

A woman, likely a Rose Queen, is seated in an ornate white chair with a swan-shaped backrest. She is wearing a white, floor-length gown with large, intricate floral embroidery on the skirt and a matching tiara. She holds a large, vibrant bouquet of red roses in her lap. Her left hand rests on her lap, and her right hand holds a long, thin black object, possibly a scepter or a pen. The background is dark and out of focus, with some red flowers visible on the right side.

Portland Rose Festival 1966

58th Annual Portland Rose Festival • June 3-12, 1966 • Souvenir Program 50¢



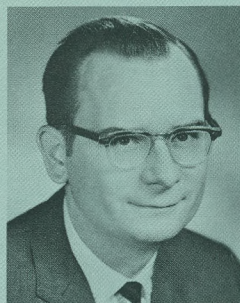
We are pleased to welcome new visitors and old returnees to Portland during the 1966 Rose Festival. Our visitors will find a great deal to interest and entertain them, in addition to the numerous festive occasions which are sponsored by the Rose Festival Association.

We are proud of our scenic drive, which will give our guests a most unique view of the "City of Roses." This drive is prominently marked by signs which state "Portland Scenic Drive." We also suggest our famous Portland Zoo, which has among other numerous attractions four baby elephants who call Portland their birthplace. One, Hanako, was named by the school children of our sister city of Sapporo, Hokkaido, Japan.

We sincerely hope that it may be possible for our distinguished visitors to linger a while with us and to visit some of our natural scenic attractions less than an hour's drive from the Rose City.

If you have other interests, the Visitors Information Bureau of the Portland Chamber of Commerce, located at S.W. Fifth and Taylor, will be most happy to provide this additional information. We hope you will be pleased with your stay in Portland.

Jerry A. Schrupp
Mayor



One of Portland's leading service organizations is the Portland Rose Festival Association. Its board of directors and its 1400-odd associate members have a common purpose—to provide the finest Rose Festival events possible. If you will look over the accompanying schedule, you are sure to find many offerings which will interest, excite and entertain you. If you want further information, call the Rose Festival office, 227-2681. Above all, enjoy as much of the Rose Festival as you can!

Floyd Bennett
President,
Portland Rose Festival Association

SCHEDULE OF EVENTS

(All hours Pacific Daylight Saving Time)

FRIDAY, MAY 27

8 p.m.—Junior Queen Selection and Coronation, Oriental Theater.

FRIDAY, JUNE 3

12:15 p.m.—Public opening of Festival Center at Holladay Park. Open until midnight. Band concerts, arts and crafts booths, floral displays, stage performance and exhibits by Portland ethnic groups, food booths, midway attractions, amusement rides, outdoor stage shows by Portland Park Bureau.

6 p.m.—Official opening of Teen-Age Fair at Memorial Coliseum. Open until midnight. "Battle of the Bands," continuous record hop, style shows, judo and karate demonstrations, Custom Car Caravan, sports films, other attractions.

SATURDAY, JUNE 4

8 a.m. to 5 p.m.—Seventh Annual West Coast Rifle and Pistol Tournament, Camp Withycombe, Clackamas.

10:30 a.m. to 1 p.m.—YWCA Strawberry Breakfast, Lewis and Clark College.

11 a.m. to Midnight—Festival Center open, Holladay Park.

12 Noon to Midnight—Teen-Age Fair open, Memorial Coliseum.

1 p.m.—Junior Olympic Track Meet, Franklin High School.

8 p.m.—Merrykhana Parade, beginning in Memorial Coliseum.

SUNDAY, JUNE 5

8 a.m. to 5 p.m.—Seventh annual West Coast Rifle and Pistol Tournament, Camp Withycombe, Clackamas.

10 a.m.—Bicycle Races start, Mr. Tabor Park.

12 Noon—Marine Day Boat Parade, Swan Island.

12 Noon to 11 p.m.—Festival Center open, Holladay Park.

12 Noon to Midnight—Teen-Age Fair open, Memorial Coliseum.

1 p.m.—Senior 50-mile bicycle race, Mt. Tabor Park.

1 p.m.—Marine Day show and racing events, Swan Island.

MONDAY, JUNE 6

11 a.m. to 8 p.m.—Sidewalk Cafe open, S.W. Stark between 3rd and 4th.

11 a.m. to 11 p.m.—Festival Center open, Holladay Park.

12 Noon to Midnight—Teen-Age Fair open, Memorial Coliseum.

8 p.m.—Queen Selection and Coronation Ceremony, Memorial Coliseum.

TUESDAY, JUNE 7

11 a.m. to 8 p.m.—Sidewalk Cafe open.

11 a.m. to 11 p.m.—Festival Center open, Holladay Park.

12 Noon to Midnight—Teen-Age Fair open, Memorial Coliseum.

WEDNESDAY, JUNE 8

11 a.m. to 8 p.m.—Sidewalk Cafe open.

