

0793.9B
P87

**Official
Program
\$100**



SEP 2 0 1975

**67th
Annual
Portland Rose Festival**
"Parade of Festivals"
June 6-15, 1975

Make ends meet

Beginning at 10 PM tonight or any night, you can call from one end of the state to the other and talk for ten minutes for \$1 or less, plus tax. Just dial the call yourself without operator assistance.

Ten minutes for \$1 after 10 PM. A money-saving plan for those not-so-Long Distance calls.



Pacific Northwest Bell





A Parade of Festivals

67th Annual Portland Rose Festival

TABLE OF CONTENTS

A PARADE OF FESTIVALS	4
FESTIVAL OF ROYALTY Queen Selection and Coronation	6
FESTIVAL OF FUN Burl Ives Show/Festival Fun Center	8
FESTIVAL OF SPORTS GI Joe's/Rose Cup Sports Car Races	10
Equitable Savings/Rose Festival Track Meet, Other Sports	11
FESTIVAL OF BANDS	12
PARADE OF FESTIVALS Grand Floral Parade Map	14
Line of March	16, 17, 20, 21, 24
FESTIVAL OF TRADITIONS MEMBERSHIP AND LEADERSHIP	Insert
PARADE OF FESTIVALS Visiting Queens and Celebrities	18
FESTIVAL OF YOUTH Junior Parade	22
Other Young-Inspired Events	23
FESTIVAL OF SPECTACLES Photo Tips	25
FESTIVAL OF RIVERS AND OCEANS Navy/River Carnival	26
FESTIVAL OF FLOWERS Rose Society/Rose Show/Garden Contest	27
FESTIVAL OF HOBBIES For Every Taste and Interest	27
FESTIVAL OF TRADITIONS Royal Rosarians/Knighting Ceremony/Past Queens	28
1974 Grand Floral Parade Float Winners	29
FESTIVAL OF COMMUNITIES Schedule of Events/Past Presidents	30

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*



A Parade of Festivals Portland Rose Festival

June 6-15, 1975

MANY FESTIVALS IN ONE

Although the official name is Portland Rose Festival, this community-wide occasion has developed through its almost seven decades of celebration as a rainbow of Many Festivals In One. Since the first Festival in 1907 a few customary features have always been included—a Queen or other Royalty, one or more parades, and entertainment features. In recent years, however, the Festival has expanded into new dimensions.

MORE THAN THREE DOZEN EVENTS

The number of events has grown to more than three dozen, most of them free. Emphasis has shifted from spectator events to events of involvement and participation. Something for everyone, all tastes, all ages, all interests has become the direction. It is entirely appropriate that the Grand Floral Parade theme this year (chosen by the citizenry in a Theme contest) should be "Parade of Festivals." For this Festival is, indeed, a Parade of Festivals.



A MANY-FACETED CELEBRATION

The choosing of the Queen brings about a Festival of Royalty. A Festival of Fun presents the Burl Ives Show and the Festival Fun Center complex. The Portland Rose Society and the Rose Garden contest contribute to a Festival of Flowers. Marine events create their own Festival of Rivers and Oceans. Young people have their Festival of Youth, with a Junior Parade, Junior Court, Milk Carton Boat Races, and other events. A Festival of Bands focuses on a night-time marching and playing concert. Many interests make up a Festival of Hobbies, from square dancing to coin collecting. A Festival of Traditions points attention to such differing traditions as the Royal Rosarian Knighting, the Indian Pow-Wow and a salute to the Festival Association Membership, whose contributions play a vital part in making the non-profit Festival a reality.

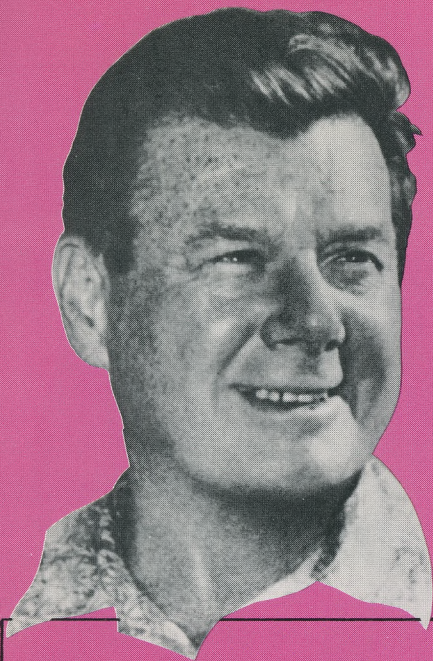
SPORTS IN PROFUSION

Biggest Festival of all is the Festival of Sports, with 15 scheduled happenings. The GI Joe's/Rose Cup Sports Car Races bring a national professional Trans-Am auto racing event to the Festival for the first time. At the amateur level, prep stars of three states and Canada compete in the Equitable Savings/Rose Festival Track Meet. Other sports events range from graceful figure skating to roaring drag races. Upon examination, the Rose Festival can be seen in its larger sense as a true Festival of Communities, for the events and the activity cover many of the city's neighborhoods and bring in the participation of many nearby cities and regions. Truly, the 1975 Portland Rose Festival can be hailed as a "Parade of Festivals."



PARADE OF MANY ELEMENTS

The event which always provides the climax to each Rose Festival, the Grand Floral Parade, is a combination of many elements. Besides the parade itself, with its completely flower-decorated floats, bands and equestrian units, the parade gathers together visiting Royalty and a trio of good-will ambassadors from Disneyland. A pre-parade band show and the post parade float display add extra interest to this cavalcade.



Rose Festival Highlights

with Arthur Godfrey

See the week's events on

**Rose Festival
Highlights**

KOIN-TV, Ch. 6

*Sunday, June 15
8:30 p.m.*

The Benj. Franklin is bringing Arthur Godfrey to Portland for an eye-witness report on this year's festival. You'll hear his inimitable commentary, ably assisted by Oregon's own Blaine Hanks. Save Sunday evening to enjoy the highlights of Festival Week and review the prize-winning entries in the Grand Floral Parade with Arthur Godfrey.



Home Office: Franklin Bldg., Portland, Oregon 97204
Robert H. Hazen, Pres. • 32 Offices • Phone 248-1234

Benj. Franklin 1975 Rose Festival Float





1974
Queen of Rosaria
Danita Ruzic

Festival of Royalty

Queen Selection and Coronation

Friday, June 6, 8 p.m.

Memorial Coliseum

Complete with multi-media screens, rippling lights and cascading fountains, the Queen Selection and Coronation opens the official 10 days of 1975 Rose Festival. One of 14 high school graduating seniors, chosen Princess by her fellow students, will be selected Queen by the panel of judges. Girls are interviewed and observed before the Coronation, with the final decision this night. Judges score each girl up to 35 points for appearance, up to 35 points for poise and up to 30 points for speaking ability. Each Princess promenades the stage as giant slide projections of her face appear overhead, followed by a one-minute movie of the girl in a favorite activity. She demonstrates a formal curtsy and delivers a half-minute impromptu speech from pre-selected topics. While judges deliberate, the Norman Leyden singers provide entertainment. Among honored guests will be Takeshi Itagaki, Mayor of Portland's sister city, Sapporo, Japan. Mayor Itagaki is heading a delegation of Sapporo officials on a sister city visitation of Portland during the Rose Festival.



The
Norman Leyden Singers



1975 Rose Festival Court



Princess Anne Rooney Grant



Princess Angela Dyton Jefferson



Princess Lydia Tjaden Marshall



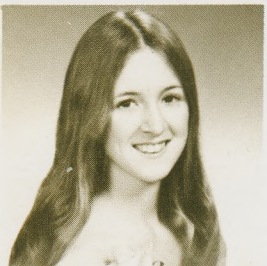
Princess Julie Odell Adams



Princess Dawna Rae Rose Franklin



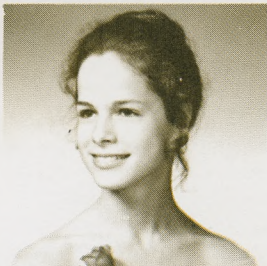
Princess Jodie Ricks Roosevelt



Princess Jane McCuaig Cleveland



Princess Katie Brennan Independent (St. Marys)



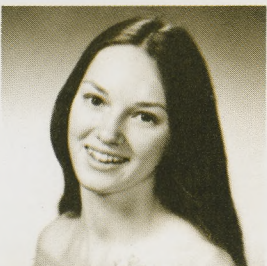
Princess Heather VanWessem Jackson



Princess Geretta Fields Madison



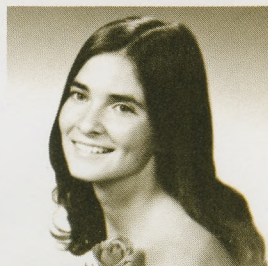
Princess Debbie Semler Monroe



Princess Mary Elsasser Wilson



Princess Vicci Strang Washington



Princess Dorothy Hart Lincoln

Festival of Royalty

Overture

Rose Festival Concert Orchestra
John Richards, Conductor

Introduction and Welcome

Robert H. Hazen, President
Portland Rose Festival Association

Homage by Royal Rosarian Honor Guard

Frank M. Tunno, Prime Minister

Invocation

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, Cleveland

Introduction of Former Queens and Presidents

Intermission

Presentation of Princesses

Independent, Jackson, Madison, Monroe

Introduction of Directors

Presentation of Princesses

Wilson, Washington, Lincoln

Reprise of the Court En Masse

Introduction of Judges

Entertainment

Norman Leyden Singers

Judges Deliberate

Introduction of the 1974 Queen

Miss Danita Ruzic

Announcement of the New Queen

Ceremonial Investment of the Queen

with Crown by Royal Rosarians
Prime Minister Frank M. Tunno, with
Scepter by Rose Festival Association
President Robert H. Hazen,
with a gift from the City of Portland
by Mayor Neil Goldschmidt

Proclamation by the Queen

Recessional



Festival of Fun

With a Rose Festival dedicated to enjoyment, every event is fun at some level, although the pleasure in a traditional ceremony may be different from the madcap excitement of the Festival Fun Center. In former days, the Festival stressed sit-down entertainment shows. Changing with the times, the Festival today trends toward the participating kind of fun. Still, entertainment shows find their place and this year Burl Ives is the showtime attraction.

The Burl Ives Show, Saturday, June 14, 7 and 9:30 p.m., Civic Auditorium

Burl Ives became America's foremost folk singer when most people thought of folk songs as cowboy music. In the Elizabeth Taylor film, "Cat on a Hot Tin Roof," Burl was "Big Daddy," and he's been Big Daddy most of his life. Starting in the 30's as a ballad singer, Ives created his own CBS radio show, starred in 13 Broadway productions, and has made 23 movies to date, including an Oscar in 1958 for his supporting role in "The Big Country," and was starred in the recent TV series, "The Bold Ones." Ives has more than 50 record albums currently available, embracing everything from Gospel to Mother Goose. For his two Auditorium shows, Ives will present a pleasant, relaxed program of his best, both historic and present day.

Opening the show will be Bruce Kelly's New Oregon Singers, billed as "Oregon's Official Ambassadors of Song," with 21 major tours around the world, covering every continent except Antarctica. Kelly's singers are young and good-looking, completely in the spirit of a Festival of Fun.



Festival Fun Center West Side Seawall, downtown

A whirling kaleidoscope of activity day and night, the Fun Center returns again to the downtown seawall area, now much expanded because of the vacation of the former Harbor Drive. The Midway, with a new Kiddieland special area, is presented by Rainier Shows, offering more "Spectacular" rides than any midway show in the state, at popular prices. Arts and crafts booths give local artisans an unparalleled show-place and marketplace. Commercial booths offer a screened cross-section of products for sale and food ranging from hot dogs to scones to teriyaki. The Center opens every day about 11 a.m. (Sunday at noon) and stays open until 11 p.m.





Welcome.

The 4,700 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.



Member F.D.I.C.

United States National Bank of Oregon
Bancorp Leasing, Inc.
Bancorp Management Advisers
Cascade Capital Corporation
Commerce Mortgage Company
U.S. Datacorp



Festival of Sports

More than anything, the Portland Rose Festival is a Festival of Sports. Fifteen sports events are scheduled with a number of others related to sports. Two most elaborate sports events are the GI Joe's/Rose Cup Sports Car Races and the Equitable Savings/Rose Festival Track Meet. Both are events in the tradition of grand spectacles, both are presented at well-developed sports facilities.

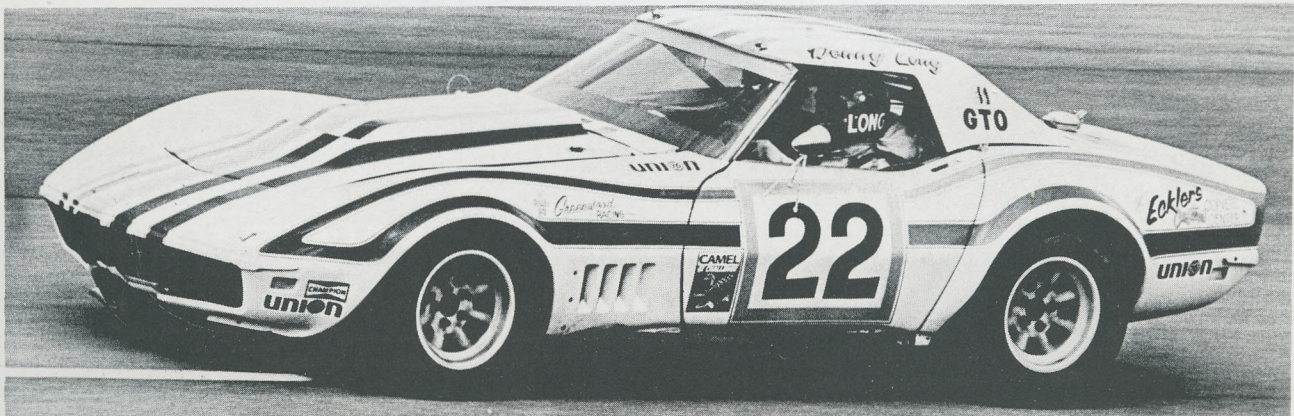


GI Joe's/Rose Cup Sports Car Races Friday, June 13-Sunday, June 15 West Delta Park, 9 a.m.-6 p.m.

For the first time in the 15-year history of the Rose Cup Sports Car Races, national professional drivers will compete in a Trans-Am 100-mile race, 50 laps around the city's 1.9-mile road racing course. The Trans-Am is a national series begun in 1966 to establish a national champion manufacturer of American sports sedans and a national driver championship. Today it has evolved to a series which includes other high-powered car classes. The Camaros, Mustangs and Javelins of the early series are now joined by Corvettes, Porsches and Datsun 280Z's.

GI Joe's Provides Sponsorship

Joining the Portland Rose Festival in sponsorship of this program is GI Joe's, Portland retailer which emphasizes automotive and outdoor equipment. GI Joe's is putting up \$10,000 for prize money and providing special promotional backing, plus advance discount ticket sales at all GI Joe's outlets.

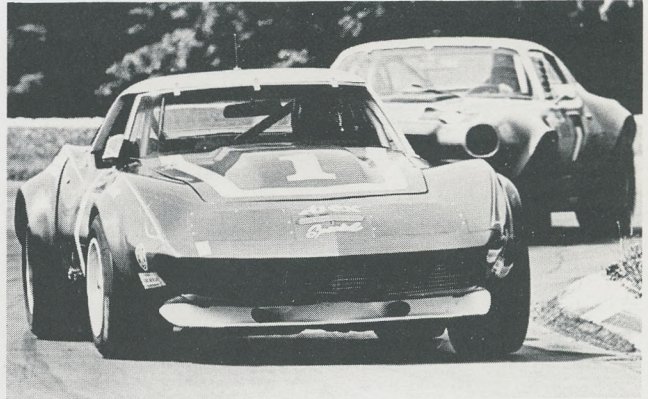


Complete Racing Program

The Oregon Region, Sports Car Club of America, again will run the races. This will be the third in the six national Trans-Am events. The series was won last year by Peter Gregg in a Porsche Carrera 911. Milt Minter, 1970 Rose Cup winner, has been a regular competitor, as has Elliott Forbes-Robinson, who has competed in national points races in Portland. Some 50 drivers are expected. In addition, the SCCA and the Rose Festival will present a complete schedule of national points and regional points races, covering three days of driving, with the final feature event on Sunday. All admission is general, parking on-site is free.

