


JUL 10 1974

A large, vibrant pink rose is the central focus of the image, positioned in the foreground. The background shows a city skyline at night, with various buildings and lights reflecting on a body of water. The overall scene is a composite image used for a festival poster.

66th Annual Portland Rose Festival

June 7-16, 1974

"Send Me A Postcard"

Official Program . . . \$1.00



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The best time to share the good times in the northwest is after 5 PM on weekdays. That's when lower Long Distance rates begin. And that's when you're likely to find friends and family at home. So go ahead and spread the good word.

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Lower Direct Distance Dialed rates apply anywhere within the continental United States, except Alaska.



66th Annual Portland Rose Festival

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

Jack Wagner, Chm. Publicity Committee

Price \$1.00

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Past Presidents of the Rose Festival Association

1912* Ralph Hoyt
 1913* Ralph Hoyt
 1914* C. C. Colt
 1915* Emery Olmstead
 1916* John H. Dundore
 1917* E. E. Larimore
 1919* Ira L. Riggs
 1920* Eric V. Hauser
 1921* O. W. Mielke
 1922* O. C. Bortzmeyer
 1923* Eric V. Hauser
 1924* O. W. Mielke
 1925* O. W. Mielke
 1927* Frank C. Riggs
 1928* O. B. Coldwell
 1929* Hugh J. Boyd

1930* John A. Laing
 1931* Philip L. Jackson
 1932* Philip L. Jackson
 1933* Walter W. R. May
 1934* Hillman Lueddeman
 1935* Hillman Lueddeman
 1936* Arthur L. Fields
 1937* E. A. Burkitt
 1938* Ralph Cake
 1939* Frank E. McCaslin
 1940* Ted R. Gamble
 1941* Chester A. Moores
 1942* George Schoeffel
 1943* James D. Roberts
 1944* Reade M. Ireland
 1945* Milo K. McIver

1946* Jesse J. Gard
 1947* Ben H. Hazen
 1948* Robert L. Eaton
 1949* Howard Holman
 1950* James J. Richardson
 1951* George Halling
 1952* Chester R. Duncan
 1953* George Henderson
 1954* N. Thos. Stoddard
 1955* Milton Rice
 1956* Harold Kelley
 1957* Leith Abbott
 1958* William Boone
 1959* Harold Weiss
 1960* Ed Casey
 1961* Ed Casey

1962* William R. Moore
 1963* Don Chapman
 1964* Henry Baldrige
 1965* Clyde R. Richardson
 1966* Floyd Bennett
 1967* George Freck
 1968* Franz Drinker
 1969* James Simmons
 1970* James Rathbun
 1971* Webb Harrington
 1972* Herb Ballin, Jr.
 1973* Robert E. Franklin

*Deceased



Schedule of Events... June 7th - 16th, 1974

Friday, June 7th

Coin-A-Rama, Masonic Temple, 10 a.m. - 10 p.m.
 Festival Center Opens, 12 noon - 11 p.m., West side seawall. (See Page 26 for details.)
 Junior Olympics, Franklin High School, 1 p.m.
 Queen Selection and Coronation, Memorial Coliseum, 8 p.m. (See pages 6-7.)
 Tennis Tournament, Irvington Club/Buckman Courts, day - eve.
 Figure Skating Championship, Valley Ice Arena, day - eve.

Saturday, June 8th

Regional Rifle Match, Camp Withycombe, 8 a.m.
 Rallye de Roses, N.E. 17th & Multnomah, 8:30 a.m.
 YWCA Strawberry Breakfast, downtown YWCA, 10 a.m. - 1 p.m.
 Coin-A-Rama, Masonic Temple, 10 a.m. - 10 p.m.
 Festival Center, 11 a.m. - 11 p.m. (Page 26)
 Little Britches Rodeo, Alpenrose Dairy, 1 p.m.
 Bicycle Track Races, Alpenrose Dairy, 1 p.m.
 Rose Festival Track and Field Meet, Mount Hood Community College, 1:30 p.m.
 Rose Festival Drag Races, Portland International Raceway, 7 p.m.
 River Carnival, Willamette River, day - eve.
 Tennis Tournament, Irvington/Buckman, day - eve.
 Figure Skating Championships, Valley Ice Arena, day - eve.
 Table Tennis Tournament, Paddle Palace, day - eve.

Sunday, June 9th

Archery Tournament, Washington Park, 6 a.m. - 4 p.m.
 Regional Rifle Matches, Camp Withycombe, 7 a.m.

Bicycle Road Races, Mount Tabor Park, 10 a.m. - 5 p.m.
 Coin-A-Rama, Masonic Temple, 10 a.m. - 6 p.m.
 Festival Center, 12 noon - 11 p.m.
 Little Britches Rodeo, Alpenrose Dairy, 1 p.m.
 Table Tennis Tournament, Paddle Palace, day
 Rose Festival Square Dance, Coliseum, 8 p.m.
 Tennis Tournament Finals, Irvington/Buckman, day - eve.
 Figure Skating Championships, Valley Ice Arena, day - eve.

Monday, June 10th

Festival Center, 11 a.m. - 11 p.m.
 Judy Lynn Show, Civic Auditorium, 8 p.m.

Tuesday, June 11th

Festival Center, 11 a.m. - 11 p.m.
 Milk Carton Boat Races, Westmoreland Park, 1 p.m.
 66th Rose Festival Birthday Party/Giant Ice Cream Sundae, Westmoreland Park, 1:30 p.m.
 Lawn Bowling Tournament, Westmoreland Park, day.
 "Salute to Walt Disney," Civic Auditorium, 8 p.m.

Wednesday, June 12th

Festival Center, 11 a.m. - 11 p.m.
 Lawn Bowling, Westmoreland Park, day.
 Canadian Navy ships and U.S. Coast Guard Ships arrive, afternoon.
 "Salute to Walt Disney", Civic Auditorium, 8 p.m.

Thursday, June 13th

Festival Center, 11 a.m. - 11 p.m.
 Rose Show Opens, Masonic Temple, 1 p.m. - 9 p.m. (Page 11)
 Junior Rose Festival Parade, Hollywood District, 2 p.m. (Page 11)
 Lawn Bowling, Westmoreland Park, day.

U.S. Navy Ships arrive, afternoon.
 Racquetball Tournament, Multnomah Athletic Club and Jewish Community Center, day - eve.
 Rose Festival Moto-Cross, West Delta Park, 7 p.m.

Friday, June 14th

Rose Show, Masonic Temple, 9 a.m. - 9 p.m. (Page 11)
 Royal Rosarian Knighting, Washington Park, 10 a.m.
 Festival Center, 11 a.m. - 11 p.m.
 Lawn Bowling, Westmoreland Park, day.
 Festival of Bands, Civic Stadium, 8 p.m. (Page 12)
 Indian Pow-Wow, East Delta Park, day - eve.
 Bonspiel, Silver Skate Ice Rink, eve.
 Racquetball, MAC/JCC, day - eve.

Saturday, June 15th

Pre-Parade Show, Coliseum, 9 a.m.
 Grand Floral Parade, starts at Coliseum, 10 a.m. (Pages 14-24)
 Festival Center, 11 a.m. - 11 p.m.
 Rose Cup Sports Car Races, Portland International Raceway, day (Page 28)
 Post Parade Float Display, N.W. 2nd and Everett, 1 p.m. (Page 25)
 Indian Pow-Wow, East Delta Park, day - eve.
 Bonspiel, Silver Skate Ice Rink, day - eve.
 Racquetball, day - eve, MAC/JCC.

Sunday, June 16th

Golden Rose Ski Tournament, Timberline, 11 a.m.
 Rose Cup Sports Car Races, Portland International Raceway, all day. (Page 28)
 Festival Center, 12 noon - 10 p.m.
 Indian Pow-Wow, East Delta Park, day.
 Bonspiel, Silver Skate Ice Rink, day.
 Racquetball, MAC/JCC, day.

Saluting Our 66th Year . . .

The Marine Corps Patriotic Flag Pageant

As a special tribute to the Rose Festival's 66th year and the traditions it exemplifies, the Marine Corps Recruit Depot at San Diego, California, has detailed its world-famous Patriotic Flag Pageant for one special performance, at the Festival of Bands, 8 p.m., Friday, June 14, at Civic Stadium.

Students of the Marine Corps Sea School appear in costumes of every era of the American past, presenting the historic flags of their period. Costumes range from the time of General George Washington, the Civil War, uniforms highlighting important events in our history, right down to apparel worn by combat marines of today.



All the people who make
GAF View-Master products and
the millions of kids who use them,
salute the 66th annual
Portland Rose Festival.





A Vastly-Changed Presentation...

Queen Selection and Coronation

Friday, June 7, 8:00 p.m., Memorial Coliseum

Completely restyled this year, the Queen Selection features a multi-media presentation of the 14 high school senior girls competing for the Crown of Rosaria. As before, the Princesses, chosen by their fellow students, will promenade the hall. This year, however, the judges will have met the girls before coronation night. As each girl comes out, giant slide projections of her face appear, followed by a movie segment depicting a phase of the girl's personality. A blend of the traditional and futuristic, this year's Coronation promises to be the most exciting in many years.



1973 Queen of Rosaria
ANNE DU FRESNE

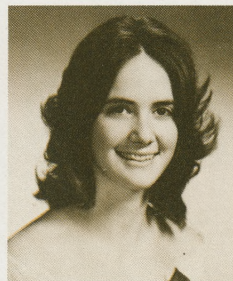
The 1973 Rose Festival Queen and 1974 Rose Festival Court



Princess Kathy Tiniakos Grant



Princess Debra Walker Jefferson



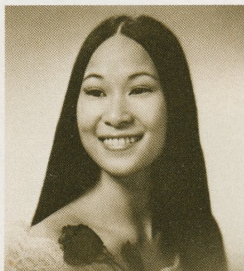
Princess Judy Hune Marshall



Princess Tracie Rosser Adams



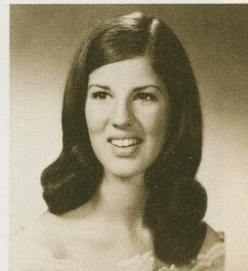
Princess Georgene Rose Franklin



Princess Gladys Chan Roosevelt



Princess Deborah Draper Lincoln



Princess Ann Emerson Cleveland

Past Queens of the Rose Festival

- 1907 Carrie Lee Chamberlain (Queen Flora)
- 1908-13 Rex Oregonus
- 1914 Thelma Hollingsworth
- 1915 Sybil Baker
- 1916 Muriel Saling
- 1917 Nina Kitts
- 1919 Clara Fleischman
- 1920 Claire Squires
- 1921 Dorothy Metschan
- 1922 Harriet Griffith
- 1923 Lucy Lee Thomas
- 1924 Edith Dailey
- 1925 Suzanne Honeyman
- 1927 Dorothy Mielke
- 1928 Elise Bristol

- 1929 Lenore Tamiesie
- 1930 Caroline Hahn
- 1931 Rachel Atkinson, Lincoln
- 1932 Frances Kanzler, Washington
- 1933 Jean Stevenson, Jefferson
- 1934 Beth Skinner, Franklin
- 1935 Irene Hegeberg, Jefferson
- 1936 Janet Soosmith, Lincoln
- 1937 Dorothy Hardin, Grant
- 1938 Frances Hulse, Grant
- 1939 Jean Hoover, Washington
- 1940 Virginia Rothenberg, Jefferson
- 1941 Betty Jane Harding, Girls Poly
- 1942 Shirley Fowler, Franklin
- 1943 Shirley Howard, Commerce

- 1944 Jo Anne Bush, Grant
- 1945 Joan Williams, Washington
- 1946 Lloyde Hough, Lincoln
- 1947 Georgene Ormston, Girls Poly
- 1948 Barbara Logue, Washington
- 1949 Joyce Sommerlade, Grant
- 1950 Dorothy Anderle, Cleveland
- 1951 Gloria Krieger, Jefferson
- 1952 Jeanne Wallace, Washington
- 1953 Nancie Williams, Lincoln
- 1954 Jan Markstaller, Washington
- 1955 Nancy Wyly, Jefferson
- 1956 Sharon Frey, Grant
- 1957 Alice Eastman, Lincoln
- 1958 Ruth Parrett, Grant

- 1959 Mary Sue Woolfolk, Jefferson
- 1960 Jean Ann Jackson, Lincoln
- 1961 Linda Fuqua, Cleveland
- 1962 Cherie Viggers, Wilson
- 1963 Linda Jean Jackson, Grant
- 1964 Sharon Arneson, Independent
- 1965 Sally Swift, Roosevelt
- 1966 Julia West, Grant
- 1967 Ana Maria Enriquez, Jefferson
- 1968 Margaret Huelskamp, Independent
- 1969 Rhonda Anderson, Marshall
- 1970 Laurie King, Wilson
- 1971 Kristi Lee, Roosevelt
- 1972 Mary Matney, Madison
- 1973 Anne Du Fresne, Lincoln



Overture

Rose Festival Concert Orchestra
John Richards, Conductor

Introduction and Welcome

Hillman Lueddemann, Jr.,
President

Portland Rose Festival
Association

Introduction of
Hillmann Lueddemann, Sr.

