71ST ANNUAL
PORTLAND ROSE FESTIVAL
JUNE 1-10, 1979
WORLD RECORDS ON PARADE

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The 71st Annual
Portland Rose Festival
June 1-10, 1979

WORLD RECORDS
ON PARADE

1978 Queen Tina Klassy
Greets Her Successor,
Friday, June 1. P. 6

Rose Show Blooms for
91st Year, June 7-8. P. 21

Festival of Bands Pits Crack Local,
Visiting Bands, Friday, June 8.
P. 12-13

Magnificent Grand Floral Parade
Blossoms Saturday, June 9.
Complete Order of March Begins
P. 24.

“Country-fied” Mel Tillis Entertains,
Saturday, June 9. P. 17

Starlight Parade Sparkles-Up
Downtown, Saturday, June 2. P. 8

Biggest Kids Parade In
the Country Marches
June 6. P. 16

Trans Am Racers Bump Fenders,
June 8-10. P. 22

Official Souvenir Program
Published by:
Portland Rose Festival Association
One S.W. Columbia, Portland, Oregon 97258 • (503) 227-2681
Clayton W. Hannon, Executive Manager
Art Chenoweth, Publicity Director
Stephen Jackson, Chairman, Publicity Committee
Grand Marshal
Hank Aaron

A Champion For the Ages
The Portland Rose Festival Association is honored to welcome as Grand Marshal of the 1979 Grand Floral Parade Mr. Henry Louis Aaron, the legendary baseball star who broke Babe Ruth's all-time home run record and set 18 major league records in all.

It was on April 8, 1974, that Hank Aaron hit the historic 715th home run to break the Babe's record, at Atlanta, Georgia, Fulton County Stadium. Aaron has been in baseball since his junior year in high school and entered the professional ranks at the age of 17. He joined the Atlanta Braves in 1954, played with them 20 years as an outfielder, and then two years for the Milwaukee Brewers before retiring in 1976.

He was the National League's Most Valuable Player in 1957 and Sporting News Player of the Year in 1956 and 1963. He is now a vice president with the Atlanta Braves in charge of player development. He has numerous other business interests and devotes considerable time to a number of charitable and humanitarian causes.

Hank Aaron is truly a "Champion for the Ages," both on the playing field and in private life. His selection as Grand Marshal harmonizes perfectly with the 1979 Grand Floral Parade theme, "World Records on Parade."

Welcome to Portland and Oregon, Hank Aaron.

The Champion's Medallion
In particular observance and commemoration of the 1979 Rose Festival and its theme, "World Records on Parade," a champion's gold medallion has been struck in limited edition.

The medallion will be awarded only by special declaration. It will go to those selected out for noteworthy contributions to their world, or for achievements of outstanding excellence.

The medallion is a one-time creation, an award to be displayed throughout the years as unique recognition of a certain time and place in history.
Schedule of Events

FRIDAY, JUNE 1
10 a.m.-5 p.m. Woodcarving Show
12 Noon - 11 p.m. Festival Fun Center
8 p.m.

SATURDAY, JUNE 2
8:30 a.m.-7 p.m. Junior Olympics
9 a.m.-8 p.m.
10 a.m.-5 p.m. Woodcarving Show
10:30 a.m.-4 p.m. Bicycle Moto-Cross
11 a.m.
11 a.m.-11 p.m. Day-Evening
11 a.m.-11 p.m. Day-Evening
8 p.m.

SUNDAY, JUNE 3
9 a.m.
9 a.m.-8 p.m.
9:30 a.m.
10 a.m.-5 p.m.
10:30 a.m.-4 p.m.
1 a.m.
1 a.m.
8 p.m.

MONDAY, JUNE 4
8 a.m.-3 p.m.
10 a.m.-5 p.m.
11 a.m.-11 p.m. Day-Evening
10 a.m.-5 p.m.
11 a.m.-11 p.m.
Day-Evening
2:30 p.m.

TUESDAY, JUNE 5
8 a.m.-1 p.m.
10 a.m.-5 p.m.
11 a.m.-11 p.m.
Day-Evening
2:30 p.m.

WEDNESDAY, JUNE 6
10 a.m.-9 p.m.
10 a.m.-11 p.m.
Day-Evening
2 p.m.-3:30 p.m.
Afternoon

THURSDAY, JUNE 7
10 a.m.-5 p.m.
10 a.m.-9 p.m.
11 a.m.-11 p.m.
12 Noon-1 p.m.
12 Noon-9 p.m.
Day-Evening
Afternoon
7 p.m.

FRIDAY, JUNE 8
9 a.m.-6 p.m.
9 a.m.-9 p.m.
9 a.m.-8 p.m.
10 a.m.
10 a.m.-5 p.m.
10 a.m.-9 p.m.
11 a.m.-11 p.m.
12 Noon-1 p.m.
12 Noon-9 p.m.
Day-Evening
Afternoon
7 p.m.

SATURDAY, JUNE 9
7 a.m.-Midnight
7 a.m.-6 p.m.
7 a.m.-9 p.m.
7 a.m.-6 p.m.
12 a.m.-6 p.m.
12 Noon-1 p.m.
Day-Evening
Day-Evening
7 p.m.
7:30 p.m.
7:30 p.m.
7:45 p.m.

MONDAY, JUNE 10
7 a.m.-6 p.m.
9 a.m.-6 p.m.
9 a.m.-8 p.m.
10 a.m.-5 p.m.
10 a.m.-9 p.m.
11 a.m.-11 p.m.
Day-Evening
Day-Evening
1 p.m.
1 p.m.
1 p.m.
1 p.m.

SUNDAY, JUNE 10
7 a.m.-6 p.m.
9 a.m.-6 p.m.
9 a.m.-8 p.m.
10 a.m.-5 p.m.
10 a.m.-9 p.m.
11 a.m.
12 Noon-10 p.m.
Day-Evening
Day-Evening
1 p.m.
1 p.m.-4 p.m.