Fifteen Years of Rose Cups

With this program, the Rose Cup marks its 15th annual competition. It has been won five times by Portland drivers. Only two drivers, Jerry Grant and Monte Shelton, have won twice. Shelton is the reigning champion.



Former Rose Cup Winners

- | | |
|---|--|
| 1961—Jerry Grant, Yakima, Washington, 3-litre Ferrari | 1968—Stan Burnett, Seattle, Burnett Mark II - Chev. |
| 1962—Jerry Grant, Kent, Wash., Ferrari Testa Rosa | 1969—John Milledge, Mountain View, Cal., Racesales Brabham-Ford Formula II |
| 1963—Bill Stephens, Vancouver, B.C., Lister Corvette | 1970 Milt Minter, Los Angeles, Cal., Porsche |
| 1964—Pierre Phillips, Portland, Lotus 27 | 1971—Herb Caplan, Los Angeles, Cal., Corvette |
| 1965—John Hall, Vancouver, B.C., Porsche RSK | 1972—Monte Shelton, Portland, Shelton Motors Lola |
| 1966—David Phelan, Portland, Ford Cobra | 1973—Bill Cuddy, Hidden Hills, Cal., McLaren Mark VIII-E |
| 1967—Bill Amick, Portland, McLaren Mark II | 1974—Monte Shelton, Portland, Ore., McLaren M8F |



Festival of Sports

Equitable Savings/Rose Festival Track Meet

**Saturday, June 7, 1:30 p.m.
Mt. Hood Community College**

Third year for this growing athletic event for young prep stars, both boys and girls. Outstanding performers at the State high school meets in Oregon, Washington and Idaho receive invitations. In addition, a few are invited from British Columbia, Canada. Result is a fresh, fast-paced meet which brings together potential super-stars of tomorrow's colleges and track clubs.

Equitable Joins Sponsorship

Equitable Savings & Loan Association, long-time enthusiasts for sports events, have come forward to underwrite athlete expenses for this meet, guaranteeing a top-quality Rose Festival event. Action is set at the outstanding Mount Hood Community College all-weather track, with Jim Puckett, MHCC track coach, returning as meet director. A special program will be published for the track meet. A substantial amount of covered seating is available at the track.

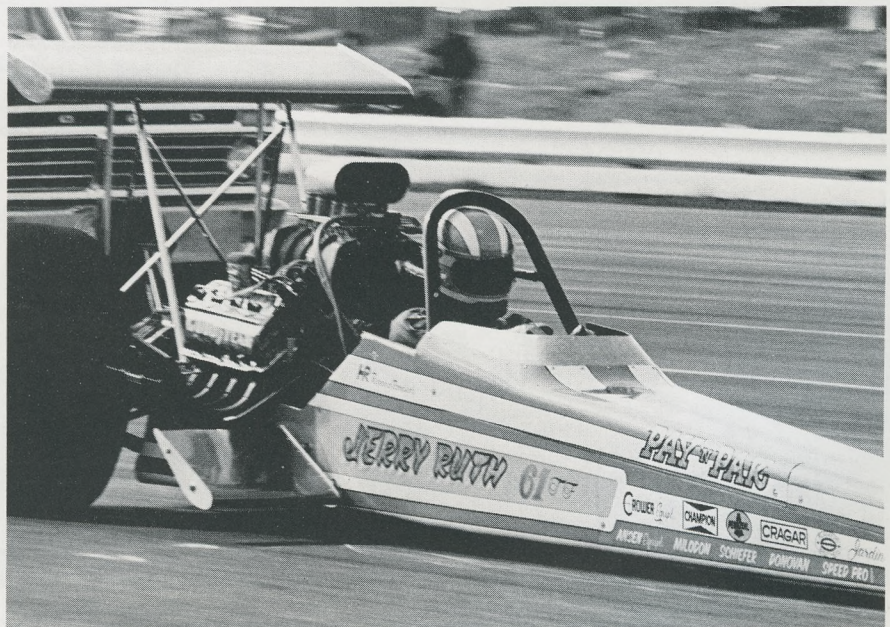
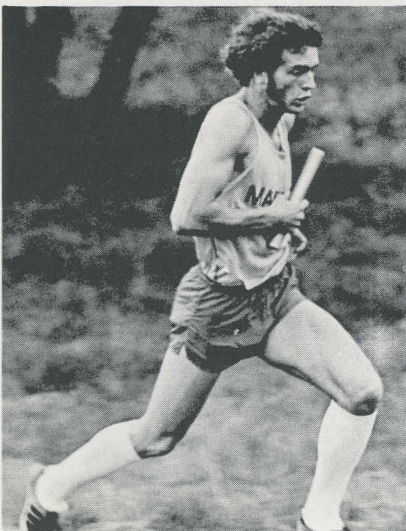
Ten Days of Sports Action

This year's Festival starts and ends with sports and there is no day without some kind of competition or tournament. The

Tennis Tournament is already in progress when the Festival begins. The first weekend, June 7-8, offers marathon canoe races, hydroplane races, bicycle track races and road races, and an archery tournament. Monday, June 9, the seven-day racquetball tournament begins. Thursday, June 12, the intrepid motocross motorcycle riders joust in an evening program at West Delta Park. Friday, June 13, action begins in lawn bowling, bonspiel, amateur hockey and table tennis. Figure skating picks up on Saturday to run through the weekend. Final sports event on Sunday, June 15, is the Golden Rose Ski Tournament, high above Timberline Lodge on the snow fields of Mount Hood.

Rose Festival Drag Races Sunday, June 1, 2 p.m. West Delta Park

Another long-time favorite Festival event is the Drag Racing program on the city-owned quarter-mile strip at Portland International Raceway. This year, the Drags are running in the afternoon, with qualifying in the morning. Exact program will be announced shortly before the event. There are sure to be some top fuel feature contests, super stocks, eliminators and other attractions favored by the speed-loving set.



Festival of Bands



Capuchino, Millbrae-San Bruno, California, Honor Band



Minden, Nebraska



Buffalo, Missouri



North Kitsap, Washington



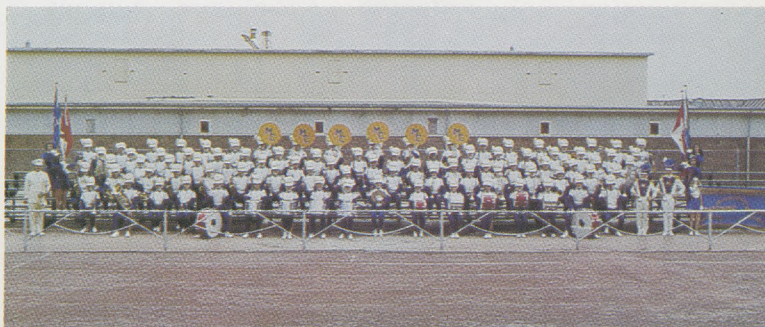
In one sense, the entire Rose Festival is a "Festival of Bands." Five guest high school bands come into the city from far away places. Joining them are school bands, military bands and other musical groups. Playing, marching and displaying their showmanship, these many bands enliven the entire 10 days of Rose Festival—in the city streets, at special concerts, in the Grand Floral Parade, the Junior Parade, the Rosarian Knighting and other events. Special showcase for bands is the Festival of Bands.

Festival of Bands Friday, June 13, 8 p.m. Civic Stadium

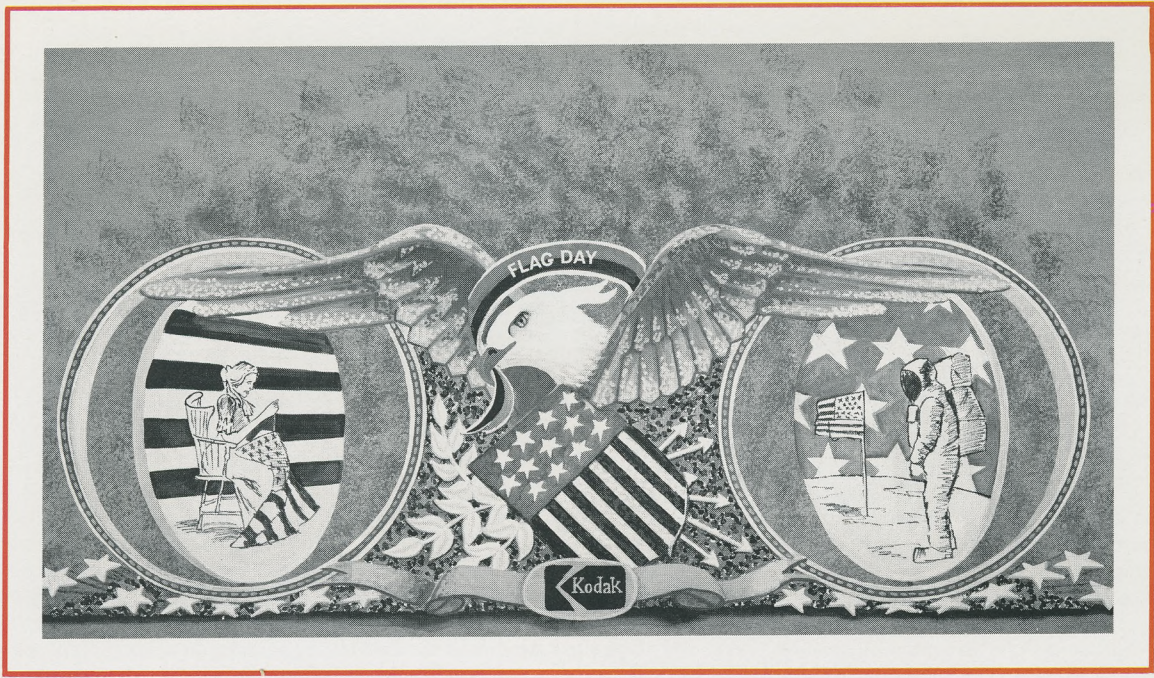
On the artificial turf at Civic Stadium, five high school bands and one military group share the spotlight in an entire evening of concert. This year, for the first time, high school bands will be judged on music, marching and maneuvering, and showmanship/general effect. Each band will present a 15-minute field show. Order of appearance is: Magrath-Cardston of Cardston, Alberta, Canada. Milwaukie, Oregon. Minden, Nebraska. David Douglas, Portland. Capuchino of Millbrae-San Bruno, California. The U.S. Navy Band Northwest will present a 25-minute stage show.

Guest Bands From Afar

Half a dozen or less high school bands are invited annually to Portland as Guest Bands for the Rose Festival. This year, 30 bands applied for invitations. The most outstanding were selected. They include: Magrath-Cardston, Minden, and Capuchino, plus the Buffalo Gals of Buffalo, Missouri, and North Kitsap, Poulsbo, Washington.

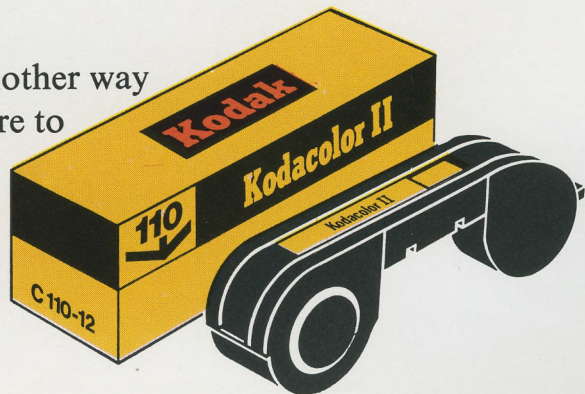


Magrath-Cardston, Alberta, Canada



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.**





Parade of Festivals

1975 Grand Floral Parade Pre-Parade Show 9 a.m. Parade Start, 10 a.m., Memorial Coliseum

The pinnacle of excitement comes in every Rose Festival on the second Saturday with the Grand Floral Parade, a completely-flowered procession dating its ancestry back to the very first Rose Festival in 1907.

Theme this year is "Parade of Festivals," and each of the graceful floats will represent some Festival, real or imaginary. This is the parade that has everything, that sums up all the fun, all the beauty, all the tradition of Rose Festival time.

The Queen and her Court rule over all, riding the Chamber of Commerce float. Most of the other floats also carry pretty girls and compete for one of 13 coveted trophies. Last year's sweepstakes winner was Eastman Kodak, back this year to try for two victories in a row.

Five Guest Bands from outside Oregon join other bands to vie for the 1938 Court Award, a distinguished silver rose trophy established by the 1938 Festival president, the late Ralph Cake. This trophy was won in 1974 by Englewood, Colorado.

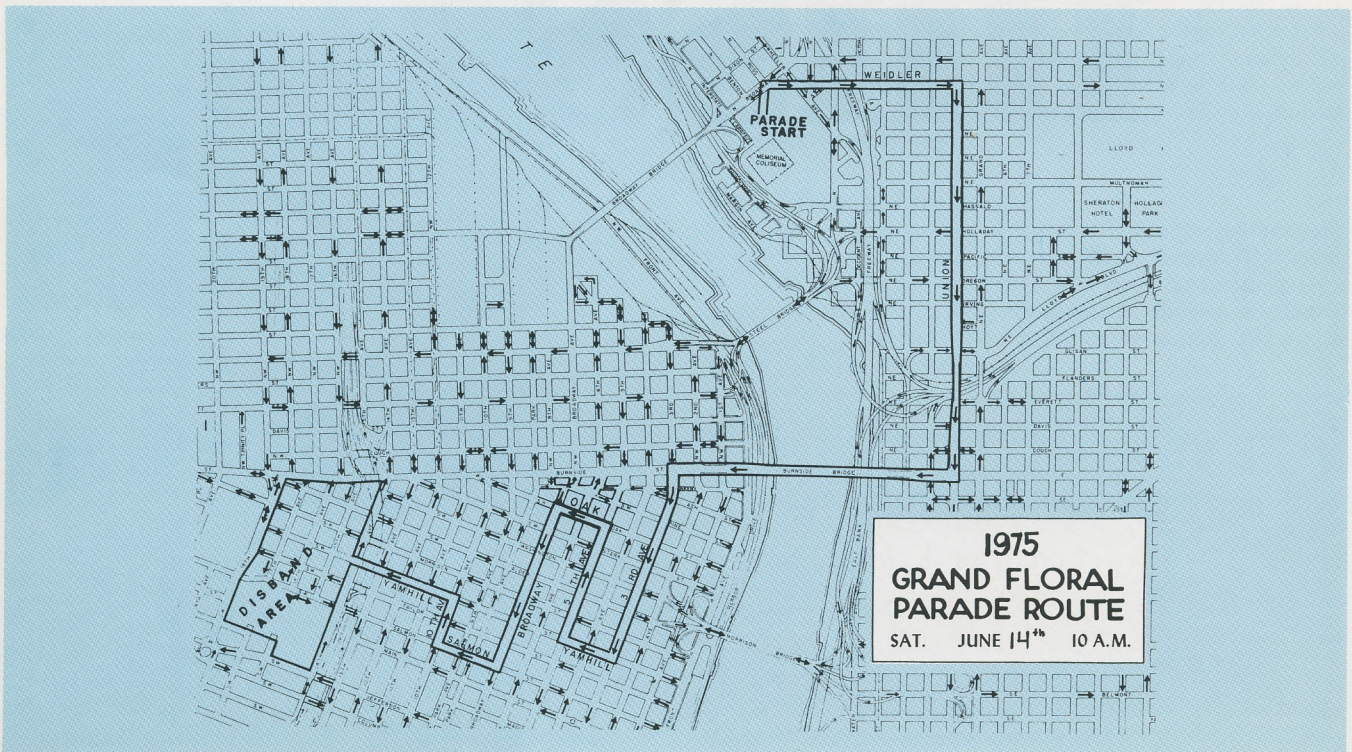
Mingling with the floats and bands are selected equestrian units from the three Pacific Coast states, costumed or uniformed, with flower-decorated mounts. This is a favorite event for many of the rodeo courts in the Northwest. Last year's equestrian winners were Molalla Buckeroo Court for rodeo courts, Paula Graf for fancy dress or costume, and Westernettes All Girl Drill Team for mounted color guards.