11 a.m. to 11 p.m.—Festival Center open, Holladay Park.

12 Noon to Midnight—Teen-Age Fair open, Memorial Coliseum.

3 p.m.—First Navy Vessels arrive, Willamette River seawall.

7 p.m.—Model Boat Regatta, Craftsmanship Judging, Washington High School.

8 p.m.—Tennessee Ernie Ford and Young American Singers, Memorial Coliseum.

THURSDAY, JUNE 9

11 a.m. to 8 p.m.—Sidewalk Cafe open.

11 a.m. to 11 p.m.—Festival Center open, Holladay Park.

12 Noon to Midnight—Teen Age Fair open, Memorial Coliseum.

1 p.m.—Model Boat Regatta, Sailing Events, Westmoreland Park.

1:15 to 10 p.m.—Rose Show, Hilton Hotel Ballroom.

3 p.m.—Second group of Navy vessels arrive.

8 p.m.—Tennessee Ernie Ford and Young American Singers, Memorial Coliseum.

FRIDAY, JUNE 10

9 a.m. to 9 p.m.—Rose Show, Hilton Hotel Ballroom.

11 a.m. to 8 p.m.—Sidewalk Cafe open.

11 a.m. to Midnight—Festival Center open, Holladay Park.

11 a.m.—Knighting Ceremony, Washington Park.

12 Noon to Midnight—Teen-Age Fair open, Memorial Coliseum.

1:30 p.m.—Junior Rose Festival Parade, starting at N.E. 52nd Ave. and Sandy Blvd.

SATURDAY, JUNE 11

8 a.m. to 8 p.m.—Sidewalk Cafe open.

10 a.m.—Grand Floral Parade, starting at Memorial Coliseum and ending at Lincoln High School.

11 a.m.—Golden Rose Ski Tournament and Far West Kandahar at Mt. Hood.

11 a.m. to Midnight—Festival Center open, Holladay Park.

12 Noon to Midnight—Teen-Age Fair open, Memorial Coliseum.

1 p.m.—Rose Festival Archery Tournament, Washington Park.

1 to 5:30 p.m.—Rose Cup Sports Car Races, Delta Park.

9 p.m.—Queen's Ball, Hilton Hotel.

SUNDAY, JUNE 12

11 a.m. to 5:30 p.m.—Rose Cup Sports Car Races, Delta Park.

11 a.m.—Golden Rose Ski Tournament and Far West Kandahar at Mt. Hood.

12 Noon to 10 p.m.—Festival Center open, Holladay Park.

12 Noon to Midnight—Teen-Age Fair open, Memorial Coliseum.

1 p.m.—Rose Festival Archery Tournament, Washington Park.

2 p.m.—Portland Elks Lodge No. 142's annual Flag Day Services, Washington Park.

MONDAY, JUNE 20

8 p.m.—Queen's Command Baseball Game, Multnomah Stadium.

SPECIAL FEATURES DURING ROSE FESTIVAL WEEK

U.S. and Canadian Navy ships—Open house daily while in port, 9:30 to 11:30 a.m. and 1 to 4:30 p.m.

Lewis & Clark College Rose Garden.

International Rose Test Gardens, Washington Park.

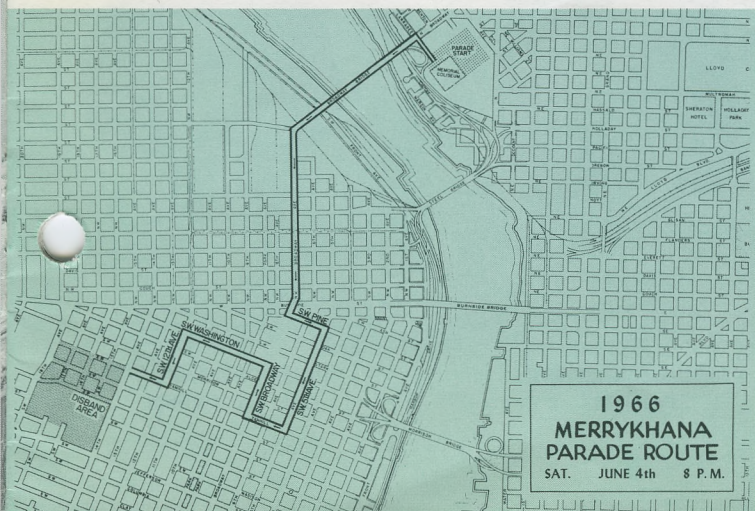


MERRYKHANA PARADE

Hilarious, crazy, bizarre, offbeat—those are just a few of the adjectives that might be accurately applied to the Merrykhana Parade. This nighttime spectacle, which can be viewed from streetside or from the comfort of seats in the Memorial Coliseum, gets the Festival off to a fast, funny start.

The Merrykhana Parade, an old-time feature of the Festival, was revived for the 50th anniversary celebration in 1958 and has been an annual fixture since. Even those who have seen many Merrykhana parades always find a few surprises each year, and the same number of hearty laughs.

