

Official Program / \$1.00

# 65th Annual Portland Rose Festival

JUNE 1-10, 1973



"BEHIND THE FOOTLIGHTS"



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# 65th Annual Portland Rose Festival



*Cranking up for the 65th annual Portland Rose Festival is Robert E. Franklin, Festival Association President. Auto, which still runs perfectly, is a 1907 Ford, produced the same year the Festival began. Dashing driver is car's owner, Robert Ames, who is also Rose Festival Auto Racing Director. His demure passenger is Mary Matney, 1972 Rose Festival Queen.*



*Official Souvenir Program, Published by the Portland Rose Festival Association, 10 S.W. Ash St., Portland, Oregon. (503) 227-2681 Clayton Hannon ..... Executive Manager Art Chenoweth..... Publicity Director Rollin Killoran, Chm. .... Publicity Committee Price..... \$1.00*

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Older  year



Editors of this program acknowledge with thanks the contributions of many people. Cover design: Cole & Weber. Cover Photo (and other photos) Hugh Ackroyd. Princess Pictures: Kennell-Ellis. Photographs: Robert Ames, Charles Conkling & Sons, Peter Corvallis, David Falconer, Max Gutierrez, Jim Hallas, Edmund Y. Lee, Photo-Art, Portland Rose Society, E.C. Prentiss, Sandy's Camera Shops, William Savage. Special Art: Connie Barnes. Special Editorial Material: Eastman Kodak Co. Interior Design: John Semple. Production Coordinator: David G. Barnes. Printing: Graphic Arts Center. Official Car: Pontiac.



# Don't miss it!

That's another way  
of saying, "Be sure to  
take it on Kodak film."  
The dependable film.  
**Kodak makes your  
pictures count.**



**P**ORTLAND'S first official Rose Festival burst upon the growing metropolis in 1907, although it had its beginnings much earlier, with the first annual Portland Rose Society Show in 1889 and the Rose Society Fiesta and Parade in 1904. Since 1907 the Festival has surmounted two World Wars, the Great Depression, the Vanport Flood and the turbulent 60s. Today it is as fresh and vigorous as ever. Yet it continues to cherish its earliest ideals and traditions.

After the first Festival in 1907, its first manager and float builder, George L. Hutchin, wrote an account of the spectacle. Reading it once again becomes a reminder of how much, and yet how little, the Festival has changed in its 65 years.

Mr. Hutchin wrote:

The Portland Rose Festival has no peer, it is in a class by itself, a type all great cities would strive to emulate, but none can approach. The floral parades by day with their artistically designed and richly bedecked floats, their long processions of automobiles, cavalcades and carriages, tally-hos, and smartly equipped vehicles of every

description and gaily caparisoned horses, are a dream of fairyland. They present a scene of bewildering and bewitching loveliness.

Then at night, the weird pageants beautifully illuminated are the cynosure of all eyes, each float representing some spectacular allegory, some historical incident or mythological fantasy. Mounted upon these gorgeous creations of barbaric splendor, canopied and festooned by a wreath of flowers, are groups of fair and dainty maidens in robes of rarest beauty. This galaxy of budding youth might seem conjured from Elysium.

And then the night of Water Carnival, when hundreds of boats dash among the paraders, all ablaze with myriads of Chinese and Japanese lanterns, whose iridescent hues dancing like living light on the quivering wavelets, form a wondrous kaleidoscopic picture.

During the week of Festival, Portland is always in its gala attire. Old Glory floats proudly from every mast-head and every flag pole and the public buildings and great commercial houses and private residences are ornate with the colors of the Carnival.

## Schedule of Events June 1-10, 1973

### Friday, June 1

Coin-A-Rama, Masonic Temple, 10 a.m.-10 p.m.

Festival Center opens, 12 noon-11 p.m., West side seawall. (See page 30 for directory of booths)

Queen Selection and Coronation, 8 p.m., Memorial Coliseum (See pages 6-7)

### Saturday, June 2

Rifle Match, 8 a.m., Camp Withycombe

YWCA Strawberry Breakfast, 10 a.m.-1 p.m., downtown YWCA Coin-A-Rama, 10 a.m.-10 p.m., Masonic Temple

Junior Olympics, 10:30 a.m., Franklin High School

Festival Center, 11 a.m.-11 p.m.

Bicycle Track Races, 3 p.m., Alpenrose Dairy

Rallye de Roses, Portland to Prineville, starts 5 p.m., Riviera Plaza, 1618 S.W. 1st Ave.

River Carnival, 4:30 p.m.-10:30 p.m., Willamette River, downtown. (See page 8)

Sandler & Young Show, 8 p.m., Coliseum (See page 8)

### Sunday, June 3

Archery Tournament, 7 a.m.-4 p.m., Washington Park

Rifle Match, 7:30 a.m., Camp Withycombe

Bicycle Road Races, 10 a.m.-3 p.m., Mount Tabor Park

Coin-A-Rama, 10 a.m.-6 p.m., Masonic Temple

Drag Races, 12 noon-5 p.m., Portland International Raceway, West Delta Park (See page 8)

Festival Center, 12 noon-11 p.m.

### Monday, June 4

Festival Center, 11 a.m.-11 p.m. Tennis Tournament, Irvington Club.

### Tuesday, June 5

Festival Center, 11 a.m.-11 p.m. Milk Carton Boat Races, 1 p.m., Westmoreland Park (See page 10)

Tennis Tournament, Irvington Club.

Lawn Bowling, Westmoreland Park

Music of Glenn Miller Show with Tex Beneke and Ray Eberle, 8:30 p.m., Civic Auditorium

### Wednesday, June 6

Festival Center, 11 a.m.-11 p.m. U.S. Coast Guard and Canadian Navy ships arrive, afternoon (See page 10)

Tennis Tournament, Irvington Club and Buckman Courts

Lawn Bowling, Westmoreland Park

### Thursday, June 7

Festival Center, 11 a.m.-11 p.m. Rose Show opens, Masonic Temple, 1 p.m.-9 p.m. (See page 12)

Junior Rose Festival Parade, 2 p.m., Hollywood District (See page 11)

U.S. Navy ships arrive, afternoon. (See page 10)

Tennis Tournament, Irvington and Buckman

Lawn Bowling, Westmoreland Park

Brady Bunch Show, 8 p.m., Civic Auditorium (See page 11)

### Friday, June 8

Rose Show, 9 a.m.-9 p.m., Masonic Temple (See page 12)

Royal Rosarians Knighting Ceremony, 10 a.m., Washington Park (See page 12)

Festival Center, 11 a.m.-11 p.m. Junior Olympics, 1 p.m., Franklin High School

Indian Pow-Wow, 7:30 p.m., East Delta Park

Tennis Tournament, Irvington and Buckman

Lawn Bowling, Westmoreland Park

Figure Skating Championships, 5 p.m.-7:30 p.m., Valley Ice Arena, Beaverton.

Bonspiel, 6 p.m., Silver Skate Ice Arena

Rose Festival Square Dance, 8 p.m., Coliseum

Festival of Bands, 8 p.m., Civic Stadium (See page 14)

### Saturday, June 9

Figure Skating Championships, 8 a.m.-5 p.m., Valley Ice Arena, Beaverton

Grand Floral Parade Pre-Parade show, 9 a.m., Coliseum

Grand Floral Parade, 10 a.m., starts at Coliseum. (See pages 15, 16, 17, 18, 19, 20 for pictures, map, floats in color)

Festival Center, 11 a.m.-11 p.m.

Rose Cup Sports Car Races, 12 noon-5 p.m., Portland International Raceway, West Delta Park. (See page 27)

Post-Parade Float Display, 1 p.m., Portland Center, S.W. 4th Ave. near Hall Street (See page 23)

Indian Pow-Wow, 3:30 p.m., East Delta Park

Invitational Track and Field Meet, 3:30 p.m., Mount Hood Community College (see page 25)

Tennis Tournament, Irvington and Buckman

Bonspiel, Silver Skate Ice Arena

### Sunday, June 10

Golden Rose Ski Race, 11 a.m., Timberline, Mount Hood

Rose Cup Sports Car Races, 12 noon-5 p.m., Portland International Raceway (See page 27)

Festival Center, 12 noon-10 p.m. Post-Parade Float Display, Portland Center, S.W. 4th Ave. near Hall St.

Tennis Tournament finals, Irvington and Buckman

Bonspiel, Silver Skate Ice Arena

Indian Pow-Wow, 1 p.m. and 7:30 p.m.

OUR 65<sup>th</sup> year



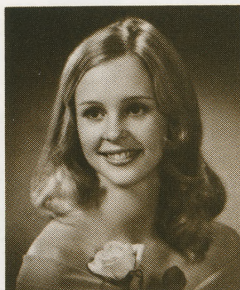
# Queen Selection and Coronation, 8:00 p.m., Memorial Coliseum

**T**HE PORTLAND Rose Festival tradition of Queenly Monarchs goes back to the first Festival, when Carrie Lee Chamberlain, daughter of the governor, ruled as Queen Flora. In the years since, different types of royalty and systems of selection have been used. The present system of selecting princesses from among the city's high school graduating senior girls has been in effect continuously since 1932, with each princess receiving a college scholarship. A secret panel of judges observes the Royal Court, before Queen Selection night and at the ceremony, using the same judging chart printed here. The new Queen reigns for a year, until she passes on the crown to her successor.



1972 Queen of Rosaria,  
MARY MATNEY

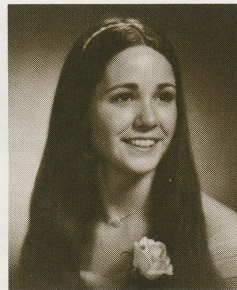
## The 1973 Rose Festival Court and 1972 Rose Festival Queen



Princess Linda Darke  
Franklin



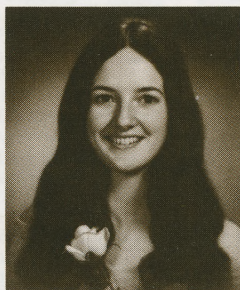
Princess Lisa Tappan  
Adams



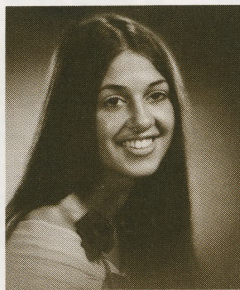
Princess Ann Talbott  
Grant



Princess Glenda Jackson  
Monroe



Princess Nancy Estes  
Roosevelt



Princess Cindy Jarmer  
Marshall



Princess  
Linda Armontrout  
Madison



Princess Faith Love  
Cleveland

OUR 65<sup>th</sup> year



**Opening Music**

Rose Festival Concert Orchestra  
John Richards, Conductor

**Introduction and Welcome**

Robert E. Franklin, President  
Portland Rose Festival Association

**Star Spangled Banner and Invocation**

John Larson, Senior,  
Sunset High School

**Homage by Royal Rosarian Honor Guard**

B. Don Anderson, Prime Minister

**Introduction of Tony Sandler and Ralph Young, Opening Music**

**Presentation of Princesses**

Franklin, Adams, Grant, Monroe

**Presentation of Former Queens, Royal Courts and Past Presidents**

**Presentation of Princesses**

Roosevelt, Marshall, Madison

**Intermission**

**Presentation of Princesses**

Cleveland, Lincoln, Jefferson, Jackson

**Presentation of Junior Court**

**Rose Festival President, Directors**

**Presentation of Princesses**

Washington, Independent, Wilson

**Reprise of The Court En Masse**

**Tribute to Rose Festival Court**

Sandler & Young

**Introduction of Judges**

Richard Ross

**Concert Interlude**

Hudson's Bay High School Stage  
Band, Jim Guard, Director

**Judges Deliberate**

**Music for Royalty**

Rose Festival Concert Orchestra

**Introduction of the 1972 Queen**

Miss Mary Matney

**Announcement of the new Queen**

**Ceremonial Investment of the Queen**

with Crown, Scepter, Gift from the City

Royal Rosarians Prime Minister B.

Don Anderson, Rose Festival

President Robert E. Franklin,

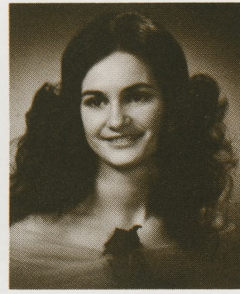
Mayor Neil Goldschmidt

**Proclamation by the Queen**

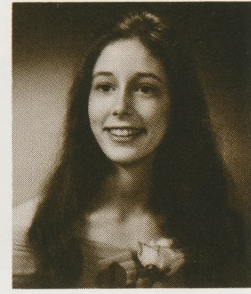
**Recessional**



Princess Anne DuFresne Lincoln



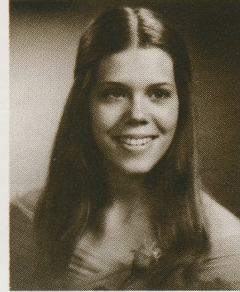
Princess Kathe Mai Jefferson



Princess Jan Bushey Jackson



Princess Phyllis Hawkins Washington



Princess Lynne Schenck Independent (Concordia)



Princess Sharon Elorriaga Wilson

**Queen Selection Judging Chart**

As Used by the Secret Panel of Judges

Highest Score Possible: 100 Points

Princess and School	Appearance Up to 35 Pts.	Poise Up to 35 Pts.	Speaking Ability Up to 30 Pts.	TOTAL
Princess Linda Darke Franklin				
Princess Lisa Tappan Adams				
Princess Ann Talbott Grant				
Princess Glenda Jackson Monroe				
Princess Nancy Estes Roosevelt				
Princess Cindy Jarmer Marshall				
Princess Linda Armontrout Madison				
Princess Faith Love Cleveland				
Princess Anne Du Fresne Lincoln				
Princess Kathe Mai Jefferson				
Princess Jan Bushey Jackson				
Princess Phyllis Hawkins Washington				
Princess Lynne Schenck Independent (Concordia)				
Princess Sharon Elorriaga Wilson				



Tony Sandler and Ralph Young . . . famed entertainers, in the spotlight at the Queen Selection and Coronation

OUR 65<sup>th</sup> year



Saturday, June 2

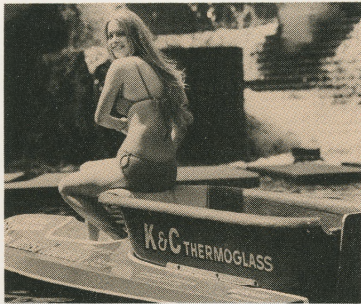
## River Carnival

**G**EORGE L. HUTCHIN, first Festival manager and float builder of 65 years ago, wrote at that time about "The Willamette River." He said:

The "Beautiful Blue Danube," so celebrated in song and verse, is no equal to the clear translucent Willamette. At Portland it broadens into a peerless harbor, the lower portion of which bears the ships of many nations, carrying tremendous commerce to and from every quarter of the globe.

This year, Portland re-emphasizes the role of the Willamette in Portland's commerce and fun with a new River Carnival, 4:30-10:30 p.m., Saturday June 2. Water skiing, collegiate crew races, a daytime parade of pleasure boats and a nighttime illuminated parade of yachts are among the attractions on the river front from the Hawthorne Bridge to the Steel Bridge. Pleasure boat events are presented by the Columbia River Yachting Association.

Special attraction is the Motorized Bathtub Racing, presented by Nor'West Boating Industries.



Saturday, June 2

## Sandler & Young

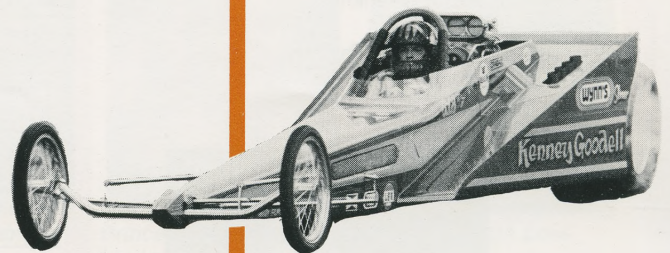
**M**ONY SANDLER and Ralph Young, besides drawing the spotlight at the Queen Selection, stay an extra day in Portland to present their own full-scale entertainment show in the Coliseum, 8 p.m. The bill also includes Oregon's most famous traveling troupe, Bruce Kelly and The New Oregon Singers.



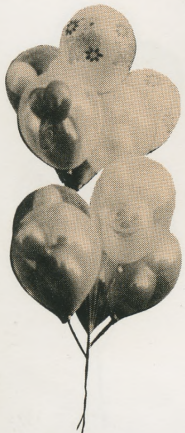
Sunday, June 3

## Drag Races

**O**NE OF the Rose Festival's most exciting events, the drag races, this year concentrated in one day of roaring engines and screaming, smoking tires. New management, new format and greatly improved facilities at Portland International Raceway, West Delta Park, promise the greatest drags ever. Races are under sanction of the National Hot Rod Association and emphasis will be in the Funny Cars and Double A Fuel Dragsters. And there'll be the usual events for the recreational racer—the modifieds, super stocks and stock eliminators. Every year at least one pickup truck competes. Free parking on-site, all admission is general.