The parade is televised over a network extending throughout the region and is filmed and photographed by countless pro-

fessionals and amateurs, TV news teams and sideline spectators with snapshot cameras. PA systems spaced along the route inform viewers of the approach of the different entries and also announce winners of the float awards. Equestrian and band awards are not decided until the parade passes, since the judging is based heavily on movement along the parade route.

Officials and dignitaries ride white Pontiac convertibles, the official Rose Festival car. Most dignitaries are not listed in the official lineup, since many of them will be moved into the lineup immediately preceding the floats which win their awards. For example, Mayor Neil Goldschmidt will appear immediately before the float winning the Mayor's Trophy. Among other officials scheduled to appear, many of them with their families, are Governor Robert Straub, Rose Festival President Robert Hazen, Royal Rosarian Prime Minister Frank M. Tunno, and Portland Rose Society President Reuben Newcomb. Royal Court Chaperone Mrs. R. J. Frank will also ride as an honored guest.

Parade judging begins at 7:30 a.m. in the south parking lot of Memorial Coliseum. Winners are announced about 9:30 a.m. At 10, the procession begins moving from the parking lot through the Coliseum and along the route indicated by the accompanying map. The cavalcade is timed to run about 1 hour and 50 minutes, to fit into the 2-hour TV format. At the parade termination point, floats are conveyed to the Lloyd Center, where they will remain on display through Sunday.



How to rub elbows with
President Ford,
Eric Segal,
Sammy Davis Jr.,
Harry Belafonte,
Hal Holbrook,
Maria Callas,
Carol Channing,
Burt Lancaster,
The Los Angeles Lakers,
Roberta Flack,
Rose Kennedy,
Sally Struthers,
Bill Cosby
and
Lee Trevino
In Portland, of all places.

Just stay at the Benson on Broadway.
That's where *they* eat, sleep and drink when they're in town.

THE **BENSON**

309 S.W. Broadway, Portland, Oregon 97205 • (503) 228-9611 or toll free (800) 228-3000

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Airlines



Grand Floral Parade—Order of March

(Numbers 1, 2, 3, etc., indicate float. B is Band, H is Equestrian Unit.)

COLOR GUARD DIVISION

Marshal: Clyde Brummell

B-1 Portland Police Motor Escort
U.S. Navy Color Guard Unit

B-2 Navy Band Northwest—
Color Guard Band

50-member band from 13th Naval District.

H-1 Oregon Mounted Governor's Guard

Oregon Governor Robert Straub rides with this group, created by gubernatorial executive order. Riders wear blue uniforms, feature all-matching silver equipment, and all carry the colors of the United States as this year's specially-invited equestrian color guard entry.

1. EASTMAN KODAK COMPANY



Flag Day

The honor of first float position goes to the 1974 Sweepstakes winner, Eastman Kodak. Especially appropriate is the theme, "Flag Day," for June 14 is U.S. Flag Day. An American Eagle with 50-foot wing spread revolves over panels depicting Betsy Ross, the Capitol Building, the Spirit of '76 and man's first landing on the moon. Built by House of Flowers.

B-3 Royal Rosarian Marching Unit

White-suited Rosarians, 200-member businessmen's organization, have been City of Portland's official ambassadors of good will since 1912.

2. MEIER AND FRANK COMPANY



Festival of Fashions

George Core, Meier & Frank Visual Presentation Director, designed this entry, which salutes fashion festivals around the world. Each live model wears a designer creation. Floral features are pink and orange roses, pink and orange carnations and natural green ferns. Built by Pageant Presentations.

H-3 Pendleton Roundup Queen and Court

Queen Lori Anderson, Michele Evans, Susan Fitterer, Ann Lorenzen, Jan Terjeson.

B-4 Capuchino High School Band,
Millbrae-San Bruno, California

Honor Band for the 1975 Parade.

3. PACIFIC NORTHWEST BELL



Portland Rose Festival

A tribute to the Portland Rose Festival and the many flower festivals around the nation is portrayed with a lush rose garden scene. The garden is set off with a carved picture frame of white chrysanthemums. Graceful trees shelter each end of the float, flanking a large gazebo and two fountains, set among the varicolored blooms. Built by Herrin-Preston.

H-4 Clackamas County Sheriff's Color Guard

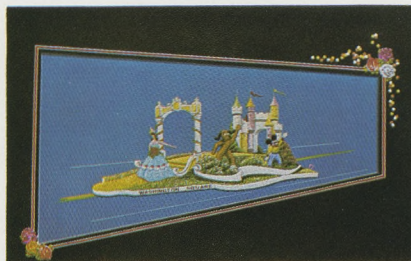
H-5 Clackamas County Sheriff's Posse

DIVISION NO. 2

Marshal: Lloyd Davis

B-5 Magrath-Cardston High School Guest
Band, Cardston, Alberta, Canada

4. WASHINGTON SQUARE MERCHANTS



Disneyland's Year 'Round Festival

Direct from the fantasy world of Disneyland comes Kathy Smith, Disneyland's 1975 Ambassador to the World, together with two famous Disney characters, Mickey Mouse and Pluto. Miss Smith, 21, is from Tustin, California. Yellow and white mums, gladiola petals and a full live green tree dominate the float. Built by Commercial Displays.

H-6 Jody Noble, Miss Northwest Rodeo,
Hermiston

B-6 Minden, Nebraska, High School
Guest Band

5. LEVITZ FURNITURE



Shakespearean Festival

A graceful balcony is suspended over the street by means of huge urns of solid-packed rose cascades. Bubbling fountains are featured on either end of the balcony in the center of the urns. Below the balcony is a lush garden setting with a magnificent horse which seemingly prances on the pavement beside the float. Built by Herrin-Preston.

H-7 King County Sheriff's Posse

B-7 Buffalo Gals Drum and Bugle Corps
Guest Band, Buffalo, Missouri

6. GREATER RENO CHAMBER OF COMMERCE



Reno, A Festival of All Seasons

An elaborate arch of intricate scrolls encompasses the entire frame of this float. Inside the enclosed garden are four elegantly costumed young ladies, representing the four seasons, standing amid flower beds planted in the colors of the respective seasons, with large suspended bowls of roses, inviting one and all to fun-filled festive Reno. Built by Pageant Presentations.

H-8 Lyle H. Cobb, Beaverton

H-9 Julia Rugg, National High School
Rodeo Queen and Shari Rugg, Athena

B-8 North Kitsap High School Guest Band,
Poulsbo, Washington

7. PORTLAND RETAIL TRADE BUREAU



Easter Festival

A large, brightly colored Easter basket is filled with multi-colored Easter eggs and



Festival of Traditions Portland Rose Festival Association

Directory of Members

The Portland Rose Festival Association, a non-profit volunteer organization governed by 50 directors, is 67 years old and in that time has developed some strong and flavorful traditions. The Festival receives no tax money or other public funds and it has become a tradition for the business, professional and social community to contribute to the financing of the Festival through Associate Memberships.

Most of the Festival's events are free. Also, the Association provides a \$500 Oregon college scholarship to each member of the Royal Court. The income from Memberships is vital to the continuing Festival program. Individual memberships are \$25 and up, business membership \$50 and up.

Following is a list of individuals, organizations and firms which were current paid members of the Festival Association at publication deadline time:

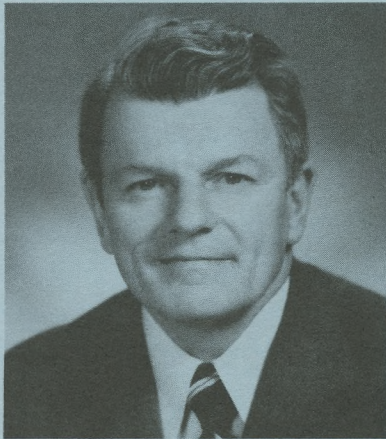
A-1 Electric & Plumbing
A-1 Silk Screen Products
A. A. Ambulance Service
A & W Industrial Fastening Devices
Alcoa
A. M. F. Volt Inc.
Abbey Rents
Abbott & Lind Inc.
Ace Electric
Acme Trading & Supply Co.
Action Print & Litho Inc.
Ad-Mail Inc.
E. M. Adams & Co.
Scott Adams
Aden & Josi
H. Victor Adix Jr. M.D.
Paul Ail
Air Filter Sales & Serv.
Air West
Alberts Clinic
Alberfsons
Albina Fuel Company
Alcom Industries Inc.
Alexander & Alexander
Allied Arts Studio
Allison Electric Company
Alpenrose Dairy
Amalgamated Sugar Company
Amco Distributing Inc.
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 Lumber Company
American Mail Line Ltd.
American Motors Sales Corp.
American Savings & Loan Assoc.
American Sheet Metal Works Inc.
American Steel Inc.
Ameron
Arthur Andersen & Company
H.A. Andersen Company
Anderson Asson & Hess
Anderson Brothers Inc.
Anderson Die & Mfg. Co.
Francis H. Andrews
Andrews & Andrews Equipment Co.
Andrews Lumber Company
Apcoa Div. of ITT
Archer Blower & Pipe Co.
Armour & Company
Ray Arndt Optical Supplies
Robert Arneson Sales Agent
Arrow Transportation Co.
Arts Thriftway
Art-Pak Products Inc.
Ruth Ashbrook Bakery
Associated General Contractors
Associated Meat Packers Inc.
Alyeth Bros. Inc.
Atyeths Inc.
Atkinson & Co.
Atlantic Richfield Co.
Atlas Steamship Co.

Audio Electronics Co.
The Austin Company
Auto Wheel Service Inc.
Automated Insurance Associates
Automatic Sales Company
Automotive Equipment Co.
Auto Dealer's Assn. of Portland
Avery Plumbing & Heating
Avis Rent-A-Car System
Azumano Travel Serv.
B. & D. Development Co.
Babler Bros. Inc.
Badgley Manufacturing Company
Dr. Paul F. Bailey Jr.
Ron D. Bailey
William A. Baldwin
Ball-Ford Company
Balzer Machinery Company
Bank of California
The Bank of Tokyo
Bankers Life Company
Bardsley & Heschacher Inc.
Bardy Trophy Company
Barker Mfg. Co.
Don E. Barnick
David Barrows
E. J. Bartells Company
The Bassist Corporation
Joe Battaglia
Bauer Murphy & Assoc.
W. C. Bauman Co. Inc.
Fred N. Bay News Company
Beall Pipe & Tank Corporation
Beal-Oliver Sandy Blvd. Clinic
James Beam Distilling Co.
Beaver Engraving Company
Beaver Heat Treating Corp.
Ray F. Becker Company
Began Equipment
Bekins Moving & Storage
Bemis Company Inc.
Benaroya Business Park
Bench Advertising Co. Inc.
Bemihana of Tokyo
Benj. Franklin Savings/Loan
F. E. Bennett Company
Benson Chemical Corp.
Benson Hotel
Charles F. Berg
J. Bernard Insurance Agency
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 Bjorgan
Black & Company Inc.
Black Hetterline Back Rappleye
Black Kendall & Tremaine Altys
Blaesing Granite Company
Blake Moffitt & Towne
Blake & Neal Finance Company

Blanchard Lumber Company
Dr. Norman L. Bline
Blitz-Weinhard Company
Blore Klarquist & Assoc.
Blue Ribbon Food Service
Blyth & Company Inc.
Bocs Burgers
Metropolitan Clinic
Boise Cascade Bldg. Products
Boise Cascade
Bollons & Poss Realtors
Bone & Joint Clinic
Bower Moving & Storage
Linden B. Bowman Realtor
Bowmans Mt. Hood Golf Club
Boxer-Marcus Co.
Boyd Coffee Company
Brady-Hamilton Stevedore Co.
Braley & Graham
Brewed Hot Coffee Inc.
Brewster Burnett & Baily
Howard Brewton Gen. Contractor
Britelite Bowl
British Motor Car Distributors
Broadway Bowl Restaurant
Broadway Deluxe Cab Company
Broadway Furniture
Brod & McClung
Brodie Hotel Supply
Bromme Selig Oringdulph & Parin
Ronald S. Berg
Russell Brown Office Service
Bruce-Ermett Company
Cyde Brummell Construction Co.
& Mrs. M. Dev Brunkow
Bryans Piano & Organ Company
Buckaroo-Thermoseal Inc.
Buck S. West Portland Texaco
Builders Design & Drafting Service
Bullier & Bullier Realtors
Bullivant Wright & Assoc.
Burger King
Burlingame Flower Shop
Burlington Northern
Burns Brothers Tire
Bush Garden
Business Equipment Bureau
Business Mens Assurance Co.
Business Printing Co.
Mrs. Butler Reeh & Thornfeldt
Buxton Motors
C.I.T. Corporation
Cadet Manufacturing Company
Caffall Bros. Forest Prods. Inc.
Kenneth E. Cain
Cake Hardy Buttler McEwen & We
Cal-Dre Machinery Co.
Cal-Roof Wholesale Inc.
Calaroga Terrace
Campbell Crane & Rigging Serv.
Campbell/Galt & Newlands Inc.
Michael E. Campbell
Campbell Copy Company Inc.
The Canadian Imp. Bank of Comm.
Canby Floral Company
Garrett E. Cannon
Canteen Company of Oregon
Canton Grill
Captains Corner

Caravan Motor Hotel
Carbon Dioxide Extinguisher Co.
Careers, Inc. dba McDonald's
Carmichael Oldsmobile Inc.
Drs. Carliner CG, DN, DC, Oplometrist
Carnation Company
Carpet Fashions
John A. Carson
Carter Mfg. Co.
Cascade Construction Co.
Cascade Health Care
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 Gardens
Chase Bag Company
Check Printing Company
Chili Pepper
Chinese Garden Restaurant Inc.
Chins Kitchen
Chown Electric Supply Company
Chown Hardware & Machinery
Christenson Oil Company
Christmas Northwest Corp.
Churchill Tours Inc.
Cine-Craft Co.
City Brass Foundry
City Center Parking
City Rubber Stamp Co.
Clackamas Greenhouses
Clarke Publishing Company
Clifton & Company
Clow Roofing & Siding Co.
Coast Janitorial Service
Coast Mirror Company
Coats & Clarks Sales Company
Coca Cola - USA
Coe Manufacturing Company
Henry Cohen
Cohn Bros.
Coit Drapery Cleaners
Coit/Petrol
Cole Clark & Cunningham
Cole & Weber Inc.
Collections Incorporated
Collins Pine Co.
Collins & Wilmes Cigar Co.
Colonial Mortuary
Columbia Coin Co. Inc.
Columbia Distributing Company
Columbia Helicopters Inc.
Columbia Plywood Corp.
Columbia River Plots
Columbia Steel Casting Co. Inc.
Columbia Trane Inc.
Columbia Typewriter Co.
Columbia Wire & Iron Works
Columbiaknit of Portland
Columbian Bifocal Company
Colwood Golf Course
Combustion Engineering Inc.

Commerce Investment Inc.
Commerce Mortgage
Commercial Displays
The Congress Hotel
Charles Conking & Sons Inc.
Consolidated Dairy Products Co.
Consolidated Melco, Inc.
Container Corp. of America
Continental Air Lines Inc.
Continental Baking Co. Inc.
Continental Can Company
Continental Grain Co.
Contractors Inc.
Convoy Company
Ward Cook Inc.
James C. Maletis P.C.
Dr. Ralph G. Cooper D.M.D.
Cordagency Inc.
Copenhagen Inc.
Connell Howland
Robert L. Correll
Corroon & Black-Forsgren
Corsun Arms Motor Hotel
Peter Corvallis Productions
Cotter & Company
Maxine Cozzetto Realtor
The Crab Bowl
Dudley Craig Ltd.
Credit Thrift Fin. Manag. Corp.
Cromwell Tailors
Bert Crosswhite
Dr. Robert Crouch
Crow Enterprises Inc.
The Crown Company
Crown Zellerbach Corporation
Crown Zellerbach Corp.
Cummins Oregon Diesel Inc.
Ed Curry Candies Inc.
Custom Stamping & Mfg. Co.
Dahnken
Dames & Moore
Dales Catering Service
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
Dan Davis
Orthopedic Surgery Associates
Day Music Company
Dealers Supply Company
Dand Distributing Co. Inc.
Delap & Paul
Del Monte Corporation
Del Monte Meat Company
Delta Electric
Deluxe Check Printers Inc.
Demme Bros Inc.
Denny-Wagoner-Wright
Dependable Pattern Works Inc.
Designed Interiors Inc.
Diamond Fuel Company
Dickensheets-Potter Company
The Dickinson Company
Dickson Drug Co.



