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THE 70th ANNUAL  
PORTLAND  
ROSE FESTIVAL  
JUNE 2-11  
1978

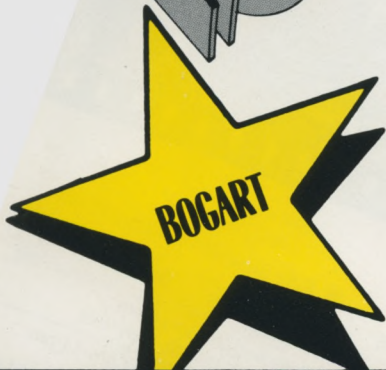
LIBRARY ASSOCIATION  
JUN 1 1978  
OF PORTLAND

PROUDLY  
PRESENTS...

# HOOORAH FOR HOLLYWOOD

## 10 DAYS OF EXCITEMENT

Stupendous! Gigantic! Colossal! Never before a spectacle of this magnitude. Join the spirit of splendiferous fun at the Portland Rose Festival. Dozens of events. Three mammoth parades. A gargantuan epic of unrivalled splendor, staggering the imagination. All in Portland in early summertime.



# DOZENS OF ROSE FESTIVAL EVENTS, PARADES, FUN!

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All-family entertainment for all ages, all interests. Salute the theme "Hoorah for Hollywood" with the Rose Festival's premier event, the Grand Floral Parade, Saturday, June 10. Dozens of awe-inspiring fully-flowered floats sweep through city streets along with smart-stepping bands, prancing horses, to the acclaim of hundreds of thousands of cheering curbside spectators. Watch sparkling illuminated floats, too, as they set downtown aglow in the Starlight Parade. See thousands of costumed kids romp through the Junior Parade. Come alive to three days of national professional sports car racing, plus three days of drag racing. Watch the Festival of Bands as outstanding high school marching-and-music groups come from across the country and from local communities to vie in competition. Visit the oldest and largest Rose Show in the country. Experience acres of excitement at the Festival Fun Center with its midway, exotic foods and outstanding exhibit center. Tour sleek vessels of the U.S. Navy and Coast Guard and the Canadian and New Zealand Navies. Plus a whole sideshow of sports competition going on every day. And more! And more! Lights! Action! Camera! Enjoy every bit of it in Portland June 2-11.

The Portland Rose Festival is a non-profit volunteer community-wide celebration which especially welcomes tour groups, families and individual visitors. Portland is a city geared to visitors, offering top-rated hotels and motels, a wide selection of restaurants, easy access and a "Fareless Square" for free, rapid bus transportation through the downtown area. Advance ticket mail orders given priority in order received, see attached coupon. For information call or write: Portland Rose Festival Association, One S.W. Columbia, Portland, Oregon 97258. (503) 227-2681.



### Festival Events

Fri. June 2	Festival Fun Center Rose Festival Drag Races	W. Side Seawall	12 Noon-11 pm	
	Queen Selection and Coronation Racquetball Tournament	W. Delta Park Civic Auditorium Multnomah Club	Gates open 5 pm 8 pm Day-Eve	
Sat. June 3	Festival Fun Center Rose Festival Drag Races	W. Side Seawall	11 am-11 pm	
	River Carnival Starlight Parade Junior Olympics YWCA Strawberry Breakfast	W. Delta Park Willamette Park Downtown Madison High	Gates open 11 am 12 Noon-5 pm 8 pm 8:30 am-7 pm	
	Bicycle Track Races Racquetball Tournament	Downtown YWCA Alpenrose Multnomah Club	10 am-12 Noon 11 am Day-Eve	
	'Lil Briches Rodeo AAU Track Meet Gymnastics Meet Tennis Tournament	Alpenrose Beaverton High Port. Gym. Ctr. Ptld. Tennis Ctr. Buckman Courts	1 pm 1 pm 7:30 pm Day-Eve	
Sun. June 4	Rose Festival Drag Races	W. Delta Park	Gates open 8 am	
	Festival Fun Center River Carnival Milk Carton Boat Races	W. Side Seawall Willamette Park Westmoreland	12 Noon-11 pm 12 Noon-5 pm	
	Archery Tournament Bicycle Road Races Rallye de Roses Racquetball Tournament	Casting Pool Sherwood Sch. Mt. Tabor Park OMSI Multnomah Club	1 pm 9 am 9:30 am 11 am Day-Eve	
	Tennis Tournament 'Lil Briches Rodeo	Buckman Courts Alpenrose	Day-Eve 1 pm	
	Mon. June 5	Festival Fun Center Royal Rosarian Garden Contest Racquetball Tournament	W. Side Seawall City-Wide Multnomah Club	11 am-11 pm All Day Day-Eve
		Tue. June 6	Festival Fun Center American Legion Aux. Wheelchair Parade Royal Rosarian Garden Contest Racquetball Tournament	W. Side Seawall Vet. Hospital City-Wide Multnomah Club

