

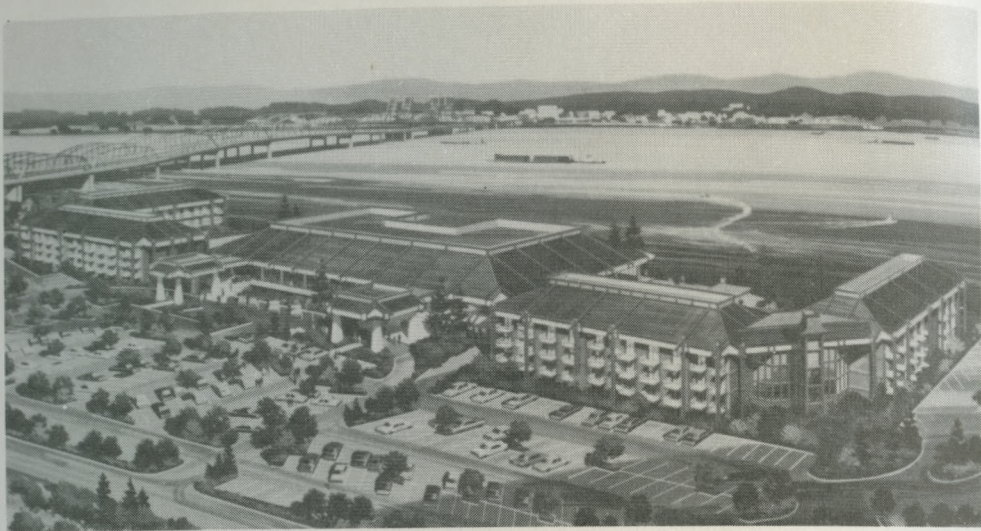
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PORTLAND ROSE FESTIVAL GUIDE 1978



PORTLAND
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This Guide is dedicated to all those wonderful people that helped to make the Portland Rose Festival a real success.

To our many advertisers, we thank you very much and ask each of our readers to remember your business when they go out.

To our many visitors, we hope this guide will be of real value and wish your stay in Portland and Oregon will be long remembered.

Published by:

Northwest Senior Advocate/Oregon C/B News
3235 S.E. 39th Ave.
Portland, Oregon 97202



ROSE FESTIVAL

ACTIVITIES JUNE 2-11

FRIDAY, JUNE 2

- Noon-11 PM *Festival Fun Center* – West Side Seawall
Gates open 3 PM *Rose Festival Drag Races* – West Delta Park
8 PM *Queen Selection and Coronation* – Civic Auditorium
Day-Eve *Racquetball Tournament* – Multnomah Club

SATURDAY, JUNE 3

- 11 AM-11 PM *Festival Fun Center* – West Side Seawall
Gates open 9 AM *Rose Festival Drag Races* – West Delta Park
Noon-5 PM *River Carnival* – Willamette Park
8 PM *Starlight Parade* – Downtown
8:30 AM-7 PM *Junior Olympics* – Madison High School
10 AM-1 PM *YWCA Strawberry Breakfast* – Downtown YWCA
11 AM *Bicycle Track Races* – Alpenrose
Day-Eve *Racquetball Tournament* – Multnomah Club
1 PM *'Lil Briches Rodeo* – Alpenrose
1 PM *AAU Track Meet* – Beaverton High School
7:30 PM *Gymnastics Meet* – Portland Gymnastic Center
Day-Eve *Tennis Tournament* – Portland Tennis Center (Buckman Courts)

SUNDAY, JUNE 4

- Noon-11 PM *Festival Fun Center* – West Side Seawall
Noon-5 PM *River Carnival* – Willamette Park
1 PM *Milk Carton Boat Races* – Westmoreland Casting Pool
9 AM *Archery Tournament* – Sherwood Grade School
9:30 AM *Bicycle Road Races* – Mount Tabor Park
11 AM *Rallye de Roses* – OMSI
Day-Eve *Racquetball Tournament* – Multnomah Club
Day-Eve *Tennis Tournament* – Buckman Courts
1 PM *'Lil Briches Rodeo* – Alpenrose

MONDAY, JUNE 5

- 11 AM-11 PM *Festival Fun Center* – West Side Seawall
All Day *Royal Rosarian Garden Contest* – City-Wide
Day-Eve *Racquetball Tournament* – Multnomah Club

TUESDAY, JUNE 6

- 11 AM-11 PM *Festival Fun Center – West Side Seawall*
 2:30 PM *American Legion Auxiliary Wheelchair Parade – Veterans Hospital*
 All Day *Royal Rosarian Garden Contest – City-Wide*
 Day-Eve *Racquetball Tournament – Multnomah Club*

