

# Portland Rose Festival

60th annual

May 31 to June 9, 1968



Souvenir Program 50c

The City of Portland is happy to welcome the many thousand visitors who come to Portland during the Rose Festival.

Ever since the city was settled in 1845, visitors to Portland have established a common pattern. Many of them, impressed by the beautiful surroundings, the climate and the business opportunities, return to make their permanent homes here.

Portland enjoys many natural advantages. Its port is located on deep water, near the confluence of the Willamette and Columbia Rivers. Through the Columbia River gorge runs a water-level rail and highway route to the vast interior of Oregon, Washington and Idaho. Superb scenery surrounds the city, and the mild climate encourages year-around recreation.

To these advantages, Portland has added the lures of attractive residential areas, fine shopping centers, splendid facilities for meetings and conventions, a highly diversified industry, soundly based wholesaling and distribution, and a labor pool that is both skilled and intelligent.

Enjoy the Rose Festival while you are here—and if your interests run further, take a good look at Portland as a place to live, work and play!



*Gary A. Schrank*  
Mayor



This is the 60th annual Portland Rose Festival! Since it was established in 1907, the Rose Festival has been held every year but two. It sprang from the suggestion that the Portland Rose Show, first held in 1889, be expanded to include a parade and other community festivities. In the early days, the main event was a parade of elaborately decorated and lighted trolleys, held at night. The Festival has grown until it runs for 10 full days, embracing 27 different events, most of which are free. This program outlines and pictures these events. If you need additional information about them, please call the Rose Festival office in the Hilton Hotel—227-2681. Have a happy Festival!

*Franz B. Drinker*  
President  
Rose Festival Association



## Schedule of Events

### FRIDAY, MAY 31

- 7 p.m.—Public opening of Festival Center at Holladay Park.
- 6 p.m.—Official opening of KISN Good Guys Fun Festival at Memorial Coliseum.

### SATURDAY, JUNE 1

- 8 a.m. to 5 p.m.—9th annual West Coast High Power Rifle Tournament, Camp Withycombe, Clackamas.
- 10:30 a.m. to 1 p.m.—YWCA Strawberry Breakfast, Portland Community College, Kerr Mountain Road.
- 11 a.m.—Junior Olympic Track Meet, Franklin High School.
- 11 a.m. to midnight—Festival Center open, Holladay Park.
- 1 to 11 p.m.—KISN Good Guys Fun Festival open, Memorial Coliseum.
- 8 p.m.—Merrykhana Parade, beginning in Memorial Coliseum.

### SUNDAY, JUNE 2

- 8 a.m. to 5 p.m.—9th annual West Coast High Power Rifle Tournament, Camp Withycombe, Clackamas.
- 9 a.m. to 5 p.m.—Rose Festival Drag Races, Delta Park.
- 9 a.m. to 5:30 p.m.—Marine Day, Willamette Park on Willamette River.
- 10 a.m.—Bicycle Races start, Mt. Tabor Park.
- 12 noon to 11 p.m.—Festival Center open, Holladay Park.
- 12:45 p.m.—Senior 50-mile Bicycle Race, Mt. Tabor Park.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival open, Memorial Coliseum.
- 2 to 3:30 p.m.—Rose Festival Court — Photo Time at Festival Center, Holladay Park.

### MONDAY, JUNE 3

- 11 a.m. to 11 p.m.—Festival Center open, Holladay Park.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival open, Memorial Coliseum.
- 8 p.m.—Queen Selection and Coronation — Memorial Coliseum.

### TUESDAY, JUNE 4

- 11 a.m. to 11 p.m.—Festival Center open, Holladay Park.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival open, Memorial Coliseum.

### WEDNESDAY, JUNE 5

- 11 a.m. to 11 p.m.—Festival Center open, Holladay Park.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival open, Memorial Coliseum.
- 3 p.m.—British warships arrive, Willamette River seawall.
- 7 p.m.—Model Boat Regatta, craftsmanship judging, Washington High School.
- 8 p.m.—Eddy Arnold show, Memorial Coliseum.

