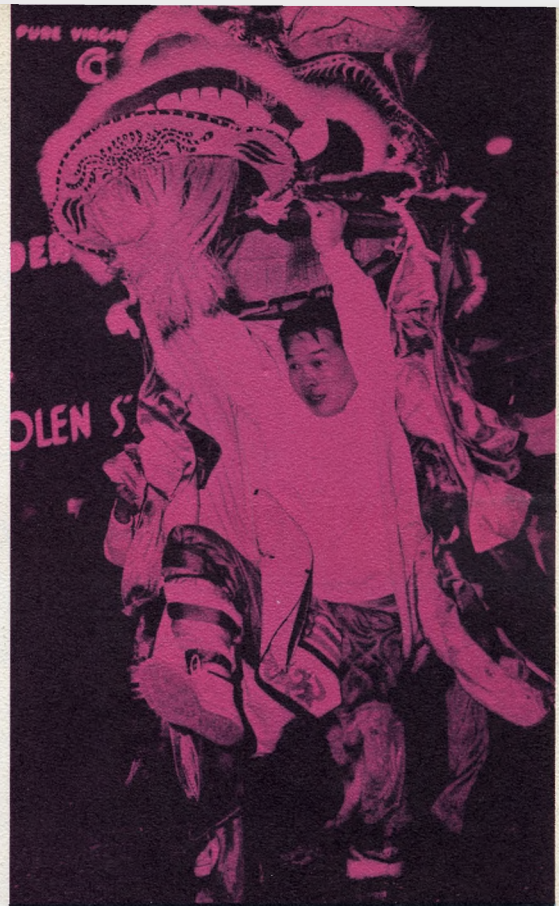


1961

PORTLAND ROSE FESTIVAL



PROPERTY OF MARILYN AND CHARUE CLINT

SOUVENIR PROGRAM

53rd ANNUAL PORTLAND ROSE FESTIVAL • JUNE 2-11, 1961

PRICE . . . 50 CENTS



The Portland Rose Festival, now in its 53rd year, is a time of wholesome, lighthearted gaiety and relaxation for both Portlanders and the hundreds of thousands of visitors who come to the City of Roses to enjoy the many Festival events. The Realm of Rosaria welcomes you. It is our sincere wish that the ten magic days of Rose Festival, June 2-11, 1961, may be most memorable ones for you and yours.

E. L. Casey

PRESIDENT, Portland Rose Festival Association



Portland is a friendly city, rich in natural beauty and offering a variety of scenic and recreational attractions. It is a city of fine gardens and beautiful flowers, and the rose is queen. During this annual Rose Festival season we welcome you. May your stay be most enjoyable, and may you linger after the Festival to enjoy our city, the world port of the Pacific, and to explore the green Oregon vacationland.

Tom D. Schrank
MAYOR, City of Portland

SCHEDULE OF EVENTS

FRIDAY, JUNE 2

- 6 p.m.** Official Opening Festival Center at Holladay Park, to remain open daily from 11 a.m. to midnight through June 11.
Band Concerts, Art Festival, Rose Show, Rose Displays, Nursery Exhibits, Travel Show, Park Bureau Shows, Kiddies' Country Fair, TV-Radio Broadcasts, Square Dancing, International Cafe, Midway Attractions, Funland, Rides and Concessions, Streets of the World Bazaar, Gardener's Market, Oregon Products Exhibit.
- 8 p.m.** Junior Queen Selection and Coronation, Civic Auditorium, S.W. 3rd and Clay.

SATURDAY, JUNE 3

- 8 a.m.-5 p.m.** Second Annual West Coast Rifle and Pistol Tournament, Camp Withycombe, Clackamas.
- 11 a.m.-Midnite** Festival Center Open, Holladay Park.
- 8 p.m.** Merrykhana Parade . . . Portland's Fun night parade, downtown, west side.

SUNDAY, JUNE 4

- 8 a.m.-5 p.m.** Second Annual West Coast Rifle and Pistol Tournament, Camp Withycombe, Clackamas.
- 11 a.m.-Midnite** Festival Center Open, Holladay Park.

MONDAY, JUNE 5

- 11 a.m.-Midnite** Festival Center Open, Holladay Park.
- 8 p.m.** Queen Selection and Coronation, Memorial Coliseum.

TUESDAY, JUNE 6

- 11 a.m.-Midnite** Festival Center Open, Holladay Park.
- 8 p.m.** Box Lacrosse, Memorial Coliseum.

WEDNESDAY, JUNE 7

- 11 a.m.-Midnite** Festival Center Open, Holladay Park.
- 2 p.m.** U.S. Navy ships arrive, Sea Wall, Harbor Drive.
- 3 p.m.** Canadian ships arrive, Sea Wall, Harbor Drive.
- 8 p.m.** Box Lacrosse, Memorial Coliseum.

THURSDAY, JUNE 8

- 11 a.m.-Midnite** Festival Center Open, Holladay Park.
- 12 Noon** Knighting Ceremony of Distinguished Guests, Holladay Park Festival Center.
- 1 p.m.-9 p.m.** Portland Rose Show, Sheraton - Portland Hotel.
- 1 p.m.** Model Sailboat Regatta, Westmoreland Pool.
- 8 p.m.** Box Lacrosse, Memorial Coliseum.