SATURDAY
JUNE 4
8 P.M.



1966
MERRYKHANA
PARADE ROUTE
SAT. JUNE 4th 8 P.M.

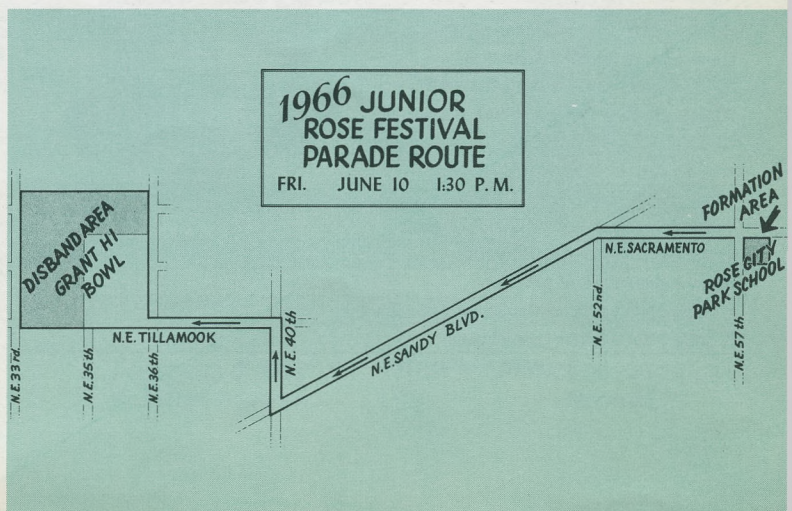


JUNIOR ROSE FESTIVAL PARADE

Nothing quite matches the appeal of a kids' parade—and of all kids' parades in the United States, the Junior Rose Festival Parade in Portland is the biggest and best. Not only are there decorated floats of Grand Floral Parade quality, but there are a flood of prettied-up bicycles, comical individual entries, units of baton twirlers and Boy Scout color guards and girls' groups and pets and juvenile clowns.

Thousands of parents take their little ones to see the parade, but here's a secret—the grownups get as big a kick out of it as the kids do!

FRIDAY
JUNE 10
1:30 P.M.



1966 JUNIOR
ROSE FESTIVAL
PARADE ROUTE
FRI. JUNE 10 1:30 P.M.

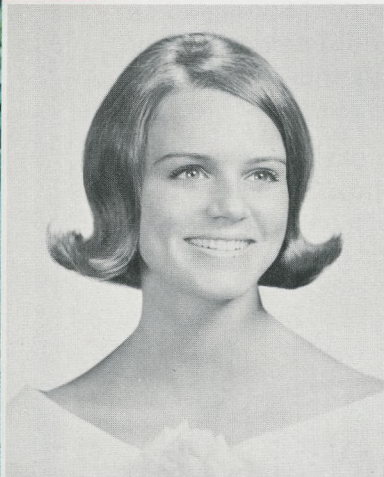
FORMATION
AREA
ROSE CITY
PARK SCHOOL

Queen Selection

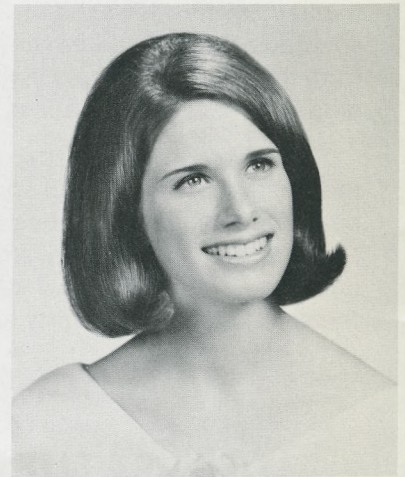
MONDAY, JUNE 6

8:00 P.M.

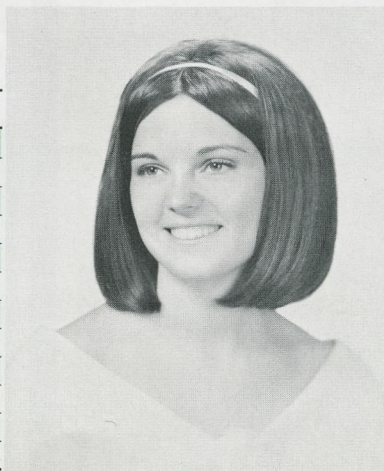
Memorial Coliseum



PRINCESS PAT
Lincoln



PRINCESS NANCY
Marshall



PRINCESS KRISTINE
Franklin



PRINCESS CAROL
Girls Polytechnic

JUDGE FOR YOURSELF — How would you rate them?