### THURSDAY, JUNE 6

- 11 a.m. to 11 p.m.—Festival Center open, Holladay Park.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival open, Memorial Coliseum.
- 1 to 9 p.m.—Rose Show, Masonic Temple.
- 1:30 p.m.—Model Boat Regatta, sailing events, Westmoreland Park.
- 3 p.m.—U.S. Navy vessels arrive, Willamette River seawall.
- 8 p.m.—Eddy Arnold show, Memorial Coliseum.

### FRIDAY, JUNE 7

- 9 a.m. to 9 p.m.—Rose Show, Masonic Temple.
- 10 a.m.—Royal Rosarians' Knighting Ceremony, Washington Park.
- 11 a.m.—Festival Center open, Holladay Park.
- 1 to 11 p.m.—KISN Good Guys Fun Festival open, Memorial Coliseum.
- 1:30 p.m.—Junior Rose Festival Parade, starting at N.E. 52nd Ave. and Sandy Blvd.
- 9 p.m.—Queen's Ball, Hilton Hotel.

### SATURDAY, JUNE 8

- 10 a.m.—Grand Floral Parade, starting at Memorial Coliseum.
- 10 a.m. to 4 p.m.—Willamette Valley Cat Club Show, Lloyd Center Auditorium.
- 11 a.m.—Golden Rose Ski Tournament and Far West Kandahar, Timberline Lodge.
- 11 a.m. to midnight—Festival Center open, Holladay Park.
- 12 noon—4th annual Willamette Sailing Club Open Regatta, Willamette Park.
- 1 to 11 p.m.—KISN Good Guys Fun Festival, Memorial Coliseum.
- 1 p.m.—Rose Festival Archery Tournament, Washington Park.
- 1 to 5:30 p.m.—Rose Cup Sports Car Races, Delta Park.

### SUNDAY, JUNE 9

- 11 a.m.—Golden Rose Ski Tournament and Far West Kandahar, Timberline Lodge.
- 11 a.m. to 5:30 p.m.—Rose Cup Sports Car Races, Delta Park.
- 12 noon to 10 p.m.—Festival Center open, Holladay Park.
- 12 noon—Baton Twirling Contest, Mt. Scott Community Center.
- 12 noon—4th annual Willamette Sailing Club Open Regatta, Willamette Park.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival, Memorial Coliseum.
- 2 p.m.—Portland Elks Lodge No. 142 Annual Flag Day Services, Washington Park.

### MONDAY, JUNE 17

- 8 p.m.—Queen's Command Performance Baseball Game—Portland vs. Oklahoma City, Portland Civic Stadium.



## Junior <sup>ROSE</sup> FESTIVAL Parade

When you put 10,000 kids into one parade, you've really got something! What you have is the Junior Rose Festival Parade, biggest of its kind in the United States. No Pied Piper is needed to lure these children onto the streets of Portland's Hollywood district — just a chance to show off their own floats, their decorated bikes, their baton twirling and other marching units. There's always a big crowd on hand for the Junior Parade — and not just kids either. The grownups get just as big a kick from the parade as the youngsters do!