Ice Curling Bonspiel
Pre-Parade Show
Gl Joe's Rose Cup
Sports Car Races
Tennis Tournament
Grand Floral Parade
Woodcarving Show
Ikebana Rose Show
Art/Entertainment Festival
Festival Fun Center
U.S./Canadian Ships
Racquetball Tournament
Indian Pow-Wow
Festival of Bands
Rose Festival Square
Dance

Ice Curling Bonspiel
Gl Joe's Rose Cup
Sports Car Races
Tennis Tournament
Grand Floral Parade
Woodcarving Show
Ikebana Rose Show
Art/Entertainment Festival
Festival Fun Center
U.S./Canadian Ships
Racquetball Tournament
Indian Pow-Wow
Post Parade Float
Display
Meet Tills Show
(First Show)
Gymnastics Meet
Portland Timbers-Seattle
Sounders Soccer
Rose Festival Cup
Indian Pow-Wow
Meet Tills Show
(Second Show)

Ice Curling Bonspiel
Gl Joe's Rose Cup
Sports Car Races
Tennis Tournament
Woodcarving Show
Art/Entertainment Festival
Ikebana Rose Show
Golden Rose Ski Race
Festival Fun Center
U.S./Canadian Ships
Racquetball Tournament
Indian Pow-Wow
Boomerang Tournament

Woodcarving Show
Western Forestry Center
Washington Square
West Side Seawall
Downtown
Masonic Temple
Multnomah Club
West Side Seawall
West Delta Park

U.S./Canadian Ships
Western Forestry Center
Masonic Temple
Multnomah Club
Washington Park
Western Forestry Center
Washington Square
West Side Seawall
Downtown
West Side Seawall
Multnomah Club
Silver Skate Arena
East Delta Park
Civic Stadium
Mount Hood Community College
Silver Skate Arena
Memorial Coliseum
West Delta Park
Buckman Courts
Memorial Coliseum
Western Forestry Center
Japanese Gardens
Washington Square
West Side Seawall
Multnomah Club
West Side Seawall
Multnomah Club
East Delta Park
Lloyd Center
Civic Auditorium
Jackson High School
Civic Stadium
East Delta Park
Civic Auditorium
Silver Skate Arena
West Delta Park
Lloyd Center
Buckman Courts
Western Forestry Center
Washington Square
Japanese Gardens
Timberline
West Side Seawall
West Side Seawall
Multnomah Club
East Delta Park
Gabriel Park
Queen Selection and Coronation
Friday, June 1, 8 p.m., Civic Auditorium

The Queen of Rosaria
Selection and coronation of the queen each year marks the real beginning of the ten days of Rose Festival. Each of thirteen high school graduating seniors, chosen by vote of her classmates, greets the assembled throng in formal gown, performs a curtsy and delivers an impromptu speech based on a topic drawn onstage from a basket of roses. Giant screens show photos of each princess in varying moods.

The princesses are interviewed by a panel of judges prior to selection night in a private interview session. Judges score each girl up to 35 points for appearance, 35 points for poise and 30 for speaking ability, with 100 being “perfect.” The judges’ decision is not known until the Court returns onstage and the retiring queen, Tina Klassy, reveals the name of the new monarch.

Between presentations, selected talent from the community’s high schools performs. Acts were chosen from open auditions.

The Queen’s Crown
The crown was designed by Charles Pennell, Portland jewelry craftsman, as a volunteer, after the Business and Professional Women’s Club of Portland undertook the raising of funds for the diadem, through the sale of miniature paper rosebuds.

The piece was finished in 1922 and has been worn by every queen since. The frame is made of 14-carat gold. A large blue zircon graces its tip and 650 white sapphires, accented by eight rare pigeon-blood rubies, blend into the colors of red and white, most popular rose colors of the ’20s. Like all royal crowns, its actual value is virtually impossible to ascertain. Its value in precious metals and stones is in excess of $5,000.

The Queen’s Scepter
Each queen receives her own scepter, to keep. It is made of gold-plated spun copper and brass, entirely hand crafted. Upon the sphere or crown rest two golden rosebuds with stems twining around a long, polished rosewood handle. The queen’s name is inscribed on the sphere. Roy & Molin Jewelers have the assignment of coordinating scepter production and also cleaning and repairing the queen’s crown. The scepter is the work of 74-year-old Victor P. Kayser of Portland. Close examination will reveal one or more tiny metal bees on the scepter.

The Queen’s Bench
Sometimes called the throne, the queen’s bench is used only once a year, at the Coronation. It was presented to the Rose Festival Association in 1970 by the Mystic Order of the Rose, a Portland women’s organization. The upholstery is white velvet and the back and legs are of wood. The back is ornately carved with golden swirls around a central rose. Starl Warrington, owner of a Portland furniture company, designed the patterns and one of his craftsmen, Leez Cegus, executed the carving.

The Royal Court
The Royal Court is made up of the queen and the princesses. They travel and appear as a court before and throughout the festival. Each receives her extensive court wardrobe and an $800 scholarship to the Oregon college of her choice. Many court members return year after year to the coronation and many queens continue to ride floats in succeeding Grand Floral Parades.

Order of Princess Appearance
Princesses appear in the order they were selected:

Rochelle Maria Anderson, Marshall
Mary Angela Smurthwaite, Madison
Kathy Marie Corrigan, Roosevelt
Maria Soledad Grefnes, Washington-Monroe
Devi LeMae Porter, Jefferson
Mary Elizabeth Ferguson, St. Mary’s
(Independent)
Catherine Elizabeth Leaverton, Cleveland
Margaret Jane Walters, Grant
Lori Renee Smith, Wilson
Zeena Marjorie Pliska, Franklin
Lynn Marree Talton, Adams
Lorrie Grewe, Lincoln
Julene Kae Bankston, Jackson
Princesses of the 1979 Rose Festival Royal Court

Princess Rochelle Anderson Marshall
Princess Mary Smurthwaite Madison
Princess Kathy Corrigan Roosevelt
Princess Soledad Grefnes Washington-Monroe
Princess Devi Porter Jefferson
Princess Mary Ferguson St. Mary’s (Independent)
Princess Cathy Leaverton Cleveland
Princess Margaret Walters Grant
Princess Lori Smith Wilson
Princess Zeena Pliska Franklin
Princess Lynn Talton Adams
Princess Lorrie Grewe Lincoln
Princess Julene Bankston Jackson
Brightest new star in the Rose Festival spectrum is the Starlight Parade, a twinkling procession of illuminated floats, bands and assorted merriment. Begun in 1976, the parade instantly proved itself a leading attraction and has taken its place as one of the Festival's three major parades. It forms in the park blocks north of West Burnside and revels its way through downtown.

A new adjunct this year is the Starlight Run, a fun run with limited entry which starts at Memorial Coliseum at 7:30 p.m., crosses the Broadway Bridge, then joins the Starlight Parade route at N.W. Broadway and Flanders, to follow the route to disband. Special guest runner is Arnold Schwarzenegger, listed in the Guinness Book as history's most perfectly developed male body, an appearance in harmony with the 1979 Rose Festival theme, "World Records on Parade."
The spirit of Oregon is in the spirit of the Rose Festival.

Few other spots in the world compare with Oregon for diversity and beauty. Oregon lies by one of the world's mightiest rivers, the Columbia. It's covered by one of the world's most bountiful expanses of great evergreens and snow-capped mountains. It's edged on the east by vast rolling range and grassland, and on the west by the greatest of all the oceans, the blue Pacific.