OUR 65<sup>th</sup> year







# Welcome.

The 3983 people who work for you at United States National Bank of Oregon hope you enjoy the Rose Festival. And, naturally, we hope you'll call us if you ever need a friend who's also a banker.



Tuesday, June 5, 1 p.m.

## Milk Carton Boat Races, Westmoreland Park Casting Pool



**A** NEW event for the Rose Festival—the Milk Carton Boat Races. Here's a view of how they do it at the Minneapolis Aquatennial. The Portland version is open to kids 8 through 16, divided into classes by age. Members of the Oregon Dairy Farmers Commission are offering \$450 in prizes, including a sweepstakes award for boat judged most outstanding in design and originality. This is one of a half dozen entirely new events this year. The Festival, while keeping its traditions solid, also grows with the times. Whoever heard of a milk carton in 1907?



OUR 65<sup>th</sup>  
year

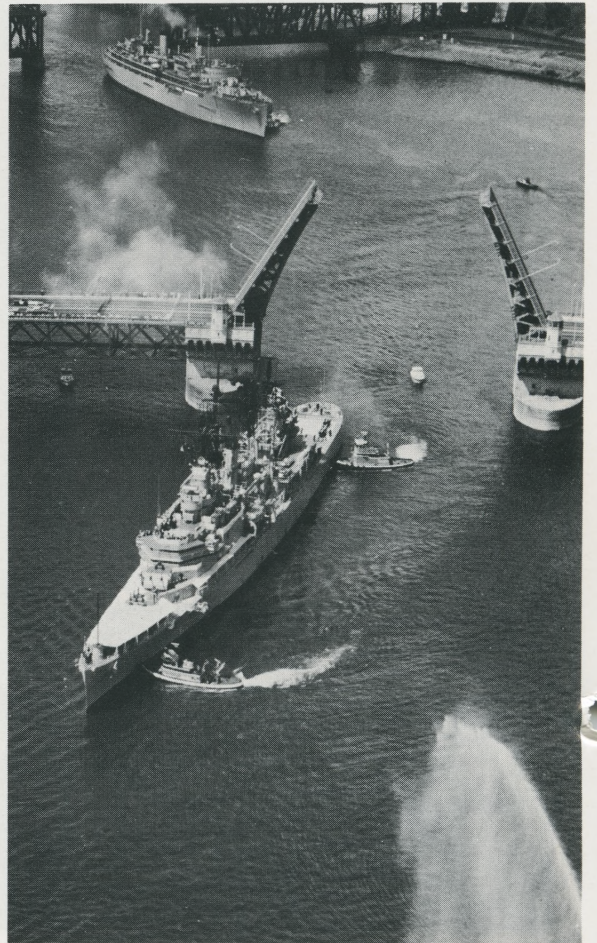


June 6-7

## U.S. and Canadian Ships Arrive

Since earliest years naval vessels have visited the Rose Festival and a Festival fleet each year is now an established tradition. They come upriver on Wednesday and Thursday afternoons, to an audience of thousands lining the bridges and seawalls as small boats dart in and out and fireboats spout watery welcomes. All ships schedule public visiting hours. Ships assigned this year are:

U.S. Navy—USS England, guided missile destroyer. USS DeHaven, A.J. Isbell, destroyers. USS Gray, Meyerkord, Bauer, Shields, Roark, destroyer escorts. USS St. Louis, amphibious cargo ship. U.S. Coast Guard—SSCG Resolute, Point Doran, cutters. Canadian Navy—HMS Kootenay, destroyer escort. HMS Thunder, Fundy, Chaleur, Chignecto, bay class mine sweepers. Porte de La Reine, Porte Quebec, gate vessels.

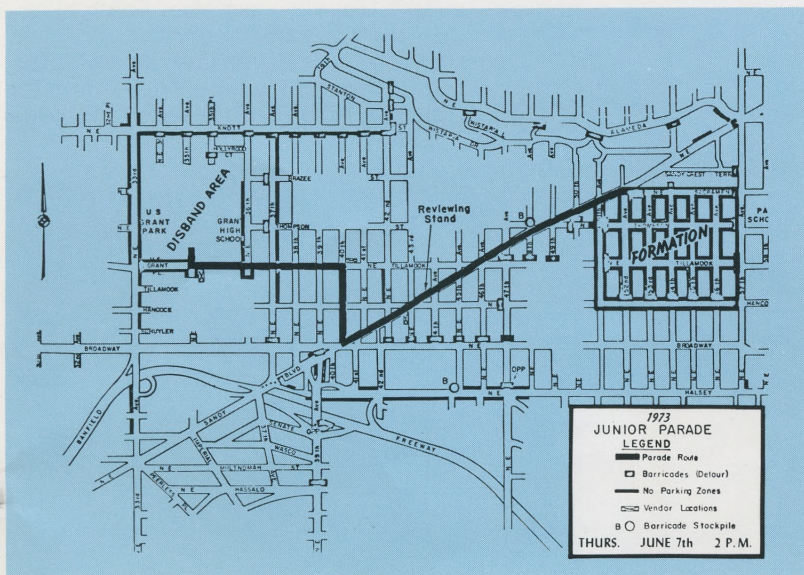




Thursday, June 7, 2 p.m., Hollywood district

### Junior Rose Festival Parade

Six children held the first unofficial junior parade in 1918 on 44th between Hancock and Tillamook, with a queen who rode in a tiny express wagon followed by two bicycles and a tricycle. By 1922 the parade had gotten big enough to be reported in the Rose City Herald. In 1923 Mrs. W.S. Spinning and another adult began organizing the children and by 1926 the Sandy Boulevard Community Club was working with the group as a community project. By 1935 the neighborhood parade had grown so large and famous that other Portland districts were invited to make it city-wide and the Junior Festival became an official event of the Rose Festival in 1936. Today, up to 15,000 kids march in the parade, all in costume. It is the biggest children's parade in the country and a "must see" for visitors.



Thursday, June 7, 8 p.m.

### The Brady Bunch Civic Auditorium

The lively kids from the famed TV series present their full stage show at the Auditorium. In addition, some of the bunch will appear at the Junior Parade as grand marshals.

The Brady Bunch, the Sandler and Young Show and the Music of Glenn Miller Show Tuesday night, June 5, are examples of the type of wholesome family show which the Festival strives to bring before Portland audiences during Rose Festival week.



our 65<sup>th</sup> year



*June 7-8, Masonic Temple*



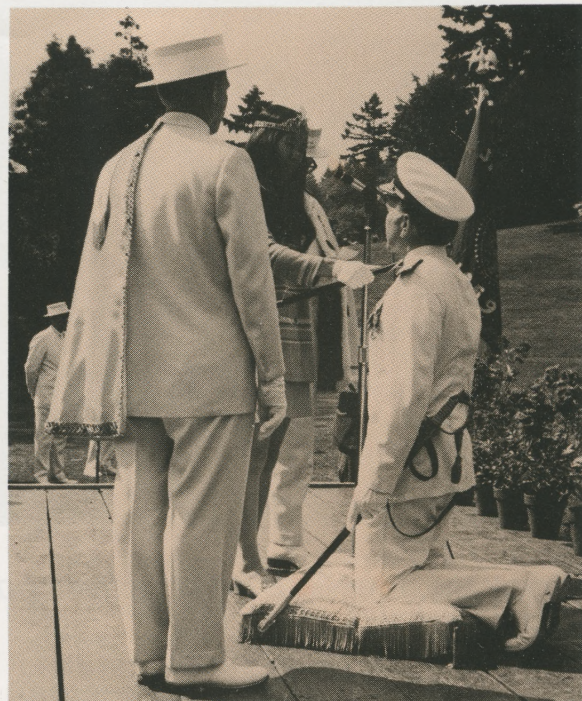
## Portland Rose Society Show

**T**HE ROSE SOCIETY show, largest and oldest of its kind in America, dates back to 1889 and is the historical predecessor of the Rose Festival itself. C.P. Keyser, for many years city parks superintendent and closely associated with roses since 1905, recalls the 1889 show:

-----  
 This initial show was held in the drill hall of the Bishop Scott Academy under the auspices of the Trinity Episcopal Guild, assisted by other ladies of the city. The date was May 21st; according to W.S. Sibson, "the affair was a most unqualified success. While the number of exhibits was small compared with more recent shows, the splendid size and quality of flowers displayed had without question much to do with awakening a general interest in rose culture in Portland."  
 -----

Today some 20,000 blooms are entered, in every conceivable category. Rose Society President this year is Mrs. Junna Elliott and show chairman is Dr. Thomas Reardon.

By tradition, the Queen opens the Rose Show, at 1 p.m. Thursday, June 7. She is traditionally accompanied by the Rose Festival President, Robert E. Franklin, and the Prime Minister of Royal Rosarians, Don Anderson. The Mayor, Neil Goldschmidt, or a representative of the mayor's office is also traditionally present for the ribbon-cutting.



*Friday, June 8, 10 a.m.,*

## Royal Rosarians Knighting Ceremony

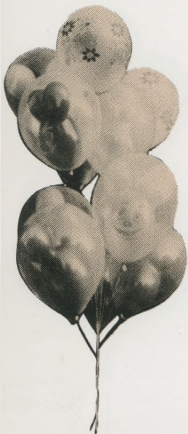
### Washington Park

Since their formation in 1912, the Royal Rosarians, official greeters of the City of Portland, have played an integral part in each Rose Festival. The Rosarians marshal the parades, escort Royalty, assist in Festival activities and each year present their own Knighting Ceremony in verdant Washington Park. Presiding this year will be Prime Minister B. Don Anderson and Prince Regent George Gannett.



*Royal Rosarian Knighting Through Six Decades*

OUR **65**<sup>th</sup> year



**JAPAN AIR LINES SALUTES PORTLAND / SAPPORO . . .** *sister cities*

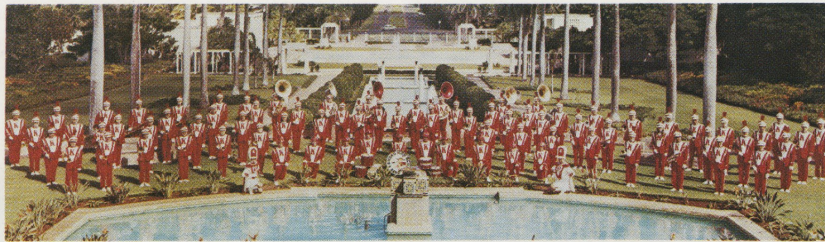
How to Fly, Japanese Style.

Our 747 Garden Jet  
is like our gardens at home.  
Elegant. Serene. Incomparable.



JAPAN AIR LINES





*Kahuku High School Band*

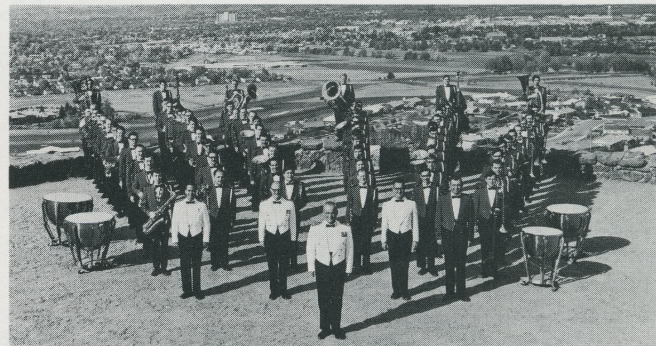


*Fairfield, Ohio*

*June 8, 8 p.m., Civic Stadium*

## **Festival of Bands**

Another new event in this year's Festival, promising to be the most spectacular of the newcomers. Visiting and local bands march and display their musical virtuosity on the Stadium turf, ending in a massed band concert. Performing will be the North American Air Defense Command concert band, the Kahuku High School Band from Oahu, Hawaii, and a combined band from School District No. 1. Three of the Festival's six visiting Guest Bands will be featured: Fairfield, Ohio; Scottsbluff, Nebraska; Durango, Colorado. Admission is by Rose Pin coupon.



*North American Air Defense Command Band*

## **Rose Festival Guest Bands**

Only a limited number of invitations to outstanding out-of-state bands are issued each year. These bands, numbering six this year, are the Official Guest Bands. Those invited this year are Durango, Colorado; Bullard of Fresno, California; Melrose, Minnesota; Fairfield, Ohio; Schuyler, Nebraska and Scottsbluff, Nebraska. Melrose, Schuyler and Bullard will appear in the pre-parade show at the Coliseum Saturday, June 9, the others in the Festival of Bands.



*Durango, Colorado*



*Bullard, Fresno, California*



*Scottsbluff, Nebraska*



*Schuyler, Nebraska*



*Melrose, Minnesota*

OUR 65<sup>th</sup> year



Saturday, June 9

### Grand Floral Parade Grand Marshal—Walter Brennan

**I**N THE Festival's 65th year, with the parade theme "Behind The Footlights," the perfect choice for Grand Marshal is Walter Brennan. The gravel-voiced triple Oscar winner typifies the excitement of the entertainment world. At 74, he is older than the parade itself, yet spry, modern and forward-looking. Born in Cambridge, Massachusetts, and identified in the public mind with Hollywood, Mr. Brennan has for many years owned property and lived much of his life in Oregon. He has been acting 46 years, loved every minute of it, and recently completed his third feature for Walt Disney Productions, "The One and Only, Genuine, Original Family Band." With 110 motion pictures and well over 200 television shows to his credit, Mr. Brennan's appearance in Portland's Grand Floral Parade adds another "first" to his lifetime record in show business.

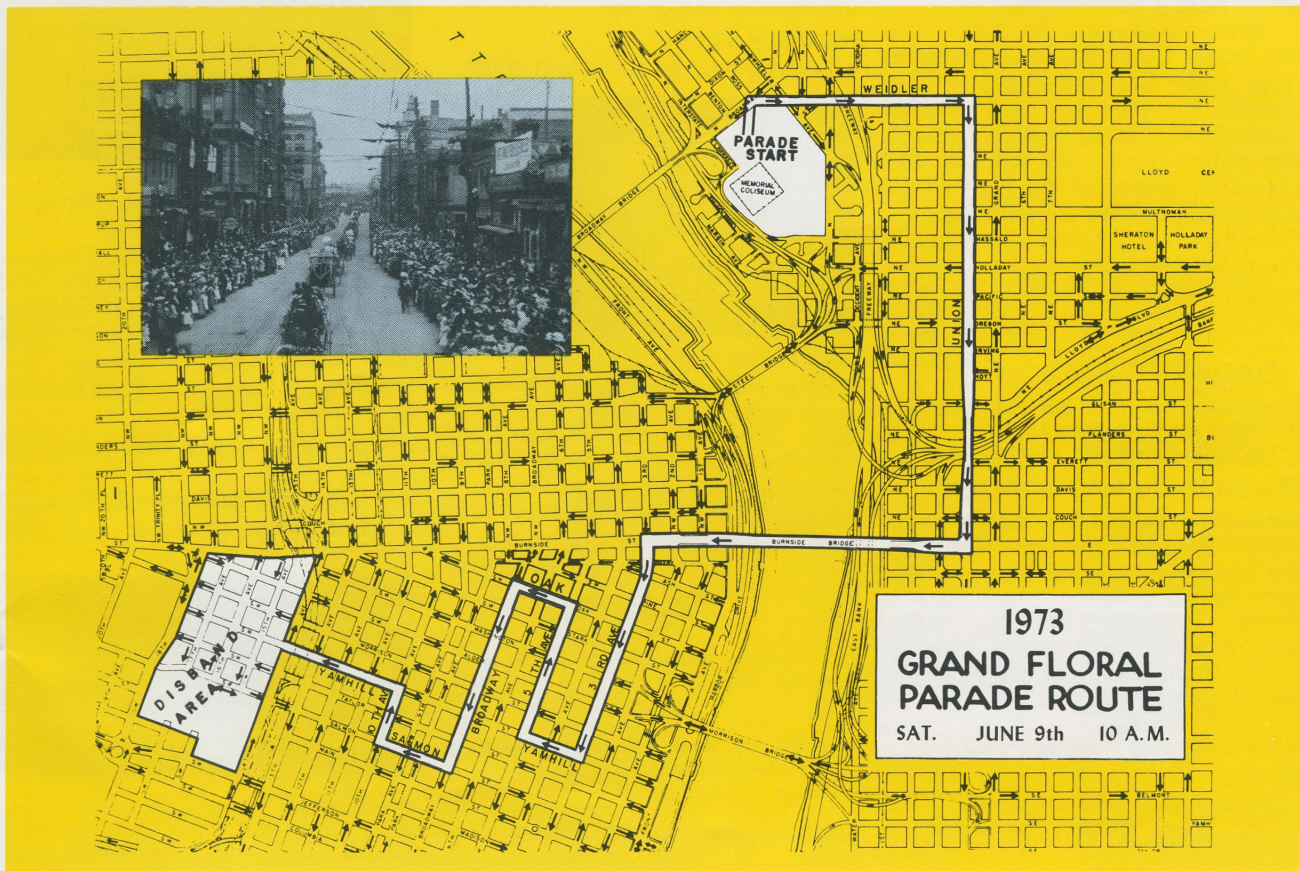
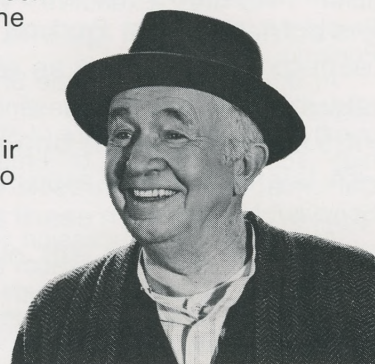
Since the first Festival in 1907 the Grand Floral Parade has continued to be the climax. All decoration must be floral, a standard which has kept the parade's purity of purpose and beauty intact through 65 Festivals. After the first Festival in 1907, Portland Post Card Company issued a

folder on "The Portland Rose Carnival and Fiesta." The introduction said, in part:

The grand pageant of floats, chariots and automobiles brilliantly decorated with carnival colors and floral beauty was wildly cheered. Smart equipages and gaily caparisoned horses vied with each other in claiming the plaudits of the vast concourse of enthusiastic spectators.