**Homage by Royal Rosarian
Honor Guard**

Jim Culbertson, Prime Minister

Invocation/Solo

Curt Norquist, Barlow High School

**Introduction To
The Queen Selection**

Richard Ross,
Master of Ceremonies

Presentation of Princesses

Grant, Jefferson, Marshall, Adams

Presentation of Junior Court

Presentation of Princesses
Franklin, Roosevelt, Lincoln

**Introduction of Former
Queens and Presidents**

Intermission

Presentation of Princesses

Cleveland, Jackson,
Madison, Independent

Introduction of Directors

Presentation of Princesses
Monroe, Wilson, Washington

Reprise of the Court En Masse

Introduction of Judges

Concert Interlude

Pacific Northwest Express

Judges Deliberate

**Introduction of the
1973 Queen**

Miss Anne Du Fresne

**Announcement of the
New Queen**

**Ceremonial Investment
of the Queen**

with Crown by Royal Rosarians
Prime Minister Jim Culbertson,
with Scepter by
Rose Festival Association President
Hillman Lueddemann, Jr., with a
gift from the City of Portland by
Mayor Neil Goldschmidt

Proclamation by the Queen

Recessional



Princess Lisa Emmons
Jackson



Princess Danita Ruzic
Madison



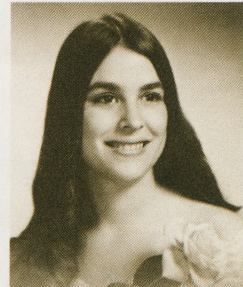
Princess Alexandra Gorman
Independent (St. Marys)



Princess Carmel Bryant
Monroe



Princess Cheryl Wacker
Wilson



Princess Robin Zavodsky
Washington

Queen Selection Judging Chart

As Used by the 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 Kathy Tiniakos Grant				
Princess Debra Walker Jefferson				
Princess Judy Hune Marshall				
Princess Tracie Rosser Adams				
Princess Georgene Rose Franklin				
Princess Gladys Chan Roosevelt				
Princess Deborah Draper Lincoln				
Princess Ann Emerson Cleveland				
Princess Lisa Emmons Jackson				
Princess Danita Ruzic Madison				
Princess Alexandra Gorman Independent (St. Marys)				
Princess Carmel Bryant Monroe				
Princess Cheryl Wacker Wilson				
Princess Robin Zavodsky Washington				



Festival Frenzy Begins...

The First Week End, June 8-10

With a new Queen reigning, the '74 Festival plunges into its first week end with a heavy schedule of activities spread out over the entire area.

The new Queen and Royal Court will be up and about, attending the YWCA Strawberry breakfast, a traditional benefit for the Y's day camp program. At the same time, the crackle of rifle fire sounds over Camp Withycombe in an American Rifle Association-sanctioned regional match, while in the downtown Masonic Temple, a more placid air reigns at the Coin-A-Rama, an event of many years' standing at the Festival.



For sheer number of events, Saturday, June 8, is the peak of the Festival, although many of them are devoted to special interests. The Rose Festival seeks to offer something for everyone and the first week end of the 10-day event exemplifies that approach.

Track Meet Featured

Feature event of Saturday is the Rose Festival Track and Field Meet at 1:30 p.m. at Mount Hood Community College. For the second year, this is an invitational meet with top prep stars from the State High School Meets in Oregon, Washington and Idaho.

Other athletic events fill Saturday's schedule, too. Out at Alpenrose Dairy, bicycle track racers go round and round on Saturday. On Sunday they shift to Mount Tabor park, where they bike over a winding course. Drag Racers take over at Portland International Raceway for a Saturday evening event, with qualifying starting in early afternoon. A "Little Britches" rodeo runs the week end at Alpenrose Dairy, with such events as greased pig chasing and tying a ribbon on a calf's tail.

Downtown Portland is the scene of the River Carnival, running day and evening, with two parades, motorized bathtub races and other splashy events in keeping with Portland's maritime traditions.

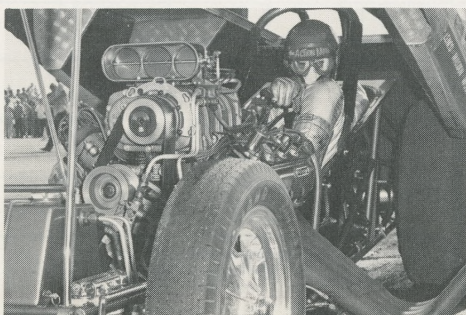
Swingin' on Sunday

The annual tennis tournament reaches its finals Sunday at Buckman Courts and Irvington Club. Sunday at Washington Park, archery buffs begin their shooting at dawn's early light and in the evening Rose Festival Square Dancers invade the Coliseum for an exhibition to which spectators are admitted by Rose Pin.

Singin' on Monday

Monday, June 10, the pace quiets just a little, highlighted by the Judy Lynn Show at Civic Auditorium. This is a Northwest Releasing-Rose Festival entertainment special. Judy is a Las Vegas country-western favorite, with a half-million dollar show wardrobe, and numerous TV and hit records to her credit.

These first days of the Festival set a pace that never slackens. From a road rallye, to a table tennis tourney, from figure skating to strolling in the Festival Center, the Portlander and the visitor can find more than ample diversion for any number of free hours.





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.





Midweek Merriment...

Festival at Midpoint: *Tue.-Wed.-Thurs., June 11-13*

Unlike some civic celebrations, the pace never lags during the 10 days of the Portland Rose Festival. Events come and go, tournaments begin and end, always something picks up when another event has called it a season.

Tuesday, Wednesday and Thursday find the Festival midway through its 10-day course. Two extended tournament events, lawn bowling and the new racquetball tournament, begin during this period.

Milk Cartons Afloat

One of the Festival's most colorful events and one geared to the young set is the Milk Carton Boat Race Tuesday at Westmoreland Park. Youngsters up to 16 compete for cash prizes up to \$75, floating across Westmoreland Pond on boats which use empty half-gallon milk cartons for buoyancy. At the same time, a new lip-smackin' event is set at the same location. Farrell's Ice Cream Parlours construct a Giant Ice Cream Sundae for portioning to the young contestants. Built in a special "dish" four feet in diameter, the Sundae will rise more than 8 feet high, contain 240 gallons of ice cream, 140 pounds of chocolate topping and 20 pounds of cherries.

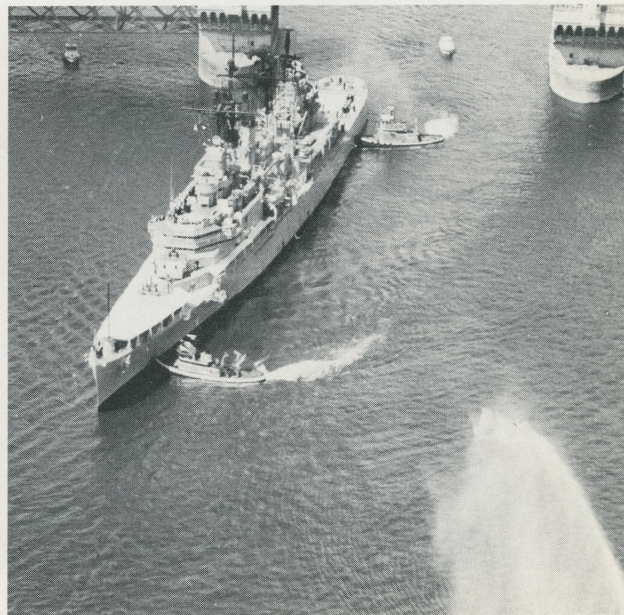
Salt Water Friends Arrive

Beginning Wednesday, and continuing Thursday, vessels of the Canadian Navy, U.S. Coast Guard and U.S. Navy glide upriver to moor at the downtown seawall and open their gangways to visitors. These arrivals, in the afternoons of both days, are a popular spectacle with residents and visitors, as fireboats squirt a watery welcome and thousands of onlookers jam bridges and waterfront.

George Bruns, musical director of Disney Studios, and 39 members of the Oregon Symphony will present two free concerts Tuesday and Wednesday nights at Civic Auditorium. Titled "Salute to Walt Disney", the two-hour concerts are underwritten by Equitable Savings.

Roaring Engines

A new after-dark event is the Moto-Cross, a form of motorcycle madness at which bunches of daring riders race pell-mell through an obstacle course. It's scheduled at the new moto-cross course near the drag strip at Portland International Raceway.





Rosebuds, Full Blooms and Dukes of the Realm

Junior Parade, *Thurs., June 13*

Rose Show, *Thurs.-Fri., June 13-14*

Royal Rosarian Knighting, *Fri., June 14*

Three of the Festival's favorite traditional events illuminate the Thursday and Friday menu.

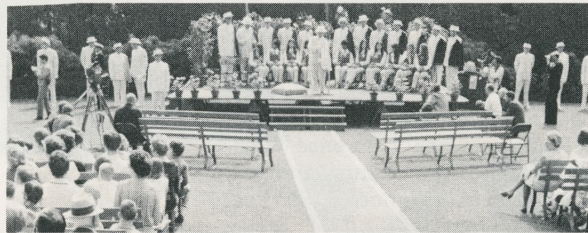
The Junior Parade

Biggest kids parade in the entire country, steps off in the Hollywood district at 2 p.m. Thursday. A sunny day brings out more than 15,000 youngsters, all in costume or uniform. They ride bikes, they lead pets, they wave from atop floats, they pay homage to their own Junior Queen, and they tootle, stomp and prance their way down Sandy Boulevard to the plaudits of thousands.



Blooms in Profusion

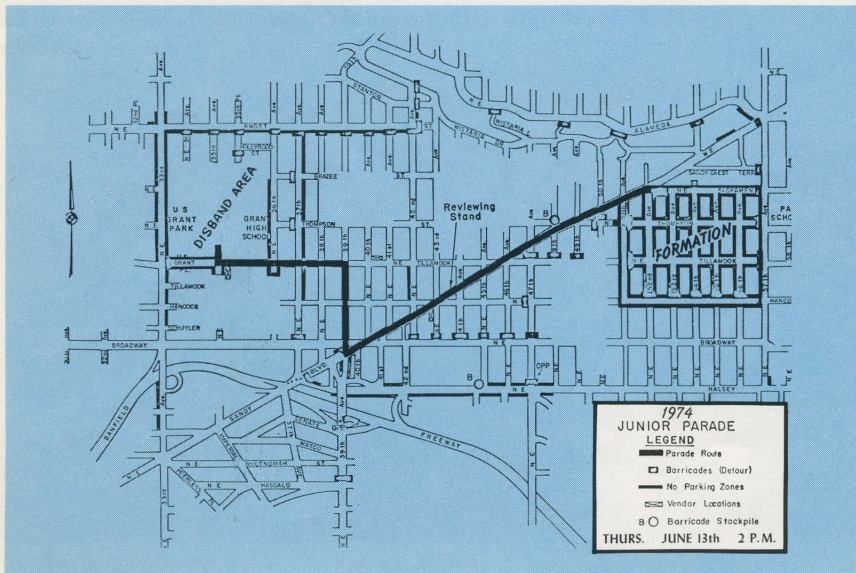
Meanwhile, at the downtown Masonic Temple, the Portland Rose Society presents its 86th annual Rose Show, continuous each year without a miss. This is everybody's rose show. Anybody can enter, there is no entry fee.



White-Attired Dukes

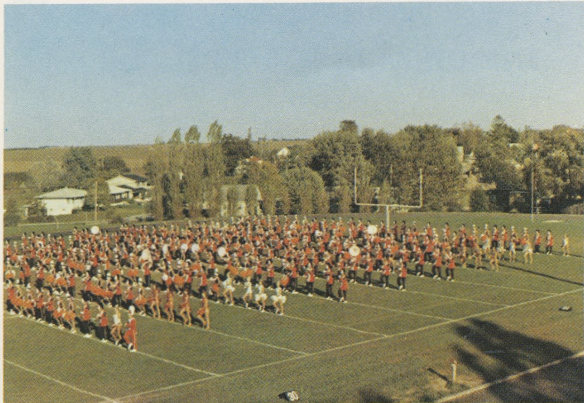
"Dukes of the Realm" the Royal Rosarians call themselves. Official Greeters of the City of Portland, the Rosarians present their tradition-steeped knighting ceremony in the garden theatre of Washington Park at 10 a.m. Friday.

Led by Prime Minister Jim Culbertson and the Queen, the Rosarians initiate visiting dignitaries into honorary knighthood.



A Whole Field of Splendor...

Festival of Bands, Civic Stadium, Fri., June 14, 8 p.m.



West Des Moines, Iowa Honor Band



Englewood, Colorado

Second year for the Festival of Bands, a new event in 1973 which proved an outstanding success with participants and spectators alike. Among visiting bands featured is the biggest marching high school band ever to visit the Rose Festival, the Marchmasters of West Des Moines, Iowa, numbering 300 members. West Des Moines is this year's official Honor Band.

Also appearing from the list of out-of-state Guest Bands are the Lawrence High School Marching Band from Kansas and the Englewood, Colorado High School Band. The Mount Hood Community College Stage Band will also appear, along with other musical groups. Admission to the Festival of Bands is by Rose Pin.

Rose Festival Guest Bands

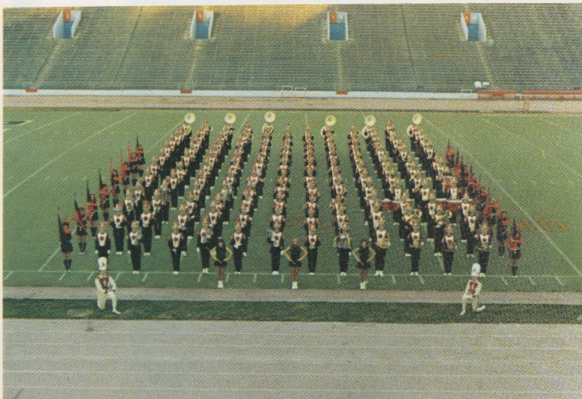
Only a limited number of invitations is sent to out-of-state high school bands, always the most outstanding in the country. This year, in addition to the three mentioned above, the Guest Bands are Holdrege, Nebraska; Woodland, California, and Ukiah, California.



Ukiah, California



Holdrege, Nebraska



Lawrence, Kansas



Woodland, California



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.**





From Paramedics to Grand Marshals...