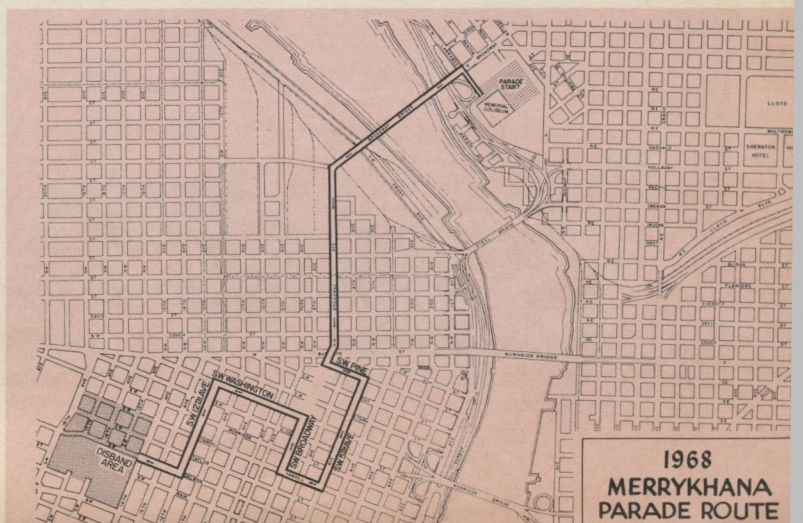
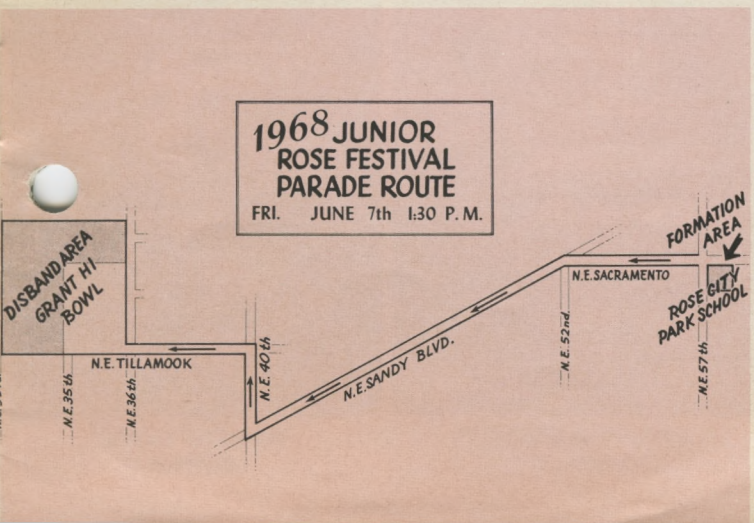
**Friday, June 7  
1:30 p.m.**



## Merrykhana Parade

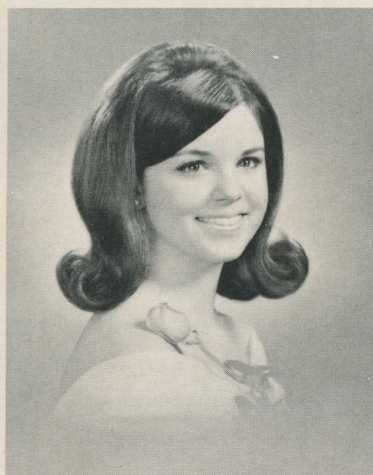
Since its rebirth in 1958, the Merrykhana Parade has served as a hilarious kickoff for the Portland Rose Festival. Held the first Saturday night of the Festival, it is one big river of laughs — funny floats, clowns, jazzed-up vehicles, zany performances of all kinds. If you wish, you can see the Merrykhana parade from the upholstered comfort of the Memorial Coliseum — or you can join the crowds on the streets as the parade winds its way across the Broadway Bridge and through downtown Portland.

**Saturday, June 1  
8:00 p.m.**





PRINCESS ALLISON  
Wilson



PRINCESS LAURA  
Madison



PRINCESS JANET  
Lincoln



PRINCESS CONSTANCE  
Jackson

**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 Sheryl Lynn Werbin, Roosevelt				
Princess Dayna Elaine Heffner, Washington				
Princess Nancy Lee Walters, Grant				
Princess Anise Perry, Cleveland				
Princess Elaine Schibel, Franklin				
Princess Kathleen Dewey, Monroe				
Princess Linda Perez, Jefferson				
Princess Allison Evans, Wilson				
Princess Laura Saunders, Madison				
Princess Janet Butler, Lincoln				
Princess Constance Ann DeBauw, Jackson				
Princess Carol Beil, Marshall				
Princess Margaret Huelskamp, St. Mary's Academy				

(Queen Selection is based on the above points)



PRINCESS CAROL  
Marshall

# Queen Selection

Monday, June 3  
8:00 p.m.  
Memorial Coliseum

## Musical Program

ALL-CITY HIGH SCHOOL CHOIR  
ALL-CITY HIGH SCHOOL ORCHESTRA  
A. Verne Wilson, Supervisor of Music, *Conductor*