FRIDAY, JUNE 9

- 9 a.m.-9 p.m.** Portland Rose Show, Sheraton - Portland Hotel.
- 11 a.m.-Midnite** Festival Center Open, Holladay Park.
- 2 p.m.** Junior Parade thru Hollywood District and ending at Grant Bowl . . . east side — starts Sandy Blvd. at 52nd Avenue.
- 8 p.m.** Box Lacrosse, Memorial Coliseum.

SATURDAY, JUNE 10

- 10 a.m.** Grand Floral Parade (starting at the Memorial Coliseum and ending at Lincoln High School).
- 11 a.m.-Midnite** Festival Center Open, Holladay Park. Open Horseshoe Tournament, Laurelhurst Park.
- 2 p.m.** Rose Festival Volleyball Tournament, Grant Park.
- 8 p.m.** Stage show, featuring Les Brown's Band, Connie (Cricket) Stevens, novelty acts. Admission to show and Coliseum seats during dance on sale to general public.
- 9 p.m.** Queen's Royal Ball, Memorial Coliseum, Invitational—Royal Rosarians. Les Brown's "Band of Renown."

SUNDAY, JUNE 11

- Open Horseshoe Tournament, Laurelhurst Park.
- 10 a.m.** First Annual Rose Cup Sports Car Race, West Delta Park (Vanport).
- 11 a.m.** Marine Day Regatta, Boat Races, Yacht Parade. Willamette Marine Park.
- 11 a.m.-Midnite** Festival Center Open, Holladay Park.
- 2:30 p.m.** Portland Lodge of Elks No. 142's Annual Flag Services, Washington Park.
- 1 p.m.** Golden Rose Ski Tournament, Mt. Hood.

TUESDAY, JUNE 13

- 8 p.m.** Queen's Command Championship Baseball Game (Portland Beavers vs. Salt Lake City Bees), Multnomah Stadium.

SPECIAL FEATURES DURING ROSE FESTIVAL WEEK

NAVY SHIPS — OPEN HOUSE DAILY
June 8 thru June 11, sea wall at Harbor Drive
9:30-11:30 a.m. and 1:00-4.30 p.m.

LEWIS & CLARK COLLEGE ROSE GARDEN

INTERNATIONAL ROSE TEST GARDEN
Washington Park

Tickets for all Coliseum Events on Sale at J. K. Gill's and Coliseum box office.
Reserved seats, \$2.50, 2.00. General admission, \$1.50. Students, 75c in general admission section only.

Merrykhana Parade

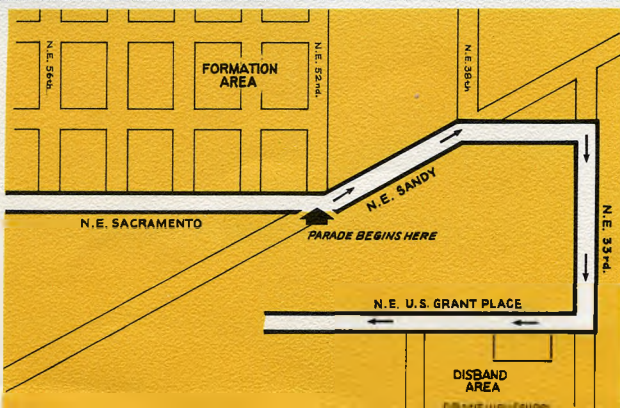
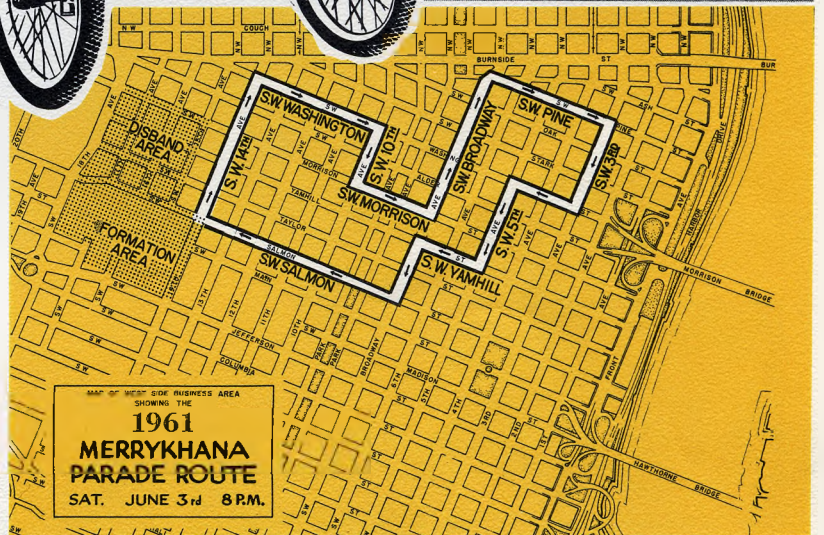
**SATURDAY,
JUNE 3, 8:00 P.M.**

Join in the carefree revelry as the Rose Festival's MERRY-KHANA PARADE wends its riotous way through downtown Portland on Saturday night, June 3. This is Mardi Gras time in the City of Roses, and the King of Fun reigns over the parade and the Realm of Rosaria for this night.

For nearly two hours, through the heart of the city, the rollicking procession makes merry—clowns and calliopes, dancing girls, bands and bagpipers, wild men, gun-fighters, laugh-provoking floats and every conceivable manner of hijinks. Its wholesome American fun you won't want to miss.

There is plenty of room for all on the curbsides along the two-mile route.

Jon Provost, who stars as Timmie in the Lassie TV show, is 1961 Junior Parade marshal.