And when the blare of the sackbut and the twang of the psaltery had died away Portland awoke to find herself famous, and all the people arose to exclaim: "Long live The Rose City!" whose fiesta this souvenir has endeavored to make enduring by publishing its history in pleasing pictures.

Walter Brennan



OUR 65<sup>th</sup> year



# Saturday, June 9

1973 Grand Floral Parade—Theme "Behind The Footlights"

Pre-Parade Show 9 a.m.

Memorial Coliseum. Parade start, 10 a.m.

At daybreak, floats begin moving into place in the parking lot at Memorial Coliseum, preparatory to judging, which begins at 6:30 a.m.

The judging committee is again this year headed by Byron Glad of Portland. Judges are Mrs. Janet Baumhover of Portland, long associated with the dramatic arts; Mrs. Jo Hauck, Executive Manager of the Indianapolis, Indiana, "500" Festival; Charles Johnston of El Segundo, California, a floral expert and President of TELEFLORA; and John Pritchard, Executive Vice President of Evans Products in Portland.

At 9 a.m., the Pre-Parade Show begins in the Coliseum, presenting guest bands from three out-of-state high schools: Bullard of Fresno, California, Melrose, Minnesota and Schuyler, Nebraska.

At 10 a.m. the procession rolls into and through the Coliseum and onto the city streets to the plaudits of 400,000 spectators. To fit within TV time schedules, the parade is designed to run a maximum of two hours past a given point.

In previous years the Queen and her Royal Court and all dignitaries rode near the beginning of the parade. This year the Queen will appear approximately halfway through the lineup. Dignitaries will ride immediately ahead of the float which won their trophies, for example, the Governor will appear immediately before the float winning the Governor's Trophy.

## ORDER OF MARCH

(Code Number 1-36 are Floats; B are Bands, H are Equestrian Units.)

### COLOR GUARD DIVISION— Marshal: Donald H. Black

**B-1 Portland Police Motor Escort  
United States Air Force Color Guard**

**B-2 North American Air Defense Command Band**

From Colorado Springs, Colo., world's only two-nation military band, composed of servicemen from U.S. and Canada.

**H-1 King County Mounted Police**

Seattle, Wash., group noted for matched Palomino horses and silver tack. Each rider carries the American flag.

**B-3 Royal Rosarian Marching Unit**

Official greeter organization of City of Portland since 1912

**1. NORTHWEST NATURAL GAS COMPANY**



### Pinocchio

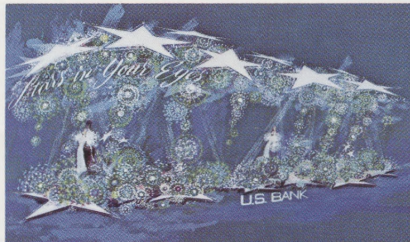
Last year's Sweepstakes winner is honored with first float position. The Gas Company float is entirely designed, built and decorated by employees. "First nighters" are Don and wife Doris Johnston, watching Pinocchio (Bret Johnson), Jiminy Cricket (Helen Anderson) and the Blue Fairy (Pattie Schuh.)

**B-4 Fairfield, Ohio, Senior High School Honor Band**

One of Mid-West's most traveled and most applauded bands appears as 1973 Honor Band, with 120 youngsters marching.

**H-2 Lyle H. Cobb**

**2. UNITED STATES NATIONAL BANK**



### Stars In Your Eyes

Theme of a 1939 Broadway musical is enhanced by Queens of three other Festivals: Kyle Barnhouse, Miss Sun Bowl from El Paso, Texas; Patricia Kelzer, Minneapolis Aquatennial, and Janet Troutman, Festival San Jacinto of San Antonio, Texas. Built by Festival Artists, Pasadena, Cal.

**B-5 Melrose High School Guest Band, Melrose, Minnesota**

**H-3 Marsha Watt, Princess, Ellensburg, Wash., Rodeo Court**

**H-4 Multnomah County Sheriff's Mounted Posse**

**3. KPAM**



### Hello Dolly

Giant Raggedy Ann doll beams at spectators, while costumed riders depict other beloved characters from Raggedy Ann books. Built by Floats Four Inc., Portland.

**H-5 Mrs. Bert Croshaw, Seattle, Wash.**

**H-6 St. Paul Rodeo Court**

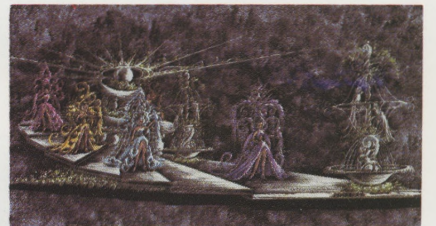
Queen Rebecca Ingram, Pamela Meisner, Sharon Nicks

## DIVISION NO. 1—

**Marshal: Dr. Charles E. Smith**

**B-6 Scottsbluff, Nebraska, High School Guest Band**

**4. PACIFIC NORTHWEST BELL**



### Follies

Recalls recent hit show, "Follies", which is reminiscent of shows produced by late great Flo Ziegfeld. Girls wear elaborate costumes and floral headpieces styled in Ziegfeld manner. Built by Herrin-Preston, San Marino, Cal.

**H-7 Clackamas County Sheriff's Mounted Color Guard**

**H-8 Clackamas County Sheriff's Mounted Posse**

**B-7 West Linn High School Band**

**5. PORTLAND GENERAL ELECTRIC COMPANY**



### South Pacific

A gnarled tree extends out over a South Seas island lagoon as giant

OUR 65<sup>th</sup> year





# Portland Rose Festival Association

## Directory of Members

The Portland Rose Festival Association is a non-profit volunteer organization governed by 50 directors, currently 49 men and one woman. Its purpose is to present an annual Festival to involve and promote the Greater Metropolitan Portland Area and to promote the rose as a symbol of the area.

The Association gets no income from taxes or other public money. Most of its events are free. It is supported

mainly by income from events, and by memberships. Individual memberships are \$25 and up, business memberships \$50 and up. Memberships are tax deductible as a business expense.

Following is a list of individuals, organizations and firms which are current paid members of the Festival Association. It is these members who help make possible the annual Rose Festival:

A-1 Silk Screen Products  
AMF Voit, Inc.  
Abbey Rents  
Ace Electric  
Acme Personnel Service, Inc.  
Acme Trading & Supply Co.  
Action Print & Litho, Inc.  
Ad-Mail, Inc.  
E.M. Adams & Co.  
Addressograph-Multigraph Corp.  
Aden & Josi  
H. Victor Adix Jr., M.D.  
Stan Adkins Builder, Inc.  
Air Filter Sales & Service  
Air West  
Airways-Rent-A-Car  
Alaska Steel Company  
Albert Ltd.  
Alberts Clinic  
Albertsons  
Albina Fuel Company  
Alexander & Alexander  
Alexander's Chrysler-Plymouth  
Allied Arts Studio  
Allied Safe & Vault Co., Inc.  
Allison Electric Company  
Allyns Cleaners-Troy Laundry  
Alpenrose Dairy  
Alpine Veneers, Inc.  
Amalgamated Sugar Company  
Amato Lanes & Restaurant  
American Brush Company  
American Bldg. Maintenance Co.  
American Data Service  
American Guaranty Life Ins. Co.  
American Honda Motor Company

American Industrial Serv. Co.  
American International Forest Products, Inc.  
American Linen Supply  
American Mail Line Ltd.  
American Savings & Loan Assoc.  
American Sheet Metal Works, Inc.  
American Steel, Inc.  
Ameron  
Arthur Andersen & Company  
H.A. Andersen Company  
Anderson Die & Mfg. Co.  
Francis H. Andrews  
Andrews & Andrews Equipment Co.  
Andrews Lumber Company  
Apcoa Division of ITT  
Ara Vista Beauty Salon  
Archer Blower & Pipe Co.  
Arden Farms Company  
Argay Company  
Armour & Company  
Robert Arneson Sales Agent  
Arrow Transportation Co.  
Artcraft Signs & Screenprtg.  
Arts Thriftway  
Ruth Ashbrook Bakery  
Asparros West  
Associated Meat Packers, Inc.  
Atiyeh Brothers, Inc.  
Atiyehs, Inc.  
Atkinson & Co.  
Atlantic Richfield Co.  
Atlas Steamship Co.  
Auto Glass Service Co.  
Auto Paint Service  
Auto Wheel Service, Inc.  
Automotive Equipment Co.  
Auto Dealers Assn. of Portland

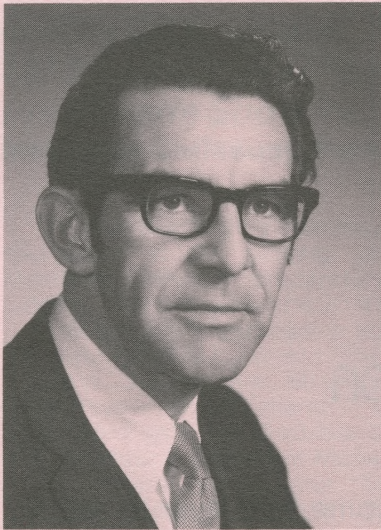
Avis Rent-A-Car System  
Azumano Travel Service  
B & D Development Co.  
Babler Bros., Inc.  
Badgley Manufacturing Company  
Dr. Paul F. Bailey Jr.  
Baisen Steak House  
Ball Ford Company  
Balzer Machinery Company  
Bank of California  
The Bank of Tokyo  
Bardsley & Haslacher, Inc.  
Bardy Trophy Company  
Barker Mfg. Co.  
Don E. Barnick  
David Barrows  
E.J. Bartells Company  
The Bassist Corporation  
Joe Battaglia  
Bauer Murphy & Assoc.  
Fred N. Bay News Company  
Beal Pipe & Tank Corporation  
Beal-Oliver Sandy Blvd. Clinic  
James Beam Distilling Co.  
Canfield Beattie, M.D.  
Beaver Engraving Company  
Beaver Heat Treating Corp.  
Bechtel Corporation  
Ray F. Becker Company  
Began Equipment  
Bemis Company, Inc.  
Benihana of Tokyo  
F.E. Bennett Company  
Benson Chemical Corp.  
Benson Hotel  
Benz Spring Company  
Charles F. Berg  
Ronald S. Berg

Berliners, Inc.  
Bernard Dental Offices  
Berry Insurance Agency  
Berven Carpets Corp.  
Bettendorf Enterprises  
Beverage Equipment Co.  
Biffs Seafood Restaurant  
Big Bird Inc.  
Big C Stores, Inc.  
Billings Bookkeeping Service  
Billings & Cronn Company  
Bingham-Willamette Co.  
Binyon Optical Co.  
G. Cyrus Bishop  
Robert A. Bitar  
Black & Company, Inc.  
Black, Helderline, Beck, Rappleye  
Black, Kendall & Tremaine, Attys.  
Blaesing Granite Company  
Blake, Moffitt & Towne  
Bruce-Emmett Company  
Blanchard Lumber Company  
Robert Blank Realty Co.  
Dr. Norman L. Bline  
Blitz-Weinhard Company  
Blore, Klarquist & Assoc.  
Blue Cross of Oregon  
Blyth & Company, Inc.  
Bocs Burgers  
Bodine-Cantril Clinic  
Dr. & Mrs. Gene V. Bogaty  
Boise Cascade Bldg. Products  
Boise Cascade Paper Mill Div.  
Bollons & Poss Realtors  
Bone & Joint Clinic  
Boquist, Bowen & Fisher  
Botsford & Goodfellow  
Bower Moving & Storage

Linden B. Bowman Realtor  
Bowmans Mt. Hood Golf Club  
Boyd Coffee Company  
Boyd Printing Company  
Brady-Hamilton Stevedore Co.  
Bralley & Graham  
Brand S Corporation  
Brewster Hot Coffee, Inc.  
Brewster, Burnett & Bailly  
Howard Brewton Gen. Contractor  
Briggs, A Division of Celotex Corp.  
British Motor Car Distributors  
Broadway Deluxe Cab Company  
Brod & McClung  
Brodie Hotel Supply  
Broms-Lonie  
Bromme, Selig, Oringdulph & Partners  
Broughton Lumber Company  
Bob Brown Oldsmobile  
Russell Brown Office Service  
Bruce-Emmett Company  
Dr. & Mrs. M. Dev Brunkow  
Bucher Realty, Inc.  
Buck Ambulance Service  
Buckaroo-Thermoseal, Inc.  
Builders Design & Drafting Service  
Bullier & Bullier Realty  
Bullington Wright & Assoc.  
Burlingame Flower Shop  
Burlington Northern  
Roy Burnett Motors, Inc.  
Burns Brothers Tire  
Burrows & Eggen  
Bush Gardens  
Business Equipment Bureau  
Business Mens Assurance Co.  
Drs. Butler, Reeh, & Thornfeldt  
Buxton Motors

