

# PORTLAND ROSE FESTIVAL ♦♦ 1964

56th ANNUAL PORTLAND ROSE FESTIVAL  
JUNE 5-14, 1964



SOUVENIR PROGRAM 50c



# Queen Selection

MEMORIAL COLISEUM

**MONDAY**

**JUNE 8**

**8 p.m. DST**

## JUDGE FOR YOURSELF

## Queen Selection Judging Chart

How would you rate them?	Appearance up to 40%	Poise up to 40%	Speaking Ability up to 20%	TOTAL
Princess Marydith Dawn Hooker, Franklin				
Princess Marcia Ann Empey, Cleveland				
Princess Lona Lea Taylor, Girls' Polytechnic				
Princess Anne-Marie Katherine Niemi, Grant				
Princess Barbara Rae Hyden, Jefferson				
Princess Sharon Anne Langfitt, Lincoln				
Princess Darlene Joan Leu, Madison				
Princess Christine Marie Conner, Marshall				
Princess Sharon Ann Arneson, North Catholic				
Princess Nancy Ann Rather, Roosevelt				
Princess Susan Arlene Chaperon, Washington				
Princess Judith S. Parsons, Wilson				

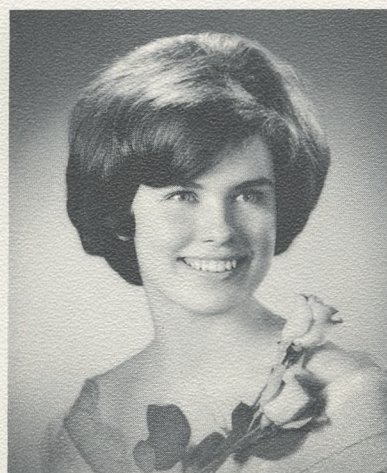
(Queen selection is based on the above points)



PRINCESS ANNE-MARIE  
Grant



PRINCESS LONA LEA  
Girls Polytechnic



PRINCESS SHARON  
North Catholic



PRINCESS SUE  
Washington



# Musical Program

To the Colors

ALL-CITY HIGH SCHOOL BRASS ENSEMBLE

Star Spangled Banner . . . . . *Francis Scott Key*  
AUDIENCE, ALL-CITY HIGH SCHOOL CHOIR and ALL-CITY ROSE FESTIVAL ORCHESTRA

Overture to West Side Story . . . . . *Leonard Bernstein*  
ALL-CITY ROSE FESTIVAL ORCHESTRA

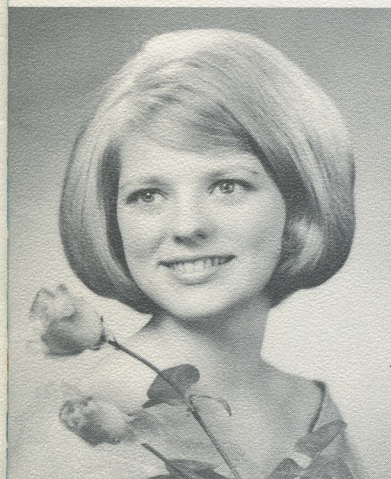
Highlights from Brigadoon . . . . . *Alan Lerner and Frederick Loewe*  
ALL-CITY HIGH SCHOOL CHOIR and ALL-CITY ROSE FESTIVAL ORCHESTRA

We, the People . . . . . *Michael Cambren and Robert Armbruster*  
ALL-CITY HIGH SCHOOL CHOIR and ALL-CITY ROSE FESTIVAL ORCHESTRA

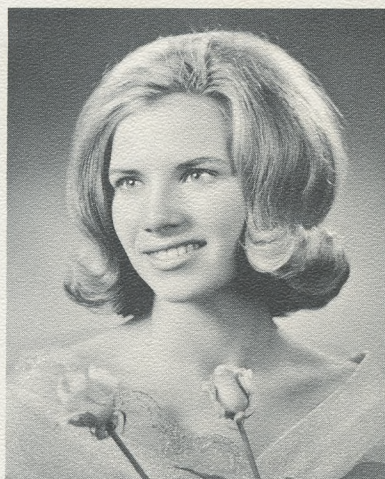
Fanfare for a Ceremonial Occasion . . . . . *Albert W. Ketelby*  
ALL-CITY HIGH SCHOOL BRASS ENSEMBLE

Recessional, Pomp and Circumstance . . . . . *Edward Elgar*  
ALL-CITY HIGH SCHOOL CHOIR and ALL-CITY ROSE FESTIVAL ORCHESTRA