JUNIOR ROSE FESTIVAL PARADE

FRIDAY, JUNE 9, 2 P.M.

More than 10,000 youngsters take part in one of the country's really unique parades, the Junior Rose Festival Parade. This is the magic make-believe world of childhood, making the old at heart young again.

Television star Jon Provost, "Timmie" in the "Lassie" show, is grand marshal for the 1961 version of the world's largest chil-

dren's parade. Eight pretty little princesses, escorted by eight handsome lads, all selected from Portland's grade schools, rule as the Junior Rose Festival court.

The Junior Parade is entirely on Portland's east side, starting at Sandy Boulevard and 52nd Avenue, and continuing through the Hollywood District to the Grant High School bowl.



FESTIVAL FUN

**HOLLADAY PARK—
ADJACENT TO LLOYD CENTER**



It's the place for family fun . . .
the popular Festival Center at
Holladay Park. There's something
for young and old . . . and there's
no admission charge.
You can spend many pleasant
hours at the "Streets of the World"
shopping bazaar . . . arts, crafts
and photography shows . . .
gardening, outdoor living and
garden club displays . . . the
Oregon Products Exhibit . . . on
the carnival gayway or at the
kiddies' country fair.



CENTER



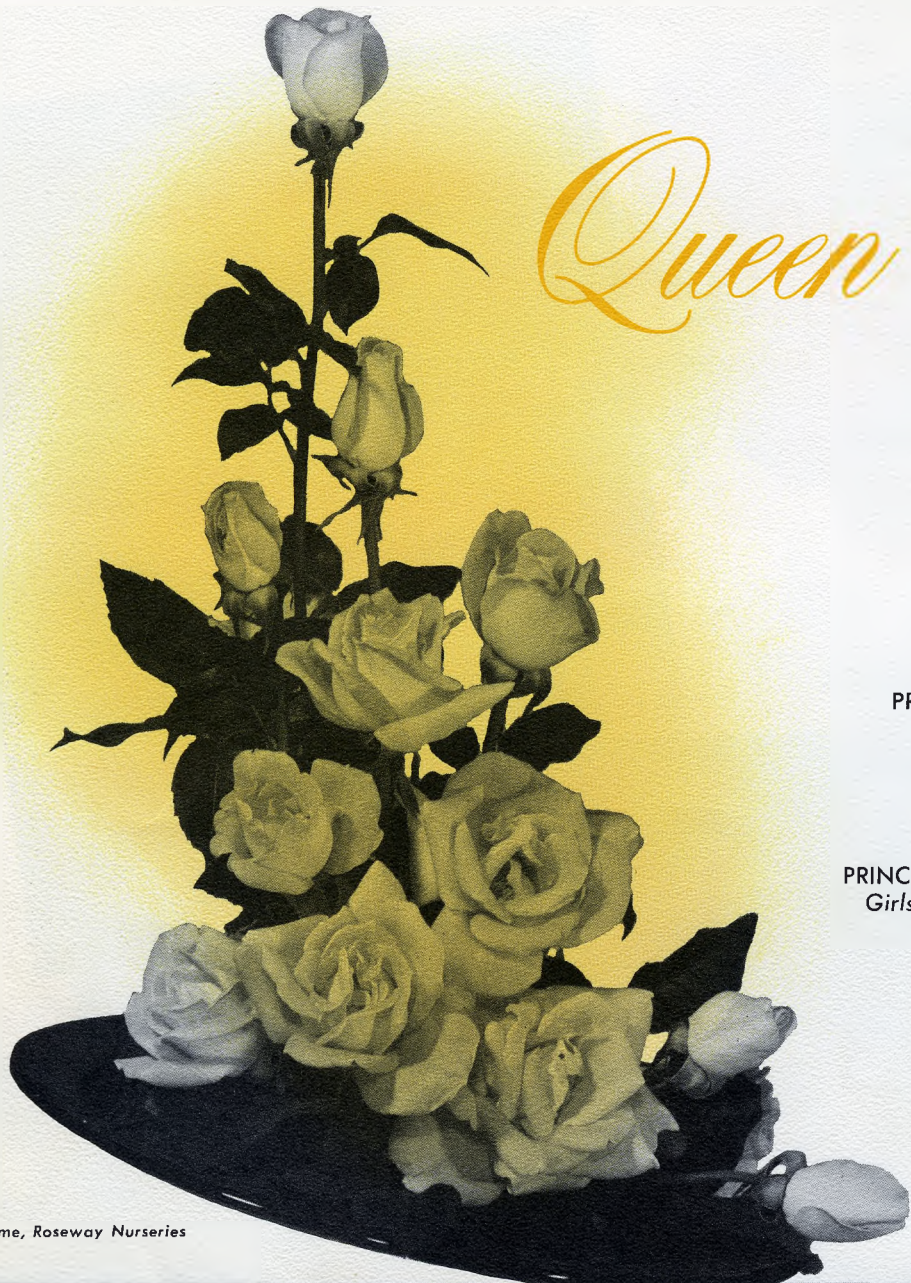
There is free entertainment every hour on the Festival Center stage . . . musical productions, jazz concerts, magic shows, puppets, demonstrations of athletic prowess. And there is plenty of free parking at the adjacent world-famous Lloyd Shopping Center.

