67th Annual Portland Rose Festival
June 6-15, 1975

"Parade of Festivals"
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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
Gl 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
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.
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.
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 curtsey 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.
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
Honors 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 showplace 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.
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.

Former Rose Cup Winners

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

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.
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.
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.
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 Buckaroo 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 professionals 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 convoyed 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
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WESTERN INTERNATIONAL HOTELS
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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 Dist-
trict.
H-1 Oregon Mounted Governor's Guard
Oregon Governor Robert Straub rides
with this group, created by gubernator-
ial executive order. Riders wear blue uni-
forms, feature all-matching silver equip-
ment, and all carry the colors of the
United States as this year's specially-in-
vited 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 Build-
ing, 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 Pres-
sentation Director, designed this entry,
which salutes fashion festivals around
the world. Each live model wears a de-
signer creation. Floral features are pink
and orange roses, pink and orange car-
nations 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 Terje-
sen.

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 chrysan-
themums. Graceful trees shelter each
end of the float, flanking a large gazebo
and two fountains, set among the vari-
colored 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 Disney-
land comes Kathy Smith, Disneyland's
1975 Ambassador to the World, toge-
ther 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
H-7 King County Sheriff's Posse
H-8 Lyle H. Cobb, Beaverton
H-9 Julia Rugg, National High School
Rodeo Queen and Shari Rugg, Athena
B-7 Buffalo Gals Drum and Bugle Corps
Guest Band, Buffalo, Missouri

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 set-
ing with a magnificent horse which
seemingly prances on the pavement be-
side the float. Built by Herrin-Preston.

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

6. GREATER RENO CHAMBER OF
COMMERC

Reno, A Festival of All Seasons
An elaborate arch of intricate scrolls en-
compasses the entire frame of this float.
Inside the enclosed garden are four ele-
gantly costumed young ladies, repre-
senting the four seasons, standing amid
flower beds planted in the colors of the
respective seasons, with large suspen-
ded bowls of roses, inviting one and all
to fun-filled festive Reno. Built by Pa-
geant Presentations.

H-10 Great Reno Orpheum
cinema
H-11 Sharon Svetlick, Miss Lake Tahoe
Rodeo
H-12 Donna Breite, Miss Nevada Rodeo
H-13 Andrea miech, Miss Nevada State
H-14 Vicky Brown, Miss Nebraska
Rodeo
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:
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.
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 our 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.
The success of the Portland Rose Festival would not be possible without the skills, talents and efforts of many people. Follow­
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 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

Carrousel Festival
The famed Jantzen Beach Center carrousel 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 carrousel 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.

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

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 canopied 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.
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.

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

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.

18. BATTLE GROUND CHAMBER OF COMMERCE

Harvest Days

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.

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

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.

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.

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
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 thronged 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.

B-21 Seafair Clowns

26. RELIABLE TRANSFER

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

Marshall: 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-22 Franklin High School Band

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 15th 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-23 Salvation Army Brass 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

Marshall: Wayne Garber

B-24 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 exhuberance. 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.

The Spirit lives in Portland
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.
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-29 Gilliam County Fair Court
Queen Rhonda Ericksen, Dorothy Tucker.
B-25 Madison High School Band

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, Toyonnia 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-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.
B-27 Wilson 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 merrymakers 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.
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 underway 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 unusual 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
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.

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.

Reuben C. Newcomb
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

PAST QUEENS, BY YEAR OF REIGN

1907 Queen Flora
1908-13 Rex Oregonus
1914 Thelma Hollingsworth
1915 Sybil Baker
1916 Muriel Saling
1917 Nina Zoe Kitts
1919 Clara Fleischman
1920 Claire Squires
1921 Dorothy Metschan
1922 Harriet Griffith
1923 Lucy Lee Thomas
1924 Edith Dailey
1925 Suzanne Honeymon
1927 Dorothy Mielke
1928 Elise Bristol
1929 Zemies
1930 Caroline Hahn
1931 Rachel Atkinson
1932 Frances Kanzler
1933 Jean Stevenson
1934 Beth Skinner
1935 rene Hegeberg
1936 Janet Sooyssmith
1937 Dorothy Hardin
1938 Frances Hulse
1939 Jean Hoover
1940 Virginia Rothenberg
1941 Betty Jane Harding
1942 Girls Poly High
1943 Shirley Fowler
1944 Franklin High
1945 Joan Williams
1946 Lloyd Hugh Lincoln High
1947 South Portland
1948 Barbara Logue
1949 Joyce Sommerlade
1950 Dorothy Anderle
1951 Cleveland High
1952 Jeanne Wallace
1953 Nancie Williams
1954 Lincoln High
1955 Jan Markstaller
1956 Nancy Wyly
1957 Alice Eastman
1958 Ruth Barnett
1959 Sally Swift
1960 Peggy Wallin
1961 Linda Fuqua
1962 Cherie Lynne
1963 Linda Jean
1964 Sharon Arrison
1965 Jewish Children's Homes
1966 Julia Ann West
1967 Ana Maria
1968 Margaret Mary
1969 Marshall High
1970 Laurie King
1971 Kristi Lee
1972 Mary Matney
1973 Anne Du Fresne
1974 Danita Ruzic

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.
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

**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

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*Photos Courtesy of Sandy's Camera Shops*
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.

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