Robert H. Hazen
President
Portland Rose Festival Association

Mr. Hazen, President of the Benj. Franklin Savings & Loan Association, is a former President of the Portland Chamber of Commerce and prominent in many civic activities, particularly in attracting national conventions to the city. He has been a Rose Festival director and active leader since 1960.

Welcome to the 1975 Portland Rose Festival, biggest and best in history! We always like to see each Festival better than the others and in recent years we have succeeded especially well. There are more events than ever, serving more varied interests than ever. Many events have added significant refinements and improvements. The Rose Festival is vitally important to Portland. For many people throughout the world, Portland means the Rose Festival, just as New Orleans means the Mardi Gras. Although we welcome thousands of visitors, we remember that the Festival is designed primarily for the enjoyment of the people who live here; a community-wide celebration that brings us all together in the spirit of fun and cooperation. Our city is better for it and we are better as individuals. I hope you will all join me in the many events this year and I hope you get as much satisfaction out of this year's Festival and I know I will.

Dietrich Bye Griffin & Youel
 Dimitre Electric Co.
 Directors Furniture Co.
 Discount Fabrics
 Dr. W. E. Dougherty
 Double Happiness
 Douglas Forest Materials Corp.
 Dows Columbia Rug & Upholstery
 H. A. Dryer Co.
 Dun & Bradstreet Inc.
 Dunham Printing Inc.
 Dunis Distributing Co.
 Duo-Fast Oregon Company
 Durametal Corp.
 Durham & Bates Agencies Inc.
 Dwyer Overseas Timber Products
 Eco Corporation
 ESP Factors
 Easterday Supply Company
 Robert L. Eaton
 Eaton Corporation
 Ebasco Services
 Eckelman Enterprises
 Economy Oil Company
 Ed. Roske Concessions
 H. Philip Eber
 Edwards Industries Inc.
 Electrical Construction Co.
 Electrical Distributing Inc.
 Electromatic Inc.
 Harry Elliott Inc.
 Elliott Powell Baden & Baker
 Elmers Colonial House of Panck
 C. M. Emeis & Company
 Emerick Construction
 Emerson Hardwood Co.
 W. L. Enderud
 Enoch Manufacturing Company
 Entre of Oregon
 Equitable Savings & Loan
 Ernst & Ernst
 Evans Construction Company
 Evans Products Co.
 Evergreen Stage Line-Gray Line
 Ray Go Wagner Inc.
 Familian NW Inc.
 Farmers Insurance Group
 Farrelis Ice Cream Parlour Res.
 First Farwest Group Inc.
 Faunt & Lewis P.C.
 Federal Sign & Signal Corp.
 Feenaughty Machinery Co.
 Fewel-Comer Co. Inc.
 Fibreboard Corporation
 Fibrex & Shipping Co. Inc.
 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
 Ray Go Wagner Inc.
 Jim Fisher Motors

Fitzgibbon Glass Company
 Fleet Leasing Inc.
 Floorcraft Carpet Co.
 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
 Fouch Electric Mfg. Co. Inc.
 Fowler Distributing Company
 Frady Construction Company
 Francis Motor Car Company
 Gerald W. Frank
 Fraser Paper Company
 Freedom Bank of Finance
 J. A. Freeman & Son
 French & French International
 Freightliner Corp.
 Friberg Electric Company
 Friday Olds, Inc.
 Woody Froom Tire Co.
 Fryer S. Quality Pie Shop
 Theodore W. Fryou
 Fullman Plumbing Co.
 Fulton Moving & Storage
 Future Products Co.
 GAF Corp.
 The Gable Funeral Home
 Gainers Auto Clinic
 Galvanizers Company
 Garbarino Arighi Marracci & Co.
 Gardner & Beedon Company
 Dr. Charles E. Gardner
 Gateway Porsche/Audi
 Gateway Volkswagon
 Gatto & Sons Inc.
 Gender Machine Works Inc.
 General Appraisal Company
 General Distributors Inc.
 General Motors Acceptance Corp.
 General Teamsters Local 162
 General Telephone Co. of the NW
 General Tool & Supply
 Genuine Parts Company
 George & Son Cutlery
 Georges Three
 Georgetown & Company Inc.
 Georgetown Manor
 Georgia-Pacific Corporation
 Gerber Advertising Agency
 Gerber Legendary Blades
 Gerlinger/Arnold/Reger & Co.
 Doug Gerow
 Gevurtz Furniture Co. Inc.
 GI Joes Inc.
 Gibbons & Reed Company
 Genuine Parts Company
 Giesy Greet & Gunn
 J. K. Gill Co.
 Gillespie-Petersen Brokerage
 Gillespie Decals Inc.
 The Gilley Company
 Gilmore Steel Corporation
 A. C. Giusti Wine Co.

Glass-Dahlstrom Printers
 Globe Ticket Co. of Wash.
 Golden Inn Motel
 The Goldsmith Co.
 Goodrich Hauser & Webb
 W. F. Goodrum
 Goose Hollow Inn
 Goodyear Rubber & Supply Co.
 Grand Metal Products Corp.
 Grantree Corporation
 Grant & Roth Plastics Inc.
 W. R. Gracie Co.
 Gray Line Sightseeing
 Graziano Produce
 Great Western National Bank
 Green Transfer & Storage Co.
 Greggs Food Products
 Gresham Insurance Agency
 Carl Grove Jeweler
 Ray V. Crewe M.D.
 Grigsby Bros.
 Ray Grimsaw Inc.
 Mr. John Grossman
 Clayton K. Gross D.M.D.
 H. K. Ltd.
 H & R Block Co.
 Dr. C. H. Hagmeier
 Hall Tool Company
 Halton Tractor Company
 Carl M. Halvorson Inc.
 Hampton Lumber Sales Co.
 Handel Lundberg & Co.
 Haner, Ross & Sporseen, Inc.
 Hanna Industries
 Vivian Hanson Travel Service
 Curtis T. Harper
 Nancy Harrington
 Harris Enterprises Inc.
 Homer H. Harris M.D.
 Harris Upham & Company
 Hartung Meat Co.
 The Harver Company
 Harvester Cider
 Haskins & Sells C.P.A.
 Hawes St. Clair Miller Cook Tol.
 Bill Hay Inc.
 Edmund Hayes
 Hayden Island Inc.
 Ben H. Hazen
 L. D. Heater Music Co.
 Heinrich Datsun
 Harold W. Heller
 John Helmer Haberdasher
 J. Henry Helser & Company
 Charlie Helwig Inc.
 L. W. Hembree Co.
 W. P. Hemenway Company
 Hennessy Goetsch & McGee
 Piper Jeffrey & Hopwood
 Herzog H. A.
 Herzog Motors
 Bart Hess Building Contractor
 Hess John J.
 Hessel Tractor & Equip. Co.
 Hickory Farms of Ohio
 The Hickory Stick
 Alan Hicks Photography

Hilaires Encore Restaurant
 Hilaires Restaurant
 G. Spencer Hinsdale
 Hippopotamus Restaurant Mr. C.S.
 Hit Parade Music Co.
 Hobart Sales & Service
 Hoch & Selby Co.
 Hoffman Construction Co.
 Holland Gateway Inc.
 Hollywood Furniture Co.
 Hollywood Lights
 Edw. Holman & Son Inc.
 Holman Transfer Co.
 Home Builders Association
 Hood River Distillers Inc.
 House of Carpets
 Howard-Cooper Corp.
 Howell R. B.
 I. L. Jack Howk
 Robert J. Howland
 Hubers Restaurant
 Wilson H. Hulley
 Exxon Company U.S.A.
 Hung Far Low
 Isaac D. Hunt
 Huntington Rubber Mills
 Hyster Company
 IBM Corporation
 Imperial Hotel Inc.
 Imperial Paint Co.
 Import Plaza
 Independent Delivery, Inc.
 I-D Inc.
 Industrial Air Products
 Indstl. Refrigeration & Equip.
 Information Sciences Inc.
 Instant Pattern Corp.
 Insulation Contracting Co.
 Intl. Brotherhood Electrical Wk.
 International Dunes Company
 International Harvester Co.
 International House of Pancakes
 Intl. Shipping Company
 Interstate Tractor & Equipment
 Interstate Training Service
 Irrigation Accessories Co.
 The Irwin-Hodson Company
 ITE Imperial Corp.
 J. & J. Construction Co. Inc.
 Maurice Jacobs-Jacobi
 Jade West Restaurant
 Jacqueline Shops
 Jafco Inc.
 Fred S. James & Company
 Jamoke Landing
 Jantzen Inc.
 Japanese Ancestral Society
 Jayvee Brand Inc.
 R. Jeibmann S. Nursery
 Staff Jennings Inc.
 John L. Jersey & Son Inc.
 Jewett Barton Leavy & Kern
 Johns Landing
 Johns Meat Market
 A. R. Johnson Electric
 Johnson Acoustical & Supply Co.
 Johnson & Higgins of Ore. Inc.

Joint Council of Teamsters 37
 Mr. Dean L. Jones
 Jubitz Truck Stop
 Just Leather
 Kaliberor Hotel Supply Company
 KATU Television
 KEX Golden West Broadcasting
 King Broadcasting KGW
 KISN Star Broadcasting Inc.
 K & K Photo Finishing Inc.
 KPAM-FM Stereo
 KPOJ Radio
 KPTV
 KXL Radio Station
 Kaadys Service Station
 Kahlis Interiors
 Kaiser Foundation Health Plan
 Kalt Manufacturing Company
 Paul E. Keeney Company
 Kelley-Clarke Company
 Harold Kelleys Inc.
 Kelleys Olympian Co.
 Kelly Services Inc.
 Kendall Lumber Mill
 Kennell-Ellis Photographers
 Kenton Machine Works Inc.
 Kentrox Industries Inc.
 Kerr Grain Corp.
 Perl A. Kessinger
 Keyser C. P.
 Klenowes Food Stores
 Kilham Stationery/Printing Co.
 King Size Photo
 Robert S. Kinoshita
 Lynn Kirby Ford
 Klenair Products Company
 Karl J. Klein Inc.
 Dr. Edward K. Kloos
 Knapp Printing Company
 Knappton Towboat Company
 Knauss Chevrolet Company
 Kneisel Travel Inc.
 Knickerbocker Motor Motel
 Frank Knoll Printing
 Paul Koch Volkswagen
 Wayne Kollas
 Koppers Company Inc.
 Dr. Michael L. Kovsky
 Koyama Kei Dr.
 Dr. Arthur D. Kracke
 Kraft Foods Company
 Kubla Khan Food Co.
 Kuhnhausens
 Kuni Cadillac Inc.
 L-M Equipment Co. Inc.
 Lagrand Industrial Supply Co.
 Lakeside Gardens
 Lamb-Weston Inc.
 Lamm Motor Co.
 Lang-Senders & Co.
 Mr. & Mrs. Andrew L. Lauth
 Laventhol Krekstein Horwath & Henry Blauer
 The George Lawrence Co.
 Lawrence Security
 Lawrence Systems Inc.
 Lawson Construction



Neil Goldschmidt
Mayor
City of Portland

The Hon. Neil Goldschmidt was elected mayor of Portland in 1972 and at that time was the youngest mayor of a major city in the U.S. Prior to that he served with distinction as a city commissioner. As mayor, he has shown a dedicated interest in people, neighborhoods, a livable environment, a peaceful and safe city, and a planned strategy for tomorrow's solutions.

I'd like to welcome all, visitor and native alike, to the 1975 Portland Rose Festival. Our Rose Festival is a tradition and, like most good traditions, it serves three purposes.

First, it helps to remind us of the rich history our city enjoys. The annual pageantry and pomp, ceremonies and celebrations are reminders of the civic pride that our citizens have in their community.

There is another purpose served by the Rose Festival, and that is the enduring tradition of change, the evolution of an honored festival to reflect our contemporary community and our changing perceptions of ourselves. Finally, there is the most basic of all Rose Festival traditions, that of enjoyment and relaxation, the fun and foolishness of all different kinds of people having a good time.

Irvin Layton
Ralph Leber Company Inc.
Thomas Lee
Lennox Industries Inc.
Dr. Gerald H. Leshgold
Lets Dine Out Co.
Morris Levin
Levitz Furniture Company
Lewis Bros. Inc.
Liberty House/Rhodes
The Charles H. Lilly Co.
Lincoln-Memorial Park
Lipman Wolfe & Company
The Little Chapel of The Chimes
Lloyd Corporation Ltd.
Lloyd Travel Service
Lloyds Furniture
Lomac Motors Inc.
Loomis Armored Car Service Inc.
John W. Loomis M.D.
Lord Electric Co. Inc.
Loshi Inc.
Lani Louie S. Inc.
Louisiana-Pacific Corp.
Luckey's Buffet
Tommy Luke Flowers
Lumber Products
Art Lutz & Co. Realtors
Coopers & Lybrand
M-D Brokerage Co.
Macadam Aluminum & Bronze Co.
Maddox Transfer & Storage
I Maginn & Co.
Mail-Well Envelope Co.
Mailiard & Schmiedell
Herbert Malarkey Roofing Co.
Mall 205
Mallory Hotel
Ed Malone Agency
Management Recruiters
H. E. Management, Inc. dba McDonald's
Manitou Equipment Company
Charles Manlove M.D.
Marios Inc.
Dr. R. Kent Markee
Marquam Medical Center
Marsh & McLennan
Mr. Ray F. Martin
Maryland-Pacific Cone Co.
Masson Bruce & Girard
Dr. J. Clifton Massar
The Matterhorn Restaurant
Maydwell & Hartzell Inc.
Mayer Bros. Inc.
Mayflower Farms
McCall Oil Company
McCann Erickson Inc.
McCloskey Varnish Co. of The N.W.
Dezendorf Spears Lubersky & Ca.