WEDNESDAY, JUNE 7

- 11 AM-11 PM *Festival Fun Center – West Side Seawall*
 Afternoon *U.S. Coast Guard, Canadian, New Zealand Ships Arrive – West Side Seawall*
 2 PM *Junior Rose Festival Parade – Hollywood District*
 Day-Eve *PSU Faculty Women Art Festival – Washington Square*
 Day-Eve *Racquetball Tournament – Multnomah Club*

THURSDAY, JUNE 8

- 11 AM-11 PM *Festival Fun Center – West Side Seawall*
 Noon-9 PM *Rose Show Opens – Masonic Temple*
 Afternoon *U.S. Navy Ships Arrive – West Side Seawall*
 7 PM *Rose Festival Motocross – West Delta Park*
 Day-Eve *Art Festival – Washington Square*
 Day-Eve *Racquetball Tournament – Multnomah Club*

FRIDAY, JUNE 9

- 9 AM-6 PM *GI Joe's Rose Cup Sports Car Races – West Delta Park*
 9 AM-9 PM *Rose Show – Masonic Temple*
 11 AM-11 PM *Festival Fun Center – West Side Seawall*
 10 AM *Royal Rosarian Knighting Ceremony – Washington Park*
 Day-Eve *U.S./Canadian/New Zealand Ships – West Side Seawall*
 7:30 PM *Festival of Bands – Civic Stadium*
 10 AM-10 PM *Coin-A-Rama – Airport Sheraton*
 Day *Lawn Bowling – Westmoreland Park*
 Day-Eve *Art Festival – Washington Square*
 Day-Eve *Racquetball Tournament – Multnomah Club*
 Day-Eve *Tennis Tournament – Buckman Courts*
 6 PM *Bonspiel – Silver Skate Arena*
 7:30 PM *Indian Pow-Wow – East Delta Park*
 8 PM *Rose Festival Square Dance – Mount Hood Community College*
 8 PM *Can-Am Hockey – Silver Skate Arena*

SATURDAY, JUNE 10

- 9 AM *Pre-Parade Show* — Coliseum
9 AM-6 PM *GI Joe's Rose Cup Sports Car Races* — West Delta Park
10 AM *Grand Floral Parade* — Coliseum
11 AM-11 PM *Festival Fun Center* — West Side Seawall
Day-Eve *U.S./Canadian/New Zealand Ships* — West Side Seawall
1:30 PM-9 PM *Post Parade Float Display* — Lloyd Center
7 PM and 10 PM *Doc Severinsen Show* — Civic Auditorium
8 PM *Timbers-Seattle Rose Festival Cup Soccer Match* — Civic Stadium
9 AM-9:30 PM *Table Tennis Tournament* — Paddle Palace
10 AM-10 PM *Coin-A-Rama* — Airport Sheraton
10 AM-6 PM *Ikebana Rose Show* — Japanese Gardens
Day-Eve *Art Festival* — Washington Square
Day-Eve *Tennis Tournament* — Buckman Courts
Day-Eve *Racquetball Tournament* — Multnomah Club
Day *Lawn Bowling* — Westmoreland Park
Continuous *Bonspiel* — Silver Skate Arena
1 PM *Indian Pow-Wow* — East Delta Park
2 PM *Can-Am Hockey* — Silver Skate Arena

SUNDAY, JUNE 11

- 9 AM-6 PM *GI Joe's Rose Cup Trans Am Sports Car Races*
9 AM-6 PM *Post Parade Float Display* — Lloyd Center
Noon-10 PM *Festival Fun Center* — West Side Seawall
Day-Eve *U.S./Canadian/New Zealand Ships* — West Side Seawall



Yamhill Market . . . As the visitor wanders past the open markets along Yamhill, he can imagine this street after the turn of the century filled with open carts and booths. Much of the farm produce was carried over a plank road in the gorge which now has become Canyon Road. Times change and what we have today is a remnant but still vital, busy, and offering the first peaches of the season.



O'Bryant Square . . . One of the newest additions to downtown's collection of parks is O'Bryant Square. An open brick plaza with benches, greenery, and a lively fountain, this is a mecca for people watchers. On warm summer days, a dixieland band might be heard during the noon hour.

Your guide to

Portland

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- COSMOPOLITAN HOTEL (Downtown) 235-8433
1030 N.E. Union Avenue Call Collect
Between Lloyd Center and Memorial Coliseum
- CITY CENTER MOTEL 287-1107
3800 N.E. Sandy Blvd. — U.S. 30
- COLISEUM HOLIDAY INN — 184 rooms 234-9881
10 North Weidler Street (I-5 at Coliseum Exit)
- CORSUN ARMS MOTOR HOTEL 226-6288
809 S.W. King Avenue
- CAPRI MOTEL 253-1151
1530 N.E. 82nd Avenue — State Hwy. 213
- CARAVAN MOTOR HOTEL 226-1121
2401 S.W. 4th Avenue — Fourth or Sixth Avenue exit
off Interstate 5, then south on Fifth Avenue.....
- CHUMAREE MOTOR INN 774-8876
4512 S.E. 82nd Avenue at Holgate
- GOLDEN INN MOTEL 638-4156
30245 S.W. Parkway
Wilsonville, Oregon 97070
- GREENWOOD INN — 200 rooms 643-7444
10700 S.W. Allen Blvd.
Beaverton, Oregon 97005
- FLAMINGO MOTEL AND RESTAURANT 255-1400
9727 N.E. Sandy Blvd., 97220
- FORTNITER MOTEL 255-9771
4911 N.E. 82nd Avenue (State Highway 213)