GRAND OPENING
FRIDAY, JUNE 2 — 6 P.M. TO MIDNIGHT

OPEN DAILY
11 A.M. TO MIDNIGHT — JUNE 3-11



Queen Selection



Rose High Time, Roseway Nurseries



PRINCESS GAIL
Roosevelt



PRINCESS PATRICIA
Girls' Polytechnic



PRINCESS LINDA
Cleveland



PRINCESS TONI
Lincoln



PRINCESS KAREN
Wilson



PRINCESS KRISTIN
Madison

AND CORONATION PROGRAM

at the Memorial Coliseum, Monday, June 5, 8 p.m.

Hail to the Royal Court of Rosaria! The 11 radiant Rose Festival Princesses shown here rule over Realm of Rosaria during the 1961 Portland Rose Festival. They were chosen from the senior classes of 11 Portland

high schools. One becomes Queen of Rosaria on the night of June 5.

You pick the queen, using the same rating table (below) as the official judges use to select Her Majesty.

PRINCESS DIANA
St. Mary's Academy



PRINCESS SHARON
Jefferson



PRINCESS EDNA
Grant



PRINCESS DRUE
Franklin



PRINCESS JANET
Washington

JUDGE FOR YOURSELF Queen Selection Judging Card

How would you rate them?	Appearance up to 40%	Poise up to 40%	Speaking Ability up to 20%	TOTAL
Princess Gail Annette Norin, Roosevelt				
Princess Patricia Ann Linn, Girls' Polytechnic				
Princess Linda Fuqua, Cleveland				
Princess Toni Turner, Lincoln				
Princess Karen Kinnersley, Wilson				
Princess Kristin Smith, Madison				
Princess Sharon Gowdy, Jefferson				
Princess Edna Carolyn Woodward, Grant				
Princess Drue Loretta Barnum, Franklin				
Princess Diana Weiss, St. Mary's Academy				
Princess Janet Zwick, Washington				

(Queen Selection is based on the above points)

ON SATURDAY, JUNE 10...STARTING AT 10 A.M...THE WORLD FAMOUS...

GRAND FLORAL PARADE

ORDER OF MARCH

"WALLY, THE GLAMOUR CLOWN"

QUEEN'S DIVISION—Dr. Charles E. Smith, Courier

- B-1 Portland Police Motor Escort, Capt. Pittinger
- B-2 Lewis & Clark High School Band, Spokane, Washington (93)
- B-3 Lewis and Clark High School Marching Unit, Spokane, Washington (128)
- B-4 U.S. Marine Corps, Color Guard (4) and Mass Colors
- B-5 Royal Rosarian Drill Team (50)
- GRAND MARSHAL—LORNE GREENE
- 1. GOVERNOR HATFIELD
- H-1 Governor's Guard
- 2. MAYOR AND MRS. TERRY SCHRUNK

DIVISION No. 1—Wallace Johnson, Marshal

- H-2 Snohomish County Washington Mounted Sheriff's Posse
- B-6 Marshfield Senior High School Band, Coos Bay (72)
- 3. PRESIDENT EDWARD L. CASEY AND MRS. CASEY, PORTLAND ROSE FESTIVAL ASSOCIATION
- 4. PRIME MINISTER ROYAL ROSARIANS CECIL BROWN AND MRS. BROWN
- 5. PRESIDENT FRED EDMUNDS, JR., ROSE SOCIETY; MRS. OMAR PALMER, CHAPERONE ROYAL COURT
- H-3 A. J. Minden
- B-7 Benson Polytechnic High School Band (will substitute for Queen's Band) (70)
- 6. PORTLAND CHAMBER OF COMMERCE QUEEN'S FLOAT
- H-4 The Saddle-ites
- B-8 Elks Drum and Bugle Corps, Tillamook, Oregon (15)
- 7. TILLAMOOK COUNTY CHAMBER OF COMMERCE

DIVISION No. 2—Burton Smith, Marshal

- H-5 Portland Mounted Police Auxiliary
- B-9 Tillamook Vacation Land Band (80)
- H-6 Lyle Cobb
- 8. PASADENA TOURNAMENT OF ROSES
- H-7 Rose Franke Wilhelm
- B-10 Royal Canadian Navy Marching Unit (100)
- B-11 Mliwaukie Senior High School Band (60)
- H-8 Harney County Fair Rodeo Queen Court
- 9. PORTLAND GENERAL ELECTRIC COMPANY
- B-12 Roosevelt High School Band (75)
- 10. PACIFIC TELEPHONE NORTHWEST

DIVISION No. 3—Dr. Russell Kenega, Marshal

- H-9 Patricia Schoeler and Barbara McCarger
- B-12A Kennewick, Wash., High School Band (95)
- 11. THE FLINTSTONES (WRIGHT, REDMOND, AND BUTLER)
- H-10 Arabian Horse Breeders of Oregon
- B-13 Sunset High School Band (70)
- 12. PORTLAND KIWANIS CLUB
- H-11 King County, Washington, Sheriff's Mounted Posse
- B-14 Princess Drill Team, Seattle, Wash. (25)
- H-12 St. Paul Rodeo Court
- 13. U.S. AIR FORCE AND EAST SIDE COMMERCIAL CLUB
- H-13 Colonel Ernest Scott
- H-14 Judy Wilson

DIVISION No. 4—Brooks Manchester, Marshal

- B-15 Reynolds High School Band (64)
- 14. PACIFIC POWER AND LIGHT COMPANY
- H-15 The Westernetts Girl Drill Team
- B-16 Clan McCleay Bagpipe Band (20)
- 15. UNITED STATES NATIONAL BANK OF PORTLAND
- H-16 Oregon Ranch Girls
- B-17 Fort Vancouver High School Band (50)
- 16. VANCOUVER, WASHINGTON
- H-17 The Clarkettes
- B-18 Evergreen High School Band
- H-18 Molalla Buckeroo Queen Court