Music Director A. VERNE WILSON, *Supervisor of Music, Portland Public Schools*



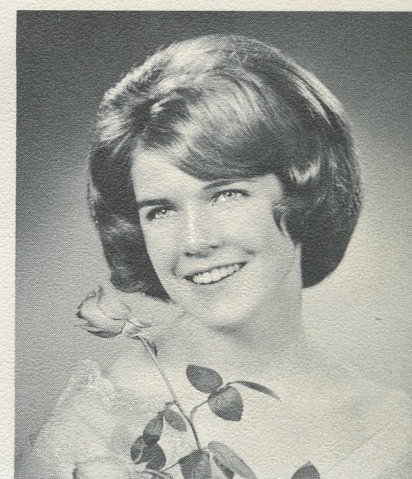
PRINCESS MARYDITH  
Franklin



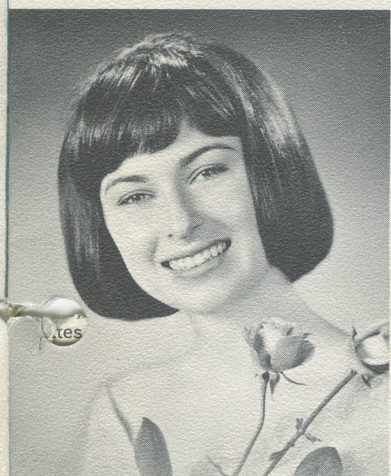
PRINCESS JUDY  
Wilson



PRINCESS NANCY  
Roosevelt



PRINCESS SHARON ANNE  
Lincoln



PRINCESS CHRIS  
Marshall



PRINCESS BARBARA  
Jefferson

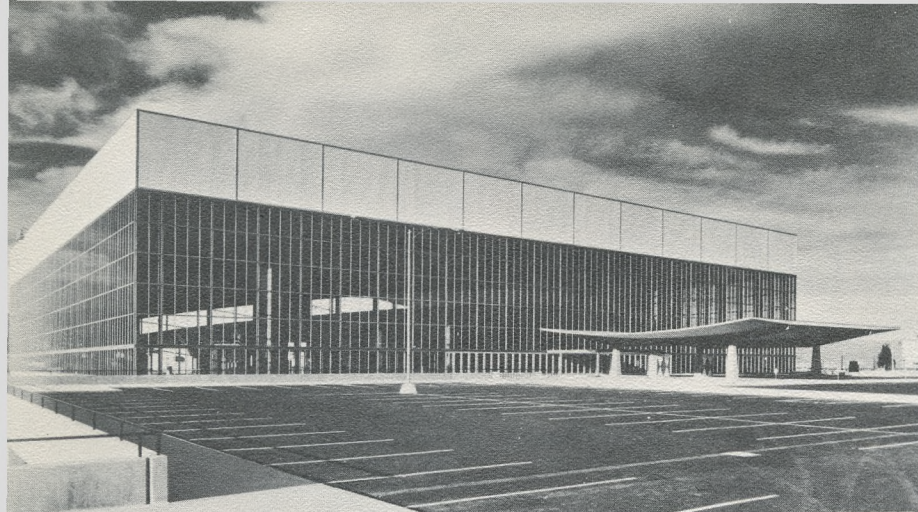


PRINCESS DARLENE  
Madison



PRINCESS MARCIA  
Cleveland





The Portland Rose Music Festival brings to the stage of the Memorial Coliseum the Northwest's top young talent . . . bands . . . stage bands . . . orchestras . . . instrumental soloists and vocalists . . . in a diversified program under the direction of Wayne S. Hertz, distinguished conductor and chairman of the department of music at Central Washington State College. Tickets for this first-of-its-kind-in-the-West event are on sale at the Memorial Coliseum box offices. Reserved seats are \$2.50 and \$2.00; general admission \$1.50 for adults and 75 cents for children under 18.

*First Annual*

# PORTLAND ROSE



## PAT BOONE

Popular young singing star who has appeared in 11 movies and who has been at the top of the entertainment world since his first records were made in 1955, Pat Boone will sing several numbers and act as host for the Memorial Coliseum show.



# THREE NIGHTS ONLY

WED., THUR. and FRI.