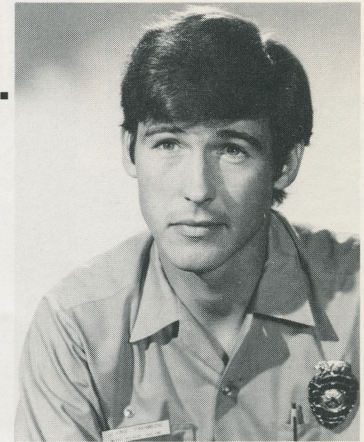
Randolph Mantooth, Kevin Tighe, Provide Filmland Glamor

Every parade traditionally presents at least one Grand Marshal, and this year's Grand Floral Parade goes a step grander by having two Grand Marshals, NBC television stars Randolph Mantooth and Kevin Tighe.

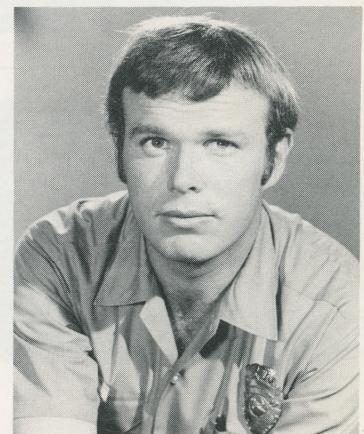
The two play paramedics in "Emergency," seen in Portland on KGW-TV, Channel 8, from 8 to 9 p.m. Saturdays. The young actors are looking forward to their first "live" appearance here and hope none of the parade spectators will expect to be rendered first aid.

Randolph Mantooth plays John Gage in the series and Kevin Tighe plays Roy DeSoto. Mantooth got his name from his full-blooded Seminole father. Born at Sacramento, Cal., he left college to study at the American Academy of Dramatic Arts, where he was discovered by a talent agent. He is single, age 29, 6 feet 1, weighs 170 pounds. Last summer he took a two-month cross-country trip in his Land Rover, sleeping under trees, eating in out-of-the-way restaurants and meeting new people.

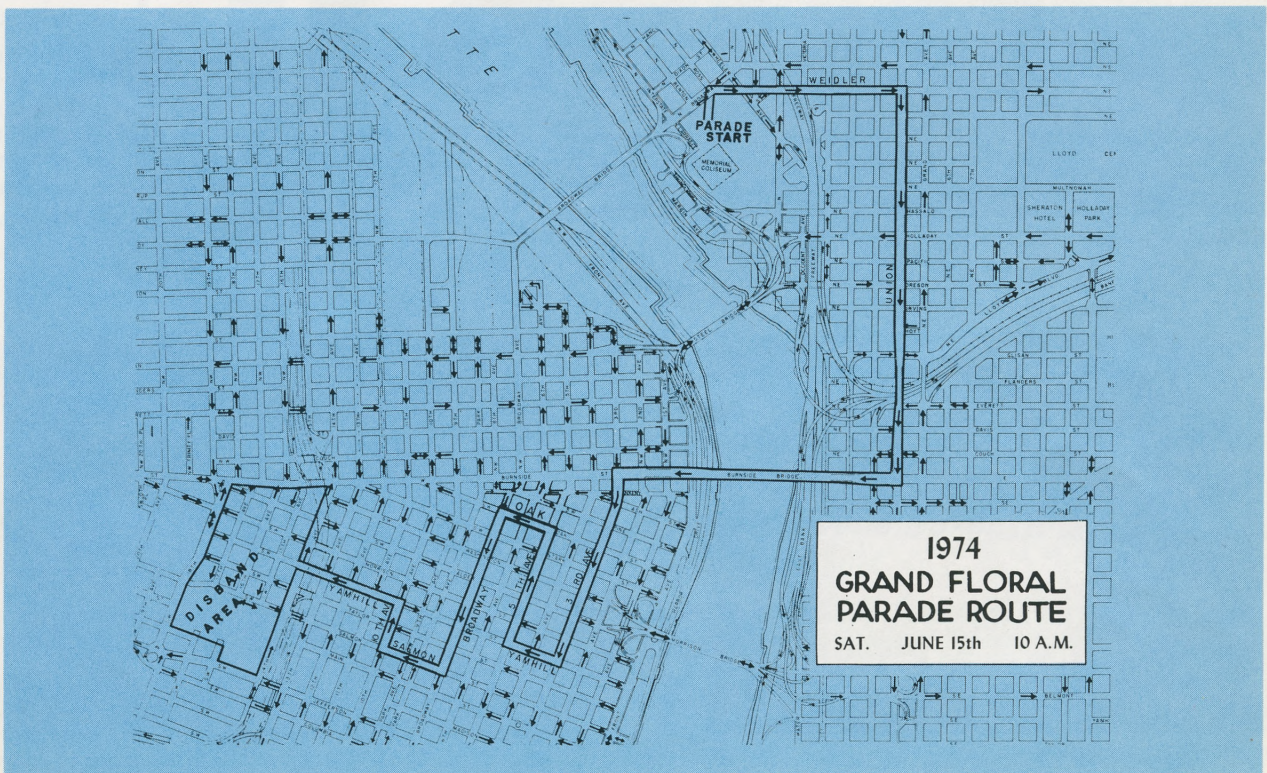
Kevin Tighe broke into show business by hanging around the Pasadena Playhouse until he landed a role at age 12. His father was an actor, training his son constantly for his first part, which was a role in "Our Town." Tighe has a BA and a masters in theater arts and has played numerous TV parts, plus a role in the film, "The Graduate." Age 29, he lives in semi-seclusion in Topanga, Cal., where he writes.



Randolph Mantooth



Kevin Tighe





Double your pleasure at **TRADER VIC'S**

Over a Honi Honi or Tiki Puka Puka (say HO-nee HO-nee or TEE-kee POO-kah POO-kah—two of our 85 sippable specialties) you can decide between the Po Po or the Cho Cho. Both are delicious. That goes double for Bongo Bongo or Boula Boula—either one a fitting prelude to Mahi Mahi or Pake Kau Kau. (We'll help you with the pronunciation and identification.) But one need not go the strict stereo route. The pages of the good Trader's voluminous menus are filled with monaural options in tantalizing Polynesian and Continental fare. Come try some soon. Park underground in The Bank of California. Come across *under* Stark. Open Monday through Friday, 11:30 A.M. to 1 A.M. Saturdays, 5 P.M. to 1 A.M. Closed Sunday. Reservations suggested.

THE **BENSON**

Portland, Oregon (503) 228-9611
WESTERN INTERNATIONAL HOTELS



Saturday, June 15

1974 Grand Floral Parade – Theme “Send Me A Postcard”
Pre-Parade Show 9 a.m.

Memorial Coliseum. Parade start, 10 a.m.

Grand Floral Parade

Most exciting day of every Rose Festival is the second Saturday, the day of the Grand Floral Parade, the Spectacle Supreme toward which the entire Festival builds.

You see it all at the Parade. The Queen and her Royal Court. All the visiting Guest Bands from faraway places, and other smart-stepping bands from the immediate area or Northwest points. Three dozen stately all-flowered floats. The finest equestrian riders in the Northwest, costumed or uniformed with floral-decorated horses. Plus many Queens and Courts from Round-Ups and Rodeos.

The Parade runs approximately 1 hour and 50 minutes, geared deliberately to a two-hour live telecast throughout the region. The Queen's float appears about one-third of the way, about 30-40 minutes from the start.

Officials and dignitaries ride in white Pontiac convertibles, the official Festival car. They are not listed in this printed lineup. Each official will appear immediately preceding the float which wins his award. For example, Governor Tom McCall and Mrs. McCall will ride immediately preceding the float which wins the Governor's Trophy.

Other dignitaries with similar placement are Portland Mayor Neil Goldschmidt and Mrs. Goldschmidt, Festival President Hillman Lueddemann, Jr. and Mrs. Lueddemann, Grand Marshals Randolph Mantooth and Kevin Tighe, Royal Rosarian Prime Minister Jim Culbertson and Mrs. Culbertson, and Portland Rose Society President Dr. Thomas R. Reardon and Mrs. Reardon. Royal Court Chaperone Mrs. Richard Green also will be an honored guest.

ORDER OF MARCH

(Numbers 1-36 indicates Float, B is Band, H is Equestrian Unit.)

COLOR GUARD DIVISION – Marshal: Walter Henningsen

**B-1 Portland Police Motor Escort
Marine Corps Color Guard**

B-2 Marine Corps Color Guard Band
1st Marine Division Band from Camp Pendleton, Cal., directed by Chief Warrant Officer Ronald C. Biggs.

H-1 King County Mounted Police
From Seattle, Washington, famed for matched Palomino horses with handsome silver mounted equipment. Each rider carries the American Flag.

1. STEVENS & SON JEWELERS



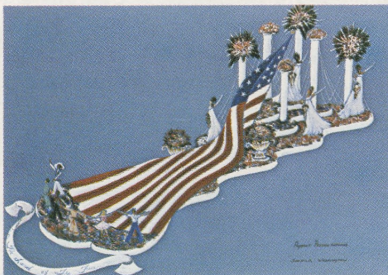
For You A Rose in Portland Grows

Last year's Sweepstakes winner is honored with first float position. More than 15,000 roses combine to create a park-like garden setting, varying between formal garden area and meandering rose beds. A water fountain graces the third unit and stone bridges connect the islands. Past Rose Festival Queens are riders. Built by Festival Artists.

B-3 Royal Rosarian Marching Unit

Official greeter organization of the City of Portland since 1912.

2. GEORGIA-PACIFIC CORPORATION



The Land of the Free

Georgia-Pacific Corporation has chosen a patriotic design of red, white and blue, carrying out an enormous reproduction of the American Flag. Five lovely young ladies represent the many races living in a free America and five children in native costume depict America's future. Built by Pageant Presentations.

H-2 Molalla Buckaroo Association Court
Queen Marta Todd, Judy Ruddell, Lori Williams.

H-3 Vicki Schoen-Wells, Miss Interstate Queen, Forest Grove

B-4 Valley High School Band, West Des Moines, Iowa
Honor Band for this year's Parade, the 300-member Marchmasters.

3. EASTMAN KODAK COMPANY



P.S. I Love You

Two sculptured cupids hold a giant basket of flowers as animated butterflies hover around four fountains that feature dancing waters in reflecting pools. Riding is Oregon's Junior Miss, Suzanne Bunker. Many shades of pink are achieved through use of variegated petals of orchid, peony and gladiolus. Built by Herrin-Preston.

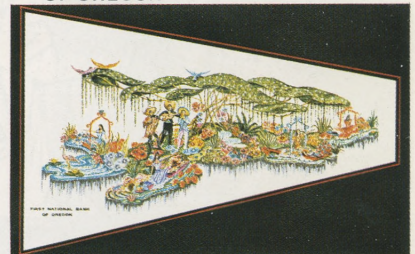
H-4 Connie Watkins, Princess, Ellensburg, Wash., Rodeo Court

H-5 Afifi Temple Shrine Mounted Patrol

DIVISION NO. 2 – Marshal: Clyde Brummell

B-5 Englewood, Colorado, High School Guest Band

4. FIRST NATIONAL BANK OF OREGON



Mexico's Floating Gardens

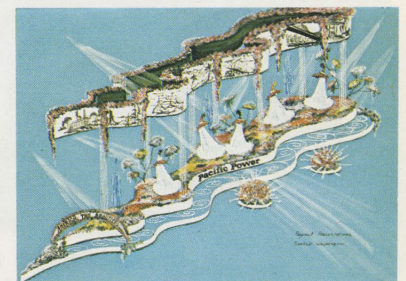
Replica of the famous natural wonder near Mexico City with live music by Trio Los Tres from Zapata's restaurant. The four señoritas are bank employees: Diana Scheese, Dora Owens, Gwen Holotta and Gwen Cox. They wear skirts of natural flowers as they recline in "lanchas" or flat-bottomed boats. Built by Commercial Displays.

H-6 Gilliam County Fair Court, Condon
Queen Rita Ericksen, Vicki Cimmiyotti, Donna Camargo.

H-7 Mrs. Bert Croshaw, Seattle

B-6 Lawrence, Kansas, High School Guest Band

5. PACIFIC POWER & LIGHT CO.



America, The Beautiful

An exquisite floral garden provides the setting for a series of minutely detailed murals depicting the beauties of the U.S.A. Five young ladies are enclosed in the murals, each costumed to represent a different region of the world. Five graceful fountains complete the



Portland Rose Festival Association

Directory of Members

The Portland Rose Festival Association is a non-profit volunteer organization governed by 50 directors. 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 Electric & Plumbing
A-1 Silk Screen Products
A A Ambulance Service
A.M.F. Voit, Inc.
Abbott & Lind, Inc.
Ace Electric
Acme Personnel Service, Inc.
Acme Trading & Supply Co.
Action Print
Action Print & Litho, Inc.
Ad-Mail, Inc.
E.M. Adams & Co.
Aden & Josi
H. Victor Adix Jr., M.D.
Paul Ail
Air Filter Sales & Serv.
Air West
Airways Rent-A-Car
Alaska Steel Company
Alberts Clinic
Albertsons
Albina Fuel Company
Alcon Industries, Inc.
Alexander & Alexander
Alexander Manufacturing, Inc.
Alexanders Chrysler - Plymouth
Allied Arts Studio
Allied Safe & Vault Co., Inc.
Allison Electric Company
Alpenrose Dairy
Alpine Veneers, Inc.
Amalgamated Sugar Company
Amato Lanes & Restaurant
American Brush Company
American Bldg. Maintenance Co.
American Data Service
American Distilling Company
American Guaranty Life Ins. Co.
American Honda Motor Company
American Industrial Serv. Co.
American Intl. Forest Prod., Inc.
American Linen Supply
American Mail Line Ltd.
American Motors Sales Corp.
American Savings & Loan Assoc.
American Sheet Metal Works, Inc.
American Steel, Inc.
Ameron
Dr. Roger I. Amiton
Arthur Andersen & Company

H.A. Andersen Company
Anderson Die & Mfg. Co.
Francis H. Andrews
Andrews & Andrews Equipment Co.
Andrews Lumber Company
Apcoa Div. of ITT
Archer Blower & Pipe Co.
Armands, Inc.
Armour & Company
Robert Arneson Sales Agent
Arrow Transportation Co.
Art-Pak Products, Inc.
Artercraft Signs & Screen Prtg.
Arts Thriftway
Ruth Ashbrook Bakery
Associated Meat Packers, Inc.
Athens West
Atiyeh Bros., Inc.
Atiyehs, Inc.
Atkinson & Co.
Atlas Steamship Co.
Audio Electronics Co.
Auto Glass Service Co.
Auto Wheel Service, Inc.
Automatic Sales Company
Automotive Equipment Co.
Auto Dealers Assn. of Portland
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Avis Rent-A-Car System
Azumano Travel Serv.
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Badgley Manufacturing Company
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Ball Ford Company
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The Bank of Tokyo
Bankers Life Company
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Bardy Trophy Company
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David Barrows
E.J. Bartells Company
Barts Warf
Joe Battaglia
Bauer Murphy & Assoc.
W.C. Bauman Co., Inc.