RAMADA INN – TUALATIN 638-4141
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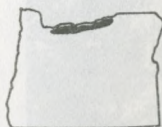
THUNDERBIRD MOTOR INN – JANTZEN BEACH 283-2111
1401 N. Hayden Island Drive
Portland, OR 97217



Mt. Hood and Timberline Lodge

Columbia Gorge

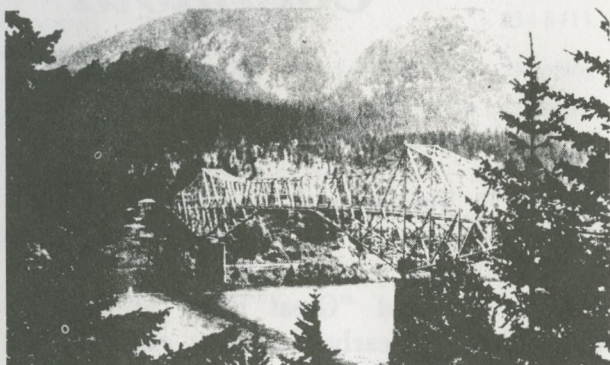
One of America's greatest sights



The colossal scale and grandeur of the Columbia Gorge take your breath away! The fabled "Great River of the West," pathway of early Northwest exploration and trade, flows between magnificent lofty cliffs and mountains.

As you cruise along the excellent water-level highway (Interstate 80N)—or drive the upper level Scenic Highway—sweeping vistas unfold before you and many waterfalls cascade down basaltic walls to the roadside.





Cascade Locks, Oregon

Where the Mountains Divide

Located an easy 30 minutes from Portland off I-80 N in the heart of the Columbia River Gorge, Cascade Locks offers modern overnight travel-vacation accommodations and plenty to see and do for the whole family . . . The Bridge of the Gods - Indian legends say there was a natural stone arch-bridge spanning the Columbia at this site . . . Marine Park - the first steam engine in the State, is one of many historical displays contained in two museums in the town's Marine Park . . . hiking through breathtaking, unspoiled natural areas . . . fishing in one of many nearby wild streams . . . two unique museums and endless sightseeing through some of the most magnificent scenery in the world.

Within a 15 minute drive is located the world's second highest waterfalls, Multnomah Falls; North America's largest free-standing monolith, Beacon Rock; Bonneville Dam and fish hatchery; Lava beds and underground lava tubes; and the last working logging flume in the U.S., Broughton Log Flume.

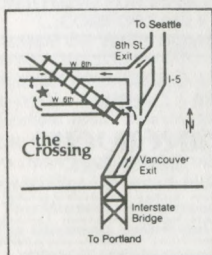
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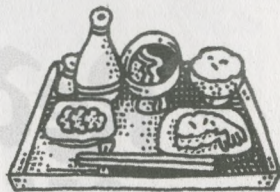
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The Sanctuary of Our Sorrowful Mother

Portland, Oregon

a place of peace and prayer

Each year visitors from all over the world enjoy the natural beauty and peaceful solitude of this magnificent shrine. Its 58 acres of trees, flowers and religious art instill a feeling of serenity that inspires prayerful communion with nature and with God.



A Historic Monument to Mary Our Mother

The Order of Servants of Mary (Servites) established the Sanctuary in 1924 to further Christ's Kingdom by presenting the first model of Christian life — Mary, Mother of God and Man.

Her humble life was a pilgrimage of faith and response to God's will. This heavenly Mother to whom we pray teaches us to respond willingly to God's plan, even in sorrow.

Our Lady's Grotto . . . An Outdoor Cathedral

At the Grotto, a replica of Michaelangelo's famed Pieta is seen above the altar in a cave-like rock opening. Ferns and towering fir trees, soft organ music and beautiful flowers all impress one with a sense of the sacred in the tranquility of an outdoor cathedral.

On the lower level you may also wish to visit the 14 Stations of the Cross, St. Philip's Grotto, the statue of Christ carrying His Cross, and the Marian Chapel where Our Lord in the Most Blessed Sacrament is reserved day and night.

Panoramic View of Two States From Upper Level

An elevator transports visitors to the upper level to see the world famous wood carvings of Mary's Seven Sorrows, St. Joseph's Grove, the Lithuanian Shrine, St. Anne's Chapel, the monastery rose gardens, and from the cliff, a panoramic vista of the Columbia River separating the beautiful states of Oregon and Washington.