OUR 65<sup>th</sup> year





Robert E. Franklin  
President



Hillman Lueddemann Jr.  
Vice President

## Portland Rose Festival Association—Directory of Members

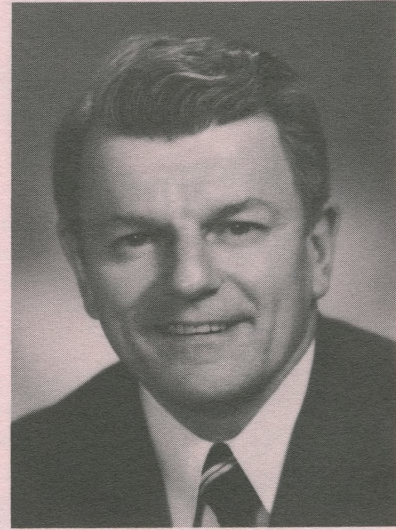
- C.I.T. Corporation  
Cadet Manufacturing Company  
Caffall Bros. Forest Products, Inc.  
Cage, Baratta, Harry & Assoc., Inc.  
Kenneth E. Cain  
Cake, Jauregui, Hardy, & Assoc.  
Cal-Dee Machinery Co.  
Cal-Roof Wholesale, Inc.  
Calaroga Terrace  
Campbell, Crane, & Rigging Service  
Campbell, Galt, & Newlands, Inc.  
Michael E. Campbell  
Campbell Copy Company, Inc.  
Campbell-Weiss Company  
The Canadian Imperial Bank of Comm.  
Canby Floral Company  
Garnett E. Cannon  
Canteen Company of Oregon  
Canton Grill  
Captains Corner  
Caravan Motor Hotel  
Drs. Carkner, C.G., D.N., D.C.,  
Optometrists  
Carmichael Oldsmobile, Inc.  
Carnation Company  
The Carnival  
Carpet Fashions  
John A. Carson  
Carter Mfg. Co.  
Cascade Construction Co.  
Cascade-Pacific Lumber Co.  
Cascade Shipping Co.  
Cascade Sports Car Club  
Case Power & Equipment  
Castle Watchers Campers Club  
The Castle  
Casual Village  
Cellocraft Bag Co.  
Centennial Mills  
Central Distributors  
Chamber of Commerce  
Chappell-Spears Mobile Home  
Chase Gardens  
Chase Bag Company  
Check Printing Company  
Chinese Garden Restaurant, Inc.  
Chins Kitchen  
Chown Electric Supply Company  
Christenson Oil Company  
Churchill Tours, Inc.  
City Rubber Stamp Co.  
Civic Parking Co.  
Clackamas Greenhouses  
Dr. Robert Clifton  
Clifton & Company  
Clow Roofing & Siding Co.  
Coast Auto Supply Company, Inc.  
Coast Mirror Company  
Coast Transport, Inc.  
Coats & Clarks Sales Company  
Coca-Cola USA  
Coe Manufacturing Company  
Cohn Brothers  
Coit Drapery Cleaners  
Coldwell Banker and Company  
Cole, Clark, & Cunningham  
Cole & Weber, Inc.  
Colhouer Construction Co.  
Collections Incorporated  
Collins & Erwin Piano Co.  
Collins Pine Co.  
Collins & Wilmes Cigar Co.  
Colonial Mortuary  
Columbia Distributing Company  
Columbia Knit of Portland  
Columbia Plywood Corp.  
Columbia River Pilots  
Columbia Steel Casting Co., Inc.
- Columbia Trane, Inc.  
Columbia Typewriter Co.  
Columbia Wire & Iron Works  
Columbian Bitocel Company  
Colwood Golf Course  
Combined Insurance of  
America  
Commerce Investment, Inc.  
Commerce Mortgage  
Commercial Displays  
Commonwealth, Inc.  
The Congress Hotel  
Charles Conkling & Sons, Inc.  
Consolidated Dairy Products Co.  
Consolidated Metco, Inc.  
Container Corp. of America  
Continental Air Lines, Inc.  
Continental Baking Co. Inc.  
Continental Can Company  
Continental Grain Co.  
Continental Porsche-Audi, Inc.  
Convoy Company  
Ward Cook, Inc.  
Dr. Ralph G. Cooper D.M.D.  
Coopers & Lybrand  
J.W. Copeland Yards  
Cordagency, Inc.  
Copenhagen, Inc.  
Cornell Howland  
Corsun Arms Motor Hotel  
Peter Corvallis Productions  
Cosmopolitan Motor Hotel  
Cotter & Company  
The Crab Bowl  
Dudley Craig Ltd.  
Credit Thrift Finance Manag. Corp.  
Cromwell Tailors  
Dr. Robert Crouch  
Crow Enterprises, Inc.  
Crown Brokerage Company  
The Crown Company  
Crown Zellerbach Corporation  
C. Harlan Cruse  
Cummins Oregon Diesel, Inc.  
Cupples Company  
Ed Curry Candies, Inc.  
Custom Furniture Rental Corp.  
Custom Stamping & Mfg. Co.  
Dahnken  
Daily Journal of Commerce  
Dales Catering Service  
D'Angelo's Hair Fashions  
Dan & Louis Oyster Bar  
Daniel Mann and Assoc.  
Danner Shoe Mfg. Co.  
Dant & Russell, Inc.  
The Davidson Company  
Davies, Biggs, Strayer, and Assoc.  
A.J. Davis & Sons, Inc.  
A.W. Davis Supply Company  
Davis, Alfred J. Company  
Davis, Joe B., M.D.  
Orthopedic Surgery Associates  
Day Music Company  
Dealers Supply Company  
Dean Distributing Co., Inc.  
Delap & Paul  
Del Monte Corporation  
Del Monte Meat Company  
Deluxe Check Printers, Inc.  
Demme Brothers, Inc.  
Denny, Wagener, Wright  
Dependable Pattern Works, Inc.  
De Sempie Typewriter Co.  
Designed Interiors, Inc.  
Diamond Fuel Company  
Dickensheets-Potter Company  
The Dickinson Company
- Dickson Drug Co.  
Diesel Equipment Company  
Dietrich Bye Griffin & Youel  
Dimitre Electric Co.  
Directors Furniture Co.  
Discount Fabrics  
S.W. Dittenhofer Jr.  
Douglas Forest Materials Corp.  
Donald M. Drake Company  
Ralph Driesen Clothiers  
H.A. Dryer Co.  
The Dublin House, Inc.  
Drs. E. D. DuBois & R. L. Baker  
Dun & Bradstreet, Inc.  
Dunis Distributing Co.  
Duo-Fast Oregon Company  
Durham & Bates Agencies, Inc.  
Eso Corporation  
ESP Factors  
Easterday Supply Company  
Eastern Air Lines, Inc.  
Robert L. Eaton  
Eaton Corporation  
Economy Oil Company  
H. Philip Eder  
Edwards Industries, Inc.  
Edwards-Kauffman Company  
Electrical Construction Co.  
Electrical Distributing, Inc.  
Electromatic, Inc.  
Elliott, Powell, Baden, & Baker  
Elmers Colonial House of Pancakes  
C.M. Emeis & Company  
Paul B. Emerick Company  
Emerson Hardwood Co.  
Marcel A. Empey, M.D.  
Empire Building Material Co.  
Dr. Ronald Y. Eng  
Enoch Manufacturing Company  
Eoff Electric Company  
Equitable Savings & Loan  
Equity Acquisitions Corp.  
Ernst & Ernst  
Evans Construction Company  
Evans Products Co.  
Everett Spencer Mobile Homes  
Exxon Company U.S.A.  
Familian N.W., Inc.  
Fanning Chevrolet  
Farmers Insurance Group  
Farrells Ice Cream Parlor Rest.  
Farwest Assurance Group  
Faunt, Bigel, Lewis, & Scott, CPA's  
Federal Sign & Signal Corp.  
Feenaughty Machinery Co.  
Fewel-Comer Co., Inc.  
Fibreboard Corporation  
The Fig Leaf  
Financial Associates, Inc.  
J. P. Finley & Sons  
Arnold J. Finstad  
Finzer Business Machines Corp.  
Firstbank Mortgage Corporation  
First Federal Savings & Loan  
First National Bank of Oregon  
First State Bank of Oregon  
Robert E. Fischer, M.D.  
Fish Grotto  
Jim Fisher Motors  
Fitzgibbon Glass Company  
Fleet Leasing, Inc.  
Floorcraft Carpet Co.  
Forchuk-Wold & Peyton  
The Florshiem Shoe Store Co.  
Flowers By Malcolms  
John F. Forbes & Company  
A. D. Ford & Sons  
Ford Industries Inc.
- Forecaster Manufacturing Co.  
Foremost Dairies  
Forentco  
Foster & Kleiser Company  
Rae N. Foster, M.D.  
Fought & Company  
Fowler Distributing Company  
Francis Motor Car Company  
Gerald W. Frank  
Benj. Franklin Fed. Savings/Loan  
Fraser Paper Company  
Freedom Bank of Finance  
J. A. Freeman & Son  
Freightliner Corp.  
Fresh Way Sanitation Inc.  
Friberg Electric Company  
Fryer's Quality Pie Shop  
Theodore W. Fryou  
Fulton Moving & Storage  
Future Products Co.  
GAF Corp.  
GAF Photo Service  
The Gable Funeral Home  
Galvanizers Company  
Garbarino, Arighi, Marracci & Co.  
Gardner & Beeson Company  
Garrett Freightlines Inc.  
Gateway Volkswagen  
Gender Machine Works Inc.  
General Appraisal Company  
General Distributors Inc.  
General Motors Acceptance Corp.  
General Teamsters Local 162  
General Telephone Co. of the N.W.  
General Tool & Supply  
Genuine Parts Company  
George & Son Cutlery  
Georgeson & Company Inc.  
Georgetown Manor  
Georgia-Pacific Corporation  
Gerber Advertising Agency  
Gerlinger/Arnold/Reger & Co.  
Doug Gerow  
Gevurtz Furniture Co., Inc.  
GI Joes Inc.  
Gibbons & Reed Company  
Paul O. Giesey  
Familian N.W., Inc.  
Gladys Gilbert Studio  
Gilbertson Machine Shop  
J. K. Gill Co.  
Gillespie-Petersen Brokerage  
Gillespie Decals Inc.  
Gillette Lawrence & Co., Inc.  
The Gilley Company  
Gilmore Steel Corporation  
AI C. Giusti Wine Co.  
G. Glanz & Son Disposal Service  
Glanz Bros. Sanitary Service  
Globe Ticket Co. of Wash.  
Dr. Leonard M. Goldberg  
The Goldsmith Co.  
W. F. Goodrum  
John Graham Co.  
Grand Metal Products Corp.  
Granning & Treece Finance Co.  
Grant & Roth Plastics Inc.  
Graphic Arts Center  
Graziano Produce  
Great Western National Bank  
Great Western Plywood Ltd.  
Green Transfer & Storage Co.  
Greggs Food Products  
Carl Greve Jeweler  
Ray V. Grewe, M.D.  
Greyhound Van Lines Inc.  
Griggs Bros.  
Ray Grimshaw Inc.
- Mr. John Grossman  
Gunderson Bros. Engineering  
Clayton K. Gross, D.M.D.  
H & R Block Co.  
Dr. C. H. Hagmeier  
Hall Tool Company  
Halton Tractor Company  
Carl M. Halvorson Inc.  
David B. Hamilton  
Hampton Lumber Sales Co.  
Hanna Industries  
Vivian Hanson Travel Service  
Homer H. Harris, M.D.  
Harris Upham & Company  
The Harver Company  
Harvester Cider  
Haskins & Sells, CPA  
Mr. Harl Haas  
Haughton Elevator Company  
Bill Hay Inc.  
Edmund Hayes  
Hayden Island Inc.  
Ben H. Hazen  
Heathman Hotel  
L. D. Heater Music Co.  
Heathman Hotel Drugs  
Theron L. Hedgpath  
R. A. Heintz Construction Co.  
Harold Heller  
John Helmer Haberdasher  
J. Henry Helser & Company  
Charlie Helwig Inc.  
W. P. Hemenway Company  
Hennessey Goetsch & McGee  
Herrin-Preston Parade  
The Hertz Corporation  
H. A. Herzog  
Herzog Motors  
Bart Hess Building Contractor  
John J. Hess  
Hessell Tractor & Equip. Co.  
The Hickory Stick  
G. Spencer Hinsdale  
Hippopotamus Restaurant Mr. C's  
Hit Parade Music Co.  
Hobart Sales & Service  
Hoch & Selby Co.  
The Holland Inc.  
Hollywood Furniture Co.  
Edw. Holman & Son Inc.  
Holman Transfer Co.  
Home Builders Association  
Hood River Distillers Inc.  
Hot Coffee Service Inc.  
House of Carpets  
Howard-Cooper Corp.  
R. B. Howell  
I. L. Jack Howk  
Robert J. Howland  
Hubers Restaurant  
Hung Far Low  
Isaac D. Hunt  
Huntington Rubber Mills  
Hyatt Lodge  
Hyster Sales Co.  
IBM Corporation  
IR Equipment Corp.  
Imperial Hotel Inc.  
Imperial Paint Co.  
Imoport  
Industrial Air Products  
Industrial Refrigeration & Equip.  
Instant Pattern Corp.  
Intl. Brotherhood Electrical Workers  
Intl. Harvester Co. of America  
Intl. Shipping Company  
Interstate Training Service

our 65<sup>th</sup> year





Mel Carpenter  
Secretary



Robert Hazen  
Treasurer

## Portland Rose Festival Association—Directory of Members

The Irwin-Hodson Company  
ITE Imperial Corp.  
J & J Construction Co., Inc.  
Jade West Restaurant  
Jacqueline Shops  
Fred S. James & Company  
Jantzen Inc.  
Japanese Ancestral Society  
Jayvee Brand Inc.  
Staff Jennings Inc.  
A. Robert Jensen  
Jensen Investment Company  
B. P. John Furniture Corp.  
John L. Jersey & Son, Inc.  
Jewett Barton Leavy & Kern  
Joe's Hollywood Shell Service  
John's Meat Market  
John's Stationery & Printing Co. Inc.  
A. R. Johnson Electric  
Johnson Acoustical Supplies  
Johnson & Higgins of Ore. Inc.  
Johnson-Lieber Company  
Joint Council of Teamsters 37  
Mr. Dean L. Jones  
L. L. Jones & Son  
Jones Photo Service  
Joslyn Pacific Company  
Jr. League of Portland, Ore.  
Don Juan's Mexican Imports  
KATU Television  
KEX Golden West Broadcasting  
KING Broadcasting KGW  
KISN Star Broadcasting Inc.  
K & K Photo Finishing Inc.  
KPAM-FM Stereo  
KPDO Inc.  
KPOJ Radio  
KPTV  
KWJ Radio Station  
KYXI Radio Station  
K-Mart Store 4288  
K-Mart Store 4406  
K-Mart Store 4435  
K-Mart Store 4455  
K-Mart Store 3025  
Kaady's Service Station  
Kahl's Interiors  
Kaiser Foundation Health Plan  
Kalberer Hotel Supply Co.  
Kalt Manufacturing Company  
Keane & Associates, Lawyers  
Paul E. Keeney Company  
Kelley-Clarke Company  
Harold Kelley's Inc.  
Kelley's Olympian Co.  
Kendall Lumber Mill  
Kennell-Ellis Photographers  
Kenton Machine Works Inc.  
Kern Park Floral Co.  
Kerr Grain Corp.  
Keyser, C. P.  
Kienow's Food Stores  
Kilham Stationery/Printing Co.  
Robert S. Kinoshita, M.D.  
Lynn Kirby Ford  
Klawe Mehlig & Assoc.  
Kleenair Products Company  
Karl J. Klein Inc.  
Dr. Edward K. Kloos  
Knapp Printing Company  
Knappton Towboat Company  
Kneisel Travel Inc.  
Frank Knoll Printing  
Koppers Company Inc.  
Kraft Foods Company  
J. Donald Kroeker & Assoc.  
Kubla Khan Food Co.  
Kubli-Howell Company

Kuhnausen's  
Kuni Cadillac Inc.  
Ladd Estate Inc.  
George H. Lage, M.D.  
LaGrande Industrial Supply Co.  
Laird & Campbell, M.D.  
Lamb-Weston Inc.  
A. B. Lambert  
Lamm Motor Co.  
Landry S Carpets  
Michael B. Leahy  
Laventhol, Krakstein, Horwath & Horwath  
The George Lawrence Co.  
Lawrence Warehouse Co.  
Lawson Construction  
Irvin Layton  
Ralph Leber Company Inc.  
Lennox Industries Inc.  
Dorothea Lensch  
Russell W. Lentz  
Lerner Shops  
Let's Dine Out Co.  
Levin Hardware  
Morris Levin  
Lewis Bros. Inc.  
Lewis & Clark College  
Lido Restaurant  
Lile Mayflower  
The Charles H. Lilly Co.  
Lincoln-Memorial Park  
Erv Lind Flowers Inc.  
Lipman Wolfe & Company  
Litho-Art  
The Little Chapel of the Chimes  
Lloyd Corporation Ltd.  
Lloyd's Furniture  
Lomac Motors Inc.  
Loomis Armored Car Service Inc.  
John W. Loomis, M.D.  
Lord Electric Co., Inc.  
Losli Inc.  
Louisiana-Pacific Corp.  
Tommy Luke Flowers  
Lumber Products  
MJB Company  
Maddox Transfer & Storage  
I. Magnin & Co.  
Mail-Well Envelope Co.  
Mailliard & Schmiedell  
Maletis & Thorpe  
Mall 205  
Mallory Hotel  
Ed Malone Agency  
Management Recruiters  
Manchester Company  
Manitou Equipment Company  
Charles Manlove, M.D.  
Manpower Inc. of Portland  
Marios Inc.  
Mr. Melvin Mark, Jr.  
Dr. R. Kent Markey  
Marsh & McLennan Inc. of Ore.  
Mr. Ray F. Martin  
Maryland-Pacific Cone Co.  
Mason Bruce & Girard  
The Matternhorn Restaurant  
Maydwell & Hartzell Inc.  
Mayer Bros Inc.  
Mayflower Farms  
McCall Oil Company  
McCann Erickson Inc.  
McCloskey Varnish Co. of the N.W.  
McColloch/Dezendorf & Assoc.  
McComas & Associates, Inc.  
McCormick & Baxter Creosoting  
McCracken Bros. Motor Freight  
McKee Pontiac  
McKesson & Robbins Inc.