It's where enormous fir trees twenty stories high shade fern fronds measuring five feet in length. It's an ocean cornucopia where you can reel in Chinook salmon weighing thirty pounds or more.

And just as unique, Oregon is home for nearly as many diverse people and professions. That's what makes the Rose Festival so special. Because every year people from all parts of the state and the nation congregate here to enjoy the spirit which makes Oregon such a great place to live.

At First National we're proud to be a part of the Rose Festival. Welcome, visitors. Enjoy your stay.

FIRST NATIONAL BANK OF OREGON
Member FDIC
The Many Facets of Rose Festival
Welcome.
The 5,641 people who work for you at U.S. Bancorp hope you enjoy the Rose Festival. And, naturally, we hope you'll call us for any of your financial needs.
1979 Visiting High School Honor Band and Guest Bands

5. Moffat County High School, Craig, Colorado. Vern C. Davis, Director.
Festival of Bands
Friday, June 8, 7:30 p.m., Civic Stadium
The Festival of Bands is the Rose Festival's fastest growing attraction, a competition of outstanding high school bands from outside the state as well as local, competing for the Fred Meyer trophy. Each band presents a 12-minute field show of marching and playing, similar to a football halftime show. In a massed band finale, all nine bands will play two marches, conducted by Dr. John K. Richards. A specially-assembled U.S. Navy Pacific Fleet Band will play a pre-show program starting at 7:15 p.m. One of the high school bands, Lawrence, Kansas, will not be judged, due to home state school regulations. The visiting high school bands also will play noontime concerts at various city locations Thursday and Friday, June 7 and 8 and all will march in the Grand Floral Parade.

1. Honor Band: Kearns, Utah, High School

2. Artesia High School, Lakewood, California

3. Kentridge High School, Kent, Washington
230 members. First place and Sweepstakes winner, 1978 Seattle Kingdome Marching Band Championship. First place in festivals at Wenatchee, Washington, and Victoria, B.C.

4. Lawrence, Kansas, High School
210 members. Previously appeared at the 1974 Rose Festival. One of the outstanding bands of the plains states with numerous firsts in band competitions, including symphonic band honors.

5. Moffat County High School, Craig, Colorado

6. Montezuma-Cortez High School, Cortez, Colorado
83 members. Have appeared at Indianapolis 500 Festival, Black Hills Festival, Rapid City, South Dakota, and have made two performing trips to Mexico.

7. Snohomish, Washington, High School

Local bands to appear in the Festival of Bands and also the Grand Floral Parade:

Centennial High School, Gresham

David Douglas High School, Portland

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Each of these advertised items must be readily available for sale at or below the advertised price in each Fred Meyer store, except as specifically noted in this ad.
History of the Portland Rose Festival

It Began With a Rose Show

The Portland Rose Festival this year marks its 71st annual edition, starting in 1907, with a direct ancestry dating back to a rose show in a tent in 1889. The rose-growing enthusiasts who presented that first show have presented one every year since and in 1902 organized themselves as the Portland Rose Society.

In 1904 the Rose Society expanded the show to include a Rose Fiesta complete with a floral parade of 20 automobiles, horses, bicycles and a variety of wagons, carriages and other vehicles.

In 1905, at the close of the successful Lewis and Clark Exposition in Portland, Mayor Harry Lane proposed, in a speech, that some way be found to carry the exposition spirit and the promotional impact over into an annual festival which could be a festival of roses. Meanwhile, the Rose Fiesta continued through 1906.

In 1907, civic leaders took up the challenge and presented the first annual Rose Festival. Carrie Lee Chamberlain, daughter of the governor, became rides a float in the Grand Floral Parade.

From then through 1929, the Queens were generally young socialites. Since 1930 the Queen has been a Portland high school senior girl. One princess is selected by the student body of each participating school, with the number of princesses varying according to the number of schools. This year the Court numbers 13.

The Royal Rosarians, a separate organization which takes part in many Rose Festival events, dates back to 1912. Administration and planning of the Rose Festival is directly carried out by the Portland Rose Festival Association, a volunteer non-profit corporation composed mainly of businessmen and women.

The Rose Festival has been presented every year since 1907 except two. In 1918 it was canceled because of America’s entrance into World War I and in 1926 because of construction at Civic Stadium, site of the festival’s major activities of that period.

In 1908 to 1913 a King Rex Oregonus ruled over the Rose Festival, supposedly coming from the waters, masked and mantled in mystery, only to reveal his true identity when he removed his huge beard at the festival’s annual ball.

King Rex Gives Way to the Queen of Rosaria

From 1908 to 1913 a King Rex Oregonus ruled over the Rose Festival, supposedly coming from the waters, masked and mantled in mystery, only to reveal his true identity when he removed his huge beard at the festival’s annual ball.

At the close of the 1913 Rose Festival it was announced that King Rex would abdicate in favor of a Queen of Rosaria, to be chosen by popular vote. Candidates represented various businesses and clubs and the winner was Thelma Hollingsworth. Queen Thelma still lives in Portland and frequently

All other years the Rose Festival has gone on, in spite of war, depression and even natural disaster. The Memorial Day flood of 1948 shattered the community, but it was decided to present a Rose Festival on a restricted basis as a community rallying point, and a curtailed Grand Floral Parade was run on the East Side.

The Juniors Join In

In a way, the hiatus of 1918 became the inspiration for the Junior Rose Festival and Junior Parade. Some kids in the Hollywood District decided they wanted a Rose Festival parade anyway, so they banded together and formed a small parade. The event grew over the years and in 1936 the Junior Rose Festival was made an official part of the Festival.

Since its beginning, the Rose Festival has continually grown and expanded until now it encompasses ten days and more than forty events. It has provided enjoyment of a wholesome nature to millions through the years and has exalted the beauties and advantages of Portland throughout the world.
Now Alaska Airlines flies from Portland to Seattle and Alaska, every day of the week.

For us, it's not just a trip north. It's a trip home. To the cities we know better than any other airline.

You can feel that spirit the minute you step on the plane.

Our flight attendants actually go out of their way to make you comfortable.

Our pilots know the Alaska sky like the backs of their hands. And, because we're in a hurry to get home, we'll get you there on time. According to the CAB, our on-time record between Seattle and Anchorage has topped the competition for an unheard of 27 months in a row.

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We can also offer you two convenient flights leaving Portland 11:45 am and 3:30 pm.

For reservations call your travel agent.

After all, if you're going to Alaska, why not fly the airline that calls Alaska home.