DIVISION No. 5—Harry Coleman, Marshal

- 17. PORTLAND FIRE DEPARTMENT, DIST. 3
- H-19 Abe Schiller
- 18. HOLLYWOOD BOOSTERS
- H-20 Columbia Rider Rodeo Court
- B-19 Girls Polytechnic High School Marching Unit (35)
- B-20 Girls Polytechnic High School Drum Corps (11)
- 19. PORTLAND STATE COLLEGE AND BOYD'S COFFEE
- H-21 Laton Kirk
- 20. RELIABLE TRANSFER COMPANY
- H-22 Lonnie Logsdon
- H-23 Sharyle Lee

DIVISION No. 6—Matt Erwin, Marshal

- B-21 Jefferson High School Band (60)
- 21. PORTLAND CHINESE COMMUNITY
- H-24 Clackamas County Sheriff's Mounted Posse
- 22. MEIER & FRANK COMPANY
- H-25 Salem Saddle Club Drill Team
- B-22 Salem High School Band (60)
- B-23 Salem Cherrians Marching Unit (35)
- 23. SALEM CHERRIANS
- H-26 Evelyn Johnson
- 24. ALPENROSE DAIRY
- H-27 Arlington Rodeo Queen Court

DIVISION No. 7—George Jackson, Marshal

- B-24 Central Catholic High School Band (50)
- 25. FIRST NATIONAL BANK OF OREGON
- H-28 Al Kader Mounted Patrol
- B-25 David Douglas High School Band (85)
- 26. EASTPORT PLAZA—JUNIOR COURT
- H-29 Heck Harper
- B-26 Woodrow Wilson High School Band (78)
- 27. PORTLAND HOME BUILDERS ASSN.
- H-30 Portland Police Junior Mounted Posse
- B-27 Neighbors of Woodcraft Marching Unit (40)
- 28. NEIGHBORS OF WOODCRAFT

DIVISION No. 8—Delos B. Parks, Marshal

- H-31 Cliff Hill
- B-28 Lincoln High School Band (45)
- 29. FARMERS INSURANCE GROUP
- H-32 John Beall
- 30. LLOYD CENTER
- H-33 Pendleton Round-Up Queen Court
- H-34 Wilson Pony Cart
- B-29 Washington High School Band (65)
- B-30 Lake Oswego Jaycees Marching Unit (15)
- 31. LAKE OSWEGO JAYCEES
- 32. NEW ALBINA DEMOCRAT'S CLUB

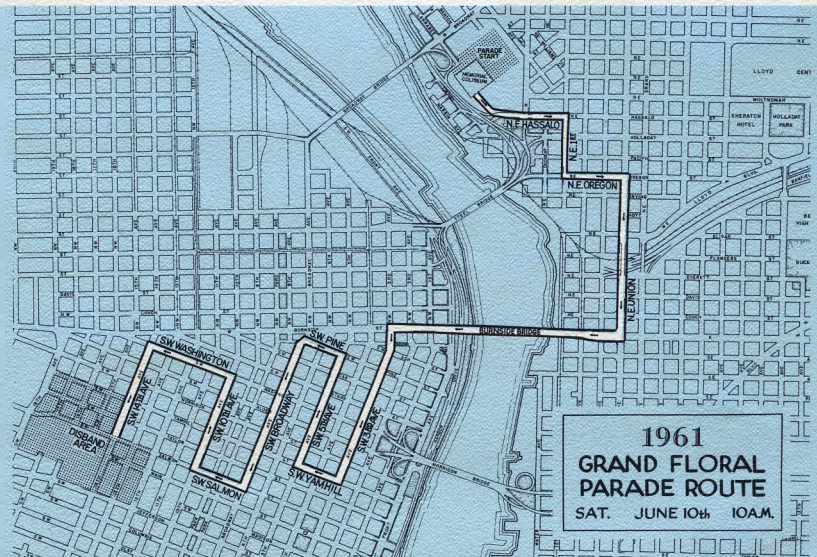
DIVISION No. 9—Fred Halbock, Marshal

- H-35 The Lebonettes
- B-31 Franklin High School Band (60)
- 33. MONTGOMERY WARD & COMPANY
- 34. LADIES OF THE GRAND ARMY OF THE REPUBLIC
- H-36 Umatilla Stage Riders Rodeo Queen Court
- B-32 Grant High School Band (80)
- 35. PALESTINE DEMOLAY
- B-33 Cleveland High School Band (76)
- 36. MEADOWLAND DAIRY
- H-37 Judy Robinette
- B-34 Beaverton High School Marching Unit (50)

DIVISION No. 10—George Gannett, Marshal

- B-35 Beaverton High School Band (50)
- 37. BEAVERTON AREA JAYCEES
- H-38 Beaverton Saddle Club
- B-36 Battle Ground Business Men's Association Marching Unit (18)
- B-37 Battle Ground High School Band (55)
- 38. BATTLE GROUND BUSINESS MEN'S ASSOCIATION
- B-38 Hillsboro High School Band (75)
- 39. HILLSBORO JUNIOR CHAMBER OF COMMERCE
- B-39 The Oregon Cavemen, Inc. (20)
- B-40 Freedom Center Marching Unit (40)
- 40. FREEDOM CENTER
- B-41 James Madison High School Band (80)

Lorne Greene, Ben Cartwright in television's Bonanza show, is grand marshal of 1961 floral parade.