Queen Selection Judging Chart	Appearance Up to 40%	Poise Up to 40%	Speaking Ability up to 20%	TOTAL
Princess Patricia Jean Erickson, Lincoln				
Princess Nancy Jane Bailey, Marshall				
Princess Gail Patricia Gieschen, Roosevelt				
Princess Christine Louise Anderson, Washington				
Princess Julia Ann West, Grant				
Princess Linda Marie Winslow, Cleveland				
Princess Kristine Ann Alfson, Franklin				
Princess Carol Jean Hughes, Girls Polytechnic				
Princess Sheila Rae Edelen, Jefferson				
Princess Linda Sievertsen, Wilson				
Princess Susan Louise Wagner, St. Mary's Academy				
Princess Carolyn Jerrine Lowe, Madison				

(Queen Selection is based on the above points)

Musical Program

All-City High School Choir—All-City High School Orchestra
A. Verne Wilson, Supervisor of Music, Conductor

Star Spangled Banner Francis Scott Key
Orchestra, Choir, Audience

Overture—
Selections from "The Music Man" . . . Meredith Willson
Orchestra

Serenade to Spring Richard Rodgers
Choir and Orchestra

Presentation of Princesses

1. Younger Than Springtime Richard Rodgers

2. Embraceable You George Gershwin

3. Star Dust Hoagy Carmichael

4. I'm Getting Sentimental Over You . . Ned Washington
and George Bassman

5. Night and Day Cole Porter

6. Over the Rainbow E. Y. Harburg
and Harold Arlen

7. Jerome Kern Medley (Silhouettes) . . . Jerome Kern
Orchestra

8. America, The Beautiful Samuel A. Ward
and Harry Robert Wilson
Choir and Orchestra

9. Fanfares Benjamin Dunford
Orchestra

10. Recessional "Pomp and Circumstance" Edward Elgar
Choir and Orchestra



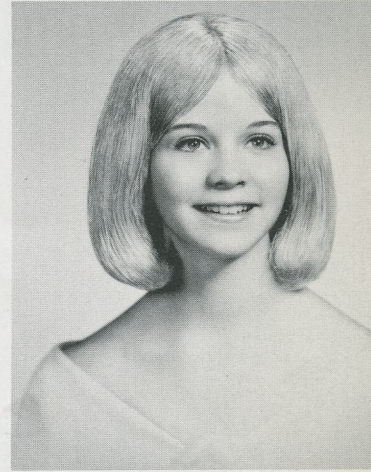
PRINCESS GAIL
Roosevelt



PRINCESS CHRIS
Washington



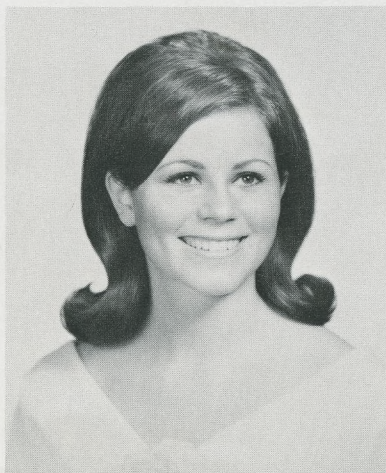
PRINCESS JULIA ANN
Grant



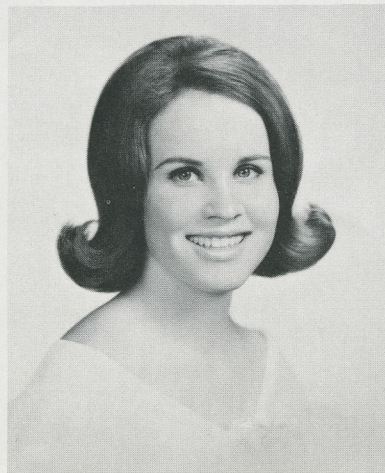
PRINCESS LINDA
Cleveland



PRINCESS SHEILA
Jefferson



PRINCESS LINDA
Wilson



PRINCESS SUSAN
St. Mary's Academy



PRINCESS CAROLYN
Madison

teen-age fair

Portland teen-agers had their own fair during last year's Portland Rose Festival . . . and they liked it! They liked the raucous music that all but tore your ears off . . . the teen-age style shows and hair-do demonstrations . . . the skateboard stunts and sport films . . . the custom cars, the dancing in the aisles, the exciting atmosphere, and a chance to be themselves while having fun.

This year's Teen-Age Fair will have the same basic format but new attractions. Admission is just \$1.50, and once inside, everything is free, except items purchased from vending machines. Everybody's welcome for a swingin' time!

**MEMORIAL
COLISEUM
JUNE 3
THROUGH 12**



TENNESSEE ERNIE FORD

and the YOUNG AMERICAN SINGERS

See "Ol' Ern" at his humorous and sing-in'est best . . . and enjoy the terrific music of the Young American Singers, a great group of high school youngsters from the Los Angeles area. This is one Coliseum show you'll be sure to want in your book of memories!