JUNE  
10, 11 and 12

8 p.m. DST

Memorial  
Coliseum

The following college and high school musical groups  
will appear on the nights indicated:

## WEDNESDAY, JUNE 10

Olympia, Wash. High School  
orchestra  
Cleveland High School band,  
Portland  
Redmond, Ore. High School  
band  
Renton, Wash. High School  
choir  
Milwaukie, Ore. High School  
stage band  
Franklin High School choir,  
Portland

## THURSDAY, JUNE 11

Enumclaw, Wash. High  
School choir  
Grants Pass, Ore. High  
School band  
Lewis and Clark College  
choir, Portland  
Parkrose High School  
band, Portland  
Madison High School  
orchestra, Portland  
West Bremerton, Wash.  
High School stage band

## FRIDAY, JUNE 12

Central Washington State  
College choir  
West Bremerton, Wash. High  
School band  
Astoria, Oregon High  
School Band  
Clover Park High School  
choir, Tacoma  
Corvallis, Ore. High School  
orchestra  
Central Washington State  
College stage band

Plus two audition winners each night

Director: DR. WAYNE S. HERTZ, Ellensburg, Wash.

Host and Guest Artist: PAT BOONE

Guest Instrumentalist: CARL "DOC" SEVERINSEN

# MUSIC FESTIVAL





# 1964 OFFICERS AND DIRECTORS Portland Rose Festival Association

## OFFICERS

HENRY BALDRIDGE, President  
CLYDE R. RICHARDSON, First Vice President ROBERT H. HAZEN, Secretary  
FLOYD BENNETT, Second Vice President GEORGE BUCHANAN, Treasurer

## DIRECTORS

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## ACTIVE HONORARY DIRECTORS

LEITH ABBOTT	JESSE J. GARD	W. R. MOORE
WILLIAM B. BOONE	GEORGE HENDERSON	MILTON W. RICE
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DON CHAPMAN	HAROLD KELLEY	GEORGE SCHOEFFEL
R. L. EATON	FRANK E. McCASLIN	HAROLD WEISS

(All the above are past presidents)

## ASSOCIATE DIRECTORS

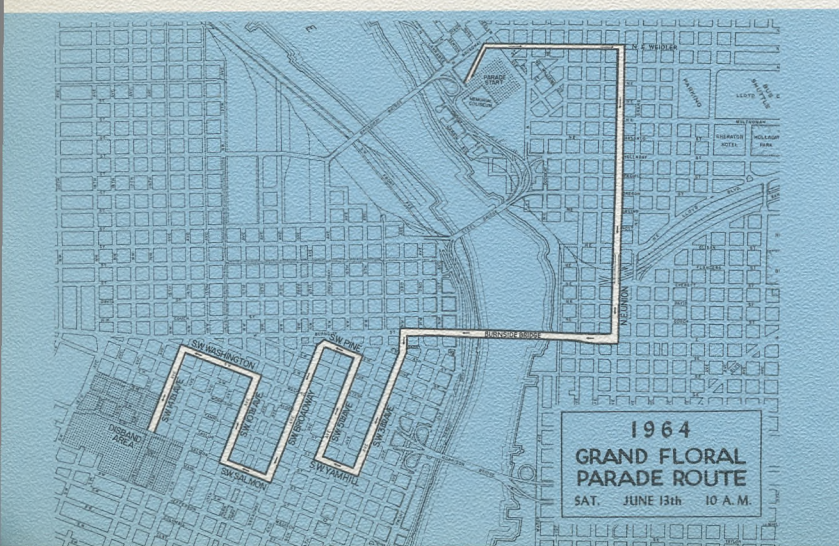
MARK O. HATFIELD, Governor	HAROLD L. DAVIDSON, Portland Rose Society
TERRY D. SCHRUNK, Mayor	DONALD V. McCALLUM, President, Portland Chamber of Commerce
DR. R. MOTT ERWIN, JR., Prime Minister, Royal Rosarians	DR. MELVIN W. BARNES, Superintendent of Schools

## DIRECTORS AT LARGE

ALLEN O. CARDEN	RAY E. GARNER	LEA PHILLIPS
GERALD W. FRANK	C. P. KEYSER	

## STAFF

L. W. (BUD) MALLETT, Executive Director	BOB BRYANT, Assistant Director	HUGH A. SCOTT, Promotion and Publicity Director
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# Grand