WORLD'S ROUGHEST SPORT

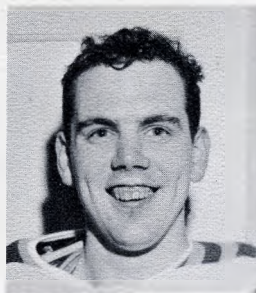
BOX LA



IVAN STEWART, NO. 17
New Westminster Forward



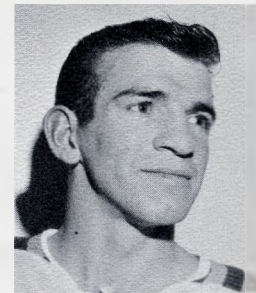
CLIFF SEPKA, NO. 19
New Westminster Forward



LES NORMAN, NO. 1
New Westminster Goalie



BILL JOBB, NO. 4
New Westminster Forward



JACK BARCLAY, NO. 18
New Westminster Center

Box lacrosse, the indoor version of the Canadian national sport, has been called the fastest game on two feet. It's the oldest organized sport in North America. The Iroquois Indian tribes played it before Columbus discovered America.

The game resembles both basketball and hockey. Either a man-to-man or zone defense is used.

Six men make up a team, three forwards (right and left wings, and center), two defensemen and a goalie. Only the goalie can touch the ball with his hands. The game is played in four 15-minute periods. A goal is scored when ball is thrown into the goal net. It cannot be kicked in.

Penalties are same as in hockey, except two penalties cannot run concurrently. A second penalty is delayed until the first expires, for neither team can be shorthanded more than one man.

There are no offsides in lacrosse. One penalty peculiar to the game is "ragging," intentional slowing-down of the game by walking with ball instead of running, or aimlessly passing it back and forth.

Official scoring gives one point for a goal and one for an assist.



A U.S. SPORTS EXCLUSIVE — SPONSORED BY THE PORTLAND ROSE FESTIVAL

The Nanaimo, B.C., and New Westminster, B.C., lacrosse teams are two of Canada's finest. Nanaimo won the Western Canada championship in 1960 and was runner-up for the Canadian Championship. New Westminster won the Canadian Championship in 1958 and 1959.

The two teams include four Western Canada all-stars: Goalie Les Norman of New Westminster, and Jack Bionda, Don Ashbee and Skip McKay of Nanaimo.

The four games in Portland count as official league games for Western Canada's Inter-City Lacrosse League. Two points per game are awarded to the winning team. A tie gives each team one point.



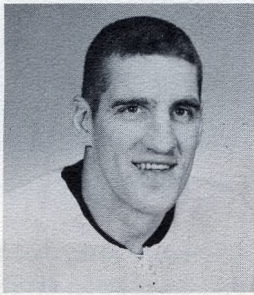
CROSSE

PORTLAND'S
MEMORIAL COLISEUM

TUESDAY THROUGH FRIDAY...JUNE 6-9...8 P. M.



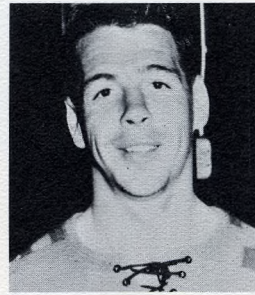
DON ASHBEE, NO. 6
Nanaimo Center



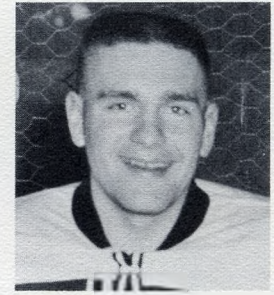
JACK BIONDA, NO. 12
Nanaimo Forward



ARNIE DUGAN, NO. 4
Nanaimo Forward



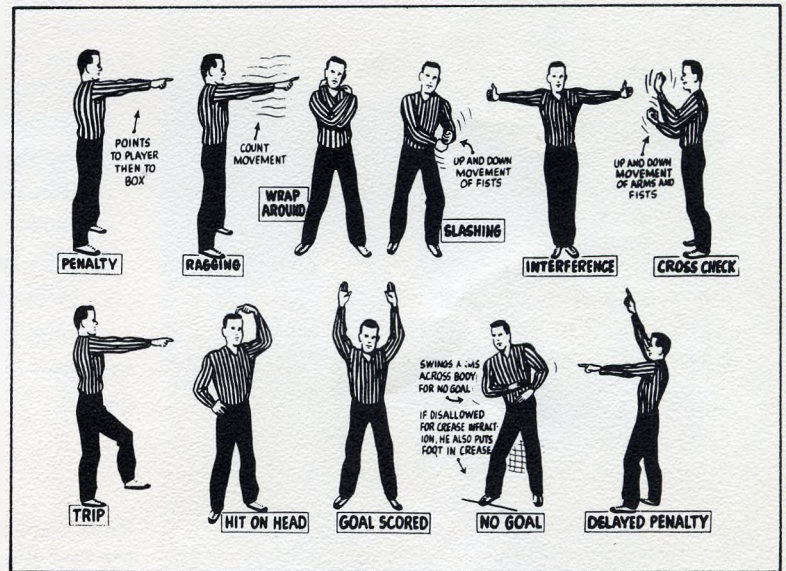
TOM McVIE, NO. 16
Nanaimo Defense, Forward



MERV SCHWEITZER, NO. 17
Nanaimo Goalie



OFFICIAL REFEREE'S SIGNALS



OFFICIAL SCORING CHART

Score 1 point for an assist, 1 point for a goal and total for total points.