PORTLAND SEATTLE ANCHORAGE FAIRBANKS
LV: 11:45 am AR: 12:30 pm* AR: 2:00 pm
LV: 3:40 pm AR: 4:35 pm AR: 6:00 pm AR: 7:30 pm
*Includes convenient change of planes. Effective 6/1/79

Alaska Airlines.
The sky's the limit.

Twice a day, Alaska goes home.
The Junior Rose Festival Court, from left: Mary Beth Galluzzo, Heidi Gamelgaard, Marty Kovach, Beverly Stewart, Rochelle Rice, Kim Silver, Raina Pitt, Debbie Baker.

Junior Rose Festival Parade
Wednesday, June 6, Hollywood District, 2 p.m.

Milk Carton Boat Races and Giant Sundae
Sunday, June 3, Westmoreland Park, 1 p.m.

Kids, kids, the Rose Festival schedules events for young people of all age brackets from toddler through high school. The Junior Parade, a costume affair, the biggest kids’ parade in the country. Added to the Milk Carton Boat Races this year is Farrell's Ice Cream Parlours' giant sundae, with free portions for all. Other kids' events run from the 'Lil Briches Rodeo and the new YMCA bike motocross to gymnastics, figure skating, tennis and even boomerang throwing... some events in conjunction with adult brackets.
The Mel Tillis Show
Saturday, June 9, Civic Auditorium, 7 p.m. and 10 p.m.

Named Country Western Entertainer of the Year 1976, Mel Tillis brings his unique combination of singing, comedy and song writing abilities to the auditorium stage for two shows, assisted by his show band, The Statesiders.

The man who turned a natural stutter into a comedy asset has included Portland in his schedule of more than 200 concert dates each year, in addition to his TV and radio shows, song writing, song publishing and film acting.

More than 500 of his songs have been recorded, the two most famous being "Detroit City" and "Ruby, Don't Take Your Love To Town." His best-known movie part was a dual role in "W.W. & The Dixie Dance Kings." In TV, he has appeared on every type of show from the expected Grand Ole Opry to Hollywood Squares and The Tonight Show.

In an appearance here a year ago, Tillis sold out two performances. His group, The Statesiders, is a complete show within itself, with comedy, songs and instrumentals.

When you're ready for a loan...

We're ready to help!

Oregon Mutual Savings Bank
The change will do you good.
The "Retiring Champions"
Trophy-Winning Floats of the 1978 Grand Floral Parade

**Sweepstakes**
Most outstanding float in the parade
PACIFIC NORTHWEST BELL

**Grand Prize**
Most outstanding commercial entry
NORTHWEST NATURAL GAS

**Queen's Trophy**
Most outstanding non-commercial entry
HOLLYWOOD BOOSTERS

**Theme Trophy**
For best development of Parade Theme
LEVITZ FURNITURE

**Rose Society Trophy**
For most effective use of roses
U.S. NATIONAL BANK

**Governor's Trophy**
Most outstanding entry from outside Portland
UNION PACIFIC

**International Trophy**
Most outstanding entry from outside the continental United States
CALGARY

**Leith Abbott Award**
Float displaying best use of humor
MEIER & FRANK CO.

**Judges Trophy**
For exceptional merit in the non-commercial class
PASADENA TOURNAMENT OF ROSES

**Grand Marshal's Trophy**
For exceptional merit in the commercial class
FIRST NATIONAL BANK

**Mayor's Trophy**
Most outstanding commercial entry from the city of Portland
STEVENS & SON JEWELERS

**President's Trophy**
Most outstanding commercial entry from the Portland metropolitan area
PORTLAND GENERAL ELECTRIC CO.

**Royal Rosarian Trophy**
For outstanding use of flowers by a commercial entry
ATLANTIC-RICHFIELD (ARCO)

**Golden Rose Award**
Most outstanding commercial float under 35 feet in length
PHOTO FACTORY

**Silver Rose Award**
Most outstanding non-commercial float under 35 feet in length
BATTLE GROUND, WASHINGTON
The Portland Rose Festival Association

Associate Membership

The Portland Rose Festival Association is a non-profit volunteer organization governed by 30 directors and a number of associate directors, honorary directors and directors-at-large.

It is self-supporting and receives no direct operating money from taxes, grants or other public funds. Most of its more than 40 events are free, including the three big parades. Besides maintaining and operating the annual parades, the Rose Festival also provides funding for an $800 Oregon college scholarship to each member of the Royal Court, by means of a related Scholarship Foundation. This fund, incidentally, was increased by this amount from the previous year.

A large part of the financing of this annual community-wide celebration comes from Associate Memberships in the Portland Rose Festival Association. Individual memberships are $25, business and organization memberships $50 and up.

During the year leading up to this Rose Festival, the following civic-minded individuals and organizations became paid members of the Association. Your enjoyment of many of the events is due in part to their generosity. This membership list is current as of publication date.

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- A. M. Northwest
- Alcoa
- A. W. Sales
- Appleton
- Asbury
- American Data Service
- American Bakeries Co
- Amalgamated Sugar Company
- Allied Safe & Vault Inc
- Atlantic Richfield Co
- Alcoa
- A. W. Sales
- Atiyeh Bros. & Cassani Inc
- A. M. Northwest
- American Truck & Auto Lease
- American Hospital Supply
- American Indian Bank
- American Iron & Steel Inc
- American Steel
- Applewood Furniture
- Associated General Contractors
- Associated General Contractors
- Associated Meat Packers Inc
- Attorneys Inc
- Atlantic Richfield Co
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- APC Systems
- Abernathy's Ace Electric Co.
- Ace Treading & Supply Co.
- Action Print & Litho Inc
- Adena American Express
- Adam & Joel H. Vickers Jr MD
- Advanced Automatic Sales
- A. M. Knight
- Astra-Craven-Dorgan Co
- Atiyeh Bros. & Cassani Inc
- Atrco Inc
- Allied Safe & Vault Inc
- Albino Moving & Storage
- Alldredge Lumber Co
- Alaska Airlines
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- Attorneys Inc
- Atlantic Richfield Co
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- Alcoa
- APC Systems
- Abernathy's Ace Electric Co.
I take great pleasure in welcoming you to one of America's oldest and greatest civic celebrations, the 71st Portland Rose Festival.

This year's theme of "World Records on Parade" promises to be an exceptional one particularly since we are welcoming world-wide visitors to Portland for this week. Our special guests, the representatives of the City of Sapporo, Japan, join us as we pay tribute to our Sister-City relationship, the 20th Anniversary of the Portland/Sapporo relationship.

