

1908 1909 1910 1911 1912 1913 1914 1915 1916 1917 1918

1957

0793.93  
P87

1919

1956

1920

1955

1921

1954

1922

1953

1923



The Theme of the 50th Annual

1952

1924



**ROSE FESTIVAL**  
*Grand Floral Parade*

1951

1925

1950

1926

1949

1927



1948

1928

1947

1929

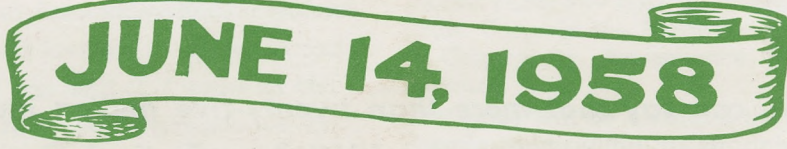
1946

1930

1945

1931

PORTLAND, OREGON



1944

1932

1943

1933

1942 1941 1940 1939 1938 1937 1936 1935 1934

**INFORMATION BULLETIN**  
**RULES AND REGULATIONS**

**FACTS about the 50th 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 1957, six major radio stations broadcast the parade, giving descriptions of each float and marching unit or band plus National network coverage.



Portland's three television stations televised the parade to the West Coast in color.



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 1958 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.

Entries of All Bands, Drum Corps or Uniformed Bodies 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.*

**LUNCH FOR UNIFORMED BODIES**—At the disbanding of the Parade on Saturday, June 14, 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.

Governor's Trophy for most beautiful entry from outside Portland.

Mayor's Trophy for most beautiful entry from Portland.

Queen's Trophy for exceptional merit in design and color harmony.

- 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.
- Section 12** A SPECIAL SECTION will be arranged for any individual or group entry not provided for in this schedule if deemed desirable by the Executive Committee.

## SPECIAL AWARDS

**BANDS**—The best High School Band in the Parade from a city outside of Portland. 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.

# PARADE INFORMATION *and* RULES FOR JUDGING FLOATS

Floats must be entirely covered with natural flowers, except that grasses, ferns, trailing vines or other greenery may be used as a base. **ARTIFICIAL FLOWERS ARE PROHIBITED.**

Floats will not exceed 12 feet in height, 15 feet in width, or 35 feet in length per unit. Tow Hitch (both front and rear) required.

No entry that displays advertising of any trade, mercantile pursuit, article of merchandise or replica thereof, or of a business occupation other than the name of the sponsor, or trademark of any product, or that which is symbolic of an industry shall be allowed in the Grand Floral Parade; lettering of the name of the sponsor must be in flowers and will be a factor in judging.

Judges will consider artistic arrangements and harmonious blending of natural flowers, ferns, grasses, smilax, etc., together with the general artistic effect of the entry. Natural flowers, ferns, smilax, brakes, trailing vines, oaks, etc., may be used for decorative purposes, but in competition for prizes **FLOWERS OF BEAUTY AND QUALITY** appropriately and harmoniously arranged to depict the theme will receive the greatest consideration by the judges.

Floats will not be accompanied by persons on foot unless they be suitably uniformed, or designated Host representing the Association.

Floats must be delivered to the Parade Committee on Saturday, June 14, at such time and place as the Chairman of the Judges will advise. Failure to do so will be automatically accepted by the Sponsors as eliminating the Float from award competition.

Band, Drum Corps or Marching Unit accompanying any Float will report to the Assistant Parade Chairman on Saturday morning, June 14, for assignment in the Parade.

Decorated Bicycles and Motorcycles are not acceptable as Float entries.

Sponsors desiring to use *horses* in the parade must submit their plans with their entry blank to the Rose Festival Association for approval.

The use of banners or bunting on Floats is prohibited.

Judges will take into consideration the appropriateness of the dress of the participants and **DRIVERS** and their effect in interpreting the theme involved.

Roses, flowers, samples of merchandise or other articles **ARE PROHIBITED FROM BEING THROWN FROM FLOATS**, or by other persons during the Parade.

No person is permitted to ride on a Float in the Parade other than those selected and designated by the Sponsor to appear thereon, and the driver of the float.

No float or entry will enter the line of march that does not conform to the rules governing participants and until it has first passed the inspection and approval of the **CENSORS** of the parade.

**IMPORTANT RULE:** So that the Float sponsor may get the full benefit to which the Float is entitled through newspaper and radio publicity, it is agreed that a full and complete description of the Float to be entered in the Parade shall be delivered to the Rose Festival Headquarters not later than June 2, 1958. The Association will have descriptions copied and placed in the hands of all persons handling Parade publicity.

It is anticipated that a number of selections will be duplicated. Therefore, it is desirable that as soon as possible all participants report their float theme to the Rose Festival Association office in order that we may assist in avoiding duplications. These will be filed in order of their receipt and those sending duplications will be promptly notified.

## COMMERCIAL FLOAT BUILDERS

TOMMY LUKE — 633 S. W. Morrison — CA 8-3131

POMEROY BROADWAY FLORIST — 3724 N. E. Broadway — AT 1-1271

NIKLAS & SON — 1013 S. W. Morrison — CA 7-1433

C. L. WAKEFIELD, DECORATIONS — 4422 S. W. Corbett — CA 2-6440

AL FURRER HAWTHORNE FLORIST — 3730 S. E. Hawthorne — BE 2-7780

ALLIED ARTS STUDIOS — 2039 S. W. Second Ave. — CA 8-4861

VALLEY DECORATORS — Fresno, California

J. W. HUSERIK & SON — 711 S. E. Belmont St. — BE 6-5822

VIRGIL SCHAFFER & CO — 1625 West Elm Ave., Fullerton, Calif.

## PARADE COMMITTEE

DON CHAPMAN, Director

WILLIAM C. MILLER, Chairman

WILLIAM WELLS, Vice-Director

DR. BURGESS KELLY, Vice-Chairman

GEORGE BIRKINSHAW

RAY GARNER

HAROLD WEISS

GEORGE HENDERSON

AL MOLIN

GERALD FRANK

RALPH ERICKSON

PAGE YAW

LANE LEWIS

VERNE PERRY

RALPH KADDERLY, JR.

ALDEN KREIG

HARRY BUCKLEY

GAR HURLEY

GEORGE GUTFLEISCH

WALTER JOHNSON

JOE BATTAGLIA

HUBERT GOODE

ALLAN DUNHAM

MORRIE SHARP

AUGUST KALBERER

DONALD SLOAN

WALTER SCHADE

MAYOR TERRY SCHRUNK

BROOKS MANCHESTER

TED WILKINS

JOHN BARBERIS

ELMER T. COLWELL

FRED L. HELBOCK

ERNEST M. JACHETTA

GEORGE W. JACKSON

KARL EMMRICH

EDWARD ERICKSON

JOSEPH A. TERESI

ART CARLSON

DR. R. M. ERWIN

HARMON CRITES

RALPH W. WOOD

ED W. EGGEN

CHESTER A. WEBER

BENJ. G. FLEISCHMAN

RICHARD H. LORD

WILLIAM T. DANIEL

PAUL A. ECKELMAN

BERNARD GILLASPIE

RALEIGH R. MEYER

CHARLES F. LEON

RAY MARTIN

CHARLES PAINE

ELLSWORTH PURDY

CLARENCE E. SIMPSON

CAPT. ROBT. G. CLITHERO

JAMES G. SMITH

CAPT. JOHN RICHARDSON

CAPT. JOHN R. PITTENGER

DEPUTY CHIEF

DAVID H. JOHNSON

CHIEF WM. J. HILBRUNER

JOHN BOJINOFF