NEW WESTMINSTER, B.C.

Pos.	G	A	TP
1. Les Norman			
2. Murray Duncan			
3. Bob Bateman			
4. Bill Jobb			
5. Jack Howes			
6. Harold Fox			
8. Ken Oddy			
9. Doug Wallsmith			
10. Don Sepka			
11. Gordie Stidolph			
12. Ron Loftus			
13. Charlie Saunders			
14. Mike Gates			
15. Bill Wilkes			
16. Wayne Shuttleworth			
17. Ivan Stewart			
18. Jack Barclay			
19. Cliff Sepka			

Coach—Jack Byford

Team Mgr.—Jack Fulton

General Mgr.—Harry McKnight

Trainers—Bill Gray and Jack Cowie

NANAIMO, B.C.

Pos.	G	A	TP
1. Fred Fulla			
2. John Ferguson			
3. Lisle Scott			
4. Arnie Dugan			
5. Roy Bianco			
6. Don Ashbee			
7. Skip MacKay			
8. Spud Morelli			
9. Ed McDonald			
10. Murray Thomas			
11. Tom Wyatt			
12. Jack Bionda			
13. Bill Russell			
14. Don Morelli			
15. Val Robertson			
16. Tom McVie			
17. Merv Schweitzer			
18. Al Fearon			
19. Jack Phillips			
20. Bill Good			

Coach—John "Red" McMillan


Manager—Jack Sherry

Trainer—Del Della-Savia

73rd Annual Portland Rose Show



Hybrid Tea Rose
SHOW GIRL
Plant Patent 646



Hybrid Tea Rose
KORDES PERFECTA
Plant Patent 1604

The nation's oldest and largest rose show, sponsored each year by the Portland Rose Society in conjunction with the Rose Festival, attracts entries from hundreds of amateur rose growers throughout the West.

Nearly 50 trophies are awarded each year to the best single blooms, groups of blooms and rose displays. There is a special division for novices, rose growers who have never won a first place in any rose show.

This year's Portland Rose Show will be officially opened by the Queen of the 1961 Portland Rose Festival at 1 p. m., Thursday, June 8, to remain open until 9 p.m. that day and from 10 a.m. until 9 p.m. on Friday, June 9. The exhibit will be open to amateur and professional photographers only from 9 a.m. to 10 a.m., June 9.

A special attraction at each year's show is the displays of 100 choice rose blooms from Portland's famous International Rose Test Gardens in Washington Park.

GRAND SWEEPSTAKES AWARD

Each year, the Grand Sweepstakes Award, a perpetual trophy, is awarded to the best single bloom entered by an amateur rose grower.

1960 GRAND SWEEPSTAKES WINNER—J. A. Harper, Corvallis, Ore., with a Show Girl rose.

1959 GRAND SWEEPSTAKES WINNER—Dr. J. M. Burkhart, Olympia, Wash., with a Kordes Perfecta rose.

1958 GRAND SWEEPSTAKES WINNER—Dr. J. M. Burkhart, Olympia, Wash., with a Sam McGredy rose.

Majestic Mt. Hood provides thrilling vista from the west hills of Portland.



**PORTLAND—CITY OF ROSES
IN THE HEART OF THE COOL
GREEN OREGON VACATIONLAND**



Lions bask in the sun at Portland's new \$4,000,000 zoo.

Portland offers many scenic and recreational attractions to visitors. A 59-mile scenic drive within the city is marked to enable visitors to find the city's many scenic attractions and other points of interest.

The city's 124 public parks, 13 public pools and 5 public golf courses offer hours of relaxation to resident and visitor alike. The city's new \$4,000,000 zoo, with its unique Zooliner railroad and Antarctic penguin colony is a must stop for out-of-town visitors, young and old.

You'll find many things to do and see in the City of Roses. Take your pick . . . the Forestry Building, "largest log cabin in the world," built for the 1905 Lewis and Clark Exposition . . . the Oregon Museum of Science and Industry . . . the Oregon Historical Society museum, treasure house of western history . . . the Portland Art Museum, with its outstanding permanent collection and displays of regional art.

Spectacular Multnomah Falls in Columbia
River gorge, near Portland, drop 620 feet.