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Beall Pipe & Tank Corporation
Beal-Oliver Sandy Blvd. Clinic
James Beam Distilling Co.
Beaver Heat Treating Corp.
Beaverton Transfer Company
Bechtel Corporation
Ray F. Becker Company
Began Equipment
Bemis Company, Inc.
Bench Advertising Co., Inc.
Benihana of Tokyo
F.E. Bennett Company
Benson Chemical Corp.
Benson Hotel
Benz Spring Company
Charles F. Berg
Bernard Dental Offices
Berry Insurance Agency
Berven Carpets Corp.
Beverage Equipment Co.
Biffs Seafood Restaurant
Big C Stores, Inc.
Billings Bookkeeping Service
Billings & Cronn Company
Bingham-Willamette Co.
Binyon Optical Co.
G. Cyrus Bishop
Robert A. Bitar
Clifford Bjorng
Blachly Losch & Stenberg
Black & Company, Inc.
Black Helterline Beck Rappleye
Black, Kendall & Tremaine Atty's.
Blaesing Granite Company
Blake Moffitt & Towne
Blake & Neal Finance Company
Blanchard Lumber Company
Dr. Norman L. Bline
Blitz-Weinhard Company
Bloodworth, Hawes, Peterson & Assoc.
Blore Klarquist & Assoc.
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Blyth & Company, Inc.
Bocs Burgers
Metropolitan Clinic
Dr. & Mrs. Gene V. Bogaty
Boise Cascade Bldg. Products
Boise Cascade Paper Mill Div.

Bollons & Poss Realtors
Bone & Joint Clinic
Bonfire Restaurant, Inc.
Boquist Bowen & Fisher
Des Delacy-Bourke & Associates
Bower Moving & Storage
Linden B. Bowman Realtor
Bowmans Mt. Hood Golf Club
Boyd Coffee Company
Brady-Hamilton Stevedore Co.
Braley & Graham
Brand S Corporation
Brewed Hot Coffee, Inc.
Brewster Burnett & Bailly
Briggs, A Div. of Celotex Corp.
British Motor Car Distributors
Broadway Deluxe Cab Company
Brod & McClung
Brodie Hotel Supply
Broms-Lonie
Bromme Selig Oringdulph & Partners
Ronald S. Berg
Broughton Lumber Company
Russell Brown Office Service
Bruce-Emmett Company
Dr. & Mrs. M. Dev Brunkow
Buckaroo-Thermoseal, Inc.
Builders Design & Drafting Service
Bullier & Bullier Realtors
Bullivant Wright & Assoc.
Burlingame Flower Shop
Burlington Northern
Roy Burnett Motors, Inc.
Burns Brothers Tire
Bush Garden
Business Equipment Bureau
Business Mens Assurance Co.
Drs. Butler, Reeh, & Thornfeldt
Buxton Motors
C.I.T. Corporation
Cadet Manufacturing Company
Caffall Bros. Forest Products, Inc.
Cage Baratta-Harry & Assoc., Inc.
Kenneth E. Cain
Cake, Hardy, Buttler, McEwen & We
Cal-Ore Machinery Co.
Cal-Roof Wholesale, Inc.
Calaroga Terrace
Campbell Crane & Rigging Serv.

Campbell/Galt & Newlands, Inc.
Michael E. Campbell
Campbell Copy Company, Inc.
Campbell-Weiss Company
The Canadian Imp. Bank of Comm.
Canby Floral Company
Garnett E. Cannon
Canteen Company of Oregon
Captains Corner
Caravan Motor Hotel
Carmichael Oldsmobile, Inc.
Drs. Carkner, C.G., D.N., D.C.,
Optometri
Carnation Company
Carpet Fashions
John A. Carson
Carter Mfg. Co.
Cascade Construction Co.
Cascade-Pacific Lumber Co.
Cascade Shipping Co.
Cascade Sports Car Club
The Castle
Casual Village
Cellocraft Bag Co.
Centennial Mills
Central Distributors
Chamber of Commerce
Chappell-Spears Mobile Home
Chase Bag Company
Chase Printing Company
Chinese Garden Restaurant, Inc.
Chown Electric Supply Company
Chown Hardware & Machinery
Christenson Oil Company
Churchill Tours, Inc.
City Brass Foundry
City Rubber Stamp Co.
Civic Parking Co.
Clackamas Greenhouses
Clarke Publishing Company
Clifton & Company
Clow Roofing & Siding Co.
Coast Auto Supply Company, Inc.
Coast Transport, Inc.
Coats & Clarks Sales Company
Coca Cola - U.S.A.
Coe Manufacturing Company
Cohn Bros.
Coit Drapery Cleaners



Hillman Lueddemann, Jr.
President



Robert Hazen
Vice President

Portland Rose Festival Association—Directory of Members

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Cole & Weber, Inc.
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Collins & Wilmes Cigar Co.
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Columbia Plywood Corp.
Columbia River Pilots
Columbia Steel Casting Co., Inc.
Columbia Trane, Inc.
Columbia Typewriter Co.
Columbia Wire & Iron Works
Columbiaknit of Portland
Columbian Bifocal Company
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Commerce Mortgage
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Commonwealth, Inc.
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Continental Grain Co.
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Peter Corvallis Productions
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Crown Zellerbach Corp.
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Dahnken
Dames & Moore
Dale Construction Co.
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Danner Shoe Mfg. Co.
Dant & Russell, Inc.
The Davidson Company
Davies Biggs Strayer and Assoc.
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Davis Alfred J. Company
Dan Davis
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Dealers Supply Company
Dean Distributing Co., Inc.
Delap & Paul
Del Monte Corporation

Del Monte Meat Company
Deluxe Check Printers, Inc.
Demme Bros., Inc.
Denny-Wagoner-Wright
Dependable Pattern Works, Inc.
De Semple Typewriter Co.
Designed Interiors, Inc.
Dezendorf, Spears, Lubersky & Campbell
Diamond Fuel Company
Dickens Sheets-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.
Dr. W. E. Dougherty
Double Happiness
Douglas Forest Materials Corp.
Dows Columbia Rug & Upholstery
Donald M. Drake Company
H. A. Dryer Co.
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Dun & Bradstreet, Inc.
Dunham Printing, Inc.
Dunis Distributing Co.
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Durametel Corp.
Durham & Bates Agencies, Inc.
Esco Corporation
ESP Factors
Easterday Supply Company
Eastern Air Lines, Inc.
Robert L. Eaton
Eaton Corporation
Economy Oil Company
H. Philip Eder
Edwards Industries, Inc.
Mildred M. Ek
Electrical Construction Co.
Electrical Distributing, Inc.
Electromatic, Inc.
Harry Elliott, Inc.
Elliott Powell Baden & Baker
Elmers Colonial House of Pancakes
C. M. Emeis & Company
Paul B. Emerick Company
Emerson Hardwood Co.
Empire Building Material Co.
Enoch Manufacturing Company
Equitable Savings & Loan
Ernst & Ernst
Evans Construction Company
Evans Products Co.
Everett Spencer Mobile Homes
Exxon Company U.S.A.
F.M.C. Corporation
Familian N.W., Inc.
Far West Federal Savings
Farmers Insurance Group
Farrells Ice Cream Parlour Rest.
Farwest Assurance Group
Faunt, Bige, Lewis, & Scott, CPA's
Federal Sign & Signal Corp.
Fewel-Comer Co., Inc.
Fibreboard Corporation
The Fig Leaf
Frank Fink Company
J. P. Finley & Sons
Arnold J. Finstad
Finzer Business Machines Corp.

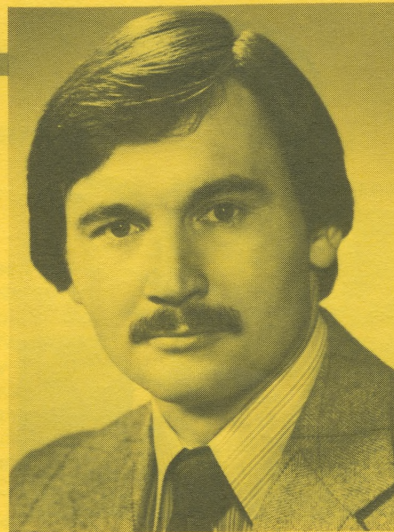
First Federal Savings & Loan
First National Bank of Oregon
First State Bank of Oregon
Robert E. Fischer M.D.
Fish Grotto
Jim Fisher Motors
Fitzgibbon Glass Company
Fleet Leasing, Inc.
Floorcraft Carpet Co.
Forchuk-Wold & Peyton
The Florsheim Shoe Store Co.
John F. Forbes & Company
A. D. Ford & Sons
Ford 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
The Dublin House, Inc.
Dun & Bradstreet, Inc.
Dunham Printing, Inc.
Dunis Distributing Co.
Duo-Fast Oregon Company
Durametel Corp.
Durham & Bates Agencies, Inc.
Esco Corporation
ESP Factors
Easterday Supply Company
Eastern Air Lines, Inc.
Robert L. Eaton
Eaton Corporation
Economy Oil Company
H. Philip Eder
Edwards Industries, Inc.
Mildred M. Ek
Electrical Construction Co.
Electrical Distributing, Inc.
Electromatic, Inc.
Harry Elliott, Inc.
Elliott Powell Baden & Baker
Elmers Colonial House of Pancakes
C. M. Emeis & Company
Paul B. Emerick Company
Emerson Hardwood Co.
Empire Building Material Co.
Enoch Manufacturing Company
Equitable Savings & Loan
Ernst & Ernst
Evans Construction Company
Evans Products Co.
Everett Spencer Mobile Homes
Exxon Company U.S.A.
F.M.C. Corporation
Familian N.W., Inc.
Far West Federal Savings
Farmers Insurance Group
Farrells Ice Cream Parlour Rest.
Farwest Assurance Group
Faunt, Bige, Lewis, & Scott, CPA's
Federal Sign & Signal Corp.
Fewel-Comer Co., Inc.
Fibreboard Corporation
The Fig Leaf
Frank Fink Company
J. P. Finley & Sons
Arnold J. Finstad
Finzer Business Machines Corp.

The Goldsmith Co.
W. F. Goodrum
Sam Gotter Realtors
Goodyear Rubber & Supply Co.
John Graham Co.
Grand Metal Products Corp.
Grandmas Table
Granning & Treece Finance Co.
Grant & Roth Plastics, Inc.
W. R. Grasl Co.
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Heathman Hotel
L. D. Heater Music Co.
Theron L. Hedgpeh
Heinrich Datsun
R. A. Heintz Construction Co.
Harold W. Heller
John Helmer Haberdasher
J. Henry Helser & Company
Charlie Helwig, Inc.
W. P. Hemenway Company
Hennessey Goetsch & McGee
Herrin-Preston Parade
Piper Jaffray & Hopwood
The Hertz Corporation
Herzog, H. A.
Herzog Motors
Hess, John J.
Hessel Tractor & Equip. Co.
Hewlett & Jamison Architects
The Hickory Stick
Hillsdale Arco
G. Spencer Hinsdale
Hippopotamus Restaurant Mr. C's
Hit Parade Music Co.
Hobart Sales & Service
Hoch & Selby Co.
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Holiday Inn
The Holland, Inc.
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Hollywood Lights
Edw. Holman & Son, Inc.
Holman Transfer Co.
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Instant Pattern Corp.
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Intl. Shipping Company
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Interstate Training Service
The Irwin-Hodson Company
ITE Imperial Corp.
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Maurice Jacobs — Jacobi
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KEX Golden West Broadcasting
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KPTV
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Paul E. Keeney Company
Kelley-Clarke Company
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Larry Campbell
Secretary



Robert Ames
Treasurer



Portland Rose Festival Association—Directory of Members

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Kneisel Travel, Inc.
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Koldkist Ice
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Ladd Estate, Inc.
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Thomas Lee
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Losti, Inc.
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Marios, Inc.
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Dr. R. Kent Markee
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Mason Bruce & Girard
Dr. J. Clifton Massar
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McCloskey Varnish Co. of the N.W.
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McGraw Edison Power System
McKee Pontiac
McKesson & Robbins, Inc.
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Mega Coffield Kazanjian, Inc.
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Metropolitan Disposal Corp.
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Dr. James V. Meyer
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Miller Anderson Nash & Assoc.
Miller Paint Co., Inc.
Millers for Men
Miliman & Robertson
J. C. Milne
Joseph A. Minott
Everett Mitchell Advertising
Mitchell Lewis & Staver
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Moffatt Nichol & Bonney, Inc.
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Dr. T. Montgomery
Montgomery Ward & Company
Moore Dry Kiln Company
Moore's Audio Visual Center
R. Burke Morden
Martin T. Moran Plumbing
W. Bruce Morrison, Consult. Engr.
Morrison Oil Company
MEC&C Advertising, Inc.