McCormick & Baxter Creosoting
McCracken Bros. Motor Freight
McDonald's
McKee Pontiac
McKesson & Robbins Inc.
Ray A. McNeilan
Matthew McKindie M.D.
McMenamin Jones Joseph & Lang
Bud Meadows Ford Inc.
S.P. Meat Market
Medical Clinic
Mediaeval Inn
Leo J. Meienberg M.D.
Meier & Frank Company Inc.
Merck Sharp & Dohme
Merrill Lynch Pierce & Assoc.
Mei-Charlton Inc.
Metropolitan Disposal Corp.
Metro-Portland Typesetting & Co.
Fred Meyer Inc.
Dr. James V. Meyer
Midway Lumber Supply
Lt. Col. Paul F. Mielly
Mill & Power Specialties Inc.
Miller Anderson Nash & Assoc.
Miller Paint Co. Inc.
Millers For Men
Milliman & Robertson
Milne Construction Co.
Joseph A. Minott
Everett Mitchell Advertising
Mitchell Lewis & Staver
Richard Mitchell
Mitsu & Co. USA Inc.
Moffatt Nicol & Bonney Inc.
Montavilla Lumber Co.
Monte Carlo Restaurant
Montgomery Capital Companies, Inc.
Dr. T. Montgomery
Montgomery Ward & Company
Moore Dry Kiln Company
R. Burke Morden
Martin T. Morlan Plumbing
W. Bruce Morrison Consult. Engr.
Morrison Oil Company
Morrrows Nut House
MEC&C Advertising Inc.
Mortons Shoe Stores Inc.
Mt. Hood Radio & TV Broadcasting
Dr. Earl C. Muck
Multnomah Athletic Club
Multnomah County Medcl. Society
Multnomah Kennel Club
Munnell & Serrill Inc.
Murphy Logging Company
The Murray-McCormick Env. Group
Musicians Mutual Assoc. Local
Mutual Wholesale Drug
Myers Drum Company

John R. Nail
National Biscuit Company
National Car Rentals
National Cash Register Co.
National Electrical Contractor
National Mortgage Company
Nationwide Mutual Insurance Co.
R. W. Neighbor & Company
Neighbors Of Woodcraft
Paul Neils
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.
Newcomers Service of Greater Pld.
Robert Newell
Niedermyer-Martin Company
Nielsen Jewelers
Albert M. Niemi
Nob Hill Pharmacy
Dr. Noles Optometrists
Nordstroms
Norene Tire & Battery Company
Norris Beggs & Simpson
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 Bookbinding Co. Inc.
Northwest Copper Works Inc.
N.W. Electric Lgt. & Power
N.W. Foundry & Furnace Co.
Northwest Grocery Co.
Blue Cross of Oregon
Northwest Insurance Co.
Northwest Lift Slab Co. Inc.
Northwest Sale & Lock
N.W. Livestock Prod. Credit Assn.
Northwest Marine Iron Works
Northwest Motor Welding
Northwest Natural Gas Co.
N.W. Paper Box Mills, Inc.
Northwest Pump & Equipment Co.
Northwest Schools Inc.
Northwest Textbook Depository
N.W. Truckstall Sales Inc.
Northwestern Inc.
Northwestern Agencies Inc.
N.W. Ice & Cold Storage Co.
Norwest Publishing Co.
George A. Norwood
Nudelman Brothers
Nulabs

Nu-Way Printing & Envelope Co.
The Oaks Amusement Park
Occidental-Transamerica Inc.
Odyssey Productions Inc.
Tom Ogle Prescriptions
The Old Country Kitchen
Old Spaghetti Factory
Oliphant & Bates Insurance Co.
Oliver & Thompson Inc.
Olsen Roe Transfer Company
Omark Industries Inc.
Omega Securities Inc.
Oneill Transfer Company Inc.
Mrs. Eleanor A. Ooten
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 Electric Construction, Inc.
Oregon Gift Shop
Oregon Gasoline Dealers Asso.
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 Trail Savings
Oregon Transfer Company
Oregon Typewriter & Record Co.
Ore. Whisle. Novelty Co. Inc.
Oregon Worsted Company
The Oregonian Publishing Co.
Droweat Bakers Inc.
Otis Elevator Company
Owens-Illinois Glass Company
Owens - Corning Fiberglass
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 Hrdwre. & Elec. Co. Inc.
Pacific Insulation Service/Sup.
Pacific Intermountain Express
Pacific Mach & Tool Steel Co.
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 Trailways
Packer-Scott
Packouz Jewel Box Inc.
The Pagoda
Paine, Webber, Jackson & Curtis
Painting & Decring Contrs.
Pak-Well Paper Prod. Company
Pan American World Airways Inc.
Paper Mills Agency of Ore. Inc.
Paramount Supply Co.
Parr Lumber Company
Patrick Lumber Company
G. W. Paulson Company
Payless Drug Warehouse
James C. Payne
Peat Marwick Mitchell & Co.
Peco Inc.
C. L. Peck Contractor
Peerless Division-Royal Indust.
Pendleton Woolen Mills
Peninsula Plumbing
Pennwalt Chemical Corp.
J. C. Penney Co.
Pepsi-Cola Bottling Company
Zanley Perkel
Peters Office Supply Company
Richard J. Petersen M.D.
R. W. Peterson
Mrs. Lewis Pfeifer
Phillips Coughlin Buell. Stolof.
Phillips Electronics Inc.
Photo-Art Commercial Studios
Physicians Optical Service
Piedmont Hardware Company
Pierres French Bakery
Pihl Transfer & Storage Co.
V. M. Phip & Son Inc.
Don J. Pinson Associates Inc.
Pioneer Fruit Distributors Inc.
Pioneer Ins. Agency of Ore. Inc.
Pioneer Ntl. Title Ins. Co.
Pneumatic Systems Inc.
Pollock Motors
Ponchos Restaurant
Poor Richards Restaurant
The Pop Shoppe
Pope & Talbot Inc.
Poppers Supply Company



Porter Scarpelli Macaroni Co.
Portland Auto Auction
Portland Bolt & Mfg. Co.
Portland Bottling Company
Pld. Center Devel. Co.
Portland Center Pharmacy
The Portland Clinic
Portland Com-Q-Rama
Pld. Contractors Supply
Portland Outfry Co.
Portland Distributing Co.
Portland Elevator Company
Far West Federal Savings
Portland Fish Company
Portland Frozen Foods
Portland General Electric Co.
The Portland Hilton
Pld. Laundry & Dry Cleaners
Pld. Lawn Bowling Club
Portland Lodge 142 BPO Elks
Portland Machinery Company
Portland Meadows Inc.
Portland Memorial
Portland Motor Hotel
Portland Orthodontic Group
Portland Orthopedic Clinic
Portland Outdoor Store
Portland Paper Box Company
Portland Precision Mfg.
Pld. Precision Instru. & Rep.
Allied Safe & Vault Co. Inc.-Pd.
Portland Screw Co.
Portland Stevedoring Company
Portland Trailblazers
Portland Travelodge Motel
Portland Wholesale Groc. Co.
Portland Willamette Company
Portland Wire & Iron Works
Portland Womens Forum
Portland Woolen Mills Inc.
Ports O'Call Merchants Ass.
Postal Instant Press
Arthur S. Potwin
Poulson-Wilson Inc.
S. J. Pounder Realty Co.
Pownall Taylor & Hays
Precision Castparts Corp.
Premier Gear & Mach. Wks.
Price Waterhouse & Company
Art Priestley Oil Company
Print-Right Copy Center
Printing Pressmens Union 43
Progress Electronics Co. of Ore.
Property Counselors Inc.
Prudential Insurance
Publicity Providers
Purdy Brush Company
The Quay Inn
Radio Cab Company
Raimier Brewing Co.
Ramada Inn
Rallye Fanatics
Ramsay Signs Inc.
Rayler Ramsey
Rancho Self Service Flowers
Randall Construction Co. Inc.
Don Rasmussen Co.
Rays Food Service
United Buses Inc.
The Realty Group
The Red Steer
Dr. Raymond M. Reichle
Reid Strutt Co. Inc.
Reimers & Jolivette
Reingold Jewelers
Rentex Corp.
Reliable Transfer Co. Inc.
John F. Renne
Ron Rentfrow
Reppert Clark & Howard
Republic Cafe

Reser's Fine Foods Inc.
Reubens
Reynolds Metals Co.
Rians Incorporated
Rich Manufacturing Company
Richardson Advertising Agency
C. E. Riggs Inc.
Risbergs Truck Line
River Queen
Riverside West Motor Hotel
Riviera Motors Inc.
Roberts Business Machines
Roberts Motor Company
Robertson Factories Inc.
Rockey/Marsh Pub. Rel.
Rodda Paint Co.
Rogers Construction Co.
Rodgers Hollywood
Rol-Away Truck Mfg. Co. Inc.
Dr. George A. Ronning
Roos-Atkins
Roosevelt Hotel
Rose City Awning Co.
Rose City Paper Box Inc.
Rose City Upholstery
Rosenblatts
Roses By Fred Edmunds
Roses Restaurant
Dr. Cecil J. Ross
Ross Hollywood Chapel Inc.
George Rotegard
Roth Life Cycle Inc.
W. G. Rovang & Assoc.
Roy and Molin Inc.
Royal Inn of Portland
Royal Rosarians
Rudat Boutwell & Partners
E. John Rumpakis
Rusco Building Products
The Rustler
Assets Management Inc.
Ben Rybke
Ryder Printing
S & W Fine Foods Inc.
Sabre Construction Company
Safeeco Insurance Co. of America
Safeeco Title Insurance
Safevows Stores Inc.
Salway Scaffold Co.
Sam's Hideaway
Jim Sahli Home Furnishings
St. John Drug Company
Sandberg Heating & Fuel Co.
Sanderson Safety Supply
Sandwell International Inc.
Sandy Boulevard Dodge
Sandy Blvd. Veterinary Clinic
Sandycrest Terraces
Sandys Camera Shop
C. H. Savage Company
Paul Schatz Furniture Co.
Schermerhorn Bros. Inc.
E. Carl Schiewe Contractor
Schlegel Typesetting Company
Schmitt Steel Inc.
Dr. Louis B. Schuel
Schultz Sanitary Serv. Inc.
Schultz Wack & Weir Inc.
Schumacher Fur Co.
Peter A. Schwabe Atty.
Schweitzer S.
Mr. & Mrs. Ralph Scollati
Jack N. Seabold
Seagram-Distillers
Sealy Mattress Co.
Sears Roebuck & Company
Securities-Intermountain Inc.
Security Bank of Oregon
Sees Candies Inc.
Sefton Can & Plastics Division
Servomation of Portland Inc.

Shannon & Company
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 Inn Airport
Sheraton Motor Inn
Sherwood & Roberts
Showboat Restaurant & Lounge
Shuler Rankin Myers & Walsh
M. & H. H. Sichel
Silver Eagle Company
Silver Falls Packing Co. Inc.
Sivler Wheel Frt. Lines
Homer Simantel
Simmons Carbon Company Inc.
Simmons Credit Co.
The Simms Company
Simpson Timber Company
Singer Sewing Machine Company
Sir Winston's
W. C. Sivvers Company
Six Robbles Inc.
The Sizzler Family Steak House
Skidmore Owings & Merrill
Fletcher H. Skillern Jr.
The Skookum Company Inc.
Sky Chels Inc.
T. E. Slanker Company
I. L. Sletta Company
Donald C. Sloan & Company
Small Parts Manufacturing Co.
Mr. & Mrs. Edgar Smith
Smith Western Inc.
Smiths Home Furnishings Inc.
Hilton Smith Associates
Dr. Vinton D. Sneeden
Snelling & Snelling
Snyder Roofing Company
Socialgraphics
Howard Somers
Southeast Roofing Co.
Souther Spaulding & Kinsey
Sam Specale Office Mach. Inc.
Specialty Auto Glass Co. Inc.
Specialty Woodworking Co. Inc.
Spectrum Studios, Inc.
Speery & Hutchinson Company
Sam J. Spasito Lighting Special
Sproule-Relz Co. Inc.
Stacey S. Lithography-Printing
Stagecraft Industries Inc.
Stamm & Stuart Insurance Mgt.
Standard Batteries
Standard Oil Co.
Standard Printing/Office Sply.
Standard Steel & Metal Company
Star Machinery Company
Stark Plumbing & Heating Inc.
Art Stearns Tires Inc.
Drs. Stearns Fearl & Breesee
Steinfelds Products Company
Stenographic Office Services
Stevens-Ness Law Publishing Co.
Stevens-Thompson/Runyan
Stewart & Tunno Insurance
Stewart-Warner Alemtic Sls.
H. J. Stoll & Sons Inc.
Storey Tool & Die Works
Richard T. Stouff
Sumidomo Shoji America Inc.
Sunset Fuel Company
Sunshine Dairy
Surgical Sales Inc.
Sutherland Electrical Contract
Swartz Moving & Storage Co.
Swede's Auto Parts
Swiss Tailors & Cleaners Inc.

System Auto Parks Inc.
T I M E
F. M. Tarbell Co.
Tastee Products of Calif. No. 1
Taylor & Co. Inc.
Taylor Electric
Tektronix Inc.
Temp Control Corp.
Temp Furniture Corp.
Joe Teresi
Texaco Inc.
Thayer Business & Off. Equip. Co.
D. P. Thompson Co.
Norm Thompson Outfitters
R. C. Thompson & Son Inc.
Thuemmel/Marx & Whiting Inc.
Thunderbird Motel & Restaurant
Tice Electric Co.
Tie Bar
Tile Distributors Inc.
Timberline Lodge
Time Oil Co.
Tire Marketers Inc.
Title Insurance Co. of Oregon
Marv Tonkon Ford Sales
Moe M. Tonkon Attorney
Tops All Foods Inc.
Totem Transit Co.
Touche Ross Bailey & Smart
Tower Oil Co.
Town Concrete Pipe Inc.
Trade Litho Inc.
Tradewell Stores Inc.
Transamerica Title Ins. Co.
Transmission Exchange
Trans Pacific Financial Corp.
Travelodge
Travel Counselors Inc.
Treck Photographic Inc.
Tri City Bowl
Tri-Met
Triangle Milling Co.
O'Neill-Trixler Inc.
Timbab
Tube Forgings of America
Tuck Lung Co.
Willie M. Tucker
Uhlemann Optical Co. of Oregon
Union Ave. Motel
Union Carbide Corp.
Union Oil Co. of California
Union Pacific Railroad Company
Unservice Corp.
United Adjusters Inc.
United Air Lines
United Brokers Co.
United Finance Co.
United Fire Extinguishers
United Parcel Service
United Salad & Produce
United States Bakery Inc.
U. S. National Bank
Utility Trailer & Equipment
Vacuum Cleaner Specialists Inc.
Valley Plaza
Valley Truck Serv.
Vancouver Furniture Company
Van Duyn Chocolate Shops Inc.
Van Kirk S. Florist
Van Waters & Rogers Inc.
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
Volo Western Dist. Inc.
J. M. Vranizan Company
Waddles Restaurants

R. M. Wade & Company
Clarence Walker Flowers
Wallace Buick Company
Wallace Security Agency Inc.
Walton Tailoring
Wankle Panel Company
Washington Square Inc.
Washington Federal Savings
Watcoa Div.-Mogul Corp.
Waterway Terminals Company
Waterworks Supplies Co.
Watsons Valley Pharmacy
Cloyd R. Watt Construction Co.
Roscoe E. Watts
D. C. Wax Office Equipment House
Weatherite Co.
Weiner Chevrolet
H. A. Weiss
Mr. & Mrs. H. B. Wendell
Wentworth & Irwin Inc.
Wershow-Ash-Lewis Auctioneers
West Coast Orient
West Coast Business Inv. Ltd.
Western Paper Company
West Coast Picture
West Portland Lumber & Hardware
Western Air Lines Inc.
Mr. D. M. Nichols Dist Center Mgr.
Western Business Builders
Western Electric Co. Inc.
Western Elec.-Columbia River
Western Food Company
Western Grain Exchange
Western Kraft Corp.
Western Machinery Corp.
Western Photo Mount Company
Western Power Products
Western Savings & Loan
Western Stations Company
Western Transportation Co.
Westinghouse Electric Corp.
Weyerhaeuser Company
Whipple & Moshosky Lumber Co.
Whitaker & Whitaker
White Rock Bottling Co.
White Stag Manufacturing Co.
White Sutherland Parks & Allen
Dr. James M. Whitely
Widing Transportation
Stan Wiley Inc.
Wills Station Inc.
Rudie Withilm Warehouse Co.
Willamette Industries Inc.
Willamette Savings & Loan Assn.
Willamette View Manor Inc.
Willamette-Western Corp.
Lew Williams Cadillac
Williamsen & Bleid Inc.
Wiloughby Hearing Center
Wills Enterprises Inc.
Wilsley & Ham, Inc.
Wiltshire Medical Center
Peter Wilson Realty Inc.
Winter Products Co.
Dean Witter
Wolf & Company
Wolf-Zimmer-Gunsul-Frasca
Wood Feathers Inc.
F. W. Woolworth Company
Wymore Transfer Company
Xerox Corporation
Ye Olde Towne Crier
Yergen & Meyer C.P.A.
Porter Velt Jr. Gen. Contractor
Arthur Young & Company
Zell Brothers
Werner E. Zeller M.D.
Zellerbach Paper Company
Zidell Expl. 607500
A. J. Zinda Company

In Appreciation

The success of the Portland Rose Festival would not be possible without the skills, talents and efforts of many people. Following are a few who have contributed greatly to this program and other communications activities of this year's Rose Festival:

Program Cover: OREGON STATE HIGHWAY PHOTO. **Graphics:** COLE & WEBER. **Special art:** CARLETON L. SNYDER, COMMERCIAL DISPLAYS, INC. **Court pictures:** KENNEL-ELLIS. **Photography:** HERB ALDEN, ROBERT AMES, BOB BACH, CONKLING PHOTOGRAPHY, PETER CORVALLIS, ROGER JENSEN, EDMUND Y. LEE, ALFRED MONNER, DANA OLSEN, RALPH PERRY, PHOTO ART, PORTLAND ROSE SOCIETY. **Track photos courtesy** OREGON JOURNAL SPORTS. **Special editorial material:** EASTMAN KODAK CO.

