RECEIRED PRESENTS.

PROUDLY PRESENTS...

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

JUNI 1, 1978

ASSOCIATION OF PORTLAND
BOO HAP FOR HOLLYWOOD

10 DAYS OF EXCITEMENT

Stupendous! Gigantic! Colossal! Never before a spectacle of this magnitude. Join the spirit of splendiderous fun at the Portland Rose Festival. Dozens of events. Three mammoth parades. A gargantuan epic of unrivalled splendor, stagger-ing the imagination. All in Portland in early summertime.
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
- Queen Selection and Coronation
- Racquetball Tournament

**Sat. June 3**
- Festival Fun Center
- Rose Festival Drag Races
- Riverfront Carnival
- Starlight Parade
- Junior Olympics
- YWCA Strawberry Breakfast
- Bicycle Track Races
- Racquetball Tournament
- AAU Track Meet
- Gymnastics Meet
- Tennis Tournament

**Sun. June 4**
- Rose Festival Drag Races
- Festival Fun Center
- Riverfront Carnival
- Milk Carton Boat Races
- Archery Tournament
- Bicycle Road Races
- Rallye de Roses
- Racquetball Tournament
- "Lil Briches Rodeo"

**Mon. June 5**
- Festival Fun Center
- Royal Rosarian Garden Contest
- Racquetball Tournament

**Tue. June 6**
- Festival Fun Center
- American Legion Aux. Wheelchair Parade
- Royal Rosarian Garden Contest
- Racquetball Tournament

**Wed. June 7**
- Festival Fun Center
- U.S. Coast Guard, Canadian, New Zealand Ships Arrive
- Junior Rose Festival Parade
- PSU Faculty Women Art Festival
- Racquetball Tournament

**Thur. June 8**
- Festival Fun Center
- Rose Show Opens
- U.S. Navy Ships Arrive
- Rose Festival Motocross
- Art Festival
- Racquetball Tournament

**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
- 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

**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 Road Race
- "Lil Briches Rodeo"
- "Lil Briches Rodeo"

---

**Association, One S.W. Columbia, Portland, Oregon 97258.**

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.
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  
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 $______

Gl 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. I 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__________________________