Wed. June 7	Festival Fun Center U.S. Coast Guard, Canadian, N. Zealand Ships Arrive Junior Rose Festival Parade	W. Side Seawall W. Side Seawall Hollywood Dist.	11 am-11 pm Afternoon 2 pm		
	PSU Faculty Women Art Festival Racquetball Tournament	Wash. Square Multnomah Club	Day-Eve Day-Eve		
	Thur. June 8	Festival Fun Center Rose Show Opens U.S. Navy Ships Arrive Rose Festival Motocross Art Festival Racquetball Tournament	W. Side Seawall Masonic Temple W. Side Seawall W. Delta Park Wash. Square Multnomah Club	11 am-11 pm 12 Noon-9 pm Afternoon 7 pm Day-Eve Day-Eve	
Fri. June 9		GI Joe's Rose Cup Sports Car Races Rose Show Festival Fun Center Royal Rosarian Knighting Ceremony U.S./Canadian/New Zealand Ships Festival of Bands Coin-A-Rama Lawn Bowling Art Festival Racquetball Tournament Tennis Tournament Bonspiel Indian Pow-Wow Rose Festival Square Dance	W. Delta Park Masonic Temple W. Side Seawall Wash. Park W. Side Seawall Civic Stadium Airport Sheraton W'moreland Pk. Wash. Square Multnomah Club Buckman Courts Silver Skate Ar. East Delta Park Mt. Hood Com. College Silver Skate Ar.	9 am-6 pm 9 am-9 pm 11 am-11 pm 10 am Day-Eve 7:30 pm 10 am-10 pm Day Day-Eve Day-Eve Day-Eve Day-Eve 6 pm 7:30 pm 8 pm 8 pm	
		Can-Am Hockey			
	Sat. June 10	Pre-Parade Show GI Joe's Rose Cup Sports Car Races Grand Floral Parade Festival Fun Center U.S./Canadian/New Zealand Ships Post Parade Float Display Doc Severinsen Show Timbers-Seattle Rose Festival Cup Soccer Match Table Tennis Tournament Coin-A-Rama Ikebana Rose Show Art Festival Tennis Tournament Racquetball Tournament Lawn Bowling Bonspiel Indian Pow-Wow Can-Am Hockey	Coliseum W. Delta Park Coliseum W. Side Seawall Lloyd Center Civic Aud. Civic Stadium Paddle Palace Airport Sheraton Japanese Gdns. Wash. Square Buckman Courts Multnomah Club W'moreland Pk. Silver Skate Ar. East Delta Park Silver Skate Ar.	9 am 9 am-6 pm 10 am 11 am-11 pm Day-Eve 1:30 pm-9 pm 7 pm and 10 pm 8 pm 9 am-9:30 pm 10 am-10 pm 10 am-6 pm Day-Eve Day-Eve Day-Eve Day Continuous 1 pm 2 pm	
		Sun. June 11	GI Joe's Rose Cup Trans Am Sports Car Races Post Parade Float Display Festival Fun Center U.S./Canadian/New Zealand Ships Table Tennis Tournament Coin-A-Rama Ikebana Rose Show Bicycle Motocross	Lloyd Center W. Side Seawall W. Side Seawall Paddle Palace Airport Sheraton Japanese Gdns. Beaverton Fun Course	9 am-6 pm 9 am-6 pm 12 Noon-10 pm Day-Eve 9:30 am-6 pm 10 am-5 pm 10 am-8 pm 11 am
			Golden Rose Ski Race (Snow Permitting) Racquetball Tournament Tennis Tournament Indian Pow-Wow Bonspiel Can-Am Hockey	Timberline Multnomah Club Buckman Courts East Delta Park Silver Skate Ar. Silver Skate Ar.	11 am Day-Eve Day-Eve 1 pm Day 2 pm

# CLIP NOW AND SEND IN FOR MAIL ORDER TICKETS

## Queen Selection & Coronation

\_\_\_\_\_ Tickets @ \$4.00 Each \$ \_\_\_\_\_

Friday, June 2, 8:00 pm

Civic Auditorium Reserved Seat Tickets

## Rose Festival Drag Races

\_\_\_\_\_ Tickets @ \$7.00 Each \$ \_\_\_\_\_

Sunday, June 2, 12 Noon

West Delta Park General Admission

## Portland Rose Show

\_\_\_\_\_ Tickets @ \$1.00 Each \$ \_\_\_\_\_

Thursday, June 8, Noon-9:00 pm

Friday, June 9, 9:00 am-9:00 pm

Masonic Temple General Admission

## Festival of Bands

\_\_\_\_\_ Tickets @ \$2.00 Each \$ \_\_\_\_\_

Friday, June 9, 7:30 pm

Civic Stadium General Admission

## Grand Floral Parade

\_\_\_\_\_ Tickets @ \$6.00 Each \$ \_\_\_\_\_

Saturday, June 10, 10:00 am

Pre-Parade Show, 9:00 am

Memorial Coliseum Reserved Seat Tickets

## Doc Severinsen Show

\_\_\_\_\_ Tickets @ \$7.00 Each \$ \_\_\_\_\_

Saturday, June 10, 7:00 & 10:00 pm

Specify 7 or 10 pm Show

\_\_\_\_\_ Tickets @ \$6.00 Each \$ \_\_\_\_\_

Civic Auditorium Reserved Seat Tickets

\_\_\_\_\_ Tickets @ \$5.00 Each \$ \_\_\_\_\_

## Timbers Rose Festival Cup

### Soccer Match

\_\_\_\_\_ Tickets @ \$6.00 Each \$ \_\_\_\_\_

Portland Timbers vs. Seattle Sounders

Saturday, June 10, 8:00 pm

Civic Stadium Reserved Seat Tickets

\_\_\_\_\_ Tickets @ \$5.00 Each \$ \_\_\_\_\_

## GI Joe's Rose Cup Sports Car Races

\_\_\_\_\_ Tickets @ \$6.00 Each \$ \_\_\_\_\_

Sunday, June 11, 9 a.m.-6 p.m.



Name \_\_\_\_\_

Address \_\_\_\_\_

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

Signature \_\_\_\_\_

Visa Number \_\_\_\_\_

Ticket orders will be dated on receipt and filled in that order. If 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 \_\_\_\_\_