## ORDER OF MARCH

Code:  
1-45 Floats; B—Bands; H—Equestrian Units

### QUEEN'S DIVISION—DIVISION No. 1 Richard H. Lord, Marshal

- B-1 Portland Police Motor Escort
- B-2 West Bremerton, Washington High School Band
- B-3 U.S. Marine Corps, Color Guard (4) and Mass Colors
- H-1 King County Sheriff's Posse—Seattle, Washington (16-20)
- B-4 Royal Rosarian Marching Unit (60)
- GRAND MARSHAL—STEWART H. HOLBROOK
- 1. GOVERNOR HATFIELD, MRS. HATFIELD, AND FAMILY
- H-2 Oregon Mounted Posse—Color Guard—Governor's Guard (5)
- 2. MAYOR AND MRS. TERRY D. SCHRUNK
- H-3 Portland Mounted Posse—Color Guard (5)
- B-5 Clan Macleay Pipes and Drums (25)
- 3. PRESIDENT HENRY E. BALDRIDGE AND MRS. BALDRIDGE, PORTLAND ROSE FESTIVAL ASSOCIATION
- 4. PRIME MINISTER ROYAL ROSARIANS DR. R. MOTT ERWIN, JR.
- H-4 Ike Whitely
- 5. PRESIDENT ROBERT O. CASE, PORTLAND ROSE SOCIETY MRS. EVELYN STOLL, CHAPERONE ROYAL COURT
- B-6 Benson Polytechnic High School Band (87)
- 6. THE PORTLAND CHAMBER OF COMMERCE QUEEN'S FLOAT

### DIVISION No. 2—Dr. Burgess F. Kelly, Marshal

- H-5 Gene Teague
- B-7 Gresham High School Band (100)

- 7. MEIER AND FRANK CO
- H-6 Clackamas County Sheriff's Office
- 8. THE UNITED STATES BANK OF OREGON
- B-8 Beaverton High School
- B-9 Beaverton High School Marching Unit
- 9. BEAVERTON AREA JR. OF COMMERCE
- H-7 Washington County Sheriff's Office Color Guard (5)
- B-10 Victoria Girls Drill Team
- 10. NORTHWEST NATURAL

### DIVISION No. 3—Fred L. He

- H-8 Joe Cousins
- B-11 U.S. Marine Corps Marching Band
- B-12 Pacific First Fleet Band U.S. Navy—(22)
- 11. U.S. NAVY
- H-9 Edward Roberts
- 12. HOYT HOTEL
- H-10 Gresham Elks Mounted
- B-13 Hudson's Bay High School Vancouver, B.C.
- B-14 Hudson's Bay Hotel
- 13. VANCOUVER, WASHINGTON
- H-11 St. Paul Rodeo Court (3)
- 14. PALESTINE DE MOLAY

### DIVISION No. 4—Stanley J.

- H-12 Evelyn Chambers
- B-15 Wilson High School Band
- 15. BOYD COFFEE COMPANY
- H-13 Lebanon Saddle Club—
- 16. HOLLYWOOD BOOSTER
- H-14 Lyle Cobb
- H-15 Mrs. Lyle Cobb





## GRAND FLORAL PARADE JUDGING RULES

### 1964 PARADE THEME:

"Between the Bookends"

Judges consider artistic arrangements and harmonious use of natural flowers together with the general artistic effect. Floats must be entirely covered with natural flowers. Artificial flowers are prohibited. Natural ferns, brakes, vines, etc., may be used 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 may not exceed 12 feet in height, 15 feet in width and 35 feet in length, unless special permission is obtained, to avoid entanglement with overhead traffic signals and clearance en route. No advertising may be used on any float other than the name of the sponsor or symbolic trademark. Lettering of the name of the sponsor must be in flowers and will be a factor in judging. Judges take into consideration the appropriateness of the dress of participants on the float and the drivers and their effect in interpreting the theme.

**SATURDAY  
JUNE 13  
10 a.m. DST**

# GRAND FLORAL PARADE

COMPANY  
Sheriff's Patrol (17)  
NATIONAL  
Band (130)  
R. Chamber  
Sheriff's Posse—  
m (60)  
AL GAS COMPANY  
elbock, Marshal  
Marching Group (18)  
d—  
d Color Guard (5)  
hool Band—  
tes (3)  
NGTON  
(3)  
AY  
Pounder, Marshal  
and (88)  
ANY  
—Color Guard (5)  
ERS CLUB

- B-16 Hillsboro High School Band (70)  
17. HILLSBORO, OREGON  
H-16 Morrow County Fair and Rodeo  
Royal Court (5)  
B-17 Madison High School Band (82)  
18. RELIABLE TRANSFER COMPANY

#### DIVISION No. 5—Dr. Richard C. Godfrey, Marshal

- H-17 Westernettes (16)  
B-18 Marshall High School Band (86)  
19. THE FIRST NATIONAL BANK OF OREGON  
H-18 Malheur County Sheriff's Posse  
B-19 Neighbors of Woodcraft Drum Corps (26-28)  
B-20 Neighbors of Woodcraft Marching Unit (6-8)  
20. NEIGHBORS OF WOODCRAFT  
H-19 Anita Howard Thorson  
21. LLOYD CENTER  
H-20 Afifi Temple Mounted Patrol—Yakima, Washington (20)  
B-21 Roosevelt High School Band (73)  
22. PACIFIC N.W. BELL TELEPHONE COMPANY