I'm Getting Sentimental Over You . . . *Ned Washington and George Bassman*  
Over the Rainbow . . . . . *E. Y. Harburg and Harold Arlen*  
Star Dust . . . . . *Hoagy Carmichael*  
Embraceable You . . . . . *George Gershwin*  
Younger than Springtime . . . . . *Richard Rodgers*  
Silhouettes . . . . . *Jerome Kern*

Highlights from "My Fair Lady" . . . *Frederick Loewe*  
Orchestra

Amparito Roca . . . . . *Jaime Texidor*  
Orchestra

Lo, This Land . . . . . *John Davison*  
Choir and Orchestra

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

Star Spangled Banner . . . . . *Francis Scott Key*  
Orchestra, Choir, Audience

Days of Glory . . . . . *John Cacavas*  
Choir and Orchestra

Bugler's Holiday . . . . . *Leroy Anderson*  
Madison Trumpeteers and Orchestra

### Presentation of Princesses

When You Wish Upon a Star . . . *Ned Washington and Leigh Earline*

Only Make Believe . . . . . *Victor Herbert*



PRINCESS SHERYL LYNN  
Roosevelt



PRINCESS DAYNA  
Washington



PRINCESS NANCY LEE  
Grant



PRINCESS ANISE  
Cleveland



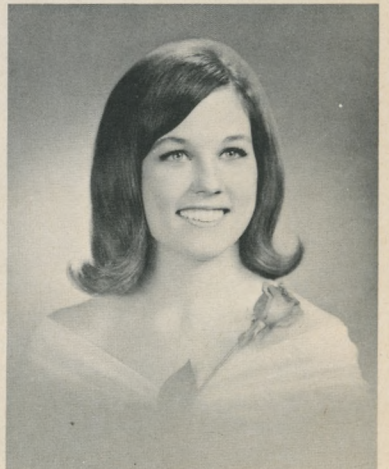
PRINCESS ELAINE  
Franklin



PRINCESS KATHLEEN  
Monroe



PRINCESS LINDA  
Jefferson



PRINCESS MARGARET  
St. Mary's Academy



## **Festival Center** at Holladay Park, May 31 to June 9

Focal point for activity throughout the Rose Festival is the Festival Center in Holladay Park, where outdoor stage shows, exhibits, carnival rides and food concessions are in continuous operation daily. Just look for the Big Tent and the ferris wheels south of Lloyd Center and east of the Sheraton Hotel, and there's the Festival Center. No admission — the stage shows and exhibits are free, and the rides are a bargain. Come and have a ball!

**PUBLIC OPENING 7 p.m.  
Friday, May 31 - Open daily  
throughout the Festival**



# In Person! **Eddy Arnold**

RCA VICTOR RECORDING ARTIST    BILL WALKER, Musical Director

## PLUS **The Young Americans**

**Don Rice**    RICHARD HAYMAN, CONDUCTOR

8:00 p.m. Wednesday and Thursday, June 5 and 6, Memorial Coliseum





## ORDER OF MARCH

Code:

**1-48** Floats; B-Bands; H-Equestrian Units

### QUEEN'S DIVISION

(Marshal: Jerry Herburger)

- B-1 Portland Police Motor Escort
- B-2 Gering High School Band (85)
- B-3 U.S. Marine Detachment, Mass Colors
- H-1 King County Sheriff's Posse (16)
- H-2 Princess Linda Covach
- B-4 Royal Rosarian Marching Unit

### GRAND MARSHAL

- B-5 Emmett High School Band (80)
- 1.** GOVERNOR TOM McCALL AND MRS. McCALL
- H-3 Oregon Mounted Posse (Governor's Guard) (11)
- 2.** MAYOR TERRY D. SCHRUNK AND MRS. SCHRUNK
- H-4 Westernetts (5)
- B-6 U.S. Marine Corps Band (36)
- 3.** PRESIDENT FRANZ B. DRINKER AND MRS. DRINKER, PORTLAND ROSE FESTIVAL ASSOCIATION
- H-5 Col. Ernest Scott
- 4.** PRIME MINISTER ROYAL ROSARIANS ARNOLD YEOMANS and MRS. YEOMANS