Memorial Coliseum,
8 p.m. Wednesday and Thursday,
June 8 and 9



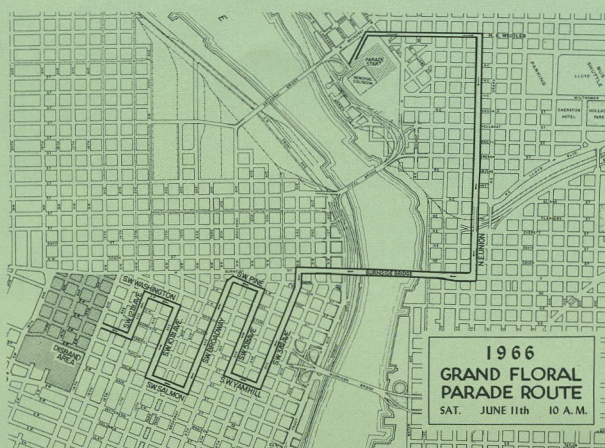
1966 PARADE THEME: "FROM THE MUSIC STAND"

Judging Rules

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.

Grand Floral Parade

**SATURDAY
JUNE 11
10 A.M.**



Grand Floral Parade

ORDER OF MARCH

Code:

1-47 Floats; B—Bands; H—Equestrian Units

QUEEN'S DIVISION

(Marshal: Dr. Charles E. Smith)

- B-1 Portland Police Motor Escort
- B-2 Atchison, Kansas, High School Band (96)
- B-3 U.S. Marine Detachment, U.S.S. Providence (6) and mass colors
- H-1 King County, Washington, Sheriff's Mounted Posse (16)
- B-4 Royal Rosarians Marching Unit

GRAND MARSHAL

1. GOVERNOR MARK O. HATFIELD AND MRS. HATFIELD
- H-2 Oregon Mounted Posse (Governor's Guard) (5) Color Guard
2. MAYOR TERRY D. SCHRUNK AND MRS. SCHRUNK
- H-3 Clackamas County Sheriff's Mounted Posse (8) Color Guard
- B-5 Weiser, Idaho, High School Marching Band (95)
3. PRESIDENT FLOYD BENNETT AND MRS. BENNETT, PORTLAND ROSE FESTIVAL ASSOCIATION
4. PRIME MINISTER ROYAL ROSARIANS BROOKS MANCHESTER AND MRS. MANCHESTER
- H-4 Col. Ernest Scott
5. PRESIDENT ROBERT MacGAVIN, PORTLAND ROSE SOCIETY, AND MRS. FRED FISHER, CHAPERONE, ROYAL COURT
- B-6 Benson Polytechnic High School Band (will substitute for Queen's Band) (91)
6. PORTLAND CHAMBER OF COMMERCE QUEEN'S FLOAT

DIVISION No. 1 (Marshal: Jerry Herburger)

- H-5 Multnomah County Sheriff's Mounted Posse
- 7. UNITED STATES NATIONAL BANK OF OREGON
- B-7 Tigard High School Tigerettes
- 8. THE TIGARD COMMUNITY FLOAT
- H-6 E. Earl Allen
- 9. MEIER AND FRANK
- B-8 Hillsboro Union High School Band (88)
- 10. HILLSBORO ROSE FLOAT ASSOCIATION
- H-7 Edward Roberts
- 11. PALESTINE DE MOLAY

DIVISION No. 2 (Marshal: Stockton Boyd)

- B-9 Beaverton High School Rhythm B's (23)
- B-10 Beaverton High School Band (92)
- 12. BEAVERTON AREA JAYCEES
- H-8 Lyle H. Cobb
- H-9 Day Cobb
- H-10 Mrs. Lyle H. Cobb

- 13. FIRST NATIONAL BANK OF OREGON
- B-11 U.S. First Fleet Band (80)
- 14. U.S. NAVY RECRUITING SERVICE
- H-11 Clatsop County Rodeo Association (3) Queen and Court
- 15. The City of Victoria, B.C.

DIVISION No. 3 (Marshal: Richard H. Lord)

- H-12 Clatsop County Sheriff's Mounted Posse (5) Color Guard
- B-12 Fort Vancouver High School Band (80)
- 16. VANCOUVER FLOAT COMMITTEE
- H-13 Mrs. Bert Croshaw
- 17. HOLLYWOOD SHOPPING CENTER
- H-14 Anita Thorson
- B-13 The Trojanes, Wilson High School (24)
- B-14 Wilson High School Band (96)
- 18. LLOYD CENTER
- H-15 Heck Harper
- 19. LOVELL, WYOMING
- H-16 Miss Northwest Rodeo, Sandra Philippi

DIVISION No. 4 (Marshal: Dr. Burgess Kelly)

- B-15 Warm Springs Drill Team (23)
- B-16 Thurston High School Band (90)
- 20. SPRINGFIELD ROSE FESTIVAL FLOAT ASSOCIATION
- H-17 Mabel Baker
- 21. RELIABLE TRANSFER
- B-17 Reynolds Lancer Band (60)
- B-18 Portland State Dance and Drill Team (24)
- 22. PORTLAND STATE COLLEGE AND BOYD COFFEE CO.
- H-18 Arabian Horse Breeders Assn. of Oregon (5) Color Guard
- 23. PACIFIC NORTHWEST BELL
- H-19 Lawrence D. Strohecker