Coronation Production—Producer: BRUCE RUMINSKI. **Audio:** WAYNE LUND, ROSE CITY SOUND. **Lighting:** DON CAMERON, HOLLYWOOD LIGHTS. **Multimedia electronics:** BLAINE SMITH, ENTRE OF OREGON. **Movie photography:** J. WILDER MINCEY. **Still photos (candid):** DENNIS AREHART, BRUCE LANDREY; (portrait) BILL ODBERT, KENNEL-ELLIS. **Stage setting:** CARLETON L. SNYDER, COMMERCIAL DISPLAYS, INC. **Production assistance:** RON PANFILIO, GEORGIA-PACIFIC; JACK FISHER, DEAN BOND, PACIFIC NORTHWEST BELL. **NORMAN LEYDEN SINGERS:** DR. NORMAN LEYDEN, **Director:** JEANNIE REY RUTTU, **Choreographer:** AL CLAUSIUS, **Manager.**

Grand Floral Parade—Order of March

(Numbers 1, 2, 3, etc., indicate float. B is Band, H is Equestrian Unit.)

lovely ladies. A proud Easter Bunny watches over the entire scene. Carried out in white mums, red roses and varicolored gladiola petals. The Portland Retail Trade Bureau is an association of Portland businessmen. Built by Commercial Displays.

DIVISION NO. 3

Marshal: Ian Higginbotham

H-10 Ike Whiteley, Portland

H-10A Wasco County Fair and Rodeo Court, The Dalles

Queen Debbie Warner, Crystal Davis, Pam Nagle.

8. GAF CORPORATION



Vienna Waltz

Fourth year in the Grand Floral Parade for GAF, with more than 1,000 employees involved in flowering the float and selecting the riders by popular ballot from among their co-workers. An elegant ballroom scene is recreated in flowers. Waltz music plays as two suspended chandeliers twirl over a parquet dance floor. Built by Herrin-Preston.

B-9 Clan Macleay Pipe Band, Portland

9. JANTZEN BEACH CENTER



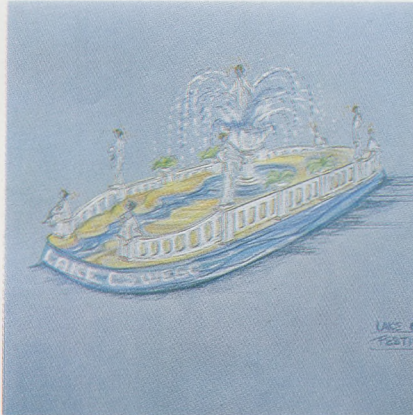
Carousel Festival

The famed Jantzen Beach Center carousel is symbolized in this unique entry, featuring six authentic wood-carved merry-go-round ponies covered with multi-colored glad petals. At the center of the carousel a canopy of orange, red and yellow blooms is topped with "Forever Yours" red roses in a riot of variegated color. Built by House of Flowers.

H-13 Paula Louise Graf, Woodburn

B-10 Lakeridge High School Band

10. LAKE OSWEGO CHAMBER OF COMMERCE



Festival of the Arts

Girls in Greek hairstyle and makeup pose as statues to represent the nine mythological daughters of Zeus, symbolizing the arts. The daughters stand in a Greek garden setting of pillars and fountains. At the base, flowers recreate the man-made Lake Oswego feeding the fountain waters, to depict the City of Lake Oswego as home of the Festival of the Arts. Built entirely by community volunteers.

H-14 Molalla Buckeroo Court

Queen Judy Ruddell, Carolyn May, Sandi Vantz.

11. PORTLAND GENERAL ELECTRIC



Sapporo Snow Festival

Miss Sapporo, Machiko Miyoshi, comes from Portland's sister city in Japan to ride this float. She is depicted being borne by four footmen in a Kago, over an ornamental Japanese bridge through a grove of graceful trees, laden with icicles. PGE employees ride. Built by Festival Artists, decorated by PGE employees.

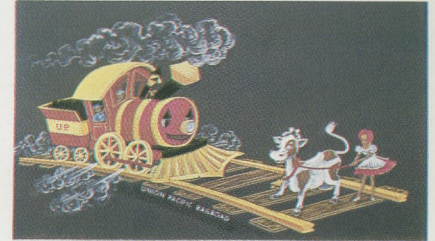
H-15 Mrs. Bert Croshaw, Seattle

B-11 Hillsboro High School Band

DIVISION NO. 4

Marshal: Jake Bigham

12. UNION PACIFIC RAILROAD



Great Big Rollin' Railroad

Anne DuFresne, 1973 Portland Rose Festival Queen, rides this light-hearted entry. A cartoon train puts on the brakes to avoid hitting an animated cow standing on the tracks. Miss DuFresne is the milkmaid trying to get the cow to move, as bells clang, steam shoots out and the cow bawls its frustration to the throng. Built by Herrin-Preston.

H-16 Oregon Pinto Breeders and Exhibitors Association Court

Queen Carol Ayer, Judy Wetmore, Julie Wetmore.

B-12 Centennial High School Band

13. GREATER GRESHAM AREA CHAMBER OF COMMERCE

Fun On Parade

Two big black Percherons pull this float entry sponsored by the Greater Gresham Chamber of Commerce, with the spotlight on fun featuring Miss Gresham 1975, lovely Betty Hufer, and a group of members from the Gresham Senior Center, playing washboard band style tunes. The lively oldsters decorated this horse-drawn entry with carnations, daisies and roses.

H-17 Gresham Westernairs 4-H Color Guard

Jean Arthur, Diane Hothouse, Susan Richards, Rhonda Gantenbein, Beverly Weeks.

14. UNITED STATES NATIONAL BANK



Carnival in Rio

The reigning Miss Portland, Maya Adamovics, rides this unique cantilevered float which features two brilliantly colored Scarlet Macaws perched on a branch between garlands of cattleya orchids and beds of roses. The birds' tails unfurl to the rear of the float to create the unique carnival setting that is Rio. Built by Festival Artists.

H-18 Merry Ann Woods, Mulino, Queen of the Molalla Bicentennial Celebration

B-13 Jackson High School Band



Parade of Festivals

There is much more to the Grand Floral Parade than the smoothly moving procession seen by onlookers. Behind the scenes, hundreds of people contribute time and effort to plan the procession, to dramatize its features and ensure that it becomes the entrancing spectacle it aspires to be. Float builders, some professional, some community volunteers, enlist hundreds of helpers for the final flowering, working through the night so that by daybreak each float reaches its peak of floral perfection.

Pre-Parade Show, Saturday, June 14 9 a.m., Memorial Coliseum

Setting the tone for the Grand Floral Parade is the pre-parade show of music and marching. This year the show will present two visiting high school Guest Bands, the Buffalo Gals Drum and Bugle Corps from Buffalo, Missouri, and the North Kitsap, Washington, Band. Joining them are two unique groups, the Salvation Army Brass Band and the La Senorita's Girls Drill Team of Seattle, Washington.

Post-Parade Float Display Saturday, June 14 and Sunday, June 15 Daytime until 6 p.m., Lloyd Center

All the floats from the Parade are drawn up in formation for picture-taking, conversation and comparison. Perfect for a leisurely walk-through.

Visiting Royalty

Visiting Royalty and celebrities from other Festivals and lands always lend touches of glamor to the Grand Floral Parade. This year three young ladies are coming from opposite sides of the globe to appear and ride floats in the Parade.

From Japan comes Miss Sapporo, Machiko Miyoshi, to ride the Portland General Electric Co. float. She will travel here as part of a delegation from Portland's sister city on an official visitation. The delegation includes government officials, businessmen and other prominent personages from Sapporo.

Bobbie Mischke, Queen of Snows for the St. Paul, Minnesota, Winter Carnival, will appear on the Northwest Natural Gas Co. entry. Miss Mischke is 20 years old, a junior at the College of St. Catherine in St. Paul, majoring in home economics and art. She fits in perfectly as a Winter Carnival Queen. Her favorite sports are skiing and figure skating.

Kathy Smith, 21, of Tustin, California, pays an official visit to the Portland Rose Festival as Disneyland's 1975 Ambassador to the World. When Miss Smith is not traveling the U.S. extolling the marvels of Disneyland, she is a student at University of California, Irvine. Her hobbies are sewing, jogging, reading and gardening. She will appear on the Washington Square float with two famous Disney characters, Mickey Mouse and Pluto. The trio will also serve as Grand Marshals for the Junior Parade on Thursday afternoon, June 12.

The Benson High School Drivers

Portland's Benson High School, almost-entirely male in enrollment, does not choose a Princess for the Royal Court. But the Benson young men have their vital contribution to make to the Festival. They drive the white Pontiac convertibles which are the official cars for the Queen and Court. Applicants for the eight positions pass a rigorous physical and psychological screening. To be selected is a coveted honor.



Miss Sapporo
Machiko Miyoshi



St. Paul Winter Carnival
Queen of Snows
Bobbie Mischke



1975 Disneyland Ambassador
Kathy Smith



Benson High School
Drivers
Clockwise, starting from
upper right: Carl Dean,
Captain; Jeff Sjodin,
Co-Captain; Jerry
Bassett, Larry Kordosky,
Ron Love, Bob Gordin,
Jeff Sievert, Matt Neve.



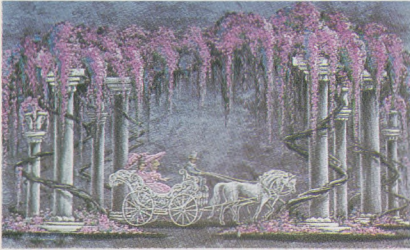
*There's
no place
like Oregon*

*and no bank like
The Real
Oregon Bank*

Grand Floral Parade—Order of March

(Numbers 1, 2, 3, etc., indicate float. B is Band, H is Equestrian Unit.)

15. BENJ. FRANKLIN SAVINGS & LOAN



Colonial Flower Festival

Benj. Franklin Federal Savings & Loan Association carries out its traditional Colonial theme. Beautiful trees with cascades of flowers frame an early-American open carriage pulled by two prancing white horses. Riders, all Benj. Franklin employees, are Laura Roggenbihl, Jan Erickson and Adrian Kloak. Built by Herrin-Preston.

H-19 Salem Saddle Club Drill Team
Color Guard

Harold Ballweber, captain. Chris Parker, Duane Goertzen, Ferne Hansen, Bob Hanse.

QUEEN'S DIVISION

Marshal: Walter Henningsen

B-14 Marshall High School Band

16. LLOYD CENTER MERCHANTS



Lucia Festival of Lights

Each November the Lucia, Queen of Lights pageant is celebrated at Lloyd Center. The Lucia Queen, Nancy Johnson, is surrounded by an oval frame of red roses. Riding with her are her Court, Dawn Walton, Carol Gimre, Rhonda Hustad. Giant stained glass windows of gladiola petals dominate the front and rear. Built by House of Flowers.

17. ALPENROSE DAIRY



This is My Country

Anticipating the forthcoming annual presentation of the Americana pageant slated at Alpenrose Dairy arena June 29-July 4, this entry features a band wagon, one of 12 circus wagons to be featured in the pageant, drawn by eight matched Shetland ponies. Drivers are Rex Blackmere and Willard Lyons. Inside the band wagon are members of the Rose City Banjoleers, followed by an honor guard of 13 costumed mounted cavalry. Self-built and decorated.

H-20 Emerald Empire Roundup Court, Eugene
Tami Kennom, Joni Ramlo, Debbie Saunders.

B-15 Battle Ground, Washington,
High School Band

18. BATTLE GROUND CHAMBER OF COMMERCE



Harvest Days

A Horn of Plenty accented by an impressive Harvest Moon creates a floral tribute to the Battle Ground, Washington, Festival, "Harvest Days," July 18-20. The bountiful cornucopia in shades of bronze, yellow and orange nestles on a base of straw and oak leaves. Five high school maidens and one country boy enjoy the ride. Self-built and decorated.

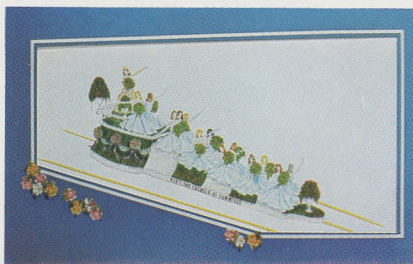
19. BETHEL AME CHURCH

Our Neighborhood is a Brotherhood

A stylized touring car bears symbols of brotherhood, emancipation and enlightenment. Different colored hands are clasped together above the car. Breaking of the slave chain, the Liberty Bell, the inscrutable Zodiac and Wheel of Fortune appear. Self built and decorated.

B-16 David Douglas High School Band

20. QUEEN'S FLOAT—PORTLAND CHAMBER OF COMMERCE



The Chamber traditionally provides the Queen's Float, presenting the 1975

Queen of Rosaria, chosen June 6, and her Court of 13 high school graduating seniors preceded by a large urn overflowing with lush red roses. The Queen stands on a balcony with the Princesses seated on ascending risers. The 1975 Court is, in order of selection, Anne Rooney, Grant; Angela Dyton, Jefferson; Lydia Tjaden, Marshall; Julie Odell, Adams; Dawna Rae Rose, Franklin; Jodie Ricks, Roosevelt; Jane McCuaig, Cleveland; Katie Brennan, St. Marys (Independent); Heather VanWessem, Jackson; Geretta Fields, Madison; Debbie Semler, Monroe; Mary Elsasser, Wilson; Vicci Strang, Washington; Dorothy Hart, Lincoln. Built by Commercial Displays.

21. OLD TOWN COMMUNITY

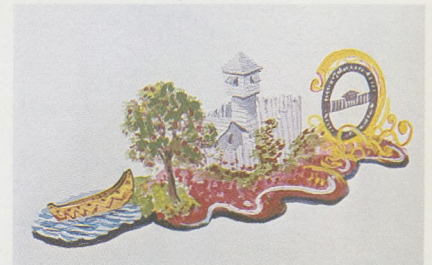
DIVISION NO. 6

Marshal: Douglas Peters

H-21 Clark County Saddle Club Rodeo Court

B-17 Fort Vancouver High School Band

22. CITY OF VANCOUVER



Fort Vancouver Sesquicentennial

A floral replica of this historic fort features the blockhouse fort construction in the background, verdant trees, a canoe in the Columbia river and a giant Sesquicentennial emblem. Riding is Miss Sesquicentennial, chosen shortly before the Rose Festival begins. Self-built and decorated.

H-22 Westernetts Drill Team, Boring
Caeleen Butcher, Lee An Baarstad, Cathy Snyder, Kathy Hansbrough.

B-18 Rex Putnam High School Band

23. HANNA INDUSTRIES



Bicentennial

Kicking off the nation's Bicentennial celebration, Hanna Industries' entry in this year's Grand Floral Parade features a large golden eagle perched upon the Declaration of Independence. A fireworks display in flowers precedes the

Grand Floral Parade—Order of March

(Numbers 1, 2, 3, etc., indicate float. B is Band, H is Equestrian Unit.)

eagle to depict Independence Day, the Fourth of July. Red, white and blue dominate the color scheme. Built by Commercial Displays.

H-23 Arlington Rodeo Court
Queen Karen Morris, Peggy Grubauch.

24. PASADENA TOURNAMENT OF ROSES



A long-time entrant in the Grand Floral Parade, Pasadena logically chooses to depict its own Festival, the famed Pasadena Tournament of Roses Parade and the Rose Bowl game. A simulated floral frame shows scenes from Pasadena, including a float passing through parade spectators and the Rose Bowl itself with the San Gabriel mountains in the background. Built by Herrin-Preston.

B-19 Royal Canadian Sea Cadets Band

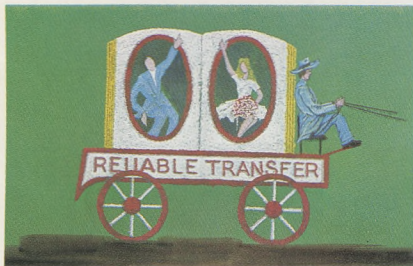
25. ROYAL CITY SOCIETY—HYACK FESTIVAL



Remember When

The Hyack Festival float from New Westminster, B.C., takes spectators back to a wild West Coast with a race between two 26-foot dugout canoes straining to bring furs to the trading post. Eight Indian stalwarts strain every muscle in paddling the mighty Fraser river. The Hyack Festival each May features the longest one-day canoe race in North America. Self-built and decorated.