- 5.** PRESIDENT ELDRED PEYTON, PORTLAND ROSE SOCIETY AND MRS. H. B. COOPER, JR., CHAPERONE, ROYAL COURT
- B-7 Benson High School Band (80) and James Monroe Drillettes (45)
- 6.** PORTLAND CHAMBER OF COMMERCE QUEEN'S FLOAT

### DIVISION No. 1 (Marshal: Howard Dietrich)

- H-6 Molalla Buckeroo Association (3)
- 7.** CAMP FIRE GIRLS-KIWANIS
- B-8 Marshall High School Band (93)
- 8.** AL KADER SHRINE
- H-7 Al Kader Temple Shrine Mounted Patrol
- 9.** RELIABLE TRANSFER COMPANY
- H-8 Arlington Rodeo Association (3)
- B-9 Jackson High School Band (90)
- 10.** FIRST NATIONAL BANK OF OREGON
- H-9 John Beall
- 11.** MEIER AND FRANK

### DIVISION No. 2 (Marshal: Stockton Boyd)

- B-10 Beaverton High School Band and Marching Unit (150)
- 12.** BEAVERTON AREA JAYCEES
- H-10 Washington County Sheriff's Mounted Posse (26)

- H-11 Washington County Posse Jr. Rodeo (3)
- 13.** FARRELL'S ICE CREAM PARLOUR RESTAURANTS

- H-12 Heck Harper
- B-11 Combined U.S. Navy Marching Band (40)
- B-12 31st Naval Construction Regiment Drill Team, Port Hueneme, Calif. (25)
- 14.** U.S. NAVY RECRUITING STATION
- B-13 Franklin High School Band (75)

### DIVISION No. 3 (Marshal: Wayne Garber)

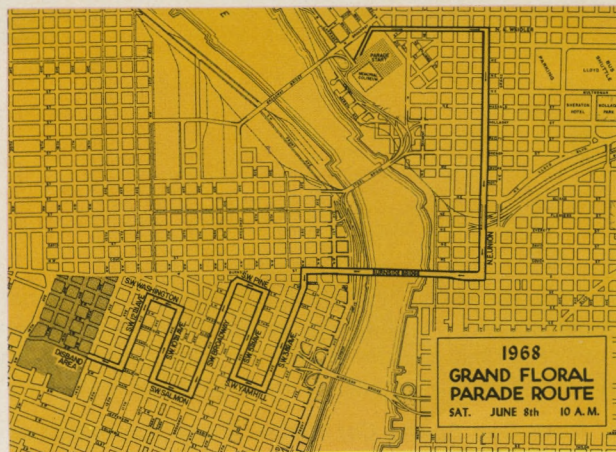
- 15.** GEORGIA-PACIFIC CORPORATION
- H-13 Mrs. Bert Croshaw
- 16.** CONTINENTAL AIRLINES
- B-14 Parkrose High School Band and Marching Unit (100)
- 17.** GREATER GATEWAY BOOSTERS, INC. AND PARKROSE HIGH SCHOOL
- H-14 Day Cobb
- H-15 Lyle H. Cobb
- 18.** NORTH PACIFIC CANNERS AND PACKERS
- H-16 Arabian Horse Breeders Association (5)
- B-15 Columbia River High School Band (80)
- 19.** VANCOUVER FLOAT COMMITTEE
- H-17 St. Paul Rodeo Association (3)