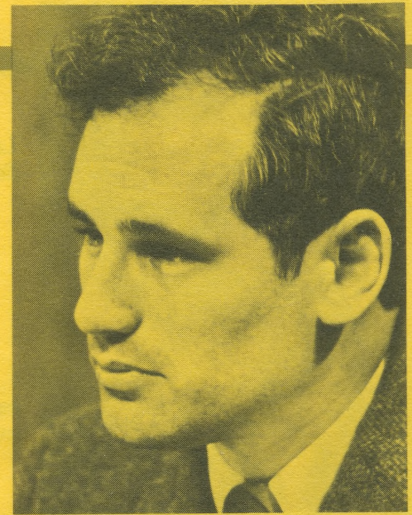
Moss Adams & Co.
Mortons Shoe Stores, Inc.
Mt. Hood Radio & TV Broadcasting
Dr. Earl C. Muck
Multnomah Athletic Club
Multnomah County Medical Society
Multnomah Kennel Club
Multnomah Typographical Union 58
Munnell & Sherrill Inn
Harold Murphy
Murphy Logging Company
Murray McBride & Assoc.
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Myers Drum Company
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National Electrical Contractor
National Mortgage Company
R.W. Neighbor & Company
Neighbors of Woodcraft
Paul Neils
Rudy Nelsen, Inc.
Ken Nelson Equipment Co.
Ted Nelson Company
Nendels Inn
Nero & Associates, Inc.
Ness Produce Co.
The Neurological Clinic
The New Cathay Restaurant
New York Merchandise Co., Inc.
Robert Newell
Nicolai Company
Niedermeyer-Martin Company
Nielsen Jewelers
Albert M. Niemi
Niklas & Sons
Dick Niles, Inc.
Nob Hill Pharmacy
Dr. Noles Optometrists
Nor-Air, Inc.
Nordstroms
Norene Tire & Battery Company
Norris Beggs & Simpson
North Coast Electric Company
North Coast Seed Company
North Coast Cannery/Packers, Inc.
North Pac Grain Growers, Inc.
North Pacific Supply Co., Inc.
Northwest Acceptance Corp.
Northwest Airlines, Inc.
Northwest Bookbinding Co., Inc.
Northwest Copper Works, Inc.
N.W. Electric Lgt. & Power
N.W. Foundry & Furnace Co.
Northwest Grocery Co.
Northwest Ind. Laundry Co.
Northwest Insurance Co.
Northwest Lift Slab Co., Inc.
N.W. Livestock Prod. Credit Assn.
Northwest Marine Iron Works
Northwest Motor Welding
Northwest Natural Gas Co.
Northwest Pantry, Inc.
N. W. Paper Box Mfrs., Inc.
Northwest Pump & Equipment Co.
Northwest Schools, Inc.
Northwest Textbook Depository
N.W. Truckstell Sales, Inc.
Northwestern, Inc.
Northwestern Agencies, Inc.
N.W. Ice & Cold Storage Co.
Norwest Publishing Co.
Nudelman Brothers

Nutrition Laboratories, Inc.
Nu-Way Printing & Envelope Co.
The Oaks Amusement Park
Odyssey Productions, Inc.
Tom Ogle Prescriptions
The Old Country Kitchen
Oliphant & Bates Insurance Co.
Oliver & Thompson, Inc.
Olsen Roe Transfer Company
Olympia Brewing Company
Omark Industries, Inc.
O'Neill Transfer Company, Inc.
Opti-Craft, Inc.
Oregon Asphaltic Paving Co.
Oregon Audio Vidio System
Oregon Automobile Insurance Co.
The Oregon Bank
Oregon Blue Print Company
Oregon Culvert Company
Oregon Handling Equip. Co.
Oregon Lighting Supply
Oregon Laundry Cleaners
Oregon Leather Company
Oregon Lithoprint, Inc.
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 Seed Exchange
Oregon Steel Mills
Oregon Toro Distributors, Inc.
Oregon Trail Savings
Oregon Transfer Company
Oregon Transformer Works
Oregon Typewriter & Recorder Co.
Ore. Whisle. Novelty Co., Inc.
Oregon Worsted Company
The Oregonian Publishing Co.
Organ Grinder, Inc.
Oroweat Bakers, Inc.
Orthopedic Surgery Associates
Otis Elevator Company
Owens-Illinois Glass Company
Dr. Albert A. Oyama
PHA Life Insurance Co.
Pacific Building Materials
Pacific Carbide & Alloys Co.
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 Hrdwr. & Electric Co., Inc.
Pacific Intermountain Express
Pacific Mach. & Tool Steel Co.
Pac-Mar Services
Pacific Meat Company, Inc.
Pacific Metal Company
Pacific National Advertising
Pacific Northwest Bell
Pacific Power & Light Company
Pacific Steel Warehouse Co.
Pacific Supply Cooperative
Pacific Trail Sportswear
Pacific Trailways
Packer-Scott

Packouz Jewel Box, Inc.
The Pagoda
Painting & Decorating Contractors
Pak-Well Paper Prod. Company
Pan American World Airways, Inc.
Paper Mills Agency of Oregon, Inc.
Paramount Supply Co.
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 Pattern Works
Peerless Division - Royal Industry
Pein Box & Lumber Co.
Pendleton Woolen Mills
Pennwala Plumbing
Pennwalt Chemical Corp.
J. C. Penney Co.
Pepsi-Cola Bottling Company
Peters Office Supply Company
A. V. Petersen Company
Richard J. Petersen M.D.
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Phillips Electronics, Inc.
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Physicians Optical Service
Piedmont Hardware Company
Pierres French Bakery
Pihl Transfer & Storage Co.
V. M. Pihl & Son, Inc.
Pine Street Company
Don J. Pinson Associates, Inc.
Pioneer Fruit Distributors, Inc.
Pioneer National Title Ins. Co.
Plaid Pantry
Plaza Pool Company
The Point Habitat
Pollock Motors
Ponchos Restaurant
Poor Richards Restaurant
Pope & Talbot, Inc.
Poppers Supply Company
Porter-Scarpelli Macaroni Co.
Portland Auto Auction
Portland Bolt & Mfg. Co.
Portland Bottling Company
Portland Buckaroos
Portland Center Devel. Co.
Portland Center Pharmacy
The Portland Clinic
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Portland Concrete Pipe Co.
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Portland Elevator Company
Portland Fish Company
Portland Frozen Foods
Portland General Electric Co.
The Portland Hilton
Portland Laundry & Dry Cleaners
Portland Lawn Bowling Club
Portland Lodge BPO Elks 142
Portland Machinery Company
Portland Motor Hotel
Portland Orthodontic Group
Portland Orthopedic Clinic
Portland Paper Box Company



Clayton W. Hannon
Executive Manager



Hon. Neil Goldschmidt
Mayor of Portland

Portland Rose Festival Association—Directory of Members

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Portland Screw Co.
Portland Stevedoring Company
Portland Travelodge Motel
Portland Wholesale Groc. Co.
Portland Wire & Iron Works
Portland Willamette Company
Portland Wire & Iron Works
Portland Womens Forum
Portland Woolen Mills, Inc.
Postal Instant Press
Poulson-Wilson, Inc.
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Pownall Taylor & Hays
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Precision Castparts Corp.
Premier Gear & Mach. Wks.
Premium Oil Company
Price Waterhouse & Company
Art Priestley Oil Company
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Printing Pressmens Union 43
Progress Electronics Co. Of Oregon
Property Counselors, Inc.
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Purdy Brush Company
The Quay Inn
Radio Cab Company
Rainier Brewing Co.
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Red Carpet Catering
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Rheinlander Restaurant
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Rose City Awning Co.
Rose City Paper Box, Inc.
Rose City Sound, Inc.
Rose City Upholstery
Rosenblatts
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Roses Restaurant
Dr. Cecil J. Ross
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W. G. Rovang & Assoc.
Roy & Molin, Inc.
Royal Inn of Portland
Rudat Boutwell & Partners
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.
St. Johns Drug Company
Sandberg Heating & Fuel Co.
Sanderson Safety Supply
Sandwell International, Inc.
Sandy Boulevard Dodge
Sandy Blvd. Veterinary Clinic
Sandycrest Terraces
Sandys Camera Shop
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Schermerhorn Bros., Inc.
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Servomation of Portland, Inc.
Shannon & Wilson, Inc.
Shaver Transportation Company
Shaw Surgical Company
Shedrain Umbrella Company
Sheet Music Serv. of Portland
Shell Oil Company
Shepard Business Forms Company
Sheraton Motor Inn
Sherwood & Roberts
Showboat Restaurant & Lounge
Shuler Rankin Myers & Walsh
M. & H. H. Sichel
Silver Eagle Company
Silver Eagle Manufacturing Co.
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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.
Douglas & Marjorie Smith
Mr. & Mrs. Edgar Smith
Smiths 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 Mach., Inc.
Specialty Auto Glass Co., Inc.
Specialty Woodworking Co., Inc.
The Speck Enterprises, Inc.
Sperry & Hutchinson Company
Waldemar Spliid
Sam J. Sposito Lighting Special
Sprouse-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.
Art Stearns Tires, Inc.
Drs. Stearns, Fearl & Breese
Wm. M. Stebbins
Steinfelds Products Company
Steinographic Office Services
Stevens-Ness Law Publishing Co.
Stevens & Son
Stevens/Thompson/Runyan
Stewart & Tunno Insurance
Stewart-Warner Alemitte Sales
Storey Tool & Die Works
Jack P. Stuhl
Mrs. Pil Sugai
Sumitomo Shoji America, Inc.
Sunset Fuel Company
Sunshine Dairy
Sweetbriar Inn
Swiss Tailors & Cleaners, Inc.
System Auto Parks, Inc.
System Construction Co.
T I M E
Tambllyn & Assoc. Attys.
F. M. Tarbell Co.
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Taurus
Taylor & Co., Inc.
Taylor Electric
Tektronix, Inc.
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R. C. Thompson & Son, Inc.
Thriftree Market No. 1
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Thunderbird Motel & Restaurant
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Tice Electric Co.
Tie Bar
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Timberline Equipment Co.
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Marv Tonkin Ford Sales
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Tops All Foods, Inc.
Totem Transit Co.
Touche Ross Bailey & Smart
Tower Oil Co.
Town Concrete Pipe, Inc.
Tradewell Stores, Inc.
Trans Western Express
Transamerica Title Ins. Co.
Transmission Exchange
Trans Pacific Financial Corp.
Travel Counselors, Inc.
Sperry & Hutchinson, Inc.
Tri City Bowl
Tri-Met
Triangle Milling Co.
Trips and Tours, Inc.
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Union Pacific Railroad Company
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
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Utility Trailer & Equipment
Valley Plaza
Valley Truck Serv.
Vancouver Furniture Company
Van Duyn Chocolate Shops, Inc.
Van Waters & Rogers, Inc.
Dr. John G. Vandenberg
Victoria Station, Inc.
Viking Automatic Sprinkler Co.
Viking Industries, Inc.
Village Inn Pancake House
Vinton Company
Vista-St. Clair, Inc.
William Volker & Company
Volvo Western Dist., Inc.
J. M. Vranizan Company
Waddles Restaurants
R. M. Wade & Company
Wagner Mining Equipment, Inc.
Wakehouse Motors, Inc.
Wallace Buick Company
Wallace Security Agency, Inc.
Walton Tailoring

Wanke Panel Company
Washington Federal Savings
Watcoo Div-Mogul Corp.
Waterway Terminals Company
Waterworks Supplies Co.
Watsons Valley Pharmacy
D. C. Wax Office Equipment House
Tie Bar
Weatherite Co.
Weiler Chevrolet
Weisfields, 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 Rv.
Western Food Company
Western Kraft Corp.
Western Machinery Corp.
Western Paper Company
Western Photo Mount Company
Western Savings & Loan
Western St. Chiropractic Clinic
Western Transportation Co.
Westinghouse Electric Corp.
Weyerhaeuser Company
C. H. Wheeler
Whipple & Moshofsky Lumber Co.
Whitaker & Whitaker
White Rock Bottling Co.
White Stag Manufacturing Co.
White Sutherland Brownstein Pr.
Dr. James M. Whitely
Wholesale Tire Sales
Widing Transportation
Stan Wiley, Inc.
Rudie Wilhelm Warehouse Co.
Willamette Industries, Inc.
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Wolsborn Properties
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Yaws Top Notch
Ye Old Towne Crier
Yergens & Meyer C. P. A.
Porter Yett Jr. Gen Contractor
Arthur Young & Company
Zeero Ice Company
Zell Brothers
Werner E. Zeller M.D.
Zellerbach Paper Company
Zidell Expl
A. J. Zinda Company

Saturday, June 15

Grand Floral Parade

1974 Grand Floral Parade — Theme "Send Me A Postcard"

Pre-Parade Show 9 a.m.

Memorial Coliseum. Parade start, 10 a.m.

panorama. Built by Pageant Presentations.

H-8 Oregon Mounted Posse, Salem

B-7 Holdrege, Nebraska, High School Guest Band

6. LLOYD CENTER MERCHANTS



London

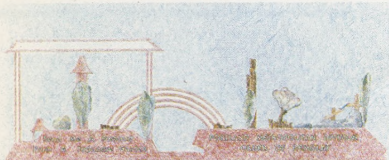
The British Crown Jewels are reproduced in flowers, the focal point being the St. Edwards Crown and Imperial Scepter. At the front of the float, standing in the center of the Richard III crown is a lovely Elizabethan court member. She wears a jeweled Elizabethan costume embroidered in rhinestones and weighing 250 pounds. Built by Floats Four.

