup Sports Car Races

\_\_\_\_\_ Tickets @ \$6.00 Each \$ \_\_\_\_\_  
 Saturday & Sunday, June 11 & 12,  
 9:00 a.m.-6:00 p.m.  
 West Delta Park General Admission



Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

BankAmericard Number \_\_\_\_\_

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 \_\_\_\_\_

Sun. June 12	Rose Cup Trans-Am Races	Delta Park	9 a.m.-6 p.m.
	Post-Parade Float Disp.	Lloyd Center	9 a.m.-6 p.m.
	Festival Fun Center	W. Side Seawall	12 Noon-10 p.m.
	U.S./Canadian Ships	W. Side Seawall	Day-Eve.
	Racquetball Tournament	Multnomah Club	8 a.m.
	Tennis Tournament	Buckman	9 a.m.
	Table Tennis Tourn.	Paddle Palace	11 a.m.-5 p.m.
	Golden Rose Ski Tourn.	Timberline	11 a.m.
	Bonspiel	Silver Skate	Day
	Lawn Bowling	W'moreland Park	Day
	Can-Am Hockey	Jantzen Ice Ar.	2 p.m.



For information call or write:  
Portland Rose Festival Association  
One S.W. Columbia Street  
Portland, Oregon 97258  
(503) 227-2681