Matthew McKirdie, M.D.  
McNeil/Bloodworth & Hawes  
Bud Meadows Ford Inc.  
S P Meat Market  
Medical Clinic  
Media Service Center Inc.  
Mega Coffield Kazanjian Inc.  
Meier & Frank Company, Inc.  
Merck, Sharp & Dohme  
Merrill, Lynch, Pierce & Assoc.  
Metalclad Pacific Asbestos  
Metallurgical Engineers  
Metropolitan Printing Company  
Metropolitan Security  
Fred Meyer Inc.  
Dr. James V. Meyer  
Midway Lumber Supply  
Miller Anderson Nash & Assoc.  
Miller Paint Co., Inc.  
Miller's for Men  
Milliman & Robertson  
J. C. Milne  
Joseph A. Minott  
Everett Mitchell Advertising  
Mitchell Lewis & Staver  
Mitsui & Co. USA, Inc.  
Mize Kriesien Fewless & Assoc.  
Mobil Oil Corporation  
Moffatt Nichol & Bonney Inc.  
Monarch Single Company  
Monte Carlo Restaurant  
Dr. T. Montgomery  
Montgomery Ward & Company  
Moore Dry Klyn Company  
R. Burke Morden  
Martin T. Morlan Plumbing  
W. Bruce Morrison Consulting Engr.  
Morrison Oil Company  
MEC&C Advertising Inc.  
Morton's Shoe Stores Inc.  
Moss Adams & Co.  
Mt. Hood Radio & TV Broadcasting  
Tommy Luke Theatres  
Dr. Earl C. Muck  
Multnomah Athletic Club  
Multnomah County Medical Society  
Multnomah Hot Rod Council  
Multnomah Kennel Club  
Multnomah Typographical Union 58  
Munnell & Sherrill Inn  
Harold Murphy  
Murphy Publications  
Murray McBride & Assoc.  
Mutual Wholesale Drug  
Myers Drum Company  
Nalley's Fine Foods  
National Biscuit Company  
National Car Rentals  
National Cash Register Co.  
National Mortgage Company  
R. W. Neighbor & Company  
Neighbors of Woodcraft  
Paul Neils  
Ness Produce Co.  
The Neurological Clinic  
New York Merchandise Co., Inc.  
J. J. Newberry Company  
Robert Newell  
A. D. Newman Company  
Nicolai Company  
Niedermeyer-Martin Company  
Dick Niles Inc.  
Nob Hill Pharmacy  
Dr. Noles, Optometrists  
Nor-Air Inc.  
Nordstrom's  
Norene Tire & Battery Company  
Norris, Beggs & Simpson

North Coast Electric Company  
North Coast Seed Company  
North Pac. Cannery/Packers Inc.  
North Pac. Grain Growers Inc.  
North Pacific Supply Co., Inc.  
Northwest Acceptance Corp.  
Northwest Airlines Inc.  
Northwest Copper Works Inc.  
NW Electric Light & Power  
NW Foundry & Furnace Co.  
Northwest Grocery Co.  
Northwest Ind. Laundry Co.  
Northwest Insurance Co.  
Northwest Lift Slab Co., Inc.  
NW Livestock Prod. Credit Assn.  
Northwest Marine Iron Works  
Northwest Motor Welding  
Northwest Natural Gas Co.  
Northwest Pantry Inc.  
Northwest Schools Inc.  
Northwest Textbook Depository  
NW Truckstell Sales Inc.  
Northwestern Inc.  
Northwestern Agencies Inc.  
NW Ice & Cold Storage Co.  
Norwest Publishing Co.  
Nudelman Brothers  
Nu-Way Printing & Envelope Co.  
The Oaks Amusement Park  
Tom Ogle Prescriptions  
The Old Country Kitchen  
Old Spaghetti Factory  
Oliphant & Bates Insurance Co.  
Olsen Roe Transfer Company  
Olympia Brewing Company  
Omark Industries Inc.  
O'Neill Transfer Company Inc.  
Open Road Industries  
Opti-Craft Inc.  
Oregon Asphaltic Paving Co.  
Oregon Audio Video System  
Oregon Automobile Insurance Co.  
The Oregon Bank  
Oregon Blue Print Company  
Oregon Culvert Company  
Oregon Handling Equip. Co.  
Oregon Laundry Cleaners  
Oregon Leather Company  
Oregon Marine Supply Company  
Oregon Mutual Savings Bank  
Oregon Pacific Industries  
Oregon Physicians Service  
Oregon Pioneer Savings & Loan  
Oregon Portland Cement Company  
Oregon Printing Plates  
Oregon Railroad Assoc.  
Oregon Region SCCA  
Oregon Steel Mills  
Oregon Toro Distributors Inc.  
Oregon Transfer Company  
Oregon Transformer Works  
Oregon Typewriter & Record Co.  
Ore. Whse Novelty Co., Inc.  
Oregon Worsted Company  
The Oregonian Publishing Co.  
Oroweat Bakers Inc.  
Orthopedic Surgery Associates  
Otis Elevator Company  
Owens-Illinois Glass Company  
Owens-Corning Fiberglass  
Dr. Albert A. Oyama  
PHA Life Insurance Co.  
Pacific Building Materials  
Pacific Coast Nursery Inc.  
Pacific Coca-Cola Bottling Co.  
Pacific Color Plate Company  
Pacific Diesel Power Company  
Pacific Finance Loans

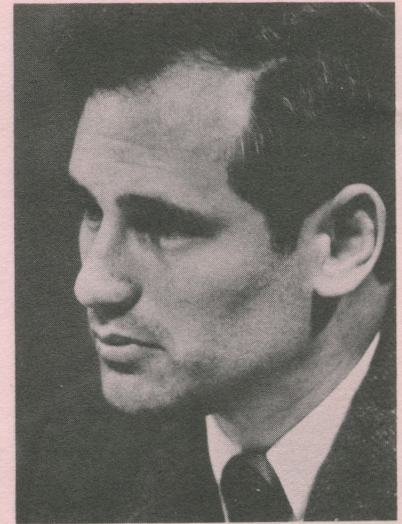
Pacific 1st Fed. Savings & Loan  
Pacific Fruit & Produce Co.  
Pacific Hrdwre. & Elec. Co. Inc.  
Pacific Machine & Tool Steel Co.  
Pac-Mar Services  
Pacific Meat Company Inc.  
Pacific Metal Company  
Pacific National Advertising  
Pacific Northwest Bell  
Pacific Plastic Pipe Co.  
Pacific Power & Light Company  
Pacific Steel Warehouse Co.  
Pacific Supply Cooperative  
Pacific Trailways  
Packer-Scott  
Packouz Jewel Box Inc.  
The Pagoda  
Painting & Decorating Contractors  
Pak-Well Paper Prod. Company  
Pan American World Airways Inc.  
Pancake Corner Inc.  
Paper Mills Agency of Ore., Inc.  
Paramount Pest Control Inc.  
Paramount Supply Co.  
Park Haviland Hotel  
Parr Lumber Company  
Patrick Lumber Company  
M. F. Patterson Dental Supply  
G. W. Paulson Company  
Payless Drug Warehouse  
James C. Payne  
Peat, Marwick, Mitchell & Co.  
Peco Inc.  
C. L. Peck Contractor  
Peerless Pacific Co., Inc.  
Peerless Division-Royal Indust.  
Piedleton Woolen Mills  
Peninsula Plumbing  
Pennwalt Chemical Corp.  
J. C. Penney Co.  
Pepsi-Cola Bottling Company  
R. G. Peters Builder Inc.  
Peters Office Supply Company  
A. V. Petersen Company  
Richard J. Petersen, M.D.  
Mrs. Lewis Pfeifer  
Phillips Electronics Inc.  
Photo-Art Commercial Studios  
Physicians Optical Service  
Piedmont Hardware Company  
Pierre's French Bakery  
Phi Transfer & Storage Co.  
V. M. Philip & Son Inc.  
Pine Street Company  
Don J. Pinson Associates Inc.  
Pioneer Fruit Distributors Inc.  
Pioneer National Title Ins. Co.  
Piper Jaffray & Hopwood  
Plaza Pool Company  
Plumbers Supply  
Plymart Inc.  
Pollock Motors  
Ponchos Restaurant  
Poor Richards Restaurant  
Poorman-Douglas Corp.  
Pope & Talbot Inc.  
Poppers Supply Company  
Porter-Scarpelli Macaroni Co.  
Portland Auto Auction  
Portland Better Business Bureau  
Portland Bolt & Mfg. Co.  
Portland Buckaroos  
Portland Bottling Company  
Portland Casket Company Inc.  
Portland Center Development Co.  
The Portland Clinic  
Portland Coin-O-Rama  
Portland Concrete Pipe Co.

OUR 65<sup>th</sup> year





Clayton W. Hannon  
Executive Manager



Hon. Neil Goldschmidt  
Mayor of Portland

## Portland Rose Festival Association—Directory of Members

Portland Contractors Supply  
Portland Cutlery Co.  
Portland Distributing Co.  
Portland Electric & Plumbing Co.  
Portland Elevator Company  
Portland Federal Savings  
Portland Fish Company  
Portland Frozen Foods  
Portland General Electric Co.  
The Portland Hilton  
Portland Laundry & Dry Cleaners  
Portland Lodge No. 142-BPOE  
Portland Machinery Company  
Portland Meadows Inc.  
Portland Memorial  
Portland Orthodontic Group  
Portland Orthopedic Clinic  
Portland Paper Box Company  
Portland Precision Mfg.  
Portland Stevedoring Company  
Portland Trailer Court  
Portland Wholesale Groc. Co.  
Portland Willamette Company  
Portland Wire & Iron Works  
Portland Women's Forum  
Portland Woolen Mills Inc.  
Postal Instant Press  
Arthur S. Potwin  
Poulson-Wilson Inc.  
S. J. Pounder Realty Co.  
Pownall Taylor & Hays  
Arthur A. Pozzi Company  
Precision Castparts Corp.  
Premier Gear & Machine Works  
Premium Oil Company  
Price Waterhouse & Company  
Art Priestley Oil Company  
Print-Right Copy Center  
Printing Pressmen's Union No. 43  
The Printshop  
Process Sign Company  
Progress Electronics Co. of Ore.  
Pronto Pup Co., Inc.  
Property Counselors Inc.  
Prudential Insurance  
Publicity Providers  
Purdy Brush Company  
Radio Cab Company  
Rainier Brewing Co.  
Ramada Inn  
Ramsay Signs Inc.  
Taylor Ramsey  
Rancho Self Service Flowers  
Ed Randall's Chevytown  
Don Rasmussen Co.  
Raven Creamery  
Ray G Wagner  
Ray's Food Service  
Red Carpet Catering Service  
The Red Steer  
Dr. Raymond M. Reichle  
Reid-Strutt Co., Inc.  
Raimers & Jolivette  
Raingold Jewelers  
Reliable Shoe Store  
Reliable Transfer Co., Inc.  
John F. Rennie  
Ron Rentfrow  
Reppert Clark & Howard  
Reppert & Company  
Republic Cafe  
Rhodes  
Rian's Incorporates  
Rich Manufacturing Company  
Richardson Advertising Agency  
C. E. Riggs Inc.  
The Ringside

Risbergs Truck Line  
River Queen  
Riverside West Motor Hotel  
Riviera Motors Inc.  
Riverview Abbey Mausoleum Co.  
Roberts Motor Company  
Robertson Factories Inc.  
Rockey/Marsh Pub. Rel.  
Rodda Paint Co.  
Rodeway Inn  
Rogers Construction Co.  
Rol-Away Truck Mfg. Co., Inc.  
Roos-Atkins  
Roosevelt Hotel  
Rose City Awning Co.  
Rose City Paper Box Inc.  
Rose City Sound Inc.  
Rose City Upholstery  
Rosenblatt's  
Roses by Fred Edmunds  
Rose's Restaurant  
Dr. Cecil J. Ross  
Dr. William M. Ross  
Rotegard George  
W. G. Rovang & Assoc.  
Roy and Molin Inc.  
Royal Beer Distributors  
Royal Inn of Portland  
Royal Rossians  
E. John Rumpakis  
Russell, Hoppe, Keller, Balfour  
Ben Rybke  
Ryder Printing  
S & W Fine Foods Inc.  
Sabre Construction Company  
Safeco Insurance Co. of America  
Safeway Stores Inc.  
Safeway Scaffold Co.  
St. John Drug Company  
Sandberg Heating & Fuel Co.  
Sanderson Safety Supply  
Sandwell International Inc.  
Sandy Boulevard Dodge  
Sandy Blvd. Veterinary Clinic  
Sandycrest Terraces  
Sandy's Camera Shop  
Santry Tire Company  
C. H. Savage Company  
Paul Schatz Furniture Co.  
Schermehorn Bros. Inc.  
E. Carl Schiewe, Contractor  
Schlegel Typesetting Company  
Schmitt Steel Inc.  
George W. Schoeffel  
Dr. Louis B. Schoel  
Schulz Sanitary Serv., Inc.  
Schultz, Wack & Weir Inc.  
Schumacher Fur Co.  
Peter A. Schwabe, Attorney  
Mr. and Mrs. Ralph Scolatti  
Seagram-Distillers  
Sealco  
Sealy Mattress Co.  
Sears Roebuck & Company  
Securities-Intermountain Inc.  
Security Bank of Oregon  
See's Candies Inc.  
Sefton Can & Plastic Division  
Servomation of Portland Inc.  
Shannon & Wilson Inc.  
Shaw Surgical Company  
Sheet Music Service of Portland  
Shell Oil Company  
Shepard Business Forms Company  
Sheraton Motor Inn  
Sherwood & Roberts  
E. W. Shields Inc.  
Scoa-Gallenkamp's

Showboat Restaurant & Lounge  
Shuler Rankin Myers & Walsh  
M & H Sichel  
Silver Eagle Company  
Silver Falls Packing Co., Inc.  
Silver Wheel Freight Lines  
Simmons Credit Co.  
The Simms Company  
Charles Simon  
Simpson Timber Company  
Sinclair & Valentine Co.  
Singer Sewing Machine Company  
W. C. Sivers Company  
Six Robbles Inc.  
Skidmore, Owings & Merrill  
Sky Chefs Inc.  
Skutt & Sons  
Lyman Slack Motors  
I. L. Sletta Company  
Donald C. Sloan & Company  
Small Parts Manufacturing Co.  
Allan A. Smith, Attorney  
Mr. & Mrs. Edgar Smith  
Smith's Home Furnishings Inc.  
Hilton Smith Associates  
Dr. Vinton D. Sneed  
Snelling & Snelling  
Snyder Roofing Company  
Howard Somers  
Southeast Roofing Co.  
Southland Corporation  
Souther, Spaulding & Kinsey  
Spear Beverage Company  
Sam Speciale Office Machines Inc.  
Specialty Woodworking Co., Inc.  
The Speck Enterprises Inc.  
Sperry & Hutchinson Company  
Waldemar Spilid  
Sam J. Sposito Lighting Specialties  
Spouse-Reitz Co., Inc.  
Stagecraft Industries Inc.  
Stamm & Stuart Insurance Mgt.  
Standard Oil Co.  
Standard Printing/Office Supply  
Standard Steel & Metal Company  
Star Machinery Company  
Stark Plumbing & Heating Inc.  
States Steamship  
Art Stearns Tires Inc.  
Drs. Stearns, Fearl & Brees  
Wm. M. Stebbins  
Steinfelds Products Company  
C. E. Stevens Company  
Stevens-Ness Law Publishing Co.  
Stevens & Son  
Stevens/Thompson/Runyan  
Stewart & Tunno Insurance  
Stewart-Warner Alemitte Sales  
H. J. Stoll & Sons Inc.  
Storey Tool & Die Works  
Jack P. Stuhl  
Sumitomo Shoji America Inc.  
Sunset Fuel Company  
Sunset Tours  
Sunshine Dairy  
Surgical Sales Inc.  
Sweetriar Inn  
System Auto Parks  
T I M E  
Tamblyn & Assoc., Atty.  
F. M. Tarbell Co.  
Taurus  
Taylor & Co., Inc.  
Taylor Electric  
Teeple & Thatcher  
Tektronix Inc.  
Teller Construction Co.  
Temp-Control Corp.

Tempo Furniture Corp.  
Tenneco Chemical Co.  
Joe Teresi  
Texaco Inc.  
D. P. Thompson Co.  
Thompson Metal Fab.  
Norm Thompson Outfitters  
R. C. Thompson & Son Inc.  
Thristee Market No. 1  
Thuemmel/Marx & Whiting Inc.  
Thunderbird Motel & Restaurant  
Thunderbird Motor Inn  
Tice Electric Co.  
Tie Bar  
Tile Distributors Inc.  
Timberline Equipment Co.  
Time Oil Co.  
Title Insurance Co. of Oregon  
Mary Tonkin Ford Sales  
Moe M. Tonkon, Attorney  
Tops All Foods Inc.  
Totem Transit Co.  
Touche, Ross, Bailey & Smart  
Tower Oil Co.  
Town Concrete Pipe Inc.  
Toyota Motor Distributors  
Tracey & Company Inc.  
Trade Litho Inc.  
Tradewell Stores Inc.  
Trans Western Express  
Transamerica Title Ins. Co.  
Transmission Exchange  
Trans Pacific Leasing Inc.  
Travel Counselors Inc.  
Treck Photographic Inc.  
Tri City Bowl  
Tri-Met  
Triangle Milling Co.  
Trixler Brokerage Co.  
Timfab  
Tube Forgings of America  
Tucker-Emmrich Co.  
Uhlemann Optical Co. of Oregon  
Unigard Insurance Group  
Union Ave. Motel  
Union Carbide Corp.  
Union Oil Co. of California  
United Adjusters Inc.  
United Air Lines  
United Brokers Co.  
United Finance Co.  
United Parcel Service  
United Salad & Produce  
United States Bakery Inc.  
U. S. National Bank  
US Plywood Corp.  
Utility Trailer & Equipment  
Valley Plaza  
Valley Truck Service  
Vancouver Furniture Company  
Van Duyn Chocolate Shops Inc.  
Van Kirks Florist  
Van Water & Rogers Inc.  
Dr. John G. Vandenberg  
Victoria Station, Inc.  
Viking Automatic Sprinkler Co.  
Viking Industries Inc.  
Village Inn Pancake House  
Dean Vincent Inc.  
Vinton Company  
Vista-St. Clair Inc.  
William Volker & Company  
Volvo Western Dist. Inc.  
J. M. Vranizan Company  
Waddle's Restaurants  
R. M. Wade & Company  
Wagner Mining Equipment Inc.  
Wakehouse Motors Inc.