H-9 Donna Howsley, Miss Rodeo America 1974, El Paso, Texas

H-10 Mr. and Mrs. Robert Craven, Sacramento, Cal.

B-8 Ukiah, California, High School Guest Band

7. ORDER OF DE MOLAY



From a Japanese Garden

Portland Metropolitan Division of De Molay joined efforts to build and flower this float, which is in two parts, a gateway and a bamboo pool joined by an ornamental Japanese foot bridge. The small pagoda is the driver's viewing point. Riding are De Molay district sweethearts — Teresa Saunders, Vicky Bolliger and Kathy Stein — plus John Ley and Hank Mishima. Built by Metro De Molay.

DIVISION NO. 3 — Marshal: Lloyd Davis

H-11 John Beall, Portland

H-12 Pendleton Round-Up Association Court

Queen Heather Hales, Rebecca Bishop, Suzanne Dick, Patsy Hopper, Nancy Kilkenny.

B-9 Cleveland High School Band

8. FARMERS INSURANCE GROUP



Tea at the Ritz

Anne Du Fresne, 1973 Rose Festival Queen, is one of five riders on the Farmers float, which depicts that happy, leisurely turn-of-the-century time when the beautifully gowned gathered to be seen at afternoon tea in fashionable hotels throughout the world. A gold and crystal chandelier and four white doves are among the posh touches. Built by Don Cady.

H-13 Clackamas County Posse Color Guard, West Linn

H-14 Clackamas County Sheriff's Posse, West Linn

B-10 David Douglas High School Band

9. JANTZEN, INC.



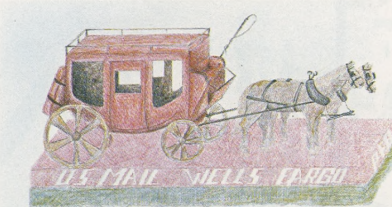
First Class Male

A handsome young man attired in Jantzen sportswear waves out to a bevy of beautiful Jantzen models, also modishly attired. The man looks out from an oval frame, surrounded by clusters of sculptured orchids. Cantilevered arms sweep out over the street to suspend bountiful leis of orchids. Many thousands of individual petals are utilized. Built by Herrin-Preston.

H-15 Al Kader Shrine Mounted Patrol

B-11 Hillsboro High School Band

10. PORTLAND FIRE BUREAU



Postcards Westwards

A famous vehicle of the Westward Movement is depicted in this traditional float. The Fire Bureau has been in every parade since the first in 1907. Drivers are Jim Binder and Bob West. Children are Jeff and Jon Davis; Carol, Scott and Terry West; Richard, Nycol and Julia Hess. Built by Fire Bureau personnel.

H-16 Mabel Baker, Eagle Creek

H-17 Klickitat County Fair and Rodeo Court, Goldendale, Wash.

Queen Becky Mesecher, Lisa Holly, Connie Ramsy.

B-12 Wilson High School Band

11. FAR WEST FEDERAL SAVINGS



Otter Crest

One of Oregon's great scenic areas is depicted here. A giant animated sunset dominates the center of a beach scene with 150 hand-sculpted seagulls suspended the entire length of the 50-foot carriage. From the center of the sunset stream gladiola blossoms which reach to the street. Built by Floats Four.

DIVISION NO. 4 — Marshal: Reginald Carver

H-18 Lyle H. Cobb, Beaverton

H-19 Arlington Rodeo Association Court
Queen Cheri Whittaker, Peggy Grubaugh, Terry Hardie

B-13 Columbia River High School Band, Vancouver, Wash.

12. VANCOUVER, WASH., ROSE FLOAT COMMITTEE



Black Forest

A community-wide project is this float from Portland's neighbor just across the Columbia river, Vancouver, Washington. Three mushroom huts nestle on a base of leaf green moss, overshadowed by a large mysterious tree suggesting the Black Forest. Giant daisies and bells lend a festive note. Riders, all five-year-olds, are Little Miss Vancouver and her court. Built by City of Vancouver.

H-20 Salem Saddle Club Drill Team Color Guard, Salem

B-14 Benson High School Band

13. QUEEN'S FLOAT — PORTLAND CHAMBER OF COMMERCE



The Chamber of Commerce traditionally provides the float carrying the

(continued on page 20)



Lueddemanns, A Pair...

For The First Time, A Second Generation Festival President



Never before in Rose Festival history has a son come along to become President of the Festival Association following earlier service in the same post by his father. This year it happened. Hillman Lueddemann, Jr. assumed the presidency exactly 40 years after his father, Hillman Lueddemann, Sr. The two posed recently at historic Skidmore Fountain in a rare 1934 Pontiac. The senior Lueddemann was president in 1934 and 1935, and at age 79 still puts in a full work day.



little **Blarney Castle**

*Enter a delightful,
fantasy world of old Erin.*

SING AND BE HAPPY

The tempting Irish and American cuisine combined with the lilting voices of the beautiful colleens and handsome lads of Blarney Castle add up to one of the most memorable dining experiences you have ever enjoyed.

BANQUETS – CATERING
For Reservations call

287-2648

3100 N.E. Sandy Boulevard

We're glad you're here!

Whether you've come only a few miles, or from as far away as Brookings or Baker . . . we're glad you're here to enjoy the Rose Festival.

And remember . . . the same convenient, friendly service you've come to expect at First National Bank in your own hometown is available to you at any of our more than 135 branches across the state of Oregon.



FIRST NATIONAL BANK
OF OREGON

Today's
Army
welcomes you
to the Rose Festival

Saturday, June 15

1974 Grand Floral Parade – Theme "Send Me A Postcard"

Pre-Parade Show 9 a.m.

Memorial Coliseum. Parade start, 10 a.m.

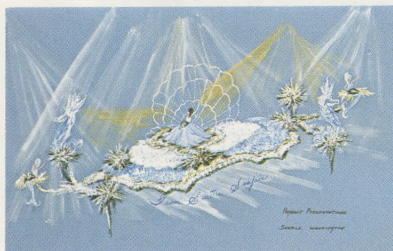
Queen and her Court, 14 Portland high school graduating seniors. Selection of this year's Queen was scheduled June 7. Princesses, in order of their selection, are: Kathy Tiniakos, Grant; Debra Walker, Jefferson; Judy Hune, Marshall; Tracie Rosser, Adams; Georgene Rose, Franklin; Gladys Chan, Roosevelt; Deborah Draper, Lincoln; Ann Emerson, Cleveland; Lisa Emmons, Jackson; Danita Ruzic, Madison; Alexandra Gorman, St. Marys (Independent); Carmel Bryant, Monroe; Cheryl Wacker, Wilson; Robin Zavodsky, Washington. Built by Commercial Displays, Inc.

H-21 Rene Collins, Miss Rodeo Oregon, Jordan Valley

H-22 Multnomah County Sheriff's Posse

B-15 West High School Band, Bremerton, Wash.

14. SEATTLE SEAFAIR



Seafair On Parade

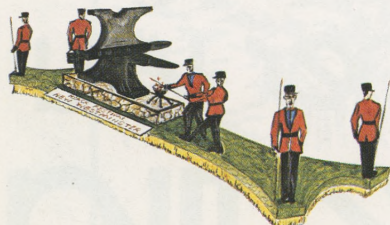
Done in shades of blue and white in a nautical vein, the float invites one and all to the 1974 Seattle Seafair Week. Featured rider is Miss Seafair, Jackie Rae Dean, enthroned in a scalloped shell with two lovely mermaid attendants, heralded by trumpeting fish from the deep. Built by Pageant Presentations.

H-23 Westernetts All Girl Drill Team and Color Guard, Portland

H-24 Queen Lori K. Roberts, Fort Dalles Rodeo, The Dalles

B-16 Royal Canadian Sea Cadets

15. ROYAL CITY SOCIETY (HYACK FESTIVAL)



Hyack Festival-New Westminster

This float depicts the traditional cere-

mony of the "21-gun anvil salute" which is the enduring tradition of the Hyack Festival at New Westminster, B.C. Giant Volunteer Firemen stand ready to fire their "gunless salute" around two giant mock anvils. The tradition dates back to 1871. Riding is Shannon Ross, Miss New Westminster. Built by Royal City Society.

H-25 Russell E. Walker, Wilsonville

B-17 Warm Springs Bravettes

16. SPOKANE EXPO '74/ LILAC FESTIVAL



The World of Expo

Six outriggers surround a barge of floral cherubs. Riding are young ladies representing the many countries with major exhibits at Expo: USSR, Canada, Philippines, Korea, Republic of China, Iran, Japan, West Germany, Australia, and U.S.A. The U.S.A. is represented by Kelly Owens, Queen of the annual Lilac Festival. Built by Pageant Presentations.

DIVISION NO. 5 – Marshal: Jacob W. Bingham, Jr.

17. FARRELL'S ICE CREAM PARLOURS



Farrell's Birthday Party

An old fashioned, turn-of-the-century ice cream parlour is depicted as the scene of the Rose Festival's 66th birthday celebration, complete with banjo band and Gay Nineties music. Four couples represent the four Farrell's Parlours in the Portland area. Overseeing is a huge animated bust of a "Farrell's Funmaker" tipping his hat. Built by Huserik Manufacturing Co.

H-26 Olympic Arabian Pleasure Horse Club, Port Orchard, Wash.

B-18 Lake Oswego High School Band

18. LAKE OSWEGO CHAMBER OF COMMERCE

Lake Oswego, Pretty As A Picture

A community float – designed, financed, built and decorated through volunteer effort. Riding are Robin Wall, May Queen of Lake Oswego High School; Carey Lynn Critchlow, May Queen of Lakeridge High School, and Lana Houslough, Miss Lake Oswego of 1974. An oversized post card, giant pencil holder and oversized pencil dominate. Built by Lake Oswego community.

H-27 Sandy John, Miss Northwest Rodeo, Eugene

B-19 Woodland, California, High School Guest Band

19. PASADENA TOURNAMENT OF ROSES



We're Having a Wonderful Time

38th year for the Pasadena float in the Portland parade. Huge balls of varicolored roses surround post card pictures of some of the famous scenes found in the City of Pasadena, among them the Wrigley Mansion, home of the Tournament of Roses, and a floral replica of Portland's 1974 entry in the Pasadena parade. Built by Herrin-Preston.

20. KPAM/KLSC



Las Vegas

Elvis Presley stands tall on this float, entered by the Portland radio station which plays both new and old rock music. With the floral caricature of Elvis are beautifully costumed showgirls and theatrical draperies of vanda orchids, in this salute to a most exciting city. Built by Floats Four.

DIVISION NO. 6 – Marshal: Douglas R. Peters

H-28 Paula Graf, Woodburn

B-20 Battle Ground, Wash., High School Band

Saturday, June 15

1974 Grand Floral Parade – Theme "Send Me A Postcard"

Pre-Parade Show 9 a.m.

Memorial Coliseum. Parade start, 10 a.m.

Grand Floral Parade

21. BATTLE GROUND CHAMBER OF COMMERCE



Greetings from Tiger Country

"Tigers" is the name of the Battle Ground, Washington, high school team which is a source of great pride in the community. Characters depicted are taken from Walt Disney's "Jungle Book." The Battle Ground Chamber of Commerce sponsors the float and the four girls riding are students from the high school. Built by the Battle Ground community.

H-29 St. Paul Rodeo Association Court

Queen Ann Nicklous, Kathy Grossman, Dorene Coleman

22. JUNIOR COURT



The Junior Queen and her seven little princesses ride in a garden setting. Court members are Mary Elizabeth Russell, Cara Marie Sinner, Lori Lorenzo, Hollie Hutchins, Pamela Lynn Anderson, Shannon Flood, Erica Sprint and Jennifer Jean Smith. The Junior Court is chosen from eight districts of the Portland area. Built by Floats Four.

23. PORTLAND BOTTLING COMPANY



Isle of Pure Refreshment

A lush tropical setting, suggestive of the thirst-quenching products of the sponsor, carries out the title theme. Authenticity is a keynote here, with actual flowers of the tropics used, including bouquets of torch ginger, antherium, gladiola and Bird of Paradise, all creating a charming tropical island scene. Built by Floats Four.

H-30 Washington County Sheriff's Posse, Hillsboro

B-21 Beaverton High School Band

24. GREATER RENO CHAMBER OF COMMERCE



Reno – Fun Time – Show Time

The charm of Reno, the fun, the excitement found in this sparkling city are communicated on this float, done entirely in red roses. Nine showgirls and entertainers smile out from its cantilevered nooks, beckoning all to come to Reno, the Fun City and Show City of the Great American West. Built by Pageant Presentations.

H-31 Gresham Westernairs 4-H Color Guard

B-22 Centennial High School Band

25. GREATER GRESHAM CHAMBER OF COMMERCE

The Growin'est City

Uniquely horse-drawn by two big black Percherons, the Gresham float features both young and older riders. Representing youth is Miss Gresham, Theresa Fabreau. Lively oldsters, with their "hotshots" washboard band, are from the Senior Adult Center. The horse-drawn rig is flowered in carnations, daisies and roses. Built by the Gresham Chamber of Commerce.

DIVISION NO. 7 –

Marshal: Ian Higginbotham

26. MEIER & FRANK COMPANY



The Ashland Shakespearean Festival

A floral tribute to Ashland's famous Shakespearean Festival presents "live" Shakespearean characters, elegantly costumed and depicting famous personages from the greatest of the Bard's dramas. The float features a large rose garden of many varieties with the Woburn Abbey rose predominant. Built by Pageant Presentations.