#### DIVISION No. 6—H. Stockton Boyd, Marshal

- H-21 Molalla Buckaroo Rodeo Court (3)  
23. THE PORTLAND RETAIL TRADE BUREAU  
B-22 Al Kader Shrine Temple Drum Corps (25)  
B-23 Al Kader Shrine Temple Marching Unit (2 units—60)  
B-24 Al Kader Band (40)  
24. AL KADER SHRINE TEMPLE  
H-22 Al Kader Mounted Patrol (17)  
H-23 Heck Harper

25. SEVEN-UP BOTTLING COMPANY—JUNIOR COURT  
B-25 Custer High School Band—Miles City, Montana (107)  
26. MILES CITY, MONTANA

#### DIVISION No. 7—August F. Kalberer, Marshal

- H-24 Multnomah County Sheriff's Posse—Color Guard (5)  
27. THE BANK OF CALIFORNIA, N. A.  
H-25 John E. Beall  
B-26 Grant High School Band (95)  
28. STEVENS & SON, JEWELERS  
H-26 Pendleton Round-up Rodeo Court (5)  
29. RIVER QUEEN RESTAURANT  
H-27 Sheri Lynn Miethe  
B-27 Albany High School Band (80)  
30. ALBANY CHAMBER OF COMMERCE

#### DIVISION No. 8—Donald H. Goetz, Marshal

- B-27 Girls Polytechnic Drillettes and Drum Corps (49)  
31. PORTLAND GENERAL ELECTRIC COMPANY  
H-28 Clatsop County Rodeo Court (3)  
H-29 Clatsop County Sheriff's Posse—Color Guard (5)  
32. CHURCH OF THE NAZARENE  
B-29 Battle Ground High School Band—Battle Ground, Washington (65)  
B-30 Battle Ground Marching Unit (19)  
33. BATTLE GROUND BUSINESSMEN'S CLUB  
H-30 Washoe County Sheriff's Posse—Reno, Nevada (20)  
34. RENO, NEVADA

#### DIVISION No. 9—Dr. Charles E. Smith, Marshal

- H-31 Mabel Baker  
B-31 Cleveland High School Band (89)

35. FARMERS INSURANCE GROUP  
H-32 Salem Saddle Club—Color Guard (5)  
B-32 Salem Cherrians Marching Unit (24)  
B-33 North Salem High School Band  
36. SALEM CHERRIANS  
H-33 Ruth Adams  
37. PASADENA TOURNAMENT OF ROSES  
H-34 Arabian Horse Breeders Association—Color Guard (5)  
B-34 Washington High School Band (47)  
B-35 U.S. Air Force Marching Group (14)  
38. U.S. AIR FORCE AND EAST SIDE COMMERCIAL CLUB

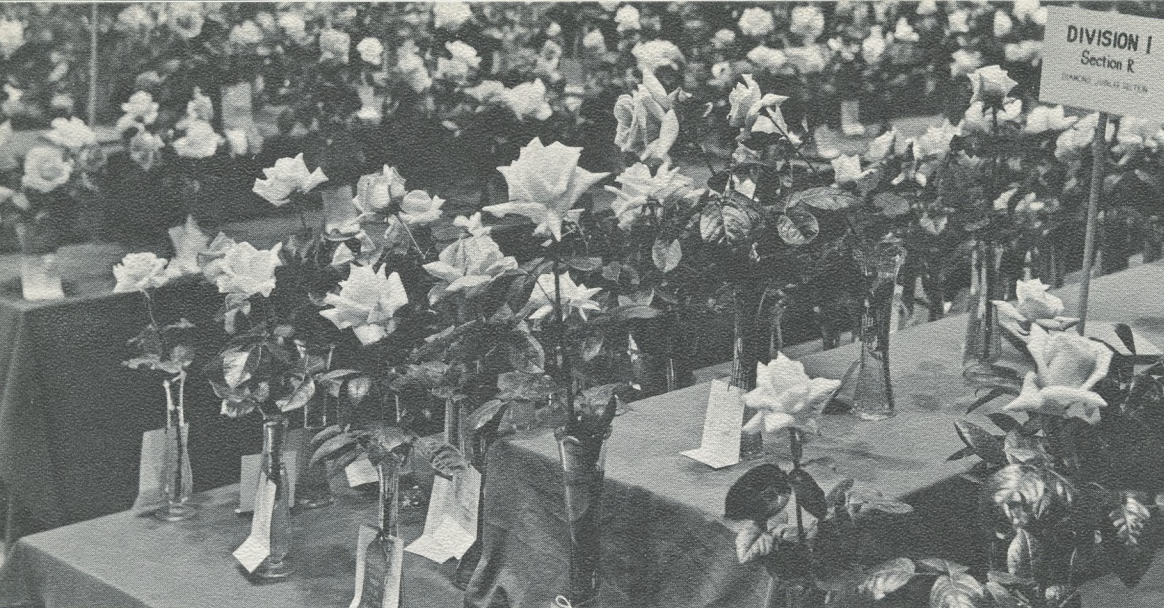
#### DIVISION No. 10—Wesley L. Lentz, Marshal