Clarence Walker Flowers  
Wallace Buick Company  
Wallace Security Agency Inc.  
Walston & Company Inc.  
Walton Tailoring  
Wanke Panel Company  
Norm Thompson Outfitters  
Wayne's Photo Finishing  
Watson's Valley Pharmacy  
Wayne's Photo Finishing  
Weatherite Co.  
Weiler Chevrolet  
Weisfield's Inc.  
H. A. Weiss  
John Welch Dental Depot Inc.  
Mr. & Mrs. H. B. Wendell  
Wentworth & Irwin Inc.  
West Coast Orient  
West Coast Business Inv. Ltd.  
Western Paper Company  
West Coast Picture  
Western Air Lines Inc.  
Western Auto Supply Comp.  
Western Business Builders  
Western Electric Co., Inc.  
Western Elec.-Columbia River  
Western Equipment Co. of Portland  
Western Food Company  
Western Kraft Corp.  
Western Machinery Corp.  
Western Photo Mount Company  
Western Propane Inc.  
Western Savings & Loan  
Western Transportation Co.  
Western Wood Manufacturing  
Westinghouse Electric Corp.  
Weyerhaeuser Company  
C. H. Wheeler  
White Motor Corp.  
White Rock Bottling Co.  
White Stag Manufacturing Co.  
White, Sutherland, Brownstein, Pr.  
Dr. James M. Whitley  
Widing Transportation  
Widmer Plumbing & Heating Co.  
Stan Wiley Inc.  
Rudie Wilhelm Warehouse Co.  
Willamette Industries Inc.  
Willamette Savings & Loan Asn.  
Willamette View Manor Inc.  
Lew Williams Cadillac  
Williamsen & Bleid Inc.  
Willoughby Hearing Center  
Wile Enterprises, Inc.  
Wilshire Medical Center  
Pete Wilson Realty, Inc.  
Window Products, Inc.  
Winter Products Co.  
Wolf & Company  
Wolf-Zimmer-Gunsul-Frasca-Ritter  
Wolsborn Properties  
Woodbury & Company  
Woodland Park Hospital  
Wymore Transfer Company  
Yaws Top Notch  
Ye Olde Towne Crier  
Yerger & Meyer CPA  
Porter Yett, Jr., General Contractors  
Arthur Young & Company  
Zeero Ice Company  
Zell Bros.  
Werner E. Zeller, M.D.  
Zellerbach Paper Company  
Zidell Machinery Supply Co.  
A.J. Zinda Company  
Zukors

OUR 65<sup>th</sup> year



# Grand Floral Parade

**Saturday, June 9**

**1973 Grand Floral Parade—Theme "Behind The Footlights"**

**Pre-Parade Show 9 a.m.**

**Memorial Coliseum. Parade start, 10 a.m.**

butterflies hover around the trunk, slowly waving their exotic wings. A straw-thatched Polynesian hut sets off the scene. Builder Festival Artists.

**H-9 Sonja Copeland, Reno, Nevada, Rodeo Association**

**H-10 Klickitat County Fair and Rodeo Court, Goldendale, Wash.**

Queen Candy Kolbaba, Becky Mesecher, Kay Shull

**B-8 Durango, Colorado, High School Guest Band**

## 6. ALPENROSE DAIRY



### Band Wagon

Largest of 14 miniature circus wagons originally built for the 1961 Rose Festival, with Rusty Nails and the Rose City Banjoliars, 40 members age 10 to 80. Elliot Sweetland is the leader. Driver is Rex Blackmer, assisted by Willard Lyons.

## 7. JUNIOR COURT



The Junior Festival Queen stands in a floral heart, surrounded by her princesses. Members of Court are Margaret Ann King, Shawn Loucks, Jeanette Garcia, Sherri Bobzien, Lynda Lee More, Lisa Portinga, Michael Ann McReynolds and Connie Hartup. Builder Floats Four

**H-11 Oregon Mounted Governor's Guard, Salem**

## DIVISION NO. 2—

**Marshal: Gale R. Buchanan**

**B-9 Schuyler, Nebraska, High School Guest Band**

## 8. OLYMPIA BREWING COMPANY



### The Golden Years of Ziegfeld

A tribute to the master showman of all time, Florenz Ziegfeld. Magnificently costumed showgirls parade on a multi-tiered stage setting with swans, fountains and cherubs. Nancy Thorne, Olympia Lakefair Queen, stands center stage with her escort, Mando Morales. Jon-Jon Jensen is the living statue. Built by Pageant Presentations, Bothell, Wash.

**H-12 Ike Whitely, Redmond**

**B-10 Area 1 Honor Band — Portland Public Schools**

## 9. GAF CORPORATION



### 1001 Nights

Aladdin's magic carpet soars high above minarets and reclining harem girls. More than 1,000 GAF employees participated in float planning and flowering and harem girls are winners of vote by employees. Girls are Vee Buck, Grace Freeth, Nancy Green, LaVerne Lloyd. Builder Herrin-Preston.

**H-13 Olympic Arabian Pleasure Horse Club, Port Orchard, Wash.**

**B-11 Battle Ground, Wash., High School Band**

## 10. BATTLE GROUND, WASHINGTON



## In The Good Old Summertime

A large old Victrola phonograph with animated revolving record recalls musical memories of bygone shows. Riders are from Battle Ground High School, one from each class. Float is a project of a new group, the "Rose Parade Or Bust" club.

**H-14 Tacoma, Washington, Lariettes**

## 11. PORTLAND RETAIL TRADE BUREAU



### 20,000 Leagues Under The Sea

A giant floral squid attacks the beleaguered submarine Nautilus against the background of a giant transparent sea shell. The design is carried out in 35,000 vanda orchids and Esther Reed daisies. Built by Commercial Displays Inc., Portland.

## DIVISION NO. 3—

**Marshal: Thomas L. Milne**

**B-12 Bullard High School Guest Band, Fresno, Cal.**

## 12. RELIABLE TRANSFER

### Circus Wagon

Circus Band Wagon drawn by four Shetland Ponies. Built by employees.

## 13. MEIER & FRANK COMPANY



### James Michener's Hawaii

A lush tropical entry with suspended rock formations, a waterfall, palm trees, floral ceremonial drums and an outrigger. Fourteen varieties of live green plants plus orchids and other tropicals flown from Hawaii are employed. Builder Floats Four.

**H-15 Paula Graf, Woodburn**

**H-16 Gilliam County Fair and Rodeo Court, Condon**

Queen Renee Ericksen, Eileen Ansen, Marie Rietman

**B-13 Lewis and Clark Tiger Band, Spokane, Wash.**

OUR 65<sup>th</sup> year



# Grand Floral Parade

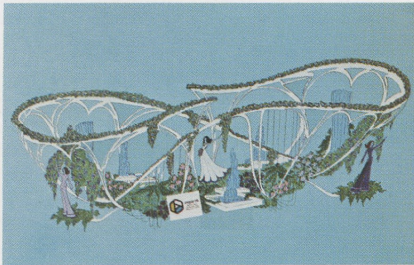
**Saturday, June 9**

1973 Grand Floral Parade—Theme "Behind The Footlights"

Pre-Parade Show 9 a.m.

**Memorial Coliseum. Parade start, 10 a.m.**

## 14. SPOKANE EXPO '74



### **Greatest Show On 'Earth'**

A wrought iron strip symbolic of Expo's theme design swirls around water fountains and garden areas, in which stand the Spokane Lilac Festival Queen and her Court. Spokane's World's Fair is next year. Builder Pageant Presentations.

### **H-17 Arlington Rodeo Court**

Queen Marci Linnell, Bobbi Acock, Mickie Hoskins

### **H-18 Pierce County Sheriff's Mounted Posse, Tacoma, Wash.**

## 15. PORTLAND'S HOLLYWOOD DISTRICT



### **Swan Lake**

A huge sculptured white swan floats on a lake of blossoms. Ballerinas are Astrid de Brea, professional modeling teacher and ballet performer, and Michelle Pape, professional dance instructor. Portland's Hollywood district has entered floats over a span of 30 years. Builder Herrin-Preston.

## QUEEN'S DIVISION— Marshal: Ian Higginbotham

### **B-14 Mark Morris High School Band, Longview, Wash.**

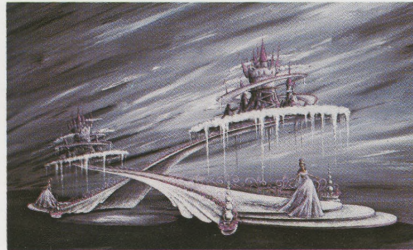
## 16. LONGVIEW 50TH ANNIVERSARY *The Flapper*

Longview celebrates its golden anniversary with a float depicting the formal rose garden planted by the city's founder, F.A. Long, around the city's library. In 1923 costume are flappers, Janmarie Langill and Teresa Kirk. Golden celebration is June 27-July 4. Built by Huserik Manufacturing, Portland.

### **H-19 Queen Jody Noble, Fort Dalles Rodeo, The Dalles**

### **B-15 Madison High School Band**

## 17. EQUITABLE SAVINGS & LOAN ASSOCIATION



### **Castles In The Sky**

Suspended pathways of flowers sweep up to enchanted castles looming from flowery clouds. Appearing are Sandi Herring, Miss Oregon; Vicki Hawkins, Miss Idaho; Beccy Pozzi, Miss Washington. Builder Herrin-Preston.

## 18. PORTLAND CHAMBER OF COMMERCE — QUEEN'S FLOAT



The Chamber traditionally provides the Queen's float. The Queen, chosen June 1, stands at the rear, surrounded by the Royal Court, in order of selection, are Linda Darke, Franklin; Lisa Tappan, Adams; Ann Talbott, Grant; Glenda Jackson, Monroe; Nancy Estes, Roosevelt; Cindy Jarmer, Marshall; Linda Armontrout, Madison; Faith Love, Cleveland; Ann Du Fresne, Lincoln; Kathe Mai, Jefferson; Jan Bushey, Jackson; Phyllis Hawkins, Washington; Lynne Schenck, Concordia; Sharon Elorriaga, Wilson. Builder Commercial Displays.

### **H-20 Salem Saddle Club Drill Team Color Guard**

### **H-21 Oregon Mounted Posse, Salem**

### **B-16 Rex Putnam High School Band, Milwaukie**

## 19. PORTLAND BOTTLING COMPANY



### **Funny Girl**

Song "Don't Rain On My Parade" forms the theme emphasis, with giant musical scroll intertwining floral umbrellas. Riding the float is the current Miss Portland, Christine Kammer. Costumes are from old Roaring Twenties night club. Builder Floats Four.

## DIVISION NO. 4— Marshal: Lloyd L. Davis

## 20. KEIZER COMMUNITY



### **I'd Like To Teach The World To Sing**

First-time entry for the Keizer Community, north of Salem. A sweeping descending staircase is filled with singers presenting the well-known plea for world harmony. Designed, financed, built and decorated by Keizer Community residents.

### **H-22 Al Kader Shrine Temple Mounted Patrol**

### **B-17 Washington High School Band**

## 21. PASADENA TOURNAMENT OF ROSES ASSOCIATION



### **All The World Is A Stage**

our 65<sup>th</sup> year



# Grand Floral Parade

**Saturday, June 9**

**1973 Grand Floral Parade—Theme "Behind The Footlights"**

**Pre-Parade Show 9 a.m.**

**Memorial Coliseum. Parade start, 10 a.m.**

A stylized marquee dramatically wraps around a large globe to portray the feeling that all the world is a stage. Floral scenes on the marquee recreate the old time bill boards, depicting famous plays and stars. Builder Herrin-Preston.

**H-23 Mabel Baker, Eagle Creek**

**B-18 Parkrose Senior High School Band**

**22. FARMERS INSURANCE**



**The King and I**

The float depicts the "Shall We Dance" musical number, with floral Anna and the King posed in dance steps in the ballroom of the King's palace. All flowers appear in natural color, without paint or dye. Mary Matney, 1972 Rose Festival Queen, is the rider. Built by Floatmasters, Temple City, California.

**H-24 Emerald Empire Round-Up Court, Eugene**

Lorrie Wood, Linda Levings, Annie Nikitins

**DIVISION NO. 5—**

**Marshal: Kenneth J. Klein**

**B-19 West High School Band and Drill Team, Bremerton, Wash.**

**23. SEAFAIR**

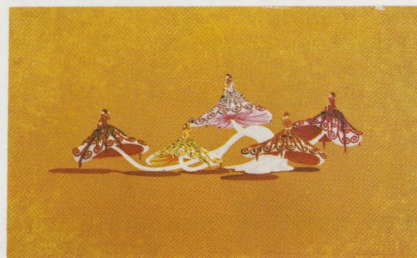


**Million Dollar Mermaid**

A tribute to the Seattle Seafair features Miss Seafair, Kathy Beck, in mermaid attire. Mark Faldborg is King Neptune and the float is escorted by the Seafair Commodores, commanded by Walter Guidinger. The Seafair runs July 28-August 5. Builder Pageant Presentations.

**B-20 La Senioritas Drill Team, Seattle, Wash.**

**24. LLOYD CENTER MERCHANTS ASSOCIATION**



**Finian's Rainbow**

Famous musical comedy theme is carried out in a grouping of giant mushrooms, each topped by a leprechaun. Each mushroom follows a different color scheme highlighted by its own variety of rose. More than 12,000 roses used. Builder Floats Four.

**B-21 Lakeridge Senior High School Band, Lake Oswego**

**25. COMMUNITY OF LAKE OSWEGO Cabaret**

Theatre-type setting depicts Lake Oswego community's annual dramatic production, which this year was "Cabaret." Design, construction and decoration are by Lake Oswego community residents.

**H-25 Wasco County Fair Court, The Dalles**  
Queen Lori Roberts, Debbi Warner, Chris Brown

**DIVISION NO. 6—**

**Marshal: Reginald L. Carver**

**B-22 Benson Polytechnic High School Band**

**26. GEORGIA PACIFIC CORPORATION**



**1776**

A stately reproduction of the original American Flag of 1776 sweeps over the float, which depicts the pride of Americanism. Four couples are dressed in authentic costumes of

the period, which also includes fifers and drummers, an eagle and other patriotic emblems. Builder Pageant Presentations.

**H-26 Pendleton Round-Up Court**

Queen Becky Raymond, Carol Cassens, Shannon Cimmiyotti, Heather Hales, Jan Kaser. Pennant bearers: Jennifer Raymond, Julie Rugg.

**B-23 Kahuku High School Band, Hawaii**

**27. KEX RADIO & KONA VILLAGE RESORT**



**Aloha Week**

The annual Aloha Week Festival September 29-October 27 is saluted in this float, which required the cooperation of many people to bring it to the mainland. Besides the sponsorship of KEX and the Kona Village Resort, Orchids of Hawaii donated the 50,000 Islands flowers which make up the huge Cattleya orchid outline. Featured are the King and Queen of Aloha Week, William Pule and Gloriann Pokipala. Builder Herrin-Preston.

**H-27 Barbara Whitesal, Miss Northwest Rodeo, The Dalles**

**B-24 David Douglas High School Band**

**28. JANTZEN BEACH CENTER**



**Carousel**

First time entry for the new Jantzen Beach Center features a floral merry-go-round, with carousel horses on the front unit and horse silhouettes on the rear unit, with a large vanda orchid canopy over the dashing steeds. Builder Huserik Manufacturing.

OUR 65<sup>th</sup> year



# Grand Floral Parade

**Saturday, June 9**

**1973 Grand Floral Parade—Theme "Behind The Footlights"**

**Pre-Parade Show 9 a.m.**

**Memorial Coliseum. Parade start, 10 a.m.**

**29. GRESHAM AREA CHAMBER OF COMMERCE**



**Little Hut**

A shipwreck scene with a unique distress signal leads to an island of beautiful girl castaways, clustered around their makeshift home and a palm tree. Builder Commercial Displays.

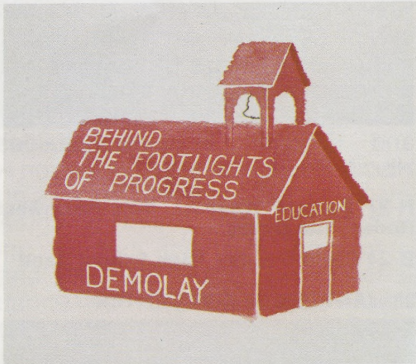
**DIVISION NO. 7—**

**Marshal: Jacob W. Bigham Jr.**

**B-25 Clan Macleay Pipe Band**

**H-28 Oregon Pinto Association Court**  
Queen Larolyn Gibson, Ingrid Herwick, Terry Tiller

**30. METRO DIVISION ORDER OF DE MOLAY**



**Behind The Footlights of Progress**

The little red school house depicts the De Molay ideal of self-development and personal improvement.

**31. FIRST NATIONAL BANK**



**Fiddler On The Roof**

Live dancers depict the vivacious daughters from this famed musical. A floral canopy surrounds the bridal couple as the father sings "To Life" accompanied by a colorful violinist. The dominating mother-in-law completes the float. Builder Commercial Displays.