Atop the cliff, a life-sized bronze statue of Mary Our Mother, erected in 1933, commemorates the 700th anniversary of the founding of the Servite Order, whose Priests, Brothers and Sisters maintain the Shrine. The statue of Mary stands as a regal sentinel over the Grotto and symbolically over all her children.

How to Reach The Sanctuary — The Grotto

By car: The Sanctuary is located at N.E. 85th and Sandy. Only 20 minutes from the City Center; 10 minutes from Portland International Airport.

By city bus: Take Tri-Met's Sandy Boulevard/Grotto Bus to Sanctuary entrance or take Tri-Met Sandy Boulevard Bus to 82nd Avenue. Walk east past Shriners Hospital to Sanctuary entrance.

By sightseeing bus: Gray Line and Tri-Met chartered buses will make Sanctuary stops. You may obtain schedules from their offices.

Hours: Open daily 8 a.m. to sundown.

Divine Services

Mass Outdoors: Every Sunday, 12 noon, May through September. Other times: Upon request of pilgrimage groups.

Mass Indoors: Sundays — 9 and 10:30 a.m. Week days — 8 a.m. Holy Days — 8 and 10:30 a.m.

Benediction & Litany BVM: Sundays, 3 p.m.

Confessions: Before all Masses, other times: Upon request.



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SANCTUARY OF OUR SORROWFUL MOTHER

The world's outstanding shrine dedicated to Mary and all Mothers, the Sanctuary was established in 1924 by the Order of Servants of Mary (Servites) and contains 58 acres of trees, flowers, and religious art. Our Lady's Grotto, located on the lower ground level with its towering fir trees, ferns, flowers and soft organ music create an outdoor cathedral impression. At the upper level one can enjoy the excellent wood carvings of Mary's Seven Sorrows, St. Joseph's Grove, the Lithuanian Shrine, St. Anne's Chapel, the monastery rose gardens and a life size bronze statue of Mary Our Mother, erected in 1933 to commemorate the 700th anniversary of the founding of the Servite Order. From a cliff top visitors are further inspired by a magnificent panorama of snow-capped Mount St. Helens and the Columbia River Valley. Open daily 8 a.m. to dusk. Phone 254-7371 for Mass schedule.

BONNEVILLE DAM

Five miles west of Multnomah Falls on Interstate 80N is a must, the Bonneville Dam and the Oregon State Fish Hatchery. Completed in 1938, Bonneville was the first dam built on the lower Columbia River and extends 1,450 feet across. A short walk from the parking lot are the fish ladders, allowing excellent viewing of salmon and steelhead moving up to their spawning grounds. The fish hatchery at Bonneville, holds thousands of young salmon to be released into the river.




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The Portland Saturday Market is an outdoor craft fair quite similar to public markets operating around the world. Over 200 craftspeople display their talent in pottery, leather, macrame, jewelry, woodworking, clothing and many other handcrafts. All items are designed and produced by the person selling them. Produce is sold in season, as well as delicious prepared foods such as crepes, bagel sandwiches, empanadas, seafood and other eating delights. Street musicians of all different varieties give the Market a festive atmosphere. During the summer months there is a special area for children in the park next door. The Market operates rain or shine until Christmas in the Old Town section of Portland. You will find us beneath the West End of the Burnside Bridge at S.W. 1st Avenue.



DAN & LOUIS OYSTER BAR

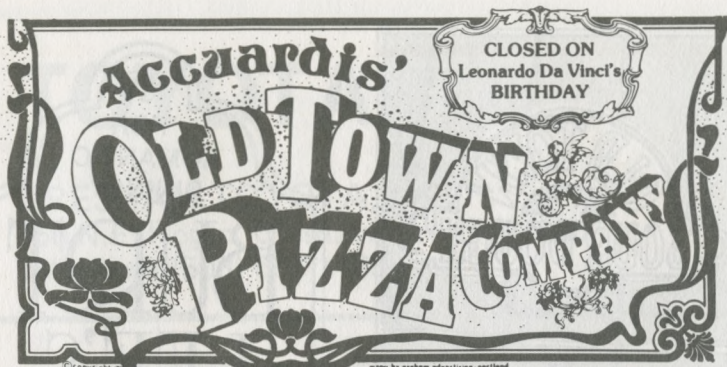
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Forecourt Fountain . . . Designed by Lawrence Halprin to complement the rebuilt Auditorium, the fountain was first turned on in 90 degree heat in mid July 1970. Within moments spectators were "participating" with shoes off in the shallow pools while others sampled the full effect of the waterfalls. The tradition continues on every hot day.