DIVISION No. 5 (Marshal: Fred Helbeck)

- B-19 Madison High School Band (78)
- 24. FARMERS INSURANCE GROUP
- H-20 Afifi Temple Mounted Patrol
- 25. BLUM'S
- H-21 Washington County Sheriff's Mounted Posse (5) Color Guard
- B-20 Marshall High School Band (82)
- 26. RETAIL TRADE BUREAU
- H-22 Rod Anders
- 27. 7-UP BOTTLING COMPANY

DIVISION No. 6 (Marshal: George Jackson)

- H-23 Gresham Elks Mounted Color Guard (5)
- B-21 David Douglas High School Band (156)
- 28. EASTPORT PLAZA AND SALVATION ARMY
- H-24 Al Kader Temple Mounted Patrol
- 29. AL KADER SHRINE TEMPLE
- B-22 Roosevelt High School Band (52)

- 30. PORTLAND GENERAL ELECTRIC
- H-25 St. Paul Rodeo Assn. Queen & Court (3)
- 31. VAN DUYN CHOCOLATES

DIVISION No. 7 (Marshal: Richard S. Klover)

- B-23 Washington High School Band (52)
- 32. SAPPORO-PORTLAND SISTER CITY AFFILIATION COMMITTEE IN COOPERATION WITH PACIFIC SUPPLY CO-OP
- H-26 Bob Strohecker
- B-24 Girls Polytechnic High School Band (45)
- 33. FRANZ BAKERY
- B-24 U.S. Air Force Band
- 34. KISN AND U.S. AIR FORCE
- H-27 Orlo Silvers
- 35. PACIFIC NATIONAL EXHIBITION
- B-26 Cleveland High School Band (82)

DIVISION No. 8 (Marshal: Howard N. Dietrich)

- 36. PUYALLUP VALLEY DAFFODIL FESTIVAL
- B-27 Battle Ground High School Band
- 37. BATTLE GROUND CHAMBER OF COMMERCE
- 39. PACIFIC POWER & LIGHT COMPANY
- B-28 Jefferson High School Band (52)
- 39. TOURNAMENT OF ROSES ASSOCIATION

DIVISION No. 9 (Marshal: Tom Milne)

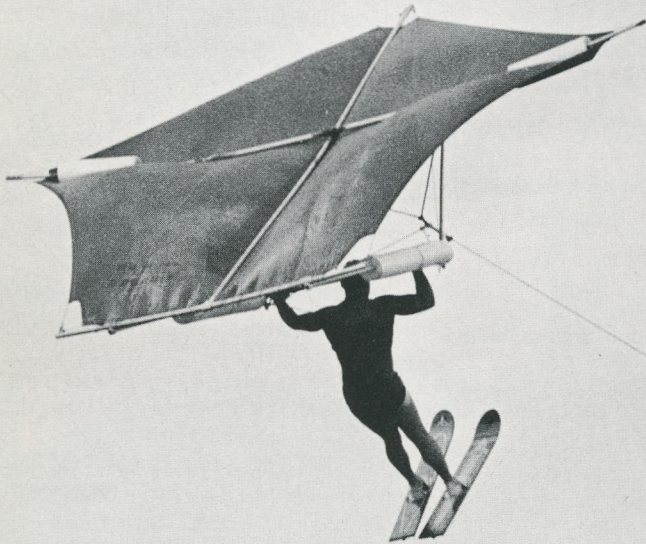
- H-28 Wes Williams
- H-29 Lucille Williams
- B-29 Seattle-ettes Baton Drum Corps (38)
- B-30 Seattle Seafair Commodores (15)
- 40. SEATTLE SEAFAIR
- B-31 Lincoln High School Band (54)
- 41. CITY CENTER MOTOR HOTEL
- H-30 Salem Saddle Club Drill Team (5) Color Guard
- 42. PORTLAND KIWANIS CLUB
- H-31 Laton Kirk
- B-32 North Las Vegas Junior Police (50)
- 43. LATERITES, INC.
- B-33 Franklin High School Band (86)

DIVISION No. 10 (Marshal: Gary Moore)

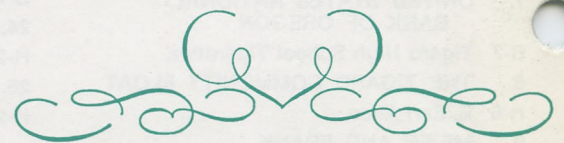
- 44. ALPENROSE DAIRY AND YOUTH FOR CHRIST
- 45. PORTLAND FIRE DEPARTMENT
- B-34 Grant High School Band (79)
- 46. MEADOWLAND DAIRY

**SATURDAY
JUNE 11
10 A.M.**

A WEEK OF FUN AND FROLIC IN THE



While thousands of others are enjoying concluding Rose Festival events in balmy weather in Portland, ski fans are witnessing the Golden Rose ski tournament on snowy slopes above Timberline Lodge. This year's tournament is combined with the Far West Kandahar, which will attract many top-flight competitors.