- H-35 Lonnie Logsdon  
39. PACIFIC POWER & LIGHT COMPANY  
H-36 Bob Strohecher  
B-36 Jefferson High School Band (57)  
B-37 Seattle Pirateers (32)  
B-38 Seattle Buddhist Boy Scout Drum and Bugle Corps  
40. GREATER SEATTLE, INC.  
H-37 Laurence Strohecher  
B-39 ICOA Insurance Company Drum Corps  
B-40 ICOA Insurance Company Marching Unit  
41. ICOA LIFE INSURANCE COMPANY  
H-38 Laton Kirk  
B-41 Lincoln High School Band (60)  
42. KIWANIS CLUBS OF PORTLAND AREA

#### DIVISION No. 11—Ronald R. Spence, Marshal

43. MEADOWLAND DAIRY  
B-42 Franklin High School Band (89)  
44. THE PORTLAND FIRE DEPARTMENT  
H-39 Mrs. Jack Miethe—Miss Leah Nordland  
45. ALPENROSE DAIRY





Roses of every variety are seen at the peak of perfection as they compete in the Portland Rose Show, the nation's oldest rose show and one of the top of its kind. This year the blooms will be on display for three days in the Memorial Coliseum June 11, 12 and 13.

## A WEEK OF FUN AND FROLIC IN THE



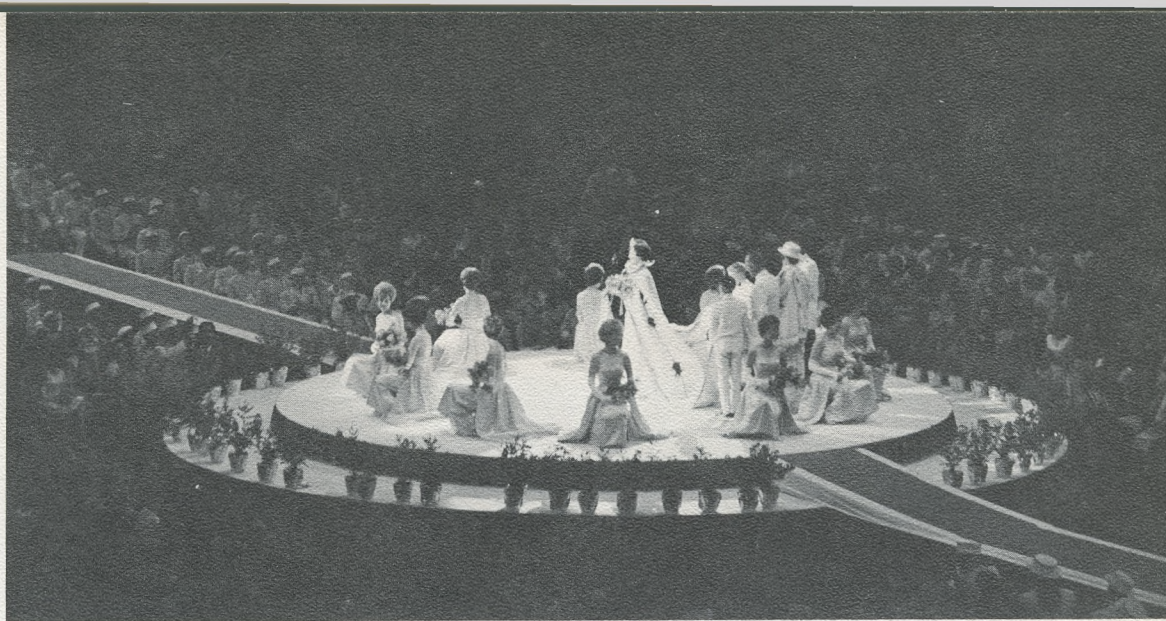
Young sailing enthusiasts test their nautical skill in the 30th annual model sailboat regatta at Westmoreland Park casting pool. Craftsmanship is judged at Benson High School on Tuesday, June 9, at 7:15 p.m. Launching and sailing races begin at 1:45 p.m. on Wednesday, June 10, with the Queen and her Court among the spectators.