B-23 Madison High School Band

27. GAF CORPORATION



A Rose From Sapporo

A salute in flowers to Portland's sister city, featuring six scroll-like Oriental screens converging on a pagoda. GAF employes decorate this float and the six riders are also employes, chosen from among 25 candidates by a popular vote of their co-workers. Girls are Wilma Buck, Bonnie Flowers, Jill Ann Harvey, Candy McConnel, Leslie Middleton and Pu Cha White. Built by Herrin-Preston.

H-32 Ike Whitely, Redmond

H-33 Sheridan Rodeo Court

Queen Sharon Nicks, Pam Scharf, Kim Schroeder

28. RELIABLE TRANSFER CO.



Frontier Land

Reliable Transfer is one of the parade's old reliables, with its traditional Shetland ponies and youngsters. This year the ponies draw a miniature covered wagon, driven by Dennis Goldbeck, with his wife, Nancy, as assistant driver. Allen and Kevin Pfeifer portray Indians. Reliable first entered in 1951, has participated every year since, a total of 24 years. Built by Decorations Unlimited.

B-24 Portland Chinese Community

29. NORTHWEST NATURAL GAS COMPANY



Beautiful Taiwan



Royalty From Other Festivals...

Visiting Queens Enhance Grand Floral Parade

A charming, and typically American, custom brings make-believe Festival royalty and dignitaries to pay official visits to each other's imaginary domains.

From a regional point of view, this is always evident at the Portland Rose Festival's Grand Floral Parade. Floats are entered this year from the Puyallup Valley Daffodil Festival, the Spokane Lilac Festival, Seattle Seafair, Pasadena Tournament of Roses and the Hyack Festival in New Westminster, B.C. Rodeo Queens appear in profusion, including Miss Rodeo America, Miss Northwest Rodeo, Miss Rodeo Oregon and Miss Interstate Queen.

Upon occasion, Portland is also graced by the appearance of Royalty from faraway places. This year is no exception.



Rebecca Stocking, Queen of Snows

Rebecca Stocking, Queen of Snows for the Saint Paul, Minn., Winter Carnival, was chosen Queen last January. She is 20 years old, 5 feet 4, with brown sparkling eyes and black hair. She has attended University of Minnesota at Duluth and is employed as a registered dental assistant. She is the daughter of Mr. and Mrs. Eugene Stocking of West Saint Paul and has relatives scattered throughout Minnesota and South Dakota. She will ride in the Grand Floral Parade on the U.S. Bank float.

Sun Queen Deborah Finger

Reigning Sun Queen of the El Paso, Texas, Sun Bowl Carnival, Deborah Finger is 5 feet 7, with dark blond hair and a bright smile that lights up her eyes. She is the daughter of Mr. and Mrs. George Finger of El Paso, and was chosen Queen from a field of 17 Sun Duchesses. Deborah is a sophomore at Texas Christian College and a dedicated nursing student who plans to take her master's degree in nursing. During summer vacations she has worked in an El Paso doctor's office. Her favorite spare time activities are swimming, bicycling and dancing. In the Grand Floral Parade, Deborah will ride on the U.S. Bank float.

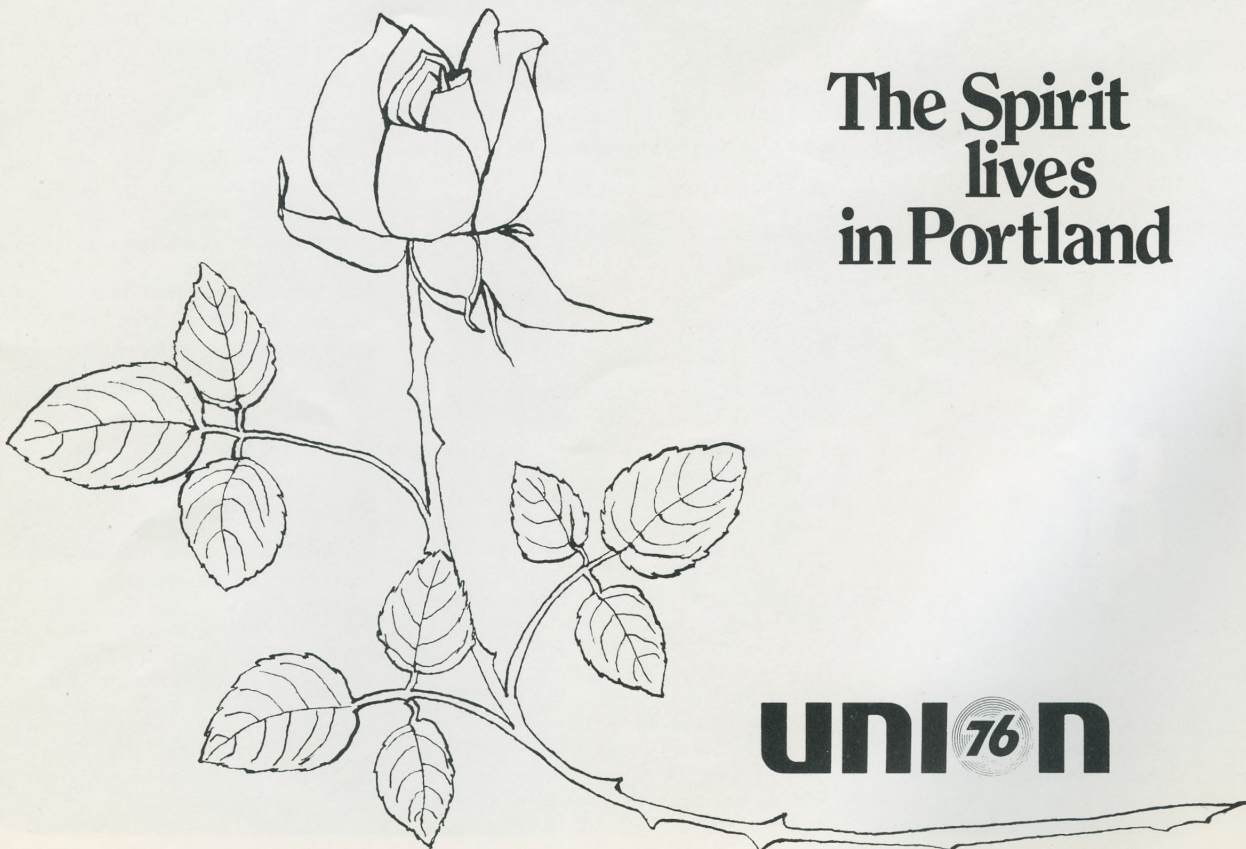


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The Spirit
lives
in Portland

UNION  N

Saturday, June 15

Grand Floral Parade

1974 Grand Floral Parade – Theme “Send Me A Postcard”
Pre-Parade Show 9 a.m.

Memorial Coliseum. Parade start, 10 a.m.

An ornately carved wall and a dragon of dramatic proportions recall the ornate splendor of this ancient land. Riding are Gasco employees, David Muh and his wife, Brenda, natives of Taiwan. Costumes are authentic Chinese Opera garb. This is the seventh straight year active and retired Gasco employees have built and decorated their float without outside assistance. Compressed natural gas powers it. Built by Gas Company personnel.

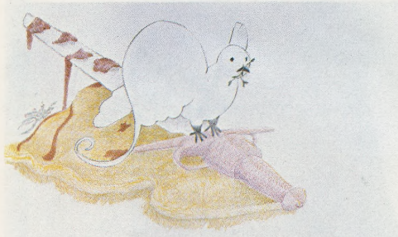
DIVISION NO. 8 – Marshal: Bryce Allred

H-34 Clark County Saddle Club Rodeo Court, Vancouver, Wash.

Queen Dawn Gibson, Rhonda Kramer, Sonia Wilcox

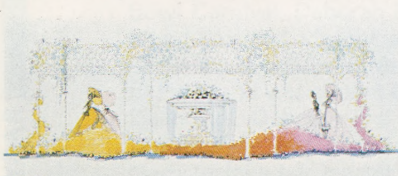
B-25 Grant High School Band

30. PUYALLUP VALLEY DAFFODIL FESTIVAL



The 1974 Daffodil Queen, Lori Weber, sits enthroned amid a crescent of gladioli, at the end of a pathway of green moss. A profusion of daisies, mums, and gladiola are used throughout. The Daffodil Festival is presented each year in early April, with a Grand Floral Parade that travels through three cities . . . Tacoma, Puyallup and Sumner. Built by Puyallup Valley Daffodil Festival.

31. PORTLAND GENERAL ELECTRIC CO.



Washington Park

Turn of the century charm is reflected in this Victorian garden pavilion, complete with center water fountain and a graceful lattice. Floral arrangements and elaborate rose gardens abound,

reminiscent of Portland's own favorite Washington Park. Four girls peek from behind lattices and arrangements, carried out in tones of white, pink, yellow, orange. Built by Festival Artists.

H-35 Wasco County Fair and Rodeo Court, Wasco

Queen Carol Wiley, Chris Brown, Dixie Holmes

B-26 Jackson High School Band

32. PORTLAND RETAIL TRADE BUREAU



Send Me A Postcard

A literal rendition of the parade theme, the Bureau's float has a frantic postman attempting to deliver his postcards and letters to a large floral rural-type mailbox, while an irate dog pursues him up the path, scattering mail in all directions. Just down the road another dog waits his turn. Built by Commercial Displays.

DIVISION NO. 9 – Marshal: Fred Helbeck

B-27 Clan Macleay Pipe Band

33. U.S. NATIONAL BANK



Two visiting Queens from other Festivals ride this float, which depicts old familiar scenes of Portland on post cards reminiscent of 1908. Featured are Rebecca Stocking, Queen of Snows from the Saint Paul, Minnesota, Winter Carnival, and Deborah Finger, Sun Queen of the El Paso, Texas, Sun Bowl Carnival. Built by Festival Artists.

H-36 Margaret Venable, Sandy

H-37 Yamhill County Fair Court

Queen Debbie Fodge, Cindy Fraser, Jan McCain

B-28 Oregon City High School Band

34. PLAID PANTRY MARKETS



OMSI

A salute to the Oregon Museum of Science and Industry in this first entry from the Plaid Pantry Markets. A bi-plane, telescope and space capsule are featured. Theme is carried out with orange, red and brilliant yellow gladiola petals and 6,000 Forever Yours roses. Built by Floats Four.

35. PACIFIC NORTHWEST BELL



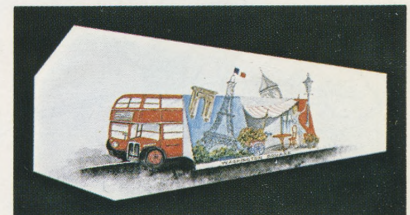
With Love

Two peacocks with animated tails perch in a large sculptured tree with stylized pods, growing from a platform urn. Cascades of pink roses spill from the tree branches, giving a feeling of the Old South. Riders include Miss Portland Bell, Francie Barrett; first runner-up, Debbie Jones and other PNB employes. Built by Herrin-Preston.

H-38 Oregon Mounted Governor's Guard, Salem

B-29 Marshall High School Band

36. WASHINGTON SQUARE



Doubledecker Your Pleasure – London/Paris

Portland area's newest shopping center sends one of its distinctive London doubledecker buses. Built onto one side is a London setting with lovely English girl. On the other side, we see a Parisian scene with French girl, sidewalk cafe and Eiffel Tower. Built by Commercial Displays.

"SEND ME A POSTCARD"



A Resurgence of Pleasures...

Post Parade Viewing, *Sat.-Sun., June 15-16, N.W. 2nd and Everett*

As the Grand Floral Parade sweeps by, sometimes the impressions of the great flower-decorated floats come too quickly and too overwhelmingly for the senses to absorb. Afterward, there may be a sense of "What happened?"

The post-parade viewing display is a perfect place to visit after the parade, either Saturday late in the day or any time Sunday. Here the floats are drawn up in ranks, suitable for photographing. Here memories of the earlier processional grandeur are stirred once again. Here details of the float designer's art may be examined at close range and marveled upon.



In Old Town Setting

The area of the post-parade display this year is in Portland's Old Town section, on the Northwest Natural Gas Company lot. It is an ideal location, with ample on-street parking close by and the shops of the Old Town section lending a nostalgic aura to the three dozen floats, as spectacular in their repose as they were in movement.

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OUR 66th YEAR



A Whole New Vista on the Seawall...

The Festival Center Spreads Into New Dimensions

One of the most exciting innovations at this year's Rose Festival is the new shape and size of the Festival Center, located along the West Side seawall adjacent to Portland's downtown section.

The long-expected closure of Harbor Drive, giving the area "back to the people" came late in May, providing an entirely different aspect to the Center, which had been at the seawall between Front Avenue and Harbor Drive for some years.

Rose Festival "First"

The Rose Festival becomes the first community activity to take advantage of the new area. Result is more booths than ever before. Also, the midway operator, Rainier Shows, is able to bring in more and larger rides and attractions.

Festival Center is open throughout the Festival, from late morning until late evening. When the Navy brings its ships in, they moor in the area, providing a Center of constant excitement, with blazing lights at night and an atmosphere filled with the smells of savory food, the sounds of music and merriment and the sights of families, individuals, couples, in every type of dress from uniform to jeans to party dresses.