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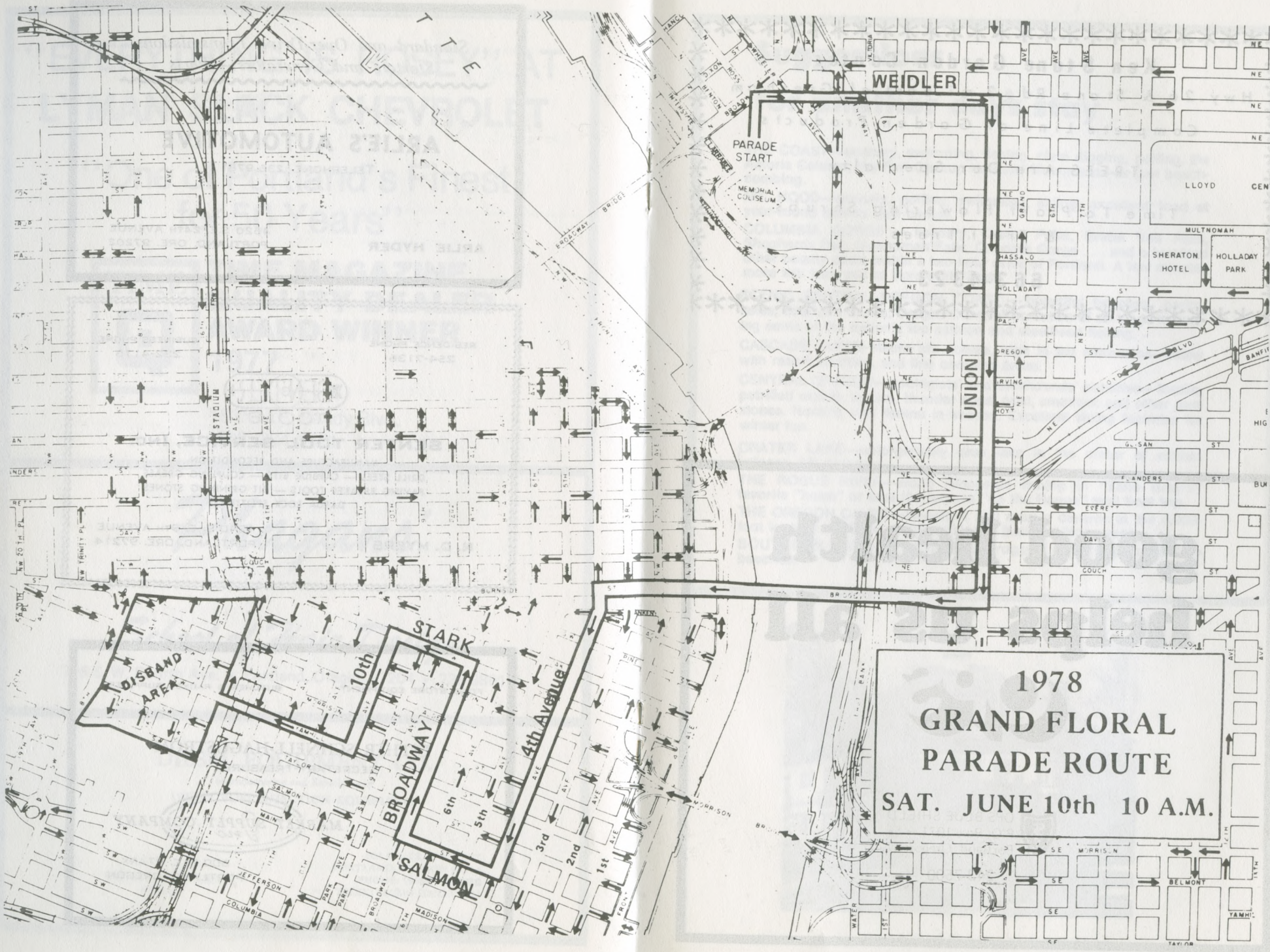
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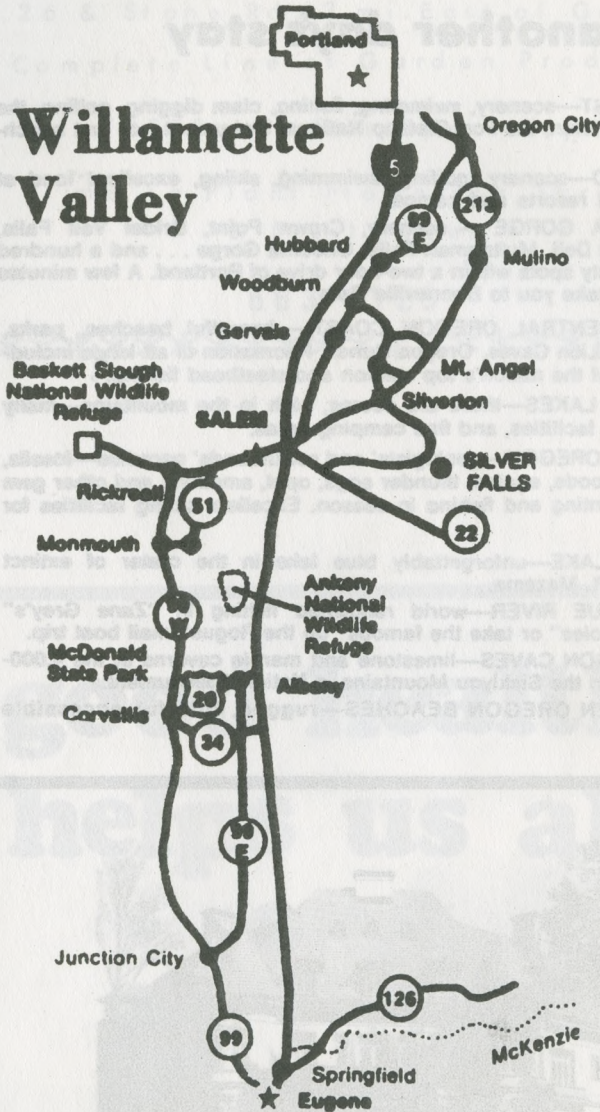
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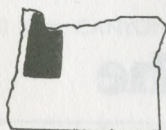
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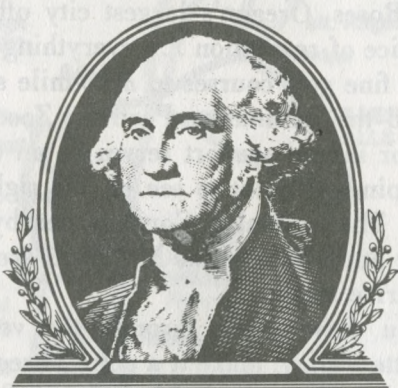