The fleet's in! Arrival of the U.S. and Canadian ships begins June 10, as the Rose Festival Fleet sails under Portland's many bridges. The vessels tie up at the West Sea Wall of the Willamette River, a short walk from the main downtown area. Ships are open daily from 9:00 a.m. to 11:30 a.m. and 1 to 4:30 p.m. while they are in port.



The Queen receives her crown! Selection of one of the 12 beautiful princesses to rule the realm of Rosaria is full of excitement and splendor. The crowd watches the drama unfold expectantly, on stage at the Memorial Coliseum at 8 p.m., Monday, June 8.

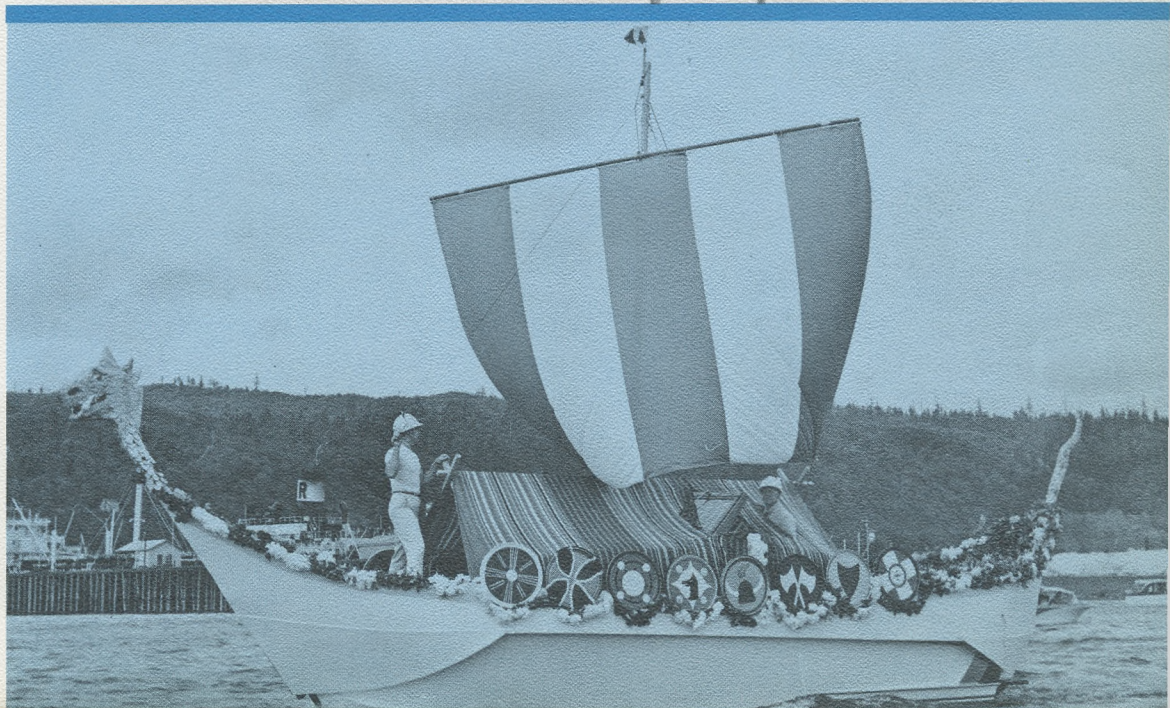


## CITY OF ROSES, PORTLAND, OREGON

On the spectacular slopes of Mt. Hood, the closing event of the 1964 Portland Rose Festival is held — the Golden Rose Ski Tournament, the last skiing competition of the Western winter sports season. Winners receive their cups from the Queen herself. Races start at 2:30 p.m., Sunday, June 14.



Marine Day events begin with a water-borne parade of more than 100 yachts, proceeding through the heart of Portland on the Willamette, beginning at 11:30 a.m., Sunday, June 7. The festively decorated yachts tie up at Swan Island to watch a water ski show at 1 p.m. These are followed by boat drag races and helicopter acrobatics, with King Neptune and his daughters and the 12 Rose Festival princesses looking on.