**B-26 Clackamas High School Band, Milwaukie**

**32. STEVENS & SON JEWELERS**



**Datemusume-Koi-No-Higanoko**

Miss Sapporo, from Portland's Japanese sister city, is hostess to this visit to a typical 15th or 16th century Japanese garden. The float theme is the name of a famous Japanese puppet play telling of an old-time love story. Builder Festival Artists.

**H-29 Molalla Buckaroo Court**

Queen Sue Martin, Kay Hodges, Merry Woods

**DIVISION NO. 8—**

**Marshal: Fred L. Helbock**

**B-27 Aloha High School Band, Beaverton**

**33. BEAVERTON AREA JAYCEES**



**Comedy-Tragedy**

The thespian symbol of Masque and Dagger, comedy and tragedy, are depicted, in the form of a court jester and clown for comedy, and Romeo and Juliet for tragedy. Joe and Sue Collinson are the lovers, Becky Charles the Jester. Beaverton's 37th year. Built by Beaverton Area Jaycees.

**H-30 Washington County Fair and Rodeo Court**

Queen Jan Spiesschaert, Vicky Schoen, Debbie Van Dyke

**H-31 Washington County Sheriff's Posse**

**B-28 Cleveland High School Band**

**34. HANNA INDUSTRIES**



**The Flintstones**

The world's first car wash in Bedrock, U.S.A., sees the Flintstones and their neighbors have their cars squirted by a shaggy mastodon and brushed by a monkey as a sabre-tooth tiger punches their tickets. Builder Herrin-Preston.

**H-32 Atifi Shrine Mounted Patrol, Yakima, Wash.**

**B-29 Franklin High School Band**

**35. PACIFIC POWER & LIGHT CO.**

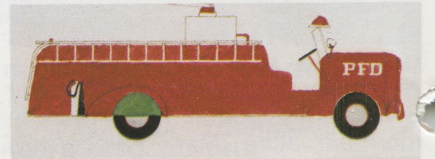


**Flower Drum Song**

Stern Oriental father overlooks a promenade of delicate Chinese maidens in this recreation of the famous musical. A bridge, swans, Oriental lanterns and a huge floral screen set the graceful tone. Builder Pageant Presentations.

**H-33 Portland Indian Center**

**36. PORTLAND FIRE BUREAU**



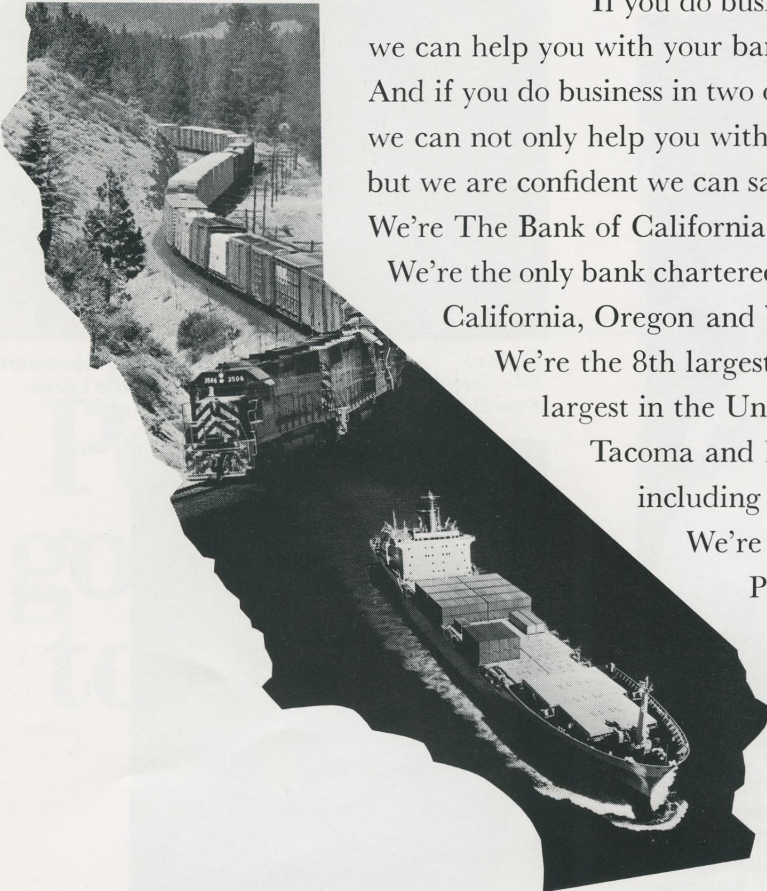
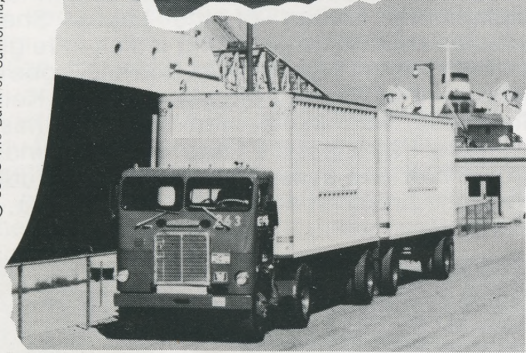
Participants in the Grand Floral Parade since the first one in 1907, the Fire Bureau's 1973 entry is an appropriately decorated fire truck. All work is done by the firemen, with most of the flowers donated by the public.

OUR 65<sup>th</sup> year





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# If you do business in the Pacific Coast States, we can help you.

If you do business in California, Oregon or Washington, we can help you with your banking needs. And if you do business in two or more of these states, we can not only help you with your banking needs, but we are confident we can save you time and money. We're The Bank of California.

We're the only bank chartered by law to operate offices in three states: California, Oregon and Washington.

We're the 8th largest bank on the Pacific Coast and the 32nd largest in the United States. We have offices in Seattle, Tacoma and Portland and 80 offices in California, including San Francisco and Los Angeles.

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With this exclusive tri-state banking system, we are uniquely positioned to serve your banking needs from the Puget Sound to San Diego.

If you do business in the Pacific Coast States, we can help you.

## The Bank of California

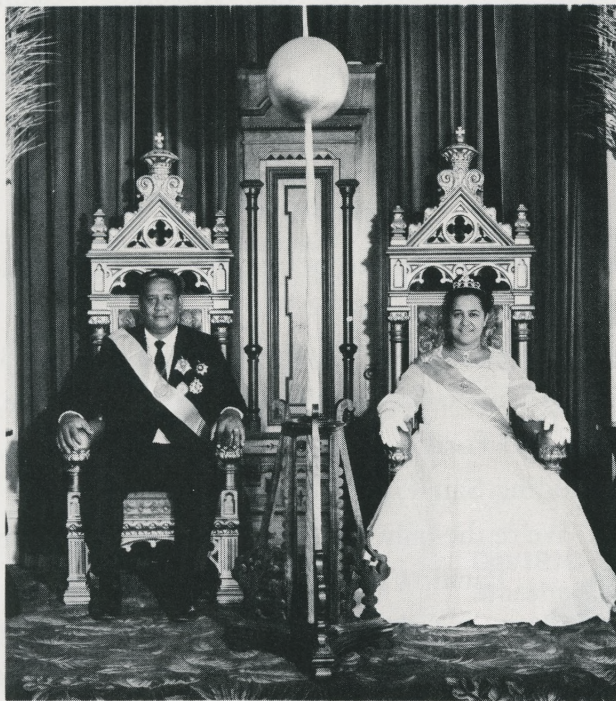


### We make banking easy.

## Visiting Royalty Graces The Rose Festival

**N**OT WITHIN MEMORY has so much royalty from other states and abroad, chosen to pay official visitations to the Portland Rose Festival.

Representing Hawaii's Aloha Week will be the reigning King and Queen, William Pule and Gloriann Pokipala. The annual Aloha Week festival emphasize the heritage of Hawaii and the preservation of its history and culture through song, dance and pageantry. The King, whose full name is William Mahoe Pule, is three-fourths Hawaiian and the father of seven children. The Queen's complete name is Gloriann Keohokulani Moikeha Pokipala. She is five-eighths Hawaiian and also has seven children. They are reigning as King Mahoe (twin) and Queen Keohokulani (star of heaven.) They ride the KEX-Kona Village Aloha Week float in the Grand Floral Parade.



*Aloha Week King William Pule and Queen Gloriann Pokipala*

Miss Sapporo, chosen just last month, is 19-year-old Mayumi Takahashi. She speaks no English but is accompanied by a chaperone-interpreter. She is returning the visitation of the 1972 Rose Festival Queen, who visited Sapporo last July. Sapporo and Portland are Sister Cities and have enjoyed a long friendly relationship over the years.

Kyle Reuel Barnhouse is Queen of the Southwestern Sun Carnival at El Paso, Texas, a Festival which includes the famous Sun Bowl Football game. Queen Kyle is a junior at University of Texas at Austin majoring in journalism. She aspires to become an airline stewardess and is the daughter of Mr. and Mrs. William Barnhouse of El Paso.

Patricia Kelzer holds the title of Minneapolis Aquatennial Queen of the Lakes. She was selected over 38 other young ladies to reign over the 34th annual Aquatennial. Patricia is one of five daughters of Mr. and Mrs. Leonard W. Kelzer of Shakopee, Minnesota, and she also has four brothers. Patricia is 5'6", age 19, 117 pounds with brown hair and eyes. She has been a student in nurses training at Rochester, Minnesota, State Junior College.



*El Paso  
Sun Queen  
Kyle Barnhouse*



*Minneapolis Aquatennial  
Queen of the Lakes  
Patricia Kelzer*



*Miss Fiesta  
San Jacinto  
Janet Troutman*

Janet Troutman is Miss Fiesta San Jacinto, an 18-year-old freshman at San Antonio, Texas, College. She is a public relations major in college and active in the Baptist Church and Hospital in San Antonio. Her hobbies include modern dance, singing, sewing and playing the piano and guitar. Janet and the eight Miss Fiesta alternates meet many dignitaries during the annual Festival and visit many other Festivals as well.

OUR 65<sup>th</sup>  
year

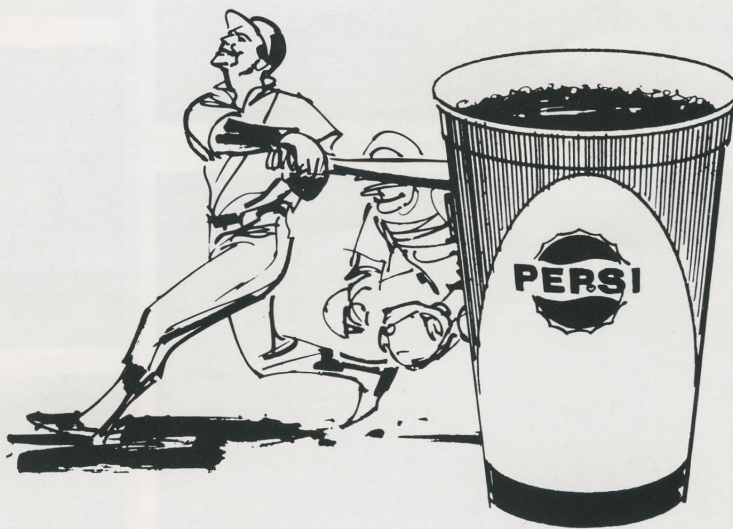


**W**HEN THE last strains of the last marching band die away after the Grand Floral Parade, that is not the end of the dazzling floral floats. They are taken to S.W. 4th Avenue near Hall Street in Portland Center to be put on display through the week end. Spectators may stroll among them, taking pictures, recalling memories of their passage, reflecting on comparisons between this float and that. True, their moment of great grandeur is past and the petals wilt and the colors slowly fade. Yet the post-parade display is a show in itself, well worth the visit, a chance to linger over each design, to recall each music-filled moment, to relive again the roars of the assembled throngs.

And the post-parade is a good place, too, for the "old timers" to "remember when" the floats may have seemed much bigger and more colorful—but they really weren't. Float building has made great strides in design and flowering since those early days and even in very recent years.



**Pepsi's  
got a lot  
to give!**



our **65<sup>th</sup>** year

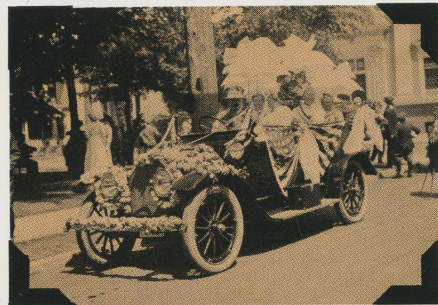
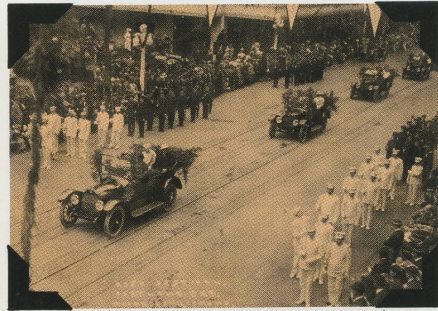
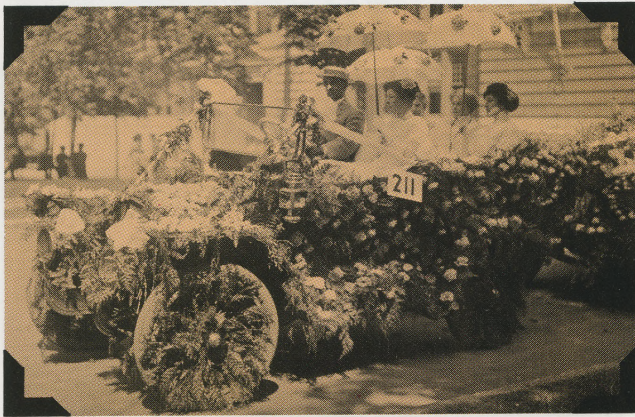
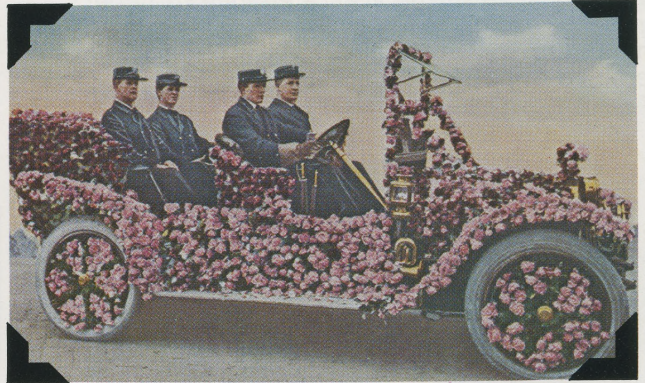


*Pepsi Cola Bottling Company of Portland/Salem*



Festival Time

# Nostalgia



our 65<sup>th</sup> year





*Saturday, June 9, 3:30 p.m.,*

## **Rose Festival Invitational Track and Field Meet**

**Mount Hood Community College**

A former event with a new twist appears in the 1973 Portland Rose Festival. In previous years, the Festival has sponsored an Open Invitational Track and Field Meet. This year, the Invitational is concentrating on outstanding high school athletes. Receiving invitations were the top two finishers in the state Triple A high school meets of Oregon, Washington and Idaho. As in 1972, the excellent new all-weather facility at Mount Hood Community College is the setting.

The track meet will have its own program, with complete entry lists. Meet director is Jim Puckett. Events will be as follows: 100, 220, 440, 880, Mile, Two Mile, 120 High Hurdles, 180 Low Hurdles, Pole Vault, Discus, Shot Put, Long Jump, High Jump and Javelin. Open men and women exhibition events also are scheduled.



## **The Rose Pin—**

*Wear A Pin  
and Support The Festival*

**T**HE ROSE PIN is an annual tradition with the Portland Rose Festival. It gives every Portlander and every visitor a chance to participate in the Festival, by wearing the pin and using the discount coupons which go along with it. Price of the pin is \$1.00 and the design changes every year. Beginning this year, the pin is offered as a collector's item, with similar pins in subsequent years designed to make an attractive collection or display over-all.

With this year's pin, on sale downtown and at many stores and businesses, go the following coupons: 1) An entry blank in the Theme contest. A panel of judges picks the winning theme for the 1974 Rose Festival and it becomes the official theme for the Grand Floral Parade of 1974. 2) A coupon good for one admission to the Festival of Bands. 3) An exchange ticket good for half price on regular admission to the Rose Show. 4) An exchange ticket for \$1 off on Coliseum seats for either the Queen Selection and Coronation or the Grand Floral Parade. Grand prize in the theme contest is a Pontiac and four weekly prizes of deluxe vacation trips are offered.

The Portland Rose Festival receives no public money—it is entirely supported by income from events, by associate memberships and some miscellaneous income. The Rose Pin is an important source of financial support for the Festival, which presents most of its events free to the public.