Food In Profusion

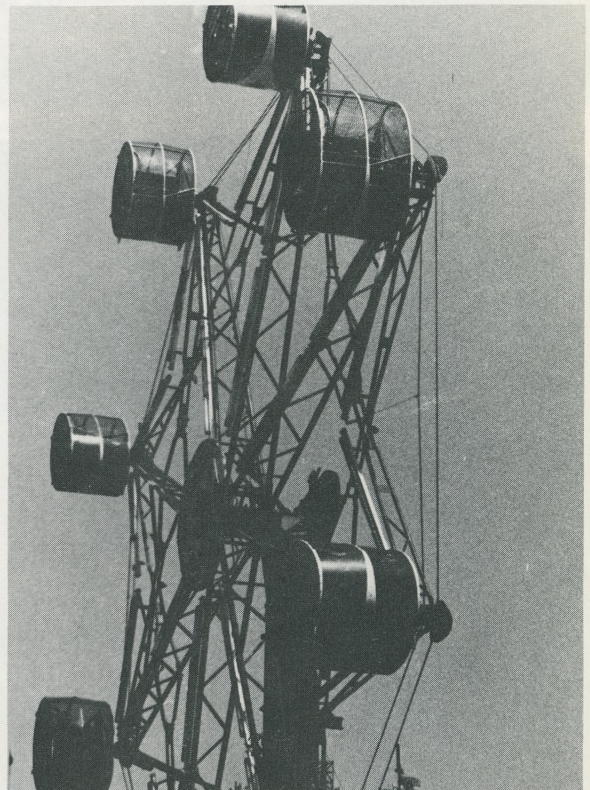
Arts and crafts booths are provided at nominal cost to the art community, providing local artisans their greatest opportunity to present their accomplishments to thousands of people. Commercial booths also offer art goods, jewelry and craft items. But perhaps the most popular of the Center booths are the food booths, offering a wide variety of American and ethnic food ranging from teriyaki to good old corn on the cob and scones.

"Bangers" Are Back

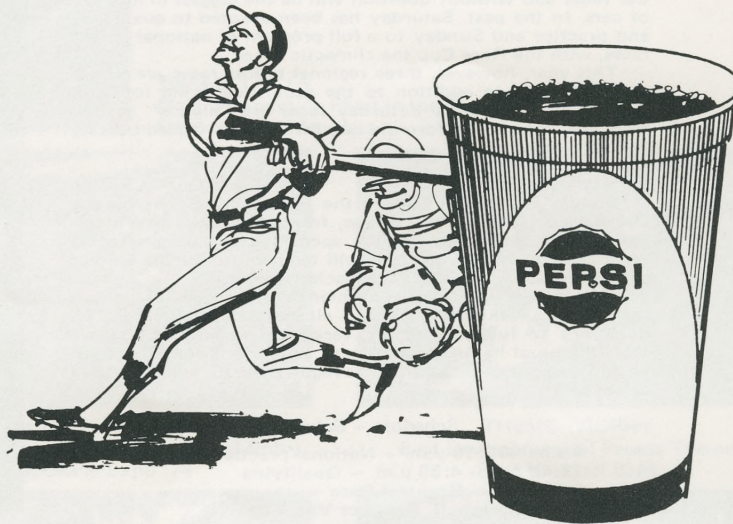
Best news for the kids who love midway rides is: the cars that bang into each other are back. The Scooter, or Bumper Cars as some people call the ride, will be set up for the first time here, thanks to the additional space available. Other rides which will return here to take their places in the expanded layout are the Twister and the Looper.

For the first time, the midway will have the Rotor, a centrifugal force cylinder which whirls around, pressing its riders to the outside — and then the bottom drops out!

Navy ships in the area hold open house on a regular basis, adding another activity to the Center-goers strolling, eating, riding and sampling sights. Festival Center is a "must" visit for everyone, a highlight of every Festival which will reach a new peak this year.



Pepsi's got a lot to give!



Pepsi Cola Bottling Company of Portland/Salem

A contest you can't lose.

All you have to do is buy this \$1 Rose Pin and send us your idea on what the 1975 Grand Floral Parade theme should be, and you could win the Grand Prize 1974 Pontiac. Grand prize winner will be selected from four weekly winners of the vacation trips.



But even if you don't win the big prizes, you still don't lose, because your Rose Pin gives you valuable coupon discounts to lots of the Rose Festival events.

So buy a pin and wear it with pride. It only costs a dollar and if you're lucky, it just might put you in a brand new Pontiac.



**GRAND PRIZE:
A 1974 PONTIAC**



A TRIP TO HAWAII
via Pan Am Airlines. 2 weeks on Oahu and Maui for two. All travel and lodging paid.



MINI VACATION IN RENO
Round trip plane tickets for two. Stay at Harold's Club.



A SUNBREAK AT KAH/NEE/TA RESORT
Trip for two for one week in a luxurious suite at Kah/Nee/Ta.



TICKETS TO THE ROSE BOWL
Travel and lodging paid for an exciting trip to the 1974 Rose Bowl Football game.



Fourteenth and Biggest Yet...

Sat.-Sun., June 15-16,

Rose Cup Races, Portland International Raceway,

Noon to 5 p.m.

This is the 14th running of the annual Rose Cup Sports Car races and without question will be the biggest in number of cars. In the past, Saturday has been devoted to qualifying and practice and Sunday to a full program of national points races, with the Rose Cup the climactic event.

This year, however, three regional points races are scheduled Saturday in addition to the usual qualifying for Sunday's event. The three Saturday races are "big car" events, from the open wheel formula cars through the record-busting A Sports Racers.

Sunday Brings Climax

Sunday's card will feature the full range of cars on the city-owned 1.9-mile road course, from the show room stock sedans and sports cars to the specially-built Sport Racing vehicles. The Rose Cup itself will be awarded to the winner of the final Sunday race, a big machine joust.

The Rose Cup Races have their own program, on sale at the course. Parking is free and all admission is general. In deference to fuel restrictions, races will run 18 laps rather than the usual half-hour. All races are under Sports Car Club of America sanction, with strict regulations for spectator and driver safety.

Schedule - Saturday

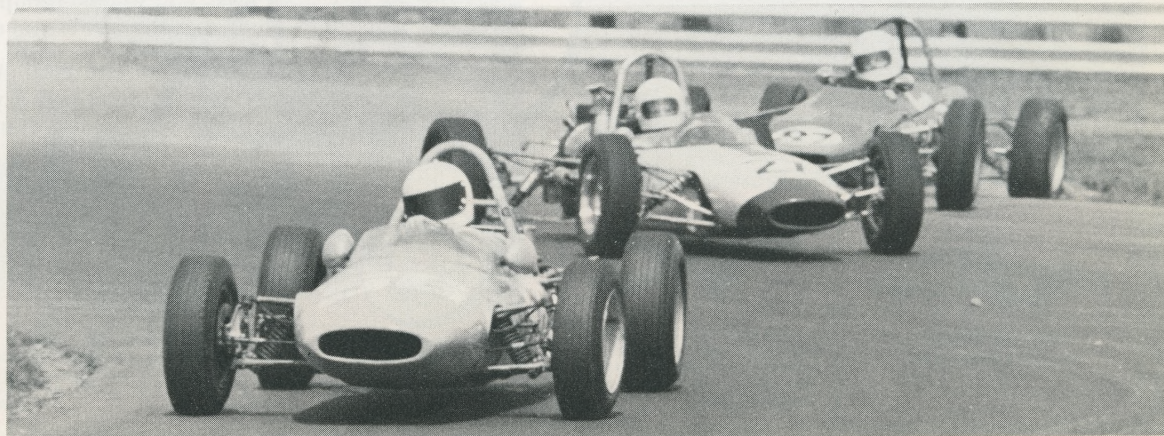
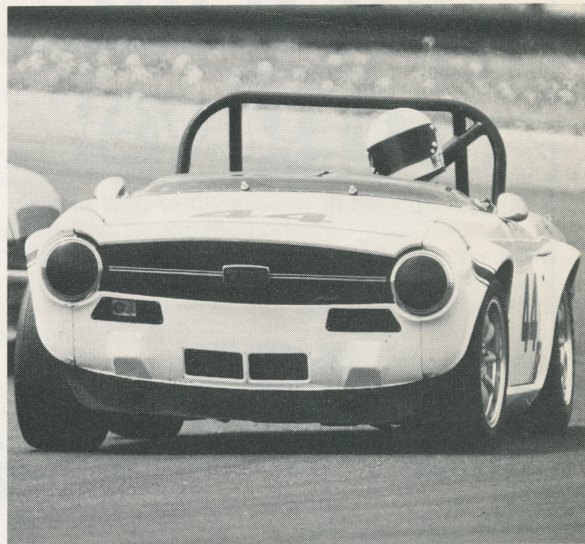
- 9 a.m. - 12:10 p.m. - National practice
- 12:40 p.m. - 4:55 p.m. - Qualifying
- 5:05 p.m. - Regional Race -
Formula A, B, C, Super Vee, Ford
- 5:40 p.m. - Regional Race -
F, G, H, Production, C Sedan
- 6:15 p.m. - Regional Race - A, B Production,
A Sedan, A, B Sport Racing.

Schedule - Sunday

- 9 a.m. - 11:45 a.m. - Qualifying
- 1 p.m. - National Race - Showroom Stock Sedan,
Showroom Stock Sports Car
- 1:40 p.m. - Formula Vee
- 2:20 p.m. - Formula A, B, C, Super Vee
- 3:00 p.m. - F, G, H Production,
C Sedan, D Sport Racing
- 3:40 p.m. - Formula Ford
- 4:20 p.m. - C, D, E, Production,
B Sedan, C Sport Racing
- 5:00 p.m. - A, B Production, C Sedan

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.
- 1973 - Bill Cuddy, Hidden Valley, Cal.



Award Winners of the 1973 Portland Rose Festival

Grand Floral Parade...



SWEEPSTAKES
Most Outstanding Float in the Parade
Stevens & Son Jewelers



GRAND PRIZE
Most Outstanding Commercial Entry
GAF Corporation



QUEEN'S TROPHY
Most Outstanding Non-Commercial Entry
Spokane Expo '74



THEME TROPHY
Best Development of Parade Theme
First National Bank



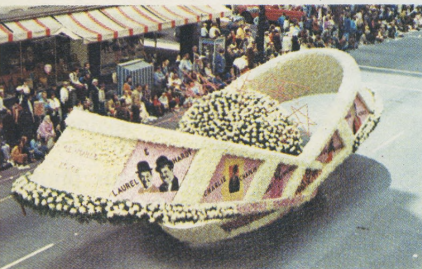
ROSE SOCIETY TROPHY
Most Effective Use of Roses
in Float Decoration
Farmer's Insurance Group



GOVERNOR'S TROPHY
Most Outstanding Entry from
Outside Portland
Olympia Brewing Company



LEITH ABBOTT AWARD
Float Displaying
the Best Use of Humor
Hanna Industries



JUDGES' TROPHY
Exceptional Merit in Non-Commercial Class
Pasadena Tournament of Roses



GRAND MARSHAL'S TROPHY
Exceptional Merit in Commercial Class
Portland's Hollywood District



MAYOR'S TROPHY
Most Outstanding Commercial
Entry from Portland
Pacific Northwest Bell

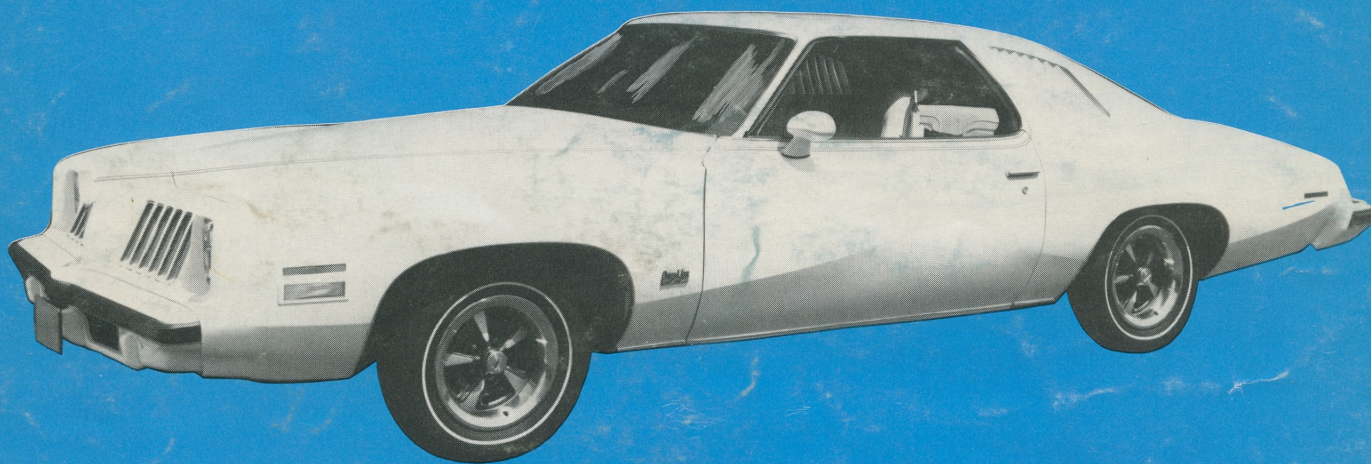


PRESIDENT'S TROPHY
Most Outstanding Commercial Entry from
the Portland Metropolitan Area
Northwest Natural Gas Company



ROYAL ROSARIAN TROPHY
Outstanding Use of Flowers
by a Commercial Entry
Portland General Electric

*The most
exclusive
Rose Parade
souvenir
you can buy.*



We, the Pontiac dealers listed below, are proud once again to supply the 1974 Rose Festival and Grand Floral Parade with its official cars.

All of them are beautiful new 1974 Pontiacs. Convertibles. Hardtops. Sedans. And station wagons. We hope you enjoy the Parade. And if you'd like

to remember it with a really exclusive souvenir, come visit any of us afterwards, and we'll be happy to offer you special savings on one of the 1974 Pontiac Rose Festival official cars.

Then you can have your own private little Rose Parade. Every day of the year.

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FRANK NEWELL INC.

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Oregon City, Oregon
PH. 656-5285

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