Photo-Art Commercial Studios

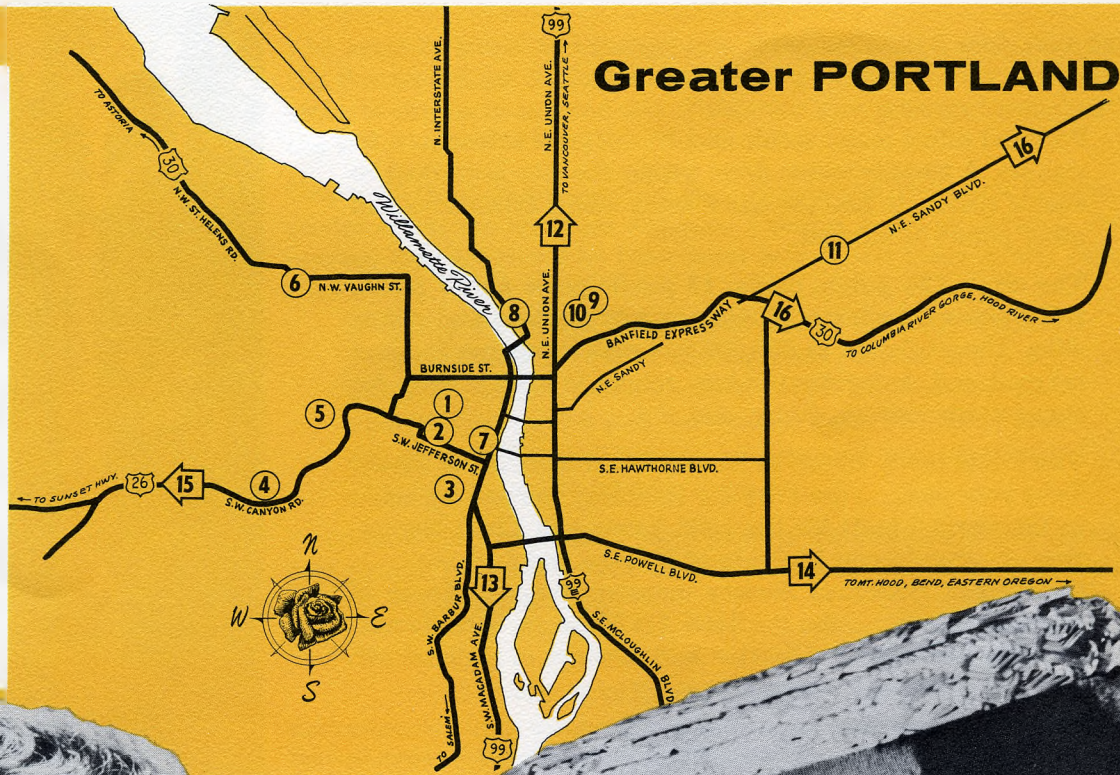


53rd Annual Portland Rose Festival.....

High powered inboards will compete in eight racing events at the Rose Festival Marine Day on the Willamette River, Sunday, June 11.

PORTLAND MAP LEGEND

1. Downtown Business District
2. Portland Art Museum
3. Oregon Historical Society
4. Portland Zoo and Museum of Science and Industry
5. International Rose Test Gardens (Washington Park)
6. Forestry Building
7. Visitors Information Center
8. Memorial Coliseum
9. Festival Fun Center
10. Sheraton-Portland Hotel
11. Hollywood District (Start of Junior Parade)
12. Delta Park
13. Marine Day Regatta (Willamette Park)
14. Route to Golden Rose Ski Race
15. Route to Oregon Beaches
16. Route to Scenic Columbia River Drive



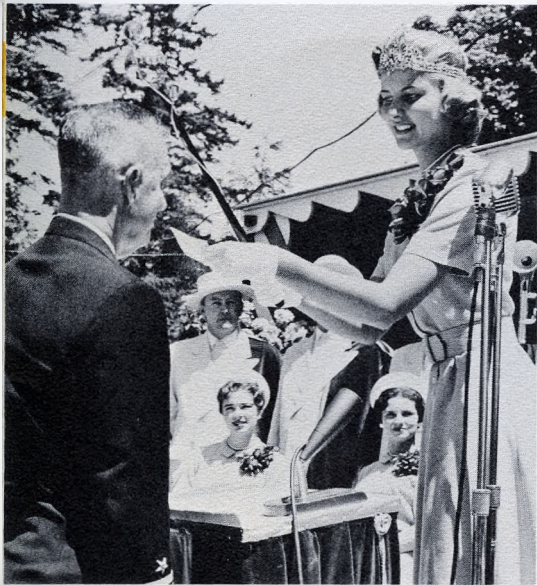
Les Brown (left) and his popular "Band of Renown" provide music for the Queen's Ball at the Memorial Coliseum, Saturday night, June 10. Television star Connie Stevens, "Cricket" in "Hawaiian Eye," and Brown's band star in stage show at Coliseum prior to dance.



10 FUN DAYS



Many of the West Coast's foremost sports car drivers take part in the First Annual Rose Cup Sports Car Race, Sunday, June 11, at West Delta Park.



Royal Rosarian knighting ceremony is Festival highlight.



Golden Rose Ski Tournament on Mt. Hood, Sunday, June 11, features two-run slalom for men, women and junior skiers.



Flagship for the 14-ship U.S. Navy task force visiting Portland during the Festival is the heavy cruiser U.S.S. Helena.

The 10 fun days of the 1961 Rose Festival are packed with a variety of events.

Among the highlights are the Queen's Ball and entertainment gala . . . the open house for four days on the 14-ship U.S. Navy task force visiting Portland during the Festival . . . the Marine Day Regatta . . . Golden Rose Ski Tournament . . . Rose Cup Sports Car Race . . . and the pageantry of the traditional Royal Rosarian knighting ceremony.

Events schedule on page 2 gives times and places. Map on opposite page will help you get there.

The great Oregon outdoors is just minutes from downtown Portland. Drive an hour to the east and you're high on snow-capped Mt. Hood. An easy 2-hour drive to the west, and you can frolic on Oregon's air-conditioned coastline. Just 20 minutes from the city, and you're driving through the awesome Columbia River gorge.



The Columbia River highway, east of Portland, offers thrilling views of river and mountains.

Oregon's 400-mile coastline abounds in beaches and coves. Ecola Park viewpoint is easy drive from Portland.