OUR **65<sup>th</sup>** year



June 5, 1908

THE MORNING OREGONIAN

### The First Road Race

Before a crowd of fully 40,000 people strung out over the 14-mile course, H.M. Covey, driving his little Cadillac run-a-bout, won the 50-mile automobile road race, covering the distance in 1 hour, 13 minutes, 20 seconds, and Harry Bell, driving a Studebaker, was first in the 100-mile event, in 2 hours, 4 minutes, 8 seconds. Both races furnished surprises, because the wise automobile men had figured that the Thomas 6 would catch the judge's eye in the 50-mile event and that almost any car in the 100-mile race would turn up winner, save the Studebaker. To add to the surprise was the fact that in the long-distance event, the Studebaker cars finished one, two.

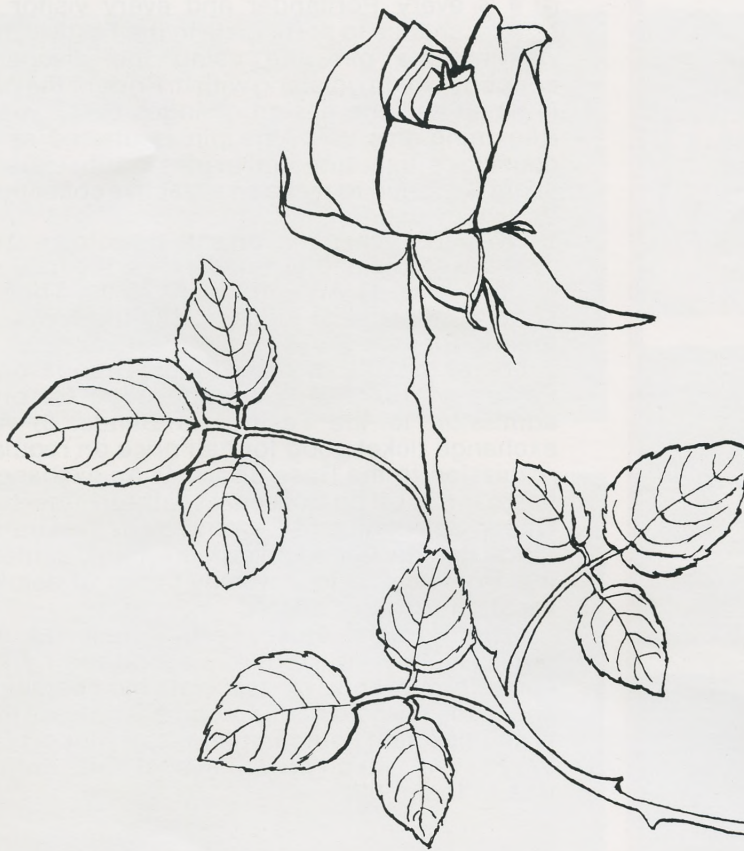
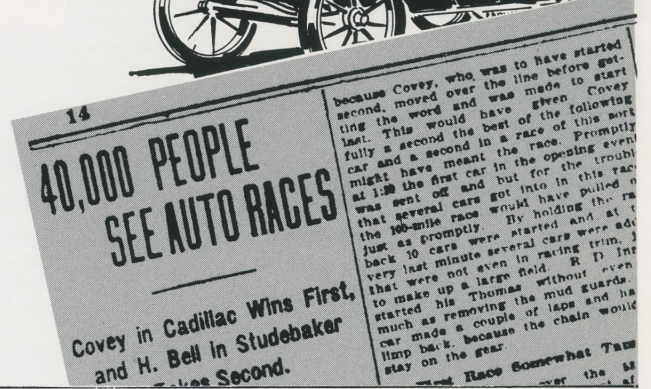
The ding-dong struggle between the Oldsmobile, driven by H.O. Harrison, and the Locomobile and the persistent manner in which the two Studebaker cars hung on gave the spectators a keen thrill of excitement.

The driving of Harrison electrified the crowd. With his face a smear of grease and dust, he fairly flew by the judges' stand and as he heard the volley of cheers above the roar of his flying car, he

smiled and showed the only clean thing about him, his teeth.

When the space-eliminating tests were ended and the announcement was made that no one had been killed there was a great cheer. Fears of an accident were strongly felt by those witnessing the high-power cars flit by like rockets, and the relief was great at the fortunate termination.

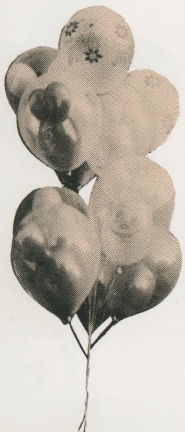
Spurts of better than a mile a minute were frequent, however, and these were seen mainly along the level stretch leading past the starting point.



The Spirit  
lives  
in Portland

UNI 76 N

OUR 65<sup>th</sup> year



Sat.-Sun., June 9-10, Noon to 5 p.m.

## Rose Cup Races, Portland International Raceway

**T**HIS WILL BE the 13th annual Rose Cup Sports Car Races and undoubtedly will be the biggest yet. For the first time, the Sports Car Club of America has founded a West Coast championship series, to be known as the Gold Rush Series. The Rose Cup is the first race in the series and the series winners may take home as much as \$10,000 apiece. The lure of gold and excitement is bringing many crack California drivers to Portland for this race, as well as competitors from Washington, Canada and even such far-away states as Virginia.

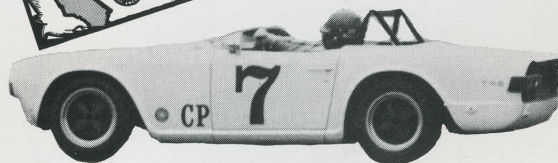
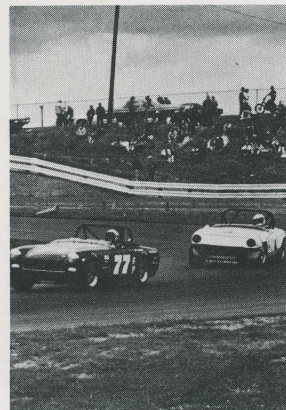
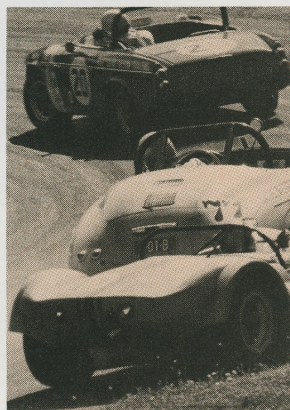
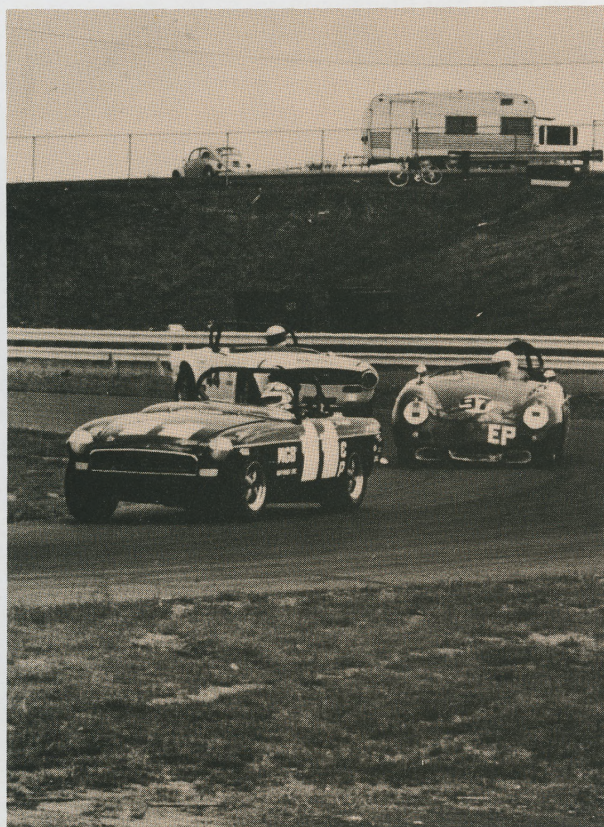
Monte Shelton won the Rose Cup last year, for the first time, and the suave Sandy Boulevard auto dealer may turn it again, for he is driving a new car, a Porsche which on paper threatens to run the competition into the ground.

However, since Monte is noted as a scrambler who frequently spends half the race in the pits, he is not given a shoo-in by any means. Saturday racing will include qualifying and practice, with the national points races filling up Sunday. All types of cars will be there, rain or clear, from the little Formula Vees right up through the A Sedans, the big Sports Racing machines and the large Formula cars.

The Rose Cup has its own program, complete with entry list, on sale at the course. There is plenty of free parking, all admission is general and new concession stands on the site promise to make the weekend more enjoyable for spectators and racers alike. The Road Races are one of the Festival's biggest and most exciting events—a "don't miss" attraction.

### Previous Winners - Rose Cup Road Races

- 1961 - Jerry Grant, Yakima, Wash.
- 1962 - Jerry Grant, Kent, Wash.
- 1963 - Bill Stephens, Vancouver, B.C.
- 1964 - Pierre Phillips, Portland, Or.
- 1965 - John Hall, Vancouver, B.C.
- 1966 - David Phelan, Portland, Or.
- 1967 - Bill Amick, Portland, Or.
- 1968 - Stan Burnett, Portland, Or.
- 1969 - Jon Milledge, Mountain View, Cal.
- 1970 - Milt Minter, Los Angeles, Cal.
- 1971 - Herb Caplan, Los Angeles, Cal.
- 1972 - Monte Shelton, Portland, Or.



OUR 65<sup>th</sup> year



Sunday, June 10

### Behind The Footlights— The Final Act

As the 1973 Portland Rose Festival draws to the final day of its 65th year, the sense of pace and excitement carries to the end. The Festival Center remains open and ablaze with light and music. The Navy ships continue to host their multitudes of visitors. High on Mount Hood, at Timberline, the members of Cascade Ski Club present the traditional Golden Rose Ski Races. The post-parade float display continues through the day and the Indian Pow-Wow presents its final dances, before folding its tepees. The bonspiel and the tennis tournament wind up and crown their champions.

It is all over and yet it all begins again. The 1974 theme contest winner will be announced by the middle of June and plans will begin for next year's Portland Rose Festival. Dates for the 1974 Festival are June 7-16 and already the Festival is looking ahead to its participation in our nation's 200th birthday celebration in 1976.

As they have since the beginning, people make the Rose Festival—people marching, playing, watching, dancing, celebrating, competing, enjoying each other. Every year, the Rose Festival brings the community together in one joyful

period, to recall the past, savor the present, envision the future. That is the Portland Rose Festival—for 65 years, something you can count on.



## In the winner's circle. 1905.

Even at the turn of the century, Portland's Rose Festival had all the ingredients of a great celebration. Prize-winning floats . . . colorful costumes . . . a lively atmosphere . . . and, of course, beautiful roses.

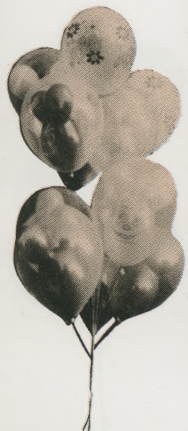
Each year these same ingredients combine to make the current festival the best one yet. At First National we've taken part in all of them. And despite a festival history that's hard to beat, we think that the 1973 Rose Festival will be the grandest one of them all.

**We'd like to get to know you.**

Established 1865.

**FIRST NATIONAL BANK OF OREGON**

OUR **65<sup>th</sup>** YEAR





# Trophy Winners of the 1972 Portland Rose Festival

## GRAND FLORAL PARADE



**SWEEPSTAKES**  
Most Outstanding Float in the Parade  
Northwest Natural Gas



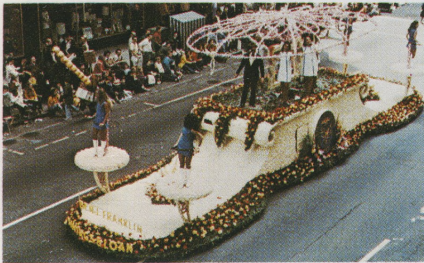
**GRAND PRIZE**  
Most Outstanding Commercial Entry  
Lloyd Center



**QUEEN'S TROPHY**  
Most Outstanding Non-Commercial Entry  
Pasadena Tournament of Roses



**THEME TROPHY**  
Best Development of Parade Theme  
Farmer's Insurance



**ROSE SOCIETY TROPHY**  
Most Effective Use of Roses  
Benj. Franklin Savings & Loan



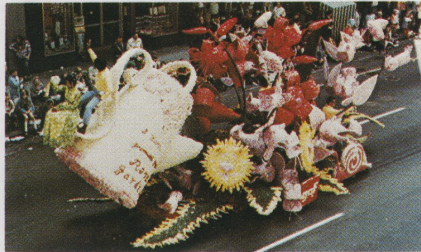
**GOVERNOR'S TROPHY**  
Most Outstanding Entry from Outside Portland  
Eastman Kodak



**LEITH ABBOTT AWARD**  
Best Use of Humor  
First National Bank



**JUDGES TROPHY**  
Exceptional Merit in Non-Commercial Class  
Gresham



**GRAND MARSHAL'S TROPHY**  
Exceptional Merit in Commercial Class  
GAF



**MAYOR'S TROPHY**  
Most Outstanding Commercial Entry from Portland  
Stevens & Son



**PRESIDENT'S TROPHY**  
Most Outstanding Commercial Entry from the Portland Metropolitan Area  
Meier & Frank



**ROYAL ROSARIAN TROPHY**  
Outstanding Use of Flowers by Commercial Entry  
Bank of California



**JUDGES' AWARD**  
Special Award for Showmanship  
Toyota

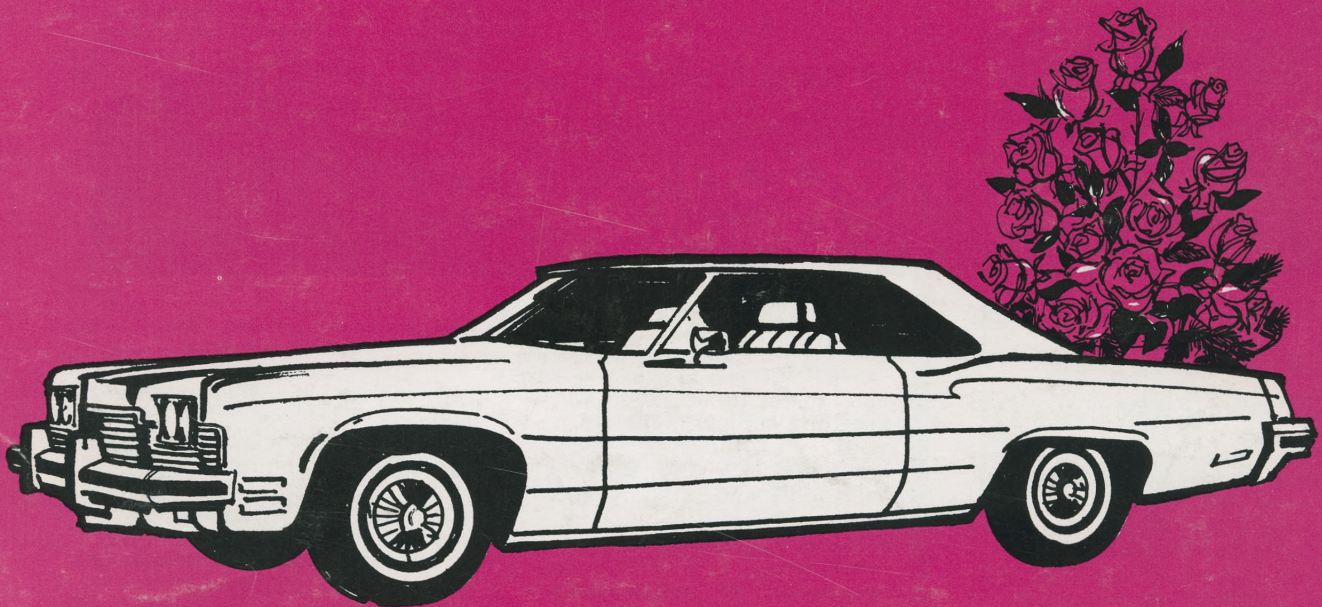
our 65<sup>th</sup> year



**IT'S OUR**

# *Privilege*

To Supply 1973 Pontiacs,  
The "Official Portland Rose Festival"  
Automobile . . .



## *SPECIAL SAVINGS*

On All 1973 "Portland Rose Festival" Pontiacs  
Convertibles, Hardtops And Station Wagons!  
See Them At Your Pontiac Dealers Listed Below . . .

**CENTURY PONTIAC INC.**

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Beaverton, Oregon  
PH. 646-3131

**MIKE SALTA PONTIAC**

300 S. E. 122nd  
Portland, Oregon  
PH. 255-9711

**FRANK NEWELL INC.**

E. Burnside and 232nd.  
Gresham, Oregon  
PH. 665-2166

**McKEE PONTIAC INC.**

1404 Main Street  
Oregon City, Oregon  
PH. 656-5285

**McCOY AUTO CO.**

9th and C Street  
Vancouver, Washington  
PH. 285-0541