Marine Day brings a host of thrills and spectacles on the water—in this case, a water skier lifted into the sky on the wings of a huge kite. Outboard motor racing, a decorated boat parade, and other forms of water skiing are standard fare at Marine Day shows.

CITY OF ROSES, PORTLAND, OREGON



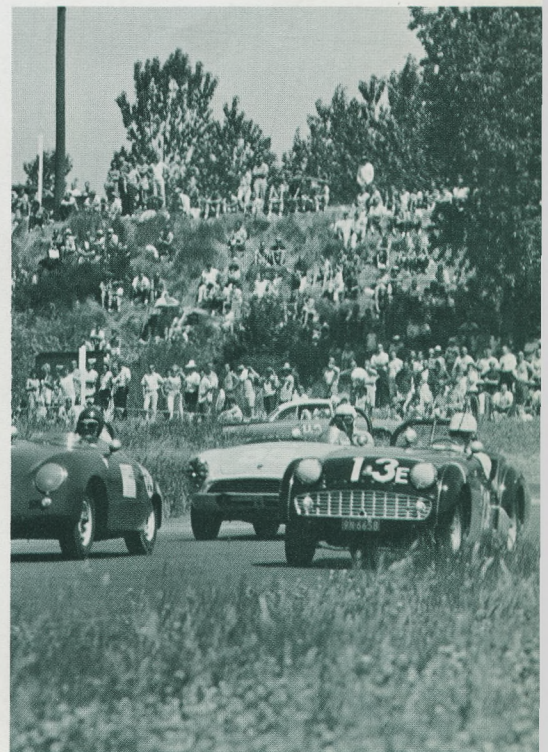
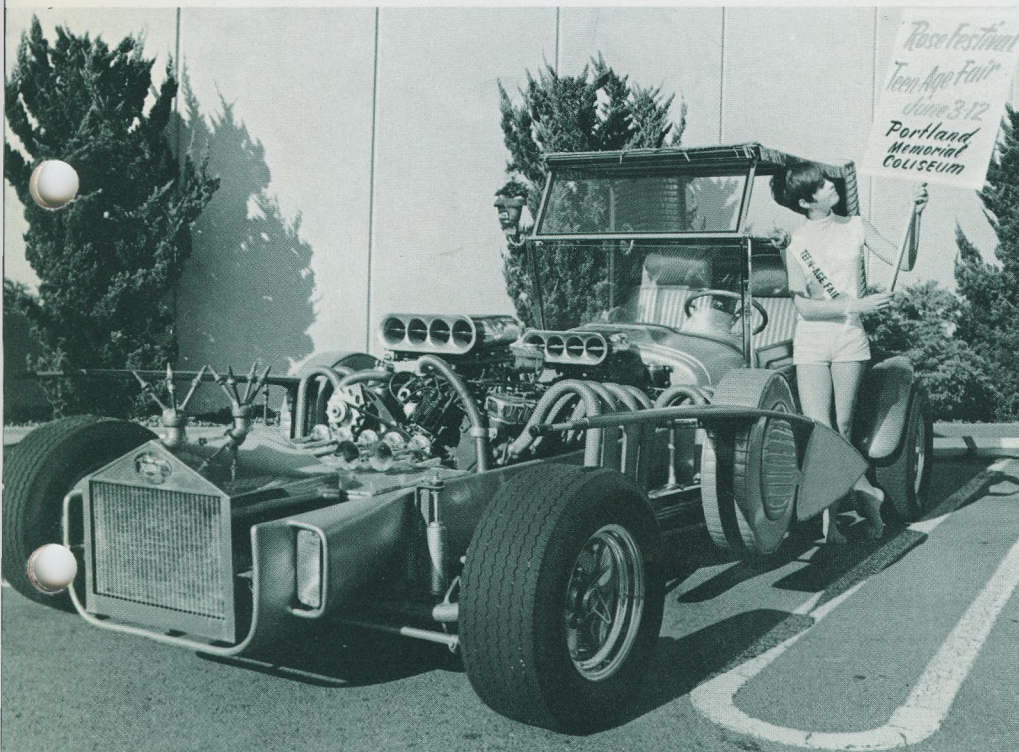
Every year, warships of the U.S. Navy and Coast Guard and the Canadian Navy visit Portland during Rose Festival week, tying up at the downtown seawall where they are easily accessible to visitors. Here members of the 1965 Rose Festival court disembark from the U.S.S. St. Paul, flag ship for that year's visit.



Screams, tears and laughter are the inevitable accompaniment when the new Rose Festival queen receives news of her selection at a backstage ceremony. No arrows are needed to identify the 1965 queen, Sally Swift of Roosevelt High School, when she discovered she was to be the new ruler of Rosaria.