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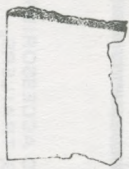
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Places to go . . . things to see • Easter Lily growing center in Brookings area • Man-made Prehistoric Gardens 1 1/2 miles north of Gold Beach • Rare Myrtlewood stands near Coquille • Striped bass fishing at Coos Bay • Tenmile, Takkenich and Siltcoos Lakes • Heceta Head lighthouse north of Florence • Newport crab and oyster center •

Coast Fishing

In summer months when weather permits, charter boats leave from Florence on scheduled ocean fishing trips. Prices are reasonable and include tackle.

SALMON — Silver (coho) and chinook salmon are taken in the ocean on herring bait from early June through September. Both species enter Siuslaw Bay from August into December. A highly popular fishery occurs throughout the bay, mainly in October and November, by trolling lures or herring.

STEELHEAD — The Siuslaw River and its major tributary,

Lake Creek, offer fine angling for winter run steelhead from late November through March. Lures and cluster eggs are both productive. For a unique experience and good chances of success, try a guided steelhead fishing trip in a "drift" boat

BLUEBACKS — Sea-run cutthroat, or bluebacks, are caught in Siuslaw Bay from mid-July through October. The best area is the stretch from Cushman to Mapleton. A trolled spinner and worm is the favored fishing method. Bay fly fishermen often enjoy

good success for bluebacks by casting from boats in the Mapleton vicinity in the fall.

OTHER FISH — Several kinds of marine fish, including sea bass, perch and ling cod, are taken from the Siuslaw River jetties and from the many rocks along the coastline to the north. About 20 lakes near Florence are stocked annually with rainbow or cutthroat trout. Siltcoos, Oregon's largest coastal lake, covers about 3,500 acres and provides outstanding year 'round fishing for large-mouth bass, bullhead catfish, yellow perch and other warm water game fish.

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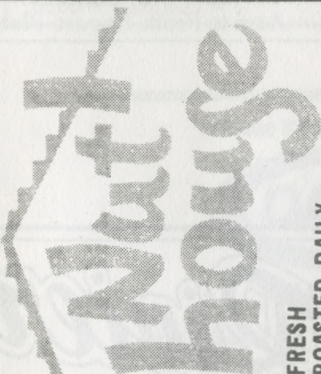
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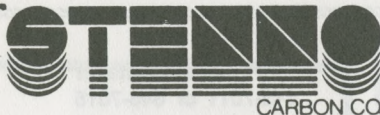
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Pioneer Court House . . . In 1873 when the Pioneer Court House was completed, skeptics thought it too far away from the heart of downtown six blocks to the north. Being the northwest's first major federal building, the commercial community eventually moved toward it and now, of course, it marks the center of downtown. Every major presidential candidate who visits speaks from its steps and every demonstration march includes this landmark in its route. Historically and architecturally it is one of Oregon's finest monuments.



Georgia Pacific's Sculpture . . . Beneath the tower of the G. P. building is Portland's largest single piece of white marble. In fact, in its original state it was 19 tons of Doric marble transported from the hills of Greece to Carrara, Italy, where a team of stone masons hacked it into the design of a Count Svaboda. The latter smoothed it into what we see today.