I extend the warmest personal greetings from "The City of Roses."
Welcome to the 1979 Portland Rose Festival, our 71st. Over the years, the Festival has changed, always in keeping with the changing times around us. But even with the changes, the Festival has consistently held to its course of being a happy time of community and family enjoyment. That has been, and continues to be, its purpose and 1979 is no different. New events have been added and old ones improved. Every one of the ten days of the Festival is “jam packed” with interesting and enjoyable events…something to hold the interest of everyone. Please accept my best wishes to you and yours for a most enjoyable time.

Mel C. Carpenter
President
Mr. Carpenter is vice president of employee relations and administrative services for Georgia-Pacific Corporation. Born in New Mexico, Carpenter has lived in Portland since 1925. He was decorated as a captain and air corps captain in World War II. He has been with Georgia-Pacific in various executive posts since 1957 and was elected a corporate vice president in 1974. He has filled various posts with the Rose Festival since 1970, among them chairman of court, activities and eight years on the auto racing committee.
After the excitement of the Rose Festival, keep up the good fun at one of our four restaurants. With complete steak or prime rib dinners. Relaxing privacy. Live music and dancing on our famous stainless steel dance floor, six nights a week!

GRESHAM
425 E. Burnside Rd.

BEAVERTON
3800 S.W. Cedar Hills Blvd.

MILWAUKIE
16323 S.E. McLoughlin

VANCOUVER
415 East 13th St.

Complete Steak or Prime Rib Dinners $5.95 Starting at

Stuart Anderson's
BLACK CATTLE ANGUS COMPANY
RESTAURANTS
Royal Rosarian Knighting Ceremony
Friday, June 8, Washington Park Garden Amphitheatre, 10 a.m.
The Royal Rosarians are members of a 67-year-old businessmen’s organization which forms the official greeter body of the City of Portland. Numbering some 200, they not only welcome distinguished visitors to Portland, they also travel to other points outside of Oregon to visit other festivals and occasions of note and represent the city there. During the Rose Festival, Rosarians perform many important functions, including solicitation of parade floats, assistance in fund raising, marshaling, escort duty and hospitality.

The Rosarians conduct their own ceremonial event, the Knighting Ceremony, presided over by the Prime Minister and other officers whose titles date back to the time of England’s King Henry VII. At this pretty ceremonial, the Queen bestows honorary knighthood on visiting and local notables.

The Complete List of Past Presidents

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Past Queens, by Year of Reign

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James Carskadon is president of the Portland Rose Society which presents the oldest and largest rose show of its kind in the country, dating back to 1889. The rose show, open to all amateurs, is the direct ancestor of the Rose Festival. The society is celebrating 1979 as "The Year of the Rose."

Portland annually welcomes its Rose Festival Fleet; ships of the U.S. Navy and Coast Guard and Canadian Navy. This year a Korean training vessel, the Hanbada, joins the fleet. Vessels tie up at the West Side seawall adjacent to the Festival Fun Center and invite visitors aboard for tours.
Rose Festival Motor Sports

GI Joe's Rose Cup
Trans Am Sports Car Races
Friday, June 8, through Sunday, June 10, 9 a.m.-6 p.m.

Rose Festival Drag Races
Saturday, June 2, 7 p.m.

Rose Festival Motocross
Thursday, June 7, 7 p.m.

Portland International Raceway, the city-owned motor sports racing facility at West Delta Park is the scene of three speed events during Rose Festival. The drag races kick it off Saturday, June 2, on the quarter-mile strip with funny cars in the feature spotlight. Midweek finds the bone-busting young motorcycle motocross riders competing over the motocross obstacle course. Then, the final weekend, June 8 to 10, leading professional and amateur drivers from across the continent converge on the two-mile road racing course for a program of regional SCCA, bonus-points national races and the feature GI Joe's Rose Cup $25,000 Trans Am 100-mile pursuit. The 50-lap Rose Cup grind starts at 3:10 p.m. Sunday, preceded, followed and surrounded by car racing of all sizes and classes. The Rose Cups have their own complete program on sale at the track. Parking is free for all events.

Former Rose Cup Winners

1961-Jerry Grant, Yakima, Washington, 3-litre Ferrari
1962-Jerry Grant, Kent, Washington, 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 - Chevrolet
1969-Jon Milledge, Mountain View, Calif., Racesales Brabham-Ford Formula II
1970-Milt Minter, Los Angeles, Calif., Porsche
1971-Herb Caplan, Los Angeles, Calif., Corvette
1972-Monte Shelton, Portland, Shelton Motors Lola
1973-Bill Cuddy, Hidden Hills, Calif., McLaren Mark VIII-E
1974-Monte Shelton, Portland, Ore., McLaren M8F
1975-John Greenwood, Troy, Mich., Corvette 427
1976-Monte Shelton, Portland, Ore., Porsche 917
1977-George Follmer, Hermosa Beach, Calif., Porsche 934 Turbo
1978-Tuck Thomas, Minneapolis, Minn., Chevrolet Monza 350
Work is nearly finished on major interior remodeling and renovation of the high-rise Hilton Hotel in downtown Portland. Cost of the project, to be completed by summer, will be $1.25 million, according to Daniel A. Damon, General Manager. Damon said remodeling of the 15-year-old structure is one of the most extensive in the Hilton Hotel Corporation's western operation. The property was the first Hilton in the Northwest when construction was completed in the early 1960s.

Affected are all of the hotel's 500 guest rooms, completely redecorated in four different color schemes. New furniture, carpeting, drapes and fixtures also are added. Deluxe suites are custom-designed and decorated. The remodeling includes more than 8,700 rolls of vinyl, enough to stretch from the Hilton's downtown location to the slopes of Mt. Hood. The 12,000 square yards of carpeting would cover more than two football fields and the 30,000 square yards of drapery fabric would cover nearly seven city blocks.

Earlier, the Hilton completed remodeling in the front lobby and lounge and upgraded the block-square exhibit hall and ballroom.

Contractors and suppliers involved in the latest project are Stadler-Sorg Fixture Co., Nahorney Construction Co., Peake Industries, Inc., Paulson's Floor Coverings and Interiors and McFadden Paint Co., all of Portland, and Hotel Equipment Co. of Los Angeles. All furniture is Drexel-Heritage.

Interior design coordinators representing the Hilton Corporation are Michael Stanley and Sharon Todd.

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ELEGANT DINING
high in the sky—atop the Hilton

our menu includes

Portland Under Glass

Relax in the piano bar lounge with cocktails and dancing . . . or please yourself with our famous Holiday Magazine Distinctive Dining Award (1978-79) winning charcoal broiled salmon, mahi mahi or prime steak. Lounge opens 5 p.m. and dinners start at 5:30 p.m. Monday through Saturday.