*fun for everyone*

# FESTIVAL FUN CENTER

Started six years ago, the Festival Fun Center has grown bigger and more exciting every year. In Holladay Park next to the world's largest shopping center, there are free stage shows, a free circus for the kiddies, exhibits from all over the world, plus free admission and free parking!

**STREETS OF THE WORLD** feature fabulous fabrics, exotic foods and beautiful gift items from nearly every country in the world.

**OREGON PRODUCTS EXHIBITS** show the wide array of products for which Oregon is noted—agricultural, lumber and manufactured items.

**ARTS AND CRAFTS MARKET** displays outstanding works by Oregon artists in fields of painting, sculpture, ceramics, hand-weaving, jewelry, print-making and photography.

**GARDENERS' MARKET PLACE** features floral and garden display by Portland area garden clubs, plus newest outdoor living accessories, plants and products to help them grow.





**OPEN DAILY: 11 a.m. to midnight — June 5 through June 14**

**GRAND OPENING**

**June 5 — 1 p.m. to midnight**



**PLUS A GAY WAY** with the largest array of amusement rides ever presented in one center in the Northwest. Attractions for the entire family—including the fiesta atmosphere of the International Cafe. Exciting new amusement rides, plus the all-time favorite ferris wheels and merry-go-round, make the Festival Fun Center a real highlight of 10 days of fun during the Portland Rose Festival.





## 76th ANNUAL PORTLAND ROSE SHOW

The largest and the oldest Rose Show in the United States, entries in the Portland Rose Show require space the size of a football field. More than 5,000 roses are brought to Portland at the peak of their bloom from all areas of Oregon, and as far away as Boise, Idaho, and Vancouver, B.C. The show is an official event of the Portland Rose Society which was organized in 1889, 11 years before the American Rose Society was formed. The Society has designated the Ena Harkness as the official rose for the Queen of the Rose Festival. A special rose is designated also for each of the 12 princesses.

### ROSE SHOW HOURS

1 p.m. - 11 p.m., Thursday, June 11

9 a.m. - 11 p.m. Friday, June 12

11 a.m. - 5 p.m. Saturday, June 13

*Georgia-Pacific Room*  
**MEMORIAL COLISEUM**





**PORTLAND** *the center  
of a scenic wonderland*

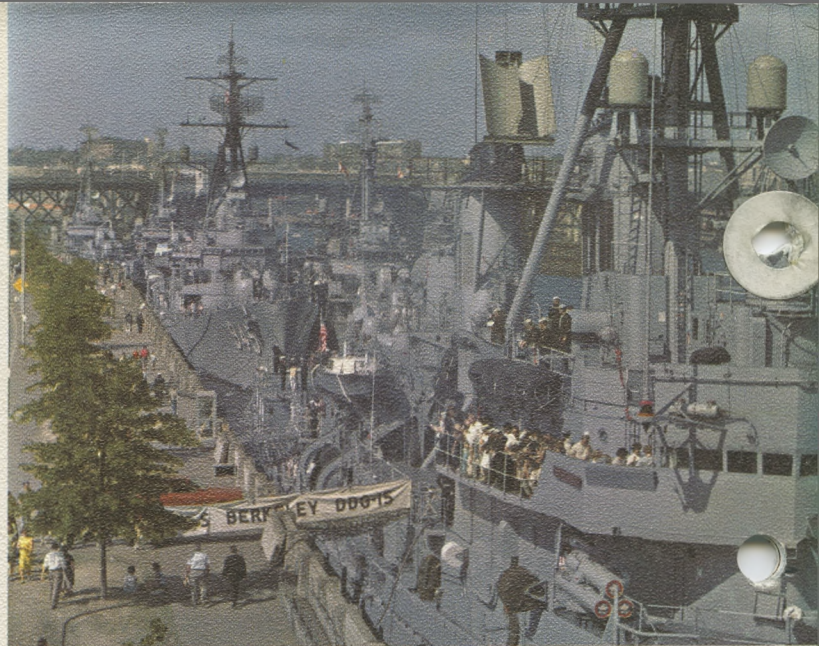
Portland is close to a spectacular array of natural grandeur. Within easy driving distance are the beauty of the Columbia River Gorge and the mists of Multnomah Falls; the blue ocean and evergreen hills of the Oregon Coast; the high mountain meadows punctuated by the snow-capped peaks of the Cascade range; the unbelievably-blue water of Crater Lake, second deepest in North America.







▲ Junior Rose Festival Parade



▲ U.S. & Canadian Navy Ships

Merrykhana Parade

Grand Floral Parade



# PORTLAND'S ROSE FESTIVAL...10 days of fun!

Sidewalk Cafe

Royal Rosarian Knighting Ceremony