Church of St. Michael the Archangel . . . Surrounded by sleek and glamorous monuments to progress, is a gentle charmer from the past. This small church boasts an active congregation though the neighborhood has changed drastically since the church opened its doors in 1901. On dark nights with lights shining through its handsome colored windows, the small church offers a poignant contrast to the floodlit Forecourt fountain and glittering Civic Auditorium.



Civic Auditorium . . . The venerable Auditorium underwent a radical face-lifting and general inside overhaul in 1967. Now its modern facade complements the outlines of modern Portland Center and glitters brightly for rainy evening performances. Works of Northwest artists enhance its wall and floor spaces throughout. From all three floors, a vast glass wall looks out over the Forecourt fountain and park.

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The Lovejoy Fountain . . . Named for a Portland founding father, this fountain was designed by Lawrence Halprin and turned on in 1966. Its water cascades over hard edged stair-stepped "rocks" to fall into a shallow pool below. It captures all the sensations of a mountain stream including the urge to go wading. One block to the north and across Harrison St. is Pettygrove Park — an urban bump garden — also named for an early Portlander.



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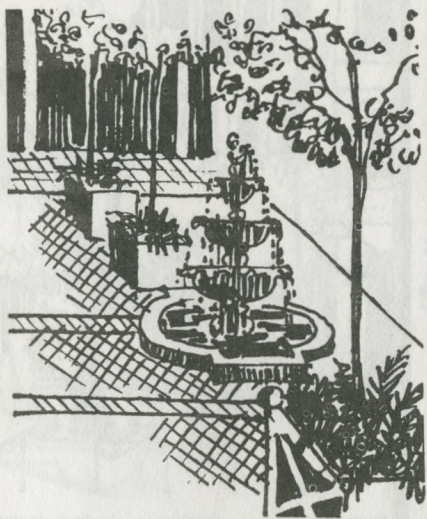
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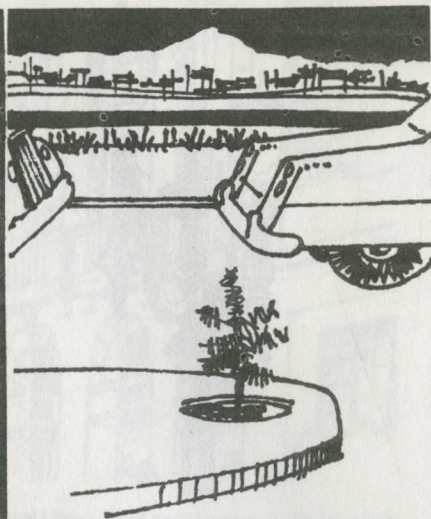
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Mohawk Galleries and Annex . . . The Mohawk Annex is new from scratch and the Mohawk Galleries an ingenious reconstruction. Both provide excellent modern office space with all the charm of the gaslight era. Great fun to stroll through.



Mill End Park . . . A park so tiny, a pedestrian might trip over it is the Mill End Park in the middle of Front St. Literally in the middle, the parklet was dug out of a street divider as a whim of a beloved Oregon Journal columnist, Dick Fagan, who yearned for some greenery in the concrete landscape outside his office window. His column was called Mill Ends. Both he and his office building are gone and the view from his park is now a wide strip of green grass.



Cast Iron Street Clocks . . . Cast iron officianados say few free standing street clocks are left in U.S. cities. Portland fortunately has three: one on S.W. Broadway between Alder and Washington, one on S.W. Washington between 3rd and 4th and one on S.W. 6th between Yamhill and Taylor.



Morgan's Alley . . . An arcade has been cut through the Morgan Building from Broadway to Alder and from Washington to Alder to create a walk through space lined with specialty shops. An interior sidewalk cafe offers a restful cup of coffee and sandwich for the weary visitor. And a delightful way to avoid the rain!



Cast Iron Light Standards . . . The cast iron light standards which grace so many blocks of the downtown area have supported countless Rose Festival and Christmas decorations. Their individual parts are held together by a system of bolts through the central shaft. The city has acquired the original molds, has modified them, had new standards cast, and has found it very expensive to maintain this tradition.



Ladd Barn . . . A reminder of the city's earlier days of elaborate downtown houses, is the barn or carriage house built by the Ladd family in 1873. The main house stood across the street where the Oregonian building stands. Now used as office space, the barn is beautifully maintained with all its Victorian embellishments painted in a color to contrast that of its walls.



Equitable Center . . . Padding his way back downtown from a mornings' exploration of south Portland, the visitor might zero in on the benches and shade trees of Equitable Center. The elegant building this plaza serves was designed and built in 1965 under the guidance of architect Pietro Belluschi. A close look might well uncover a bird's nest in the Center's adjacent trees proving wildlife is alive and well in the heart of the city.