Of the dozens of attractions for young people at the Teen-Age Fair, none are flashier than the custom car exhibit sponsored by the well-known George Barris of Hollywood. This way-out spy car, designed for the movie "Out of Sight," will be on display throughout this year's Teen-Age Fair at the Memorial Coliseum.

Growing in interest and competitive excellence every year are the Rose Cup Sports Car Races at Delta Park. The racing program starts Saturday afternoon and continues all day Sunday, and attracts sports car racing experts from all over the Pacific Northwest. The races are held rain or shine.







78th Annual Portland Rose Show

GRAND BALLROOM, HILTON HOTEL

1:15 to 10 p.m. Thursday, June 9 • 9 a.m. to 9 p.m. Friday, June 10

Oldest and largest rose show in the United States! That's the proud claim made for Portland's own rose show, which dates from 1889. It has been estimated that more than 20,000 blossoms are on view in this magnificent show every year, a sight well worth seeing even by those with only a casual interest in roses.

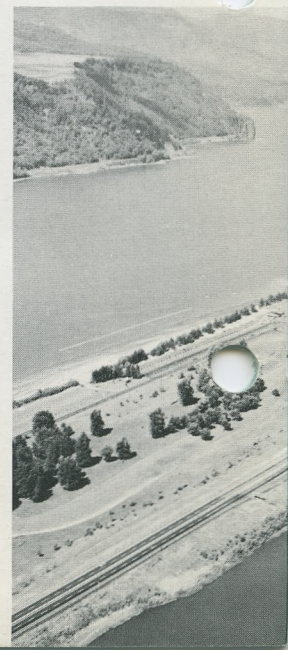
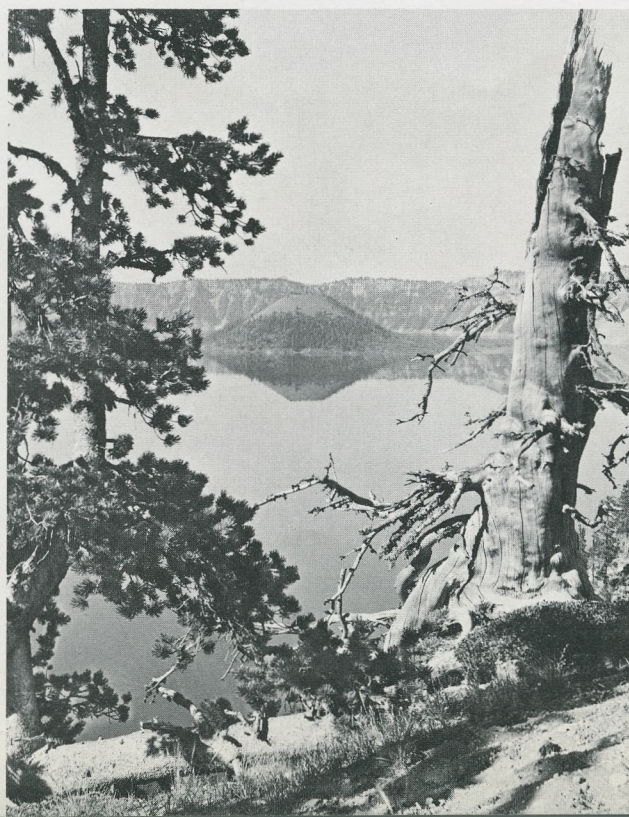
Portland welcomes several thousand delegates to the American Rose Society convention in 1966, which will be in session during the Rose Show. These special visitors will be greeted by a show which is of international class, including entries from Japan, Canada and other foreign countries.





enjoy ALL of OREGON during your ROSE FESTIVAL stay

A visit to Portland during Rose Festival week opens the door to many interesting side trips. Within a two-hour drive of Portland are the scenic Columbia Gorge, with its Multnomah Falls, Bonneville Dam and other wonders; Mt. Hood and Timberline Lodge; the beautiful Willamette Valley, starting at Portland's doorstep, one of the nation's most bountiful farming areas; the spectacular Oregon Coast, with a surf equaled in few other spots of the globe. Elsewhere in Oregon is a real feast of scenery, ranging from the majestic rain forests of the western mountains to the magnificent vistas of the eastern desert country. Plan to see all of Oregon during your Rose Festival visit this year!







FESTIVAL CENTER

Holladay Park, June 3 to 12

Here's the real "fun center" of the Rose Festival! Amusement rides, arts and crafts, outdoor stage shows, a complete production of "The Pajama Game," and for the first time this year a series of booths and entertainment features by Portland's ethnic groups. The whole family will get a bang out of the Festival Center!

GRAND OPENING 7:30 p.m. Friday, June 3

Open daily, 11 a.m. to 11 p.m., June 4 through 12

PORTLAND ROSE FESTIVAL ASSOCIATION
Hilton Hotel, Portland, Oregon