# Grand Floral Parade

10 a.m., Saturday, June 8



20. LLOYD CENTER MERCHANTS ASSOCIATION  
 B- Lewis and Clark Tiger Band and Ti-Girls (225)
21. SPOKANE LILAC FESTIVAL, INC.  
 H-18 Penny Lyon, Miss Northwest Rodeo
- DIVISION No. 4** (Marshal: Fred Helbeck)
- B-17 Lincoln High School Band (60)
22. PORTLAND RETAIL TRADE BUREAU  
 H-19 Clackamas County Sheriff's Mounted Posse (5)
23. PORTLAND FIRE DEPARTMENT  
 B-18 Hillsboro High School Band (100)
24. HILLSBORO ROSE FLOAT ASSOCIATION  
 H-20 Oregon Appaloosa Horse Club (3)
25. PACIFIC NORTHWEST BELL
- DIVISION No. 5** (Marshal: George Jackson)
- B- Clan Macleay Bagpipe Band (25)
26. U.S. NATIONAL BANK  
 H-21 Queen Debbie Poethke, Clatsop County Rodeo Association
- H-22 Clatsop County Sheriff's Mounted Posse (5)
- B-20 Jefferson High School Band (65)
27. FARMERS INSURANCE GROUP  
 H-23 Multnomah County Sheriff's Mounted Posse (16)
28. CAPITAL LAKEFAIR, INC.  
 B-21 Rose Queen's Own Portland Scottish Pipe Band (18)
29. PORTLAND BOTTLING COMPANY

- H-24 Rod Anders
- DIVISION No. 6**  
 (Marshal: Dr. Charles Smith)
- B-22 West High School Band (150)
30. GREATER SEATTLE, INC.  
 H-25 Lucille Williams
- H-26 Wes Williams
31. HAROLD'S CLUB  
 B-23 Cleveland High School Band (85)
32. THE OREGON BANK  
 33. OREGON AUTOMOBILE INSURANCE CO.  
 H-27 Mabel Baker
- DIVISION No. 7**  
 (Marshal: Ian Higginbotham)
- B-24 Roosevelt High School Band (75)
34. NORTHWEST NATURAL GAS COMPANY  
 B-25 Warm Springs Girls Drill Team (30)
35. PORTLAND FEDERAL SAVINGS  
 B-26 David Douglas High School Band (165)
36. DAVID DOUGLAS HIGH SCHOOL
- DIVISION No. 8** (Marshal: Tom Milne)
37. MEADOWLAND DAIRY  
 H-28 Bobby Coates  
 H-29 Lynda Coates  
 B-27 Washington High School Band (52)
38. HOYT HOTEL  
 H-30 Mrs. Jim Ellis
39. PACIFIC NATIONAL EXHIBITION

- B-28 Sumner High School Band (65)
40. PUYALLUP VALLEY DAFFODIL FESTIVAL  
 H-31 Afifi Temple Shrine Mounted Patrol (17)
41. PALESTINE DE MOLAY
- DIVISION No. 9** (Marshal: John Johansen)
- B-29 Thurston Senior High School Band (90)
42. SPRINGFIELD ROSE FLOAT ASSOCIATION  
 H-32 Laton Kirk
43. PORTLAND GENERAL ELECTRIC COMPANY  
 B-30 Battle Ground High School Band (57)
44. BATTLE GROUND CHAMBER OF COMMERCE  
 H-33 Diana Wambaugh
45. PACIFIC POWER AND LIGHT COMPANY
- DIVISION No. 10**  
 (Marshal: Richard H. Lord)
- B-31 Grant High School Band (86)
46. PASADENA TOURNAMENT OF ROSES  
 H-34 Ike Whiteley
47. SALEM JAYCEES  
 H-35 Salem Saddle Club Drill Team (5)
- B-32 Wilson High School Band (99)
48. PACK 146, LAKE GROVE  
 B-33 Madison High School Band (96)
49. MISS TAN PORTLAND PAGEANT  
 B-34 U.S. Navy Seabee Band



## Rose Festival 10 days of wonderful

The Portland Rose Festival offers the public 27 different events, all but six of which are free. Besides the major events described elsewhere in this program, there are plenty of other things to see and do. Here are some of them!

- **Rose Cup Sports Car Races.** Every year these races attract a bigger and faster field, and are seen by more spectators. For thrills and sustained excitement, nothing beats sports car racing.