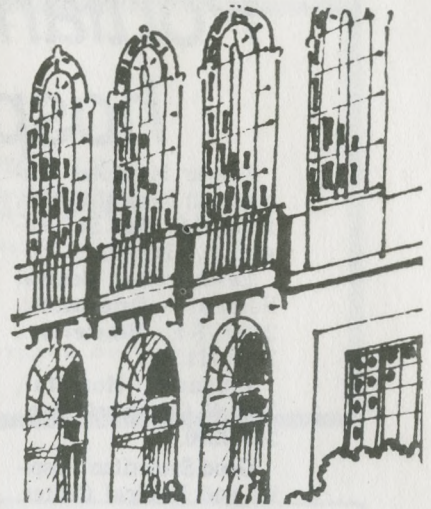
South Park Blocks . . . Beginning at S.W. Salmon and Park Sts. and running south to the West Side freeway are the south park blocks. Here the visitor has twelve blocks to roam seeing lunch-hour business types, joggers, pigeon feeders, and all other types resting, reading, and sometimes sunning. Spectacular trees and statues of Abraham Lincoln and Theodore Roosevelt on horseback offer added inspiration.



Lownsdale Square . . . the two blocks on the north and south sides of D.P. Thompson's elk comprise Lownsdale Square. The north block has permanent chess and checkerboards which get heavy use in fair weather. To the south, the square is intended for women and children only but this isn't enforced too severely. Lownsdale Square's greatest glory is its ginkgo trees which become a canopy of brilliant yellow every Fall.



Portland City Hall . . . Standing in front of the City Hall on the 5th Ave. side, the visitor can admire its graceful renaissance lines and imagine a giant dome set upon it. The original Whidden and Lewis design in 1895 included a 200 foot high dome but financial pruning snipped it off. Inside, the marble lobby leads to the Council Chambers where the city council welcomes the public during its open sessions Tuesday, Wednesday, and Thursday. An excellent way to spend an hour on a rainy afternoon.



Central Library . . . Of special pleasure to the visitor is the central public library. Surrounded by shade trees, one can sit on a stone bench in the company of a famous author whose name is carved on the upright piece. More carving appears beneath the arched windows in names of historians, philosophers, poets, artists, musicians, and all the others whose efforts are found inside. There is a reading room on the first floor which will welcome a visitor with things to read and people to watch. The library was built in 1913 and designed by A.E. Doyle a leading versatile local architect.



D.P. Thompson's Elk . . . How many cities can claim an elk in the middle of Main St.? Presented to Portland by a turn of the century mayor, David P. Thompson, the elk and his fountain have diverted traffic for 75 years.

Portland-area hospitals

Dwyer Memorial Hospital and Medical Center, 10150 S.E. 32nd St., Milwaukie, 659-6111.

Eastmoreland General Hospital — Osteopathic, 2900 S.E. Steele St., 234-0411.

Emanuel Hospital, 2801 N. Gantenbein Ave., 280-3200.

Good Samaritan Hospital and Medical Center, 1015 N.W. 22nd Ave., 229-7711.

Gresham Community Hospital, 5th and Beech streets, Gresham, 667-1122.

Holladay Park Hospi-

tal, 1225 N.E. 2nd Ave., 233-4567.

Kaiser Permanente Medical Care Program: Bess Kaiser Medical Center, 5055 N. Greeley Ave., 285-9321; Sunnyside Medical Center, 10180 S.E. Sunnyside Road, Clackamas, 653-4411.

Medical Center Hospital, 511 S.W. 10th Ave., 226-6537.

Meridian Park Hospital, 19300 S.W. 65th Ave., Tualatin, 638-7654.

Oregon City Hospital, 515 10th St., Oregon City, 656-0855.

Physicians and Surgeons Hospital, 1927 N.W. Lovejoy St., 224-6500.

Portland Adventist Medical Center, 10123 S.E. Market St., 257-2500.

Providence Medical Center, 700 NE 47th Ave., 234-8211.

St. Joseph's Community Hospital, 600 N.E. 92nd Ave., Vancouver, Wash., (from Portland 248-9851).

St. Vincent Hospital and Medical Center, 9205 S.W. Barnes Road, 297-4411.

Shriners Hospital for Children, 8200 N.E. Sandy Blvd., 281-1103.

Tuality Community Hospital, 755 S.E. Oak St., Hillsboro, 648-3161.

Emergency numbers

Accident with injuries (ambulance), Police Bureau — 760-6911

Animal control, Multnomah County — 666-3711

Child abuse, Police Bureau — 248-5662

Fire report, Fire Bureau — 232-2111

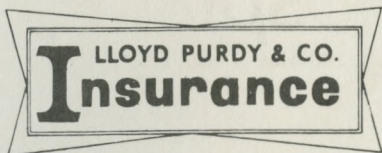
First aid, rescue squad — 232-2111

Police emergency — 760-6911

Water Bureau, after hours — 248-4874

Women, assaults and rapes — 235-5333

BUSINESS PHONE
287-1193



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