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The Canlis Panorama

Cocktails
Entertainment and Dancing
in the Panorama

On Sunday bring family and friends for our very special SUNDAY BRUNCH
Show them our exciting city from the 23rd floor while you feast on epicurean delights. Brunch served from 10 a.m. to 2 p.m.

Off the main lobby. Entertainment nightly Tuesday through Saturday.
Grand Floral Parade
Saturday, June 9, Memorial Coliseum and City Streets, 10 a.m.

WORLD RECORDS ON PARADE

Pre-Parade Show, Memorial Coliseum, 9 a.m.
Premier spectacle of the Portland Rose Festival is the Grand Floral Parade; the two-hour all-floral parade seen by hundreds of thousands at curbside and millions on live television throughout the western United States, including Hawaii and Alaska.
The theme “World Records on Parade” is carried out in the intricate mechanical and floral design of the dozens of floats which sweep majestically through the arena floor of Memorial Coliseum and out onto the streets of Portland.
The parade is strictly controlled as to participation. Only floats, equestrian units and bands and marching units are permitted. A handful of “special” units is included, mainly consisting of special guests of the Festival, including visiting queens from festivals in other cities. (Page 30)
Grand Marshal is Hank Aaron (Page 4). The musical sparkle is enhanced by seven honor and guest high school bands from out-of-state (Pages 12-13). The Queen and her Court (Pages 6-7) will ride a special float and so will the Junior Queen and Court (Page 16).
Floats will compete for fifteen major awards, headed by a Sweepstakes. Equestrian entries will be judged in five categories. Outstanding band will receive the 1938 Ralph Cake Court Award and firsts also will be awarded for best high school band outside Oregon and within Oregon.
A pre-parade show in the Coliseum will include short programs by the Calgary Police Pipe Band from Calgary, Alberta, Canada, the Salvation Army Band, Clackamas High School Band and Aloha High School of Beaverton. Jackson High School Band will play both American and Canadian national anthems and the 1979 Rose Festival Queen will signal the start of the parade.
The complete parade order of march begins on Page 25 and includes artists’ renderings of floats and names of participants as available at press time.

1979 GRAND FLORAL PARADE ROUTE
SAT. JUNE 9th 10 A.M.
Grand Floral Parade—Order of March

Numbers F-1, F-2, F-3, etc., indicate floats.
B-1, B-2, B-3, etc., indicate bands or marching units.
H-1, H-2, H-3, etc., indicate equestrian units.
S-1, S-2, S-3, etc., indicate special units.

Special Dignitaries
Certain dignitaries ride in the parade immediately ahead of the float which wins "their" award. For example, Mayor Neil Goldschmidt will appear just before the float winning the Mayor's Trophy. The same practice is followed for Mel C. Carpenter, Rose Festival president; Jim Nielson, Royal Rosarian prime minister; James Carskadon, Portland Rose Society president; and Hank Aaron, Grand Marshal.

S-1 Portland Police Bureau Escorts
S-2 U.S. Navy Color Guard, U.S. Navy Recruiting
B-1 U.S. Navy Pacific Command Band
H-1 Oregon State University Mounted Drill Team, Corvallis

F-1 Pacific Northwest Bell
World Records on Parade—As Grand Floral Parade Sweepstakes winner in 1978, Pacific Northwest Bell leads the 1979 parade and proclaims to all the beginning of that parade. Toy bandmen with herald horns trumpet for attention and hold aloft floral "photos" of the 1978 float, "Teahouse of the August Moon." They carry a banner emblazoned with the 1979 theme. Built by Festival Artists.

S-3 Royal Rosarians Marching Unit

F-2 U.S. National Bank
Rose Royalty on Parade—in a tribute to the institution of the Queen of Rosaria, this entry gathers a "record" number of former queens as riders in one human bouquet. They ride in a Cinderella-like coach reminiscent of the fairy-tale aspects of Queenship. On the door panel of the coach is a portrait in seeds and petals of the 1979 Queen. Eight sculptured floral horses pull the carriage. Built by Festival Artists.

B-2 Kearns High School Honor Band, Kearns, Utah
S-4 Minneapolis, Minnesota, Aquatennial Royalty—Queen of the Lakes Becky Rear

F-3 Jantzen Beach Shopping Center
We're In the Guinness—From the Guinness Book of World Records, the longest Merry-Go-Round marathon ride was established at Jantzen Beach Shopping Center August 20—September 2, 1976: 312 hours, 43 minutes. The book in replica occupies the rear of the float while carousel horses spiral over the streets. Riders are the official record-setters, Gary Mandau, Chris Lyons and Dana Dover. Built by Erv Lind's House of Flowers.

H-2 Chris Long, Princess of the National American Paint Horse Association, Midvale, Utah.
H-3 Southwest Washington Paint Horse Club, Yacolt, Washington
B-3 Kentridge High School Guest Band, Kent, Washington

F-4 Harold's Club of Reno
World's Biggest Jackpots—The celebrated Harold's Club of Reno, Nevada is a frequent participant in the Grand Floral Parade. This float stakes Harold's claim to "world record" jackpots. The Club's famed "Percy," stripped down to his last barrel, dominates the scene, surrounded by pretty girls, chips, a slot machine drum, a card-riffling gambler, champagne goblet and other paraphernalia of a fun time at Harold's. Built by Fanfare Arts.

H-4 Mabel Baker, Eagle Creek
H-5 Molalla Buckaroo Court, Molalla
Queen Sharon Kalmbach, Alice Moore, Jodie Teisl.
B-4 Montezuma-Cortez High School Guest Band, Cortez, Colorado

F-5 Stevens and Son Jewelers
Competing for the Winter Olympics—An Alpine winter Olympic village is the setting for this entry, which features a genuine ice rink. Pacific Northwest gold medal figure skaters take turns on the ice surface among the picturesque snow-covered chalets of the village. Featured rider is Thelma Hollingsworth, Queen of the 1914 Rose Festival and a frequent participant in the Grand Floral Parade. Built by Erv Lind's House of Flowers.

H-6 Minidoka Wranglers Drill Team, Burley, Idaho
B-5 Artesia High School Guest Band, Lakewood, California

F-6 Portland Fire Bureau
The Chicago Fire—The largest fire in history is commemorated in this scene which shows Mrs. O'Leary's cow kicking over the lantern which started it all. The city's Fire Bureau has entered at least one float in every Grand Floral Parade since the Rose Festival began in 1907. This year Engine 125 and Truck 110 are builders and decorators. Roses are the traditional flower of choice. Self-built.
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A SMALL BOUQUET
FOR THE WORLD RECORD BREAKERS
from the tradition breaker.