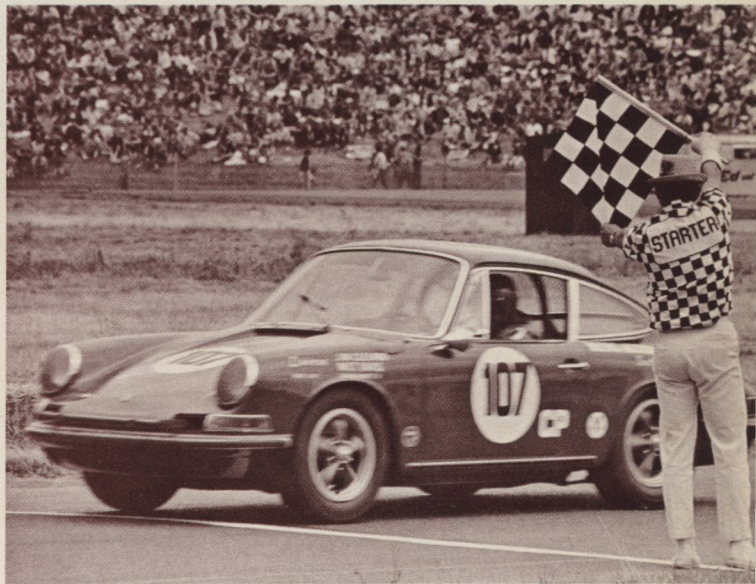
- **Golden Rose Ski Tournament and Far West Kandahar.** There's real ski competition in June on the slopes of Mt. Hood above Timberline Lodge, and this year some of the continent's top skiers will be contesting in this event.

- **Marine Day.** Boat races and water skiing demonstrations and competition on the Willamette River attract thousands on the first Sunday of the Festival.



**PORTLAND ROSE FESTIVAL  
ASSOCIATION,**  
Suite 416,  
Hilton Hotel,  
Portland, Oregon • 227-2681

Litho in U.S.A.—S.K.D.



## entertainment

- **Navy Vessels.** Warships of the U.S. and foreign navies tie up at the Willamette River seawall, where they are open to visitors morning and afternoon throughout their stay.

- **Other Events.** The detailed time schedule on Page Two lists many other events which appeal to young and old, and those between. For detailed information, call the Rose Festival office, 227-2681.





## **80<sup>th</sup> annual Portland Rose Show**

Every year since 1889, there has been a Rose Show in Portland, making this the 80th annual show. It is now the oldest and largest rose show in the United States, with more than 20,000 individual blooms entered every year. Under joint sponsorship of the Rose Festival Association and the Portland Rose Society, the Rose Show really expresses what the Rose Festival is all

about — the beauty, variety and dignity of the Queen of Flowers.

For an inspiring view of what's current in rose culture, don't miss the 1968 Rose Show!

**Sunken Ballroom, Masonic Temple**  
**1 to 9 p.m., Thursday, June 6**  
**9 a.m. to 9 p.m., Friday, June 7**



## **KISN** Good Guys Fun Festival!

Hear it and see it at the Fun Festival, every day of the Rose Festival in the Memorial Coliseum! Dozens of combos, style shows, games, dancing, sport films, Hollywood recording artists, tremendous prizes, even a Miss Good Guys Fun Festival — everything the teen-to-twenties crowd wants to take in!

Once you've paid your admission at the gate, everything inside is free except what you buy at vending machines!

**Memorial Coliseum**  
**Friday, May 31 thru Sunday, June 9**



**See all of Oregon while you're here for the Festival!**





**F**rom the Oregon coast to the Willamette Mountains, Oregon offers the visitor a tremendous variety of things to see and do.

There's salmon fishing in the ocean, trout and bass fishing in the streams and lakes; golf at fine courses throughout the state; hundreds of miles of scenic highways, with views of mountains and forests at almost every turn; swimming and boating at comfortable resorts, or at the many well-kept state parks; hiking and camping opportunities with few peers.

Don't leave Oregon without seeing at least some of the state's unique scenic wonders!





# Portland Rose Festival... Color Fun Excitement

