



DE

... For You a Rose ...

47th Annual

PORTLAND

ROSE FESTIVAL

GRAND FLORAL PARADE

Famous Books in Flowers

Saturday, 10 A. M.

JUNE 11, 1955

... in Portland Grows ...



INFORMATION BULLETIN
RULES AND REGULATIONS

**FACTS about the 47th ANNUAL
ROSE FESTIVAL**

Grand Floral Parade



Over three-quarter million spectators will actually see your float.



Over 75,000 column inches of newspaper publicity is written about the Rose Festival and the Grand Floral Parade each year — equivalent to a 468-page paper.



In 1954, six major radio stations broadcast the parade, giving descriptions of each float and marching unit or band plus National network coverage.



Portland now has **THREE** television stations.



Descriptions of each float will be given at 14 or more locations along the five-mile line of march to the over three-quarter million people on Portland's streets watching the parade.



More than 4 major newsreel companies take pictures of your float for nation-wide distribution.



Untold thousands of photo-hobbyists will take pictures, both movies and still, of your float.

Conservatively we can say that more than twenty-five million individuals will see or hear about your float entered in the 1955 Rose Festival Grand Floral Parade.

TO SPONSORS OF FLOATS REPRESENTING CITIES OUTSIDE OF PORTLAND

The Grand Floral Parade being the outstanding feature of the Portland Rose Festival, any city or community outside of Portland may participate through the entry of a float in keeping with the dignity and beauty of the event. Such entry may be accompanied by a band, drum corps and marching unit.

Entries of Bands, Drum Corps or Uniformed Bodies from cities WHICH DO NOT SEND FLOATS WILL BE STRICTLY BY INVITATION.

FINANCIAL AID — The Rose Festival will assist in absorbing the cost of a Float in the Floral Parade from any city of the Northwest OUTSIDE OF PORTLAND. Forward your entry blank properly filled out; books of admission to all events of the Rose Festival Program will then be sent you in compliance with following schedule:

Float and Band 500 Ticket Books
Float, alone 400 Ticket Books

You sell the Rose Festival Ticket Books for \$2.18 each, plus tax, which is to be applied to your expenses. The Federal Tax will be paid to the Rose Festival Association for transfer to the Miscellaneous Tax Division, Internal Revenue Service.

It is understood, however, that the Ticket Books so donated shall not be sold in the City of Portland, or to Portland people, and must not be sold for less than \$2.40.

QUEEN'S BALL (Invitational) — Sponsors of a float from any city outside of Portland will also be presented with four (4) tickets to the Queen's Ball. Formal in dress.

LUNCH FOR UNIFORMED BODIES — At the disbanding of the Parade on Saturday, June 11, all uniformed members of Bands, Drum Corps and Marching Bodies from Cities outside of Portland will be presented with tickets for a luncheon as guests of the Portland Rose Festival Association.

AGE LIMITATION ESTABLISHED — Because of the length of the route covered by the Parade, and the fatigue attending almost constant performance during the march, the Rose Festival Association finds it necessary to request *Directors and Leaders of all Bands and Drum Corps* to establish an age limit of 14 years for children appearing as members of such organizations. Enforcement of this rule may avoid serious injury to some child. Your cooperation will be appreciated.

PARADE COMPOSITION & AWARDS

A Float cannot win more than one prize.

Sweepstakes Award for best Commercial Float in Parade.

Sweepstakes Award for best Non-Commercial Float in Parade.

- Section 1** HONORARY GRAND MARSHAL AND DISTINGUISHED VISITORS, POLICE AND RADIO CONTROL—No prize awards.
- Section 2** CITIES OUTSIDE OF OREGON. First and Second Place.
- Section 3** CITIES IN OREGON OUTSIDE OF PORTLAND. First and Second Place.
- Section 4** COMMUNITY CLUBS, SCHOOLS, FRATERNAL, ATHLETIC AND CIVIC GROUPS. First and Second Place.
- Section 5** PUBLIC UTILITIES AND TRANSPORTATION. First and Second Place.
- Section 6** PATRIOTIC ORGANIZATIONS. First and Second Place.
- Section 7** INDUSTRIAL. First and Second Place.
- Section 8** BANKS AND DEPARTMENT STORES. First and Second Place.
- Section 9** WHOLESALE AND RETAIL. First and Second Place.
- Section 10** GOVERNMENT.
Division A—Federal, County, City Departments and Bureaus. First and Second Prize, Div. A.
Division B—The City Fire Department. First and Second Prize, Div. B.
- Section 11** TRADE ASSOCIATIONS. First and Second Prize.

SPECIAL AWARDS

BANDS — The best High School Band in the Parade from a city outside of Portland. Appearance, marching and execution to count.

The best Portland High School Band, cup; must be won three times to establish ownership.

To the best Community Band in the Parade. Appearance, marching and execution to count.

DRUM MAJORETTES — First prize will be awarded the best Drum Majorette in the Parade. Costume and cleverness of performance to count.

DRUM CORPS — First prize will be awarded the best Drum Corps in the Parade representing a High School or Community. *Appearance, marching and execution* to count.

First prize will be awarded the best Drum Corps in the Parade representing an organization such as the Elks, American Legion, Shrine, etc. Appearance, marching and execution to count.

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