The Oregon Bank
Less tradition. More bank.
Grand Floral Parade—Order of March

F-14 Photo Factory
Happy Birthday—From the Guinness Book, the world's most frequently sung song, "Happy Birthday," a sculptural representation of a child celebrating his first birthday. Typical of a first birthday, the child is sticking his finger into the frosting on the birthday cake. Floral decoration features pink glad petals, Forever Yours roses and white Esther Reed daisies. Built by Erv Lind’s House of Flowers.

H-17 Jackie Miller, Clackamas
H-18 Hillsboro J.C.'s PeeWee Shodeo Court, Hillsboro
Queen Kathy Brooks, Gina Munster, Ra Nee’ Bates.

B-13 Wilson High School Band

F-15 Pasadena Tournament of Roses Association
The Granddaddy of Them All—The annual Rose Bowl football classic is affectionately known as "The Granddaddy of Them All" because it was the first and still is considered the greatest of all post-season collegiate games. It is the companion event to the Tournament of Roses parade and the float salutes the game with a scale model of the famed football stadium. This marks the 43rd year Pasadena has entered a float in the Portland parade, a "home and home" series which saw the Rose Festival enter its 43rd float at Pasadena last New Year's Day. Built by Floatmasters.

H-20 Vickie Willis Guza, Tillamook
H-21 Tillamook County Equestrian Court, Tillamook
Queen Rhonda Elberbroek, Debbie Tupper, Patti Salo.
B-15 Clackamas High School Band

F-16 Meier & Frank Co.
We've Got It All—Oregon—A brilliant rainbow sweeps across the top of the float and contains the many beautiful areas of Oregon—Mount Hood, Multnomah Falls, the Oregon Coast, the panorama of Eastern Oregon, and wildflowers abound in mountain meadows. A symphony of Oregon greens sets off roses, carnations, Iris and gladoli. Built by Festival Artists.

H-26 Laurence Durbin, Concord, California
H-27 Columbia River Appaloosa Club Court
Queen Shannon McCulloch, Lisa Hamill, Roxie L eiholdt.
B-18 Shoreline High School Band, Seattle, Washington
FLYING THE U.S. OR PACIFIC?

YOU SHOULD SEE US NOW.

The Proud Bird with the Golden Tail.

CONTINENTAL AIRLINES

North America/Hawaii/Micronesia/Orient/Australia/New Zealand/Fiji/Samoa
Visiting Royalty

Each year, queens and other royalty and representatives from festivals and observances throughout the United States visit the Portland Rose Festival and participate in various activities. This is significant. It is a recognition that the Portland Rose Festival is more than a local or regional celebration. It is a major event which attracts attention throughout the country. This same attention helps draw new visitors to the state, frequently new residents, new industries, new payrolls. The Rose Festival greets those visiting dignitaries warmly and wishes them the best of good times here. All will ride in the Grand Floral Parade.

Cyndi Lund, Southwestern Sun Carnival Sun Queen, El Paso, Texas. Cyndi is 21, a brunette, born at Phoenix, Arizona. She is employed by a car rental firm in El Paso, and is an accomplished gymnast and track and field performer. El Paso is the site of the Southwestern Sun Carnival and Sun Bowl football game.

Kolleen Krayer, a brown-haired, brown-eyed 19-year-old, is the Sungoddess of the 1979 St. Petersburg, Florida, Festival of States. Born at St. Petersburg, she is a 1977 graduate of St. Petersburg High School and now is a sophomore at Auburn University in elementary education. Her background includes athletics and cheerleading.

Becky Rear, 1979 Minneapolis, Minnesota, Aquatennial Queen of the Lakes, attends University of Minnesota, majoring in public relations and studio arts. Art is her first love and she hopes to combine that interest with ad layout work. She is from Montevideo and has been a cheerleader, actress and choir member.

Kayoko Kazama, Miss Sapporo, is 22 years old and comes to Portland as leader of a delegation to represent Sapporo, Japan, Portland's Sister City. The City of Portland has proclaimed this period "Sapporo Week" to coincide with the Rose Festival. Miss Sapporo enjoys tennis, plays the piano and flies a glider. She will ride the Sandy's-Chinon Camera float in the Grand Floral Parade.

You Won't Want to Miss:
Festival Fun Center, Riverfront Park, West Side Seawall, Downtown, June 1-10, Day and Night.

This gigantic midway again features "Big Top" canvas tents for commercial booths and food. In addition, there is a new entertainment and activity center under canvas with music and entertainment. A continuing attraction is the multi-media presentation, "Oregon's Scenic Wonders," produced by Don Hunter of Eugene.

Post-Parade Float Display, Lloyd Center, Saturday, June 9, 1:30-9 p.m., Sunday, June 10, 9 a.m.-6 p.m.

Those beautiful floral floats from the Grand Floral Parade are drawn up in ranks on display for picture-taking and closer examination.
An elegant tradition, reborn.

With remodeling now complete, you'll find the London Grill an even more special place than before. Among other things, we've added a handsome antique fireplace that warmed someone's home in London some 200 years ago. But wait till you see the new menu. It's all you'll need to know that the finest London Grill tradition of all has endured.

The NEW LONDON GRILL
In The Benson on Broadway
Reservations, 228-9611
WESTERN INTERNATIONAL HOTELS
While you’re in Portland . . .

**thrill to the exSIGHTment of OREGON**

---

**Mt. Hood Loop 8 1/2-hour Tour**

Treat yourself to a day in a scenic wonderland as you enjoy one of the most outstanding one-day excursions in America. **Mount Hood . . . Columbia River Gorge . . . Bonneville Dam . . . Multnomah Falls . . . Crown Point Vista.** And, don’t forget to take your camera and film. An overnight stay at Timberline is also available.

**Departs daily at 9:30 a.m.** Adults $16.50. Under twelve $8.25.

---

**Spectacular Oregon Coast and Willamette Valley 9-hour Tour**

A must for photographers and a scenic delight for everyone . . . a visit to Oregon’s Pacific coastline with its miles of sandy beaches, rugged headlands and forested mountains, including . . . the Coast Range . . . Depoe Bay . . . Fogarty Beach . . . Devils Punch Bowl State Park . . . Boiler Bay . . . Otter Crest Wayside . . . Cape Foulweather . . . Yaquina Head . . . Newport, Marine Science Center. Return via the State Capitol — Salem — and the Willamette Valley.