26. RELIABLE TRANSFER



Festival of Love

This is the 25th year for Reliable Transfer in the Parade, which is about as reliable as you can get. Four Shetland ponies draw a wagon carrying a double-sided open book. Riding, driving and walking alongside are Terry Bradley, Nancy Goldbeck, Scott Pfeifer, Carma Byles, Ron Lyon and Allen Pfeifer. Built and decorated by the Pfeifer family and Decorations Unlimited.

H-24 Quinten D. Warren

H-25 Russ Walker

DIVISION NO. 7

Marshal: Walter Collins

B-20 La Senorita's Girls Drill Team, Seattle

27. SEATTLE SEAFAIR

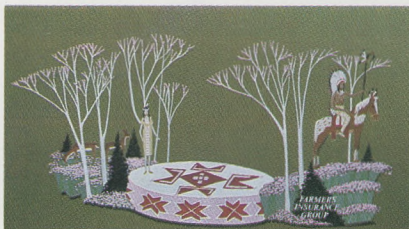


Seafair on Parade

If pretty mermaids and mystic colors of the sea are to your liking, this float will catch your eye. With Galen Motin, Seafair Queen of the Seas, riding high atop the entry, Seattle's popular Seafair pays its respects once again to the Rose Festival. Riding with Queen Galen are two lovely mermaids. This year's Seafair celebration will be July 24-August 3. Built by Pageant Presentations.

B-21 Seafair Clowns

28. FARMERS INSURANCE GROUP



Indian Pow Wow

Farmers Insurance Group of companies honors the first inhabitants of our country, the American Indian. A large Indian tom-tom sets the tone. At the front, a dignified Indian chief sits astride his pony in a verdant forest glade. At the rear is another glade with two shy deer among the trees. Danita Ruzic, 1974 Rose Festival Queen, is the lone rider. This is the 13th year in the Grand Floral Parade for Farmers Insurance. Built by Everett Fisch.

H-26 Washington County Diamond Rodeo Court, Beaverton

Queen Brenda Healy, Kim Rueckner, Susan Thomas.

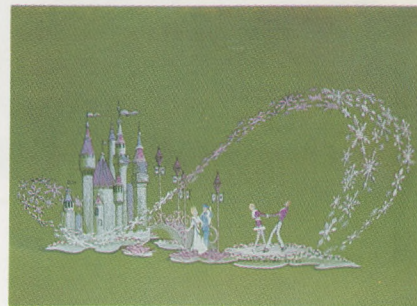
29. WASHINGTON STATE APPLE BLOSSOM FESTIVAL

Apple Blossom Time

Representing one of the oldest civic celebrations in the Northwest, this float comes from the apple growing community of Wenatchee, the home of the Washington State Apple Blossom Festival, 56 years old this year. Riding the float are 1975 Apple Blossom Festival Queen Teresa Adams and her two princesses, Debbie Sorrentino and Kathy MacDonald. The Apple Blossom Festival is held annually at Wenatchee in early May. Self-built, decorated by Pageant Presentations.

B-22 Franklin High School Band

30. NORTHWEST NATURAL GAS COMPANY



Winter Carnival—St. Paul

A salute to the famed St. Paul Winter Carnival brings two of its real-life personages to ride on the float. They are Bobbie Mischke, 1975 Queen of Snows, and Richard J. Long, Boreas Rex 39th. Beside a shimmering lake of real ice, on which skaters are performing, rises the fanciful ice palace of King Boreas and his Queen of Snows. Built by House of Flowers.

H-27 Mid-Columbia Saddle Club Association Court

Queen Vicki Barnhart, Becky Mesecher, Becki Puddy.

DIVISION NO. 8

Marshal: Wayne Garber

B-23 Salvation Army Brass Band

31. ORDER OF DE MOLAY

Rose Festival 1907

A plantation coach depicts the type of float used in the first Rose Festival parade in 1907. It is horse-drawn as were many floats in that first parade. As is traditional, the De Molay float is decorated primarily with roses, mostly red. Self-built, self-decorated.

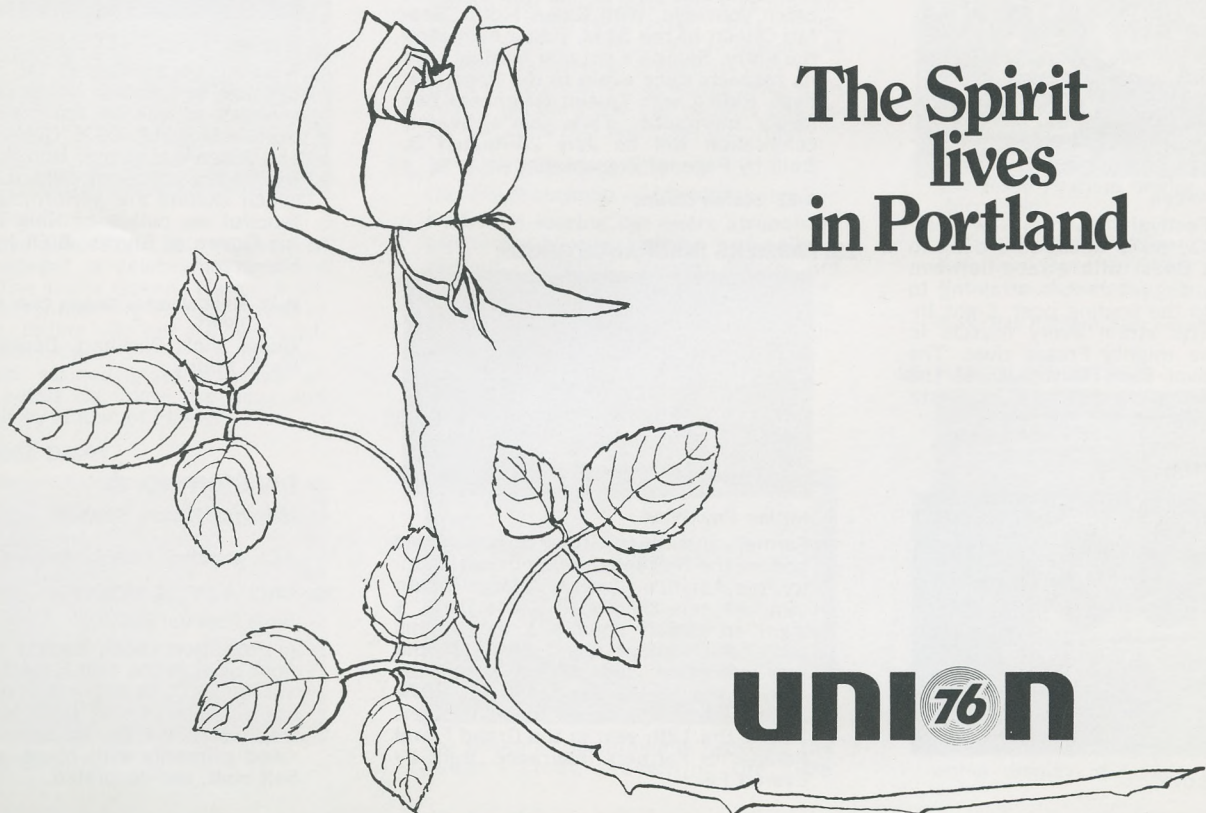
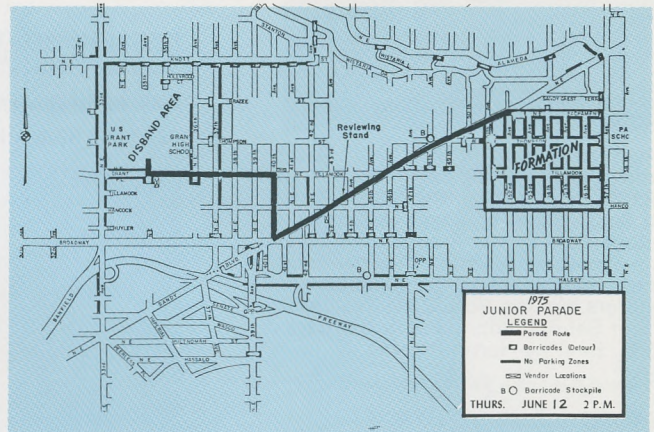
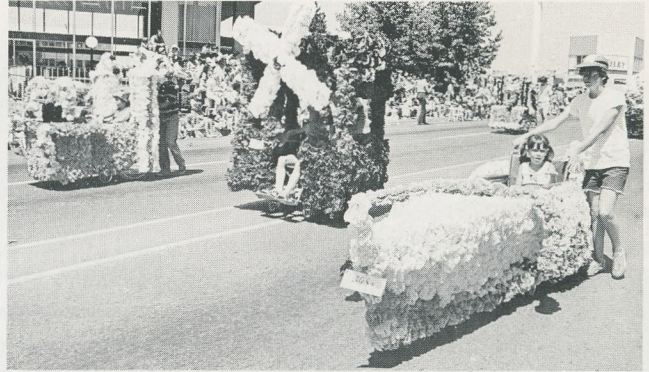


Festival of Youth

Since its beginnings, the Rose Festival has emphasized the young — their interests, their ambitions, their spontaneity. Most of the events, while not geared exclusively to young people, appeal to youth. Some events are designed entirely for the young set and the “oldsters” have to be content to play the role of spectator.

Junior Parade, Thursday, June 12

(See Map) Thousands of kids swarm through the East Side Hollywood District starting at 2 p.m. for the biggest children’s parade in the country. All entries are in costume or uniform and the age limit (except for certain guest entries) is 1st through 8th grades. It’s the final day of school this year and the youngsters are sure to be bursting with pre-summer exuberance. Floats, bikes, pets, all decorated, and bands compete for dozens of prize ribbons. The Junior Queen and her Court of seven princesses, ages 9 to 11, lead the procession.

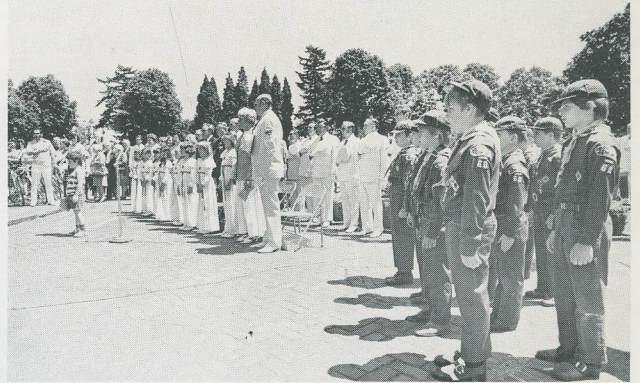




Festival of Youth

The Junior Court

The Junior Queen and Court, eight little girls from Portland, perform their own schedule of royal duties, participate in many ceremonies. Members of the Court this year are Kimberly Robertson, Shelley Benton, Tonny Tanner, Rhonda Veloni, Wendy Marks, Wendy Werner, Katie O'Connor and Senja Tapanen.

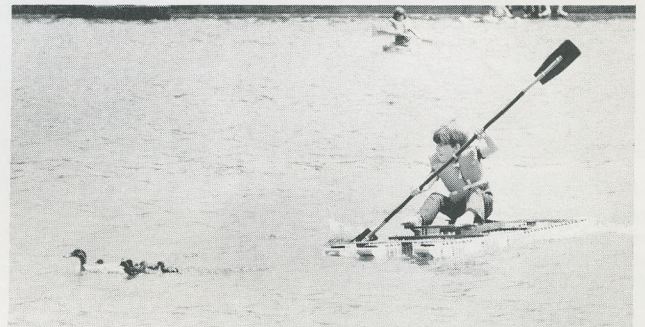


Milk Carton Boat Races

Friday, June 13, 1 p.m.

Westmoreland Park

Exclusively for boys and girls 8 through 16 and sponsored jointly by the Rose Festival and the Dairy Farmers of Oregon. Contestants build their own boats from empty half-gallon milk cartons and compete for cash prizes up to \$50. An occasional capsizing doesn't hurt, since Westmoreland pool is very shallow.



Little "Briches" Rodeo


Sat.-Sun., June 7-8, 1 p.m.

Alpenrose Dairy

Sponsored as a youth benefit by Lloyd Center Optimists, the Rodeo gets kids 7 through 12 involved in catching greased pigs, milking goats and tying ribbons on calves' tails.

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 140 branches across the state of Oregon.

 **FIRST NATIONAL BANK
OF OREGON** Member FDIC
We'd like to get to know you.

Grand Floral Parade—Order of March

(Numbers 1, 2, 3, etc., indicate float. B is Band, H is Equestrian Unit.)

H-28 Phil Sheridan Rodeo Court
Queen Pam Scharf, Mona Gurr, Vickie Boekhoff.

B-24 Beaverton High School Band

H-30 Lynette Brown, Fort Dalles Day
Rodeo Queen, Rufus

B-26 Sunset High School Band

34. STEVENS & SON JEWELERS



Chinese New Year

Recognizing the Dragon as the Chinese symbol of goodness and strength, Stevens & Son concocts one that would be 80 feet long if stretched out. This Dragon's head tosses to and fro as it contemplates the crowd and its white moustache and beard toss in the breeze. A most unusual entry. Built by Festival Artists.

H-31 Cowlitz County Rodeo Court
Queen Lori Graham, Terri Allison, Cynthia Higby.

DIVISION NO. 9

Marshal: Kenneth Klein

B-27 Wilson High School Band

35. GEORGIA-PACIFIC CORPORATION



Festival of the Dance

Georgia-Pacific presents an exquisitely delicate float saluting one of the truly beautiful arts, ballet. A majestic swan gracefully nestles in a bed of pink roses. Dancing among large pink water lilies are two dancers moving to the strains of Tchaikovsky's "Swan Lake," most popular of all classical ballets. Built by Pageant Presentations.

H-32 Yamhill County Fair Court
Queen Debbie Mitchell, Peggy Kinche-
loe, Beth Roy.

B-28 Reynolds High School Band

36. PORTLAND FIRE BUREAU



Festival of 1907

The Portland Fire Bureau has not missed putting a float in the Grand Floral Parade since the first parade in 1907. This float depicts the celebration of that continuous participation with an old 1907 fire steamer, complete with Sparky, the Fire Prevention Dalmatian dog and floral firemen in action. Self-built and decorated.

H-33 St. Paul Rodeo Association Court
Queen Kim Schroeder, Sally Smith, Debbie Thornton.

B-29 Cleveland High School Band

37. FIRST NATIONAL BANK OF OREGON



Mardi Gras

The First National Bank of Oregon's harlequin was so taken by Mardi Gras spirit that he scooped up a whole gang of Dixieland band players, costumed merry-makers and lots of confetti and balloons. Beaming with pride, he turns his gigantic head and winks at the onlookers. A variety of bright flowers in natural shades capture Mardi Gras glitter. Built by Commercial Displays.

H-34 Kathy Weick, Miss Rodeo Oregon,
Estacada

B-30 South Kitsap High School Band,
Port Orchard, Washington

38. PORT ORCHARD, WASHINGTON Fathoms O'Fun

Recalls Port Orchard's Fathoms O'Fun Festival each year. An old fashioned park scene depicts the gaslight era of the 1880's. Focal point is a towering old fashioned gazebo, flanked by rotating platforms. The Queen and five Princesses from the 1975 celebration are dressed in old fashioned white gowns with floral-adorned "skimmer" hats. Self-built and decorated.

32. KEX RADIO 1190—JUNIOR COURT



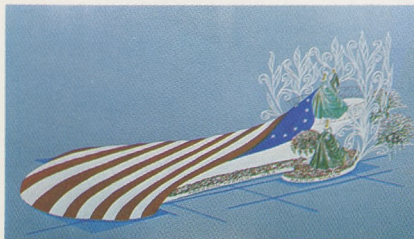
Small World of Rose Festival

Junior Rose Festival Queen Katie O'Connor and her Court enjoy a picnic in the park. Queen Katie stands in an ornate gazebo while the little princesses sit on floral picnic spreads with their picnic baskets. Princesses are Kim Robertson, Shelley Ann Benton, Toyonna Tanner, Rhonda Veloni, Wendy Marks, Wendy Werner and Senja Tapanen. Chaperone accompanying the Court is Mrs. Richard (Nancy) Davis. Built by House of Flowers.

H-29 Gilliam County Fair Court
Queen Rhonda Ericksen, Dorothy Tucker.

B-25 Madison High School Band

33. PACIFIC POWER & LIGHT CO.



Freedom Festivals U.S.A.

Betsy Ross unfurls our first national symbol of freedom before George Washington. This floral American flag, flowered entirely in carnations with stars of white rice, provides a stirring remembrance of the event. Two lovely Pacific belles in period dress grace the rose terrace in front of a natural screen of laurel and mums. Built by Pageant Presentations.



Festival of Spectacles

Photo Tips

The annual Portland Rose Festival is the type of spectacle that lends itself ideally to picture-taking. The 1975 Festival will be, if anything, bigger and better than ever with respect to photo subjects. Events appealing to picture-takers get under way Friday night, June 6, with the Queen Selection and Coronation at the Coliseum. The popping of flashbulbs during the ceremony always adds to the excitement. The next day offers numerous picture-taking opportunities with the River Carnival, including a boat parade.

Throughout the next week there is a variety of picture-taking events—ranging from the color and movement of the Festival Fun Center to the arrival of U.S. and Canadian ships at the downtown seawall. The Junior Parade on Thursday, June 12, is a panorama of kids and costumes and the Milk Carton Boat Races Friday, June 13, sees some unique boats and usually a few laugh-filled capsizings. If you like pomp and ceremony, the Knighting Ceremony Friday morning at Washington Park should satisfy your shutter-clicking desires.

Elaborate floats, pretty girls, smartly marching bands and high stepping horses are just a few of the items to be pictured at the Grand Floral Parade Saturday, June 14. The pre-parade area in the parking lot just south of Memorial Coliseum has floats assembling at daybreak, offering a challenging and un-

usual picture-taking opportunity. Following the actual parade, photographers will get a second chance to record those sights which they may have missed during the parade. This year, all floats will be displayed at the Lloyd Center from 1:30-9 p.m. on Saturday, parade day, and all next day, Sunday, 9 a.m.-6 p.m.

No matter what event you attend, photo experts suggest you arrive early and be sure you have plenty of color film. Also, it is important you use the proper equipment to record each of these events photographically. An ideal camera for still photos is the popular-priced pocket camera using color film. With this camera and film, you can take either slides or color prints which give you long lasting memories of this year's rose festival.

While waiting for the parade to begin June 14, practice your human interest photography by looking for interesting shots of nearby spectators. Then, as the first parade unit—and each of the floats and bands you would like to remember—comes into view, picture its approach.

Any moving subject is "stopped" most easily as it moves directly toward or away from the camera. When a unit moves in front of you, keep it centered in the viewfinder of your camera as you follow its motion. While "panning" simply squeeze your camera shutter release for a crisp glimpse of the unit against an artfully-blended backdrop.

Whatever the Portland Rose Festival event, you will be a spectator with an advantage if you carry a camera.

Courtesy of Eastman Kodak Company



Oregon's Own Bank

Member FDIC

OMISB

OREGON MUTUAL SAVINGS BANK

Portland/Salem/Eugene/Beaverton/Gresham



Festival of Rivers and Oceans

The Pacific ocean and the many rivers of the region have from the beginning been a dominant influence on Portland and the entire area. The city enjoys the many economic benefits of a deep water harbor and maintains close traditional ties with the military maritime services. The closeness of the Pacific and the fine network of regional rivers create a continually-growing enthusiasm for pleasure boating, water skiing, scuba diving and other water-based pastimes.

U.S. Navy and Coast Guard, Canadian Navy

Since earliest days, military vessels have cruised upriver at Festival time, to moor at the seawall and welcome thousands of visitors aboard. Ships start arriving Wednesday, June 11, and stay through Sunday, June 15. The U.S. Navy has assigned seven vessels: the destroyer leader *England*, destroyers *Southerland*, *John R. Craig* and *Henderson*, submarine *Gudgeon*, hydrofoil *High Point* and oiler *Navasota*. The Coast Guard will detail two high endurance cutters, *Munro* and *Campbell*. Canadian Navy ships include three destroyer escorts, the *Restigouche*, *Kootenay* and *Terra Nova*, and four minesweepers, *Chignecto*, *Cowichan*, *Miramichi* and *Fundy*.

River Carnival, Sat.-Sun., June 7-8

In salute to the importance and vitality of the river system, the Carnival expands this year to a two-day event, based near Ports O' Call on Swan Island. First day features a boat parade, water ski exhibitions and other events. Second day offers hydroplane races.



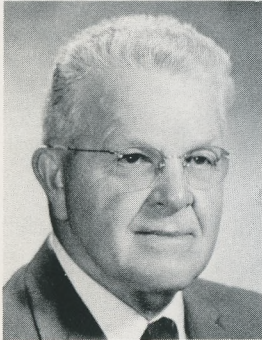


Festival of Flowers

It couldn't be a Rose Festival without emphasis on flowers and several features focus directly on the floral background of the Festival. The annual Rose Society Show is the oldest and largest rose show in the U.S. The Garden Contest helps inspire citizen interest in rose cultivation. The Rose Pin itself is symbolic of the Festival and an important fund-raising activity. During Festival week, many businesses and communities bedeck their walls and light poles with arrangements of roses and other flowers.

87th Annual Portland Rose Show Thursday-Friday, June 12-13, Daily to 9 p.m. Masonic Temple

This show began in 1889 and is a direct ancestor of the Festival. Anyone can enter and more than 60 prizes and trophies are awarded. Rose Society members wear bright red jackets. President this year is Reuben C. Newcomb. Frank Myers is show chairman.



Reuben C. Newcomb

Rose Garden Contest Judging Monday-Tuesday, June 9-10

Any rose grower with 25 bushes can enter the 41st annual contest sponsored by the Royal Rosarians. The competition encourages homeowners, schools, businesses and public agencies to keep up Portland's reputation as "The City of Roses."



The Rose Pin

Different names have been given through the years to the annual pin produced for the Festival, yet the purpose remains the same: To show community solidarity and support, and to help provide funds for events. Nowadays each Rose Pin is unique, designed as a collector's item. The pin carries with it coupons for admission values to three events, plus an entry blank for the 1976 theme, which must be on the Bicentennial subject.

Winning entry receives a 1975 Pontiac and there are four weekly prizes of vacation trips. Cost of the pin is \$1.

Festival of Hobbies

With "something for everyone" as a commitment, the Rose Festival naturally finds itself with a number of events appealing primarily to hobbyists. Any individual hobby event is not expected to attract masses of participants or spectators. Purpose of these events is to give all interests in the community a chance to enjoy their own special forms of recreation. The 1975 Rose Festival has four events which classify primarily as hobby events. The Coin-a-Rama, long-standing feature, occupies the Masonic Temple the first week end, June 6, 7 and 8, sponsored by the Portland Coin Club, with 50 leading U.S. and foreign dealers exhibiting rare coins and currency. Sunday, June 8, car rally enthusiasts gather at Oregon Museum of Science and Industry for a Rallye de Roses and Rallye School, sponsored by Rallye Fanatics. The same day the Kelly Butte Range is the scene of an exhibition of muzzle loader rifle shooting. Biggest hobby exhibition event is sure to be Rose Festival Square Dance at Memorial Coliseum Friday night, June 13. Last year this demonstration by square dancing clubs and groups drew 3,000 participants and spectators.





Festival of Traditions

In its 67 years the Portland Rose Festival has constantly changed with the times, yet certain traditions remain from early days and draw continued interest and enthusiasm. The Royal Rosarian Knighting Ceremony exists virtually unchanged since it began in 1912. Past Queens are still remembered with their plaques along the Queen's Walkway in Washington Park. The YWCA Strawberry Breakfast returns for the 42nd year as a charming interval in the whirlwind Festival period. The Indian Pow-Wow, not an old event compared to many, reminds us that another culture was celebrating here long before Portland existed.



Royal Rosarian Knighting Ceremony Friday, June 13, 10 a.m., Washington Park

The Royal Rosarians are a volunteer organization of 220 Portland businessmen dedicated to the promotion of the City of Portland and the Portland Rose Festival. Their white uniforms and straw hats are recognized throughout the Pacific Northwest. Rosarians perform many services in the Rose Festival, including escort to the Royal Court. They are active throughout the year, as official ambassadors of goodwill for the city, by proclamation of the mayor. They visit other Northwest Festivals and cities and confer honorary knighthood on prominent visitors. Their role in Festival drama peaks with the Knighting Ceremony in the Garden Theatre of Washington Park. Led by the Prime Minister, the officers—all bearing titles from the court of Henry VII of England—recite a litany dating back to the traditions of the Wars of the Roses and assist the Queen in conferring honorary knighthood on distinguished persons. Over the years more than 1500 persons have received knighthood at this ceremony.



Scenes here recall the 1974 ceremony and placing of the Queen's Plaque, with Queen Danita Ruzic and former Prime Minister James Culbertson. Prime Minister for 1975 is Frank M. Tunno, partner in the insurance firm of Stewart and Tunno, and a Rosarian since 1963.

Frank M. Tunno

Indian Pow-Wow, Friday, June 13- Sunday, June 15, West Delta Park

Indians from all over the Northwest pitch their tepees and present shows featuring all kinds of Indian dances, music and singing.

YWCA Strawberry Breakfast, Saturday, June 7, 10 a.m.-1 p.m., Downtown YWCA

The newly-crowned Queen and her Court are honor guests at this benefit for YWCA camp scholarships. The traditional menu includes fresh strawberries, sweet rolls and beverages, with pleasant entertainment.



PAST QUEENS, BY YEAR OF REIGN

1907	Queen Flora	1940	Virginia	1959	Mary Sue
1908-13	Rex Oregonus		Rothenberg		Woolfolk
1914	Thelma		Jefferson High		Jefferson High
	Hollingsworth	1941	Betty Jane	1960	Jean Ann
1915	Sybil Baker		Harding		Jackson
1916	Muriel Saling		Girls Poly High		Lincoln High
1917	Nina Zoe Kitts	1942	Shirley Fowler	1961	Linda Fuqua
1919	Clara		Franklin High		Cleveland High
	Fleischman	1943	Shirley Howard	1962	Cherie Lynne
1920	Claire Squires		Commerce High		Viggers
1921	Dorothy	1944	Jo Anne Bush		Wilson High
	Metschan		Grant High	1963	Linda Jean
1922	Harriet Griffith	1945	Joan Williams		Jackson
1923	Lucy Lee		Wash. High		Grant High
	Thomas	1946	Lloyd Hough	1964	Sharon Arneson
1924	Edith Dailey		Lincoln High		Independent
1925	Suzanne	1947	Georgene		Schools
	Honeyman		Ormston	1965	Sally Swift
1927	Dorothy Mielke		Girls Poly High		Roosevelt High
1928	Elise Bristol	1948	Barbara Logue	1966	Julia Ann West
1929	Lenore		Wash. High		Grant High
	Tamiesie	1949	Joyce	1967	Ana Maria
1930	Caroline Hahn		Sommerlade		Enriquez
1931	Rachel		Grant High		Jefferson High
	Atkinson	1950	Dorothy	1968	Margaret Mary
	Lincoln High		Anderle		Huelskamp
1932	Frances		Cleveland High		Independent
	Kanzler	1951	Gloria Krieger		Schools
	Wash. High		Jefferson High	1969	Rhonda
1933	Jean Stevenson	1952	Jeanne Wallace		Anderson
	Jefferson High		Wash. High		Marshall High
1934	Beth Skinner	1953	Nancie	1970	Laurie King
	Franklin High		Williams		Wilson High
1935	Irene Hegeberg		Lincoln High	1971	Kristi Lee
	Jefferson High	1954	Jan Markstaller		Roosevelt High
1936	Janet		Wash. High	1972	Mary Matney
	SooySmith	1955	Nancy Wyly		Madison High
	Lincoln High		Jefferson High	1973	Anne Du Fresnoe
1937	Dorothy Hardin	1956	Sharon Frey		Lincoln High
	Grant High		Grant High	1974	Danita Ruzic
1938	Frances Hulse	1957	Alice Eastman		Madison High
	Grant High		Lincoln High		
1939	Jean Hoover	1958	Ruth Parrett		
	Wash. High		Grant High		

Festival of Traditions

Award Winning Floats of the 1974 Grand Floral Parade



SWEEPSTAKES
Most Outstanding Float in the Parade
EASTMAN KODAK



GRAND PRIZE
Most Outstanding Commercial Entry
PACIFIC NORTHWEST BELL



QUEEN'S TROPHY
Most Outstanding Non-Commercial Entry
PASADENA TOURNAMENT OF ROSES



THEME TROPHY
Best Development of Parade Theme
U. S. NATIONAL BANK



ROSE SOCIETY TROPHY
Most Effective Use of Roses
PORTLAND GENERAL ELECTRIC COMPANY



GOVERNOR'S TROPHY
Most Outstanding Entry from Outside Portland
GAF CORPORATION



INTERNATIONAL TROPHY
Most Outstanding Entry from Outside the Continental United States
ROYAL CITY SOCIETY, NEW WESTMINSTER, B.C.



GOLDEN ROSE AWARD
Most Outstanding Float under 35 Feet in Length
LAKE OSWEGO



JUDGES TROPHY
Exceptional Merit in Non-Commercial Class
PORTLAND FIRE BUREAU



GRAND MARSHAL'S TROPHY
Exceptional Merit in Commercial Class
GEORGIA-PACIFIC CORPORATION



MAYOR'S TROPHY
Most Outstanding Commercial Entry from the City of Portland
NORTHWEST NATURAL GAS

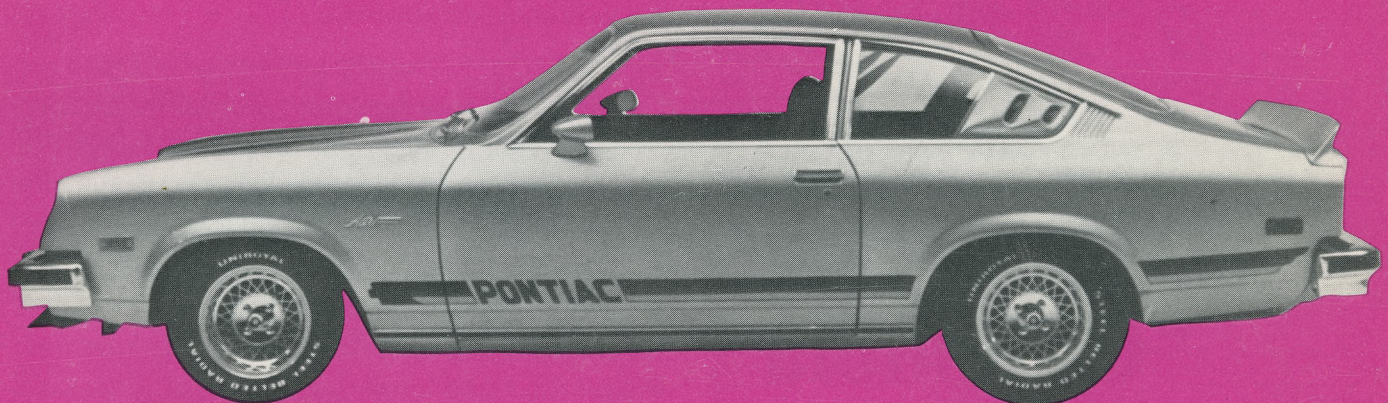


PRESIDENT'S TROPHY
Most Outstanding Commercial Entry from the Portland Metropolitan Area
JANTZEN INC.



ROYAL ROSARIAN TROPHY
Outstanding Use of Flowers by a Commercial Entry
MEIER & FRANK

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



We, the Pontiac dealers listed below, are proud once again to supply the 1975 Rose Festival and Grand Floral Parade with its official cars.

All of them are beautiful new 1975 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 1975 Pontiac Rose Festival official cars.

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

CENTURY PONTIAC INC.
10075 S.W. Canyon Road
Beaverton, Oregon
Ph. 646-3131

MIKE SALTA PONTIAC
300 S.E. 122nd
Portland, Oregon
Ph. 255-9711

JIM WESTON PONTIAC
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