**Departs daily at 9:30 a.m.** Adults $19.00. Under twelve $9.50.

---

**Two State 7-hour Tour**

Tour both the Oregon and Washington side of the magnificent Columbia River Gorge. See the Sanctuary of Our Sorrowful Mother . . . Crown Point . . . 620 foot high Multnomah Falls — second highest in the nation . . . Entering Washington via the Bridge of the Gods, follow the Evergreen Highway to Camus, Vancouver, and back to Portland. **Departs daily at 10:30 a.m.** Adults $11.00. Under twelve $5.50.

---

**City of Portland 3-hour Tour**

Included in a wide selection of Gray Line Tours is a delightful introduction to Portland, **The City of Roses . . . West Hills . . . International Rose Test Gardens . . . Western Forestry Center . . . Council Crest Park** and its 360° around-the-compass views of all the rivers, peaks and valleys in this area.

**Departs daily 1 p.m.** Adults $8.50. Under twelve $4.25.
Grand Floral Parade—Order of March

H-32 Sunset Saddle Club, Banks
H-33 Gilliam County Rodeo Queen Darci Wetherell, Arlington
B-21 Hudson Bay High School Band, Vancouver, Washington

F-20 Seattle Seafair
Ode to the Sea: World's Greatest Treasure—A moving, animated underwater aquatic scene displays graceful swimming fish and lazily drifting jellyfish in this invitation to Seafair ’79, July 21-August 5th. Queen Marisal Barromeo, King Henry Simonson and Prime Minister John Bissett are riders. Two mermaids appear to float among underwater sea columns. Entry provided in part by 7-Eleven Stores. Built by Fanfare Arts.

H-28 Darcy Wright, Oregon City
H-29 St. Paul Rodeo Association Court, St. Paul
Queen Pam Weisz, Kelli Fussell, Lesli Biddington.

F-24 Vancouver, Washington, Float Committee
Beauty on the Wing—A whimsical garden scene with "the world's largest butterfly," the Queen Alexandria, in this community-built and decorated float. Laurie Nelson, Miss Washington, shares attention with representatives of Vancouver’s three high schools, Michelle Crockett, Carla Sullivan and Rhonda Poland. Designed by a non-professional, Beaullah Staben. Self-built.

H-30 John B. Marval Jr., Rogue River
H-31 Oregon Pinto Breeders & Exhibitors Association Court
Queen Debbie Broadwater, Cindy Combest.

F-25 Lloyd Center
The Largest Rose Bouquet—The entire length of the float is a bouquet of long-stemmed roses, a creation of FTD florists, to be submitted to the Guinness Book as a world record. Three former Rose Festival Queens are riders: Ruth Parrett Decker, 1958; Kristi Lee Birkland, 1971; and Sue Higgins, 1977. Structure is built around three large fireside baskets with roses of three different colors. Built by Erv Lind's House of Flowers.

H-36 Arabian Horse Breeders Association of Oregon, Beaverton
B-23 Cleveland High School Band

F-26 Levitz Furniture Inc.
Champions of Ancient America—Referred to here are the ancient Mayans, represented by a magnificent pyramid topped by an animated temple flame. The Mayans and other ancients set records for the first calendar, first star observatory, and other landmarks. Guarding the Mayan temple are four giant stone dragons, each with a Mayan warrior standing on its head. Built by Festival Artists.

H-37 Doug-Ettes Sheriff's Mounted Patrol, Douglas County
B-24 Reynolds High School Band

F-21 KEX Junior Court
Junior Court—A rose garden setting frames the Junior Queen and Princesses. Court members are Mary Galluzzo, Marty Kovach, Debbie Baker, Raina Pitt, Beverly Stewart, Heidi Gameggaard, Rochelle Rice and Kim Silver. Honor guard are two KEX personalities, Barney Keep, retired this year after 35 years, and Jimmy Hollister. Built by Erv Lind's House of Flowers.

B-19 Beaverton High School Band

F-22 Reno-Sparks Convention Authority
Ten Million Visitors a Year—That's the record claimed by the Nevada fun communities of Reno and Sparks, favorite pastime cities for many lovers of "the action." A stylistic-type skyline of Reno sets off four cantilevered pods, each displaying a beautiful girl. Thousands of roses, peonies and carnations dramatize the theme. Built by C.E. Bent & Son.

H-35 Harney County Fair Court, Burns
Queen Cyrene Landers, Rena Armstrong, Dorothy McDonald.

F-23 Portland General Electric
Grand Floral Parade—Order of March

F-27 Equitable Savings & Loan Assn.
The Olympics—At the center of the float the Olympic torch supports the five Olympic circles. Within the circles are floragraphs representing various summer Olympic events. On both sides are reproductions of the celebrated gold medals. Riding are two athletes, hopeful aspirants for the 1980 Olympics at Moscow, Russia. Built by Erv Lind’s House of Flowers.

H-38 Phil Sheridan Rodeo Court, Sheridan
Queen Marianne Winkler, Shari Carlson, Peggy Koehler.

B-25 Hillsboro High School Band

F-28 Sandy’s—Chinon Cameras of America
Sister City Achievement—Kayoko Kazama, the beautiful Miss Sapporo, Japan, crosses an arching bridge accompanied by two attendants, all in traditional Japanese ceremonial dress. This floral tribute to Portland’s Japanese sister city is dominated by a magnificent fan which unfolds the length of the float and is adorned with butterfly and cherry blossom motifs. Built by Festival Artists.

H-39 Yakima Valley Shrine Patrol, Affifi Temple Shrine, Morton, Washington

H-40 Mrs. Bert Croshaw, Seattle, Washington

B-26 Centennial High School Band, Gresham

F-29 Farmers Insurance Group
Achievements in Flight—Paying tribute to historical firsts in flight. Tri-vision moving panels on each side depict the Wright Brothers’ flight at Kitty Hawk, Lindbergh’s flight to Paris and man’s first landing on the moon with Astronaut Edwin W. Aldrin Jr. saluting the American flag with the landing module in the background. Tina Klassy, 1978 Portland Rose Festival Queen, is the lone float rider. Built by Floatmasters.

H-41 Jacqueline Ashby, Oregon City

H-42 Toppenish Pow-Wow Court, Toppenish, Washington
Queen Debbie Chandler, Bobi Northover, Tina Smith, Lori Lindstrand.

B-27 Jackson High School Band

F-30 Northwest Natural Gas Co.
1001 Nights—Follows the fable of Scheherazade, spinning tales of Oriental intrigue for a record 1001 nights in the splendors of the potentate’s gilded pavilion. Sinbad the Sailor flies high above on his magic carpet. Riders, all employed by the gas company or related to employees, are Maria Martinez, Nick DuBravac, Henry Gauthier and Darrin Bell. Built by Erv Lind’s House of Flowers.

H-43 King County Mounted Police, Seattle, Washington

Appreciations
The non-profit Portland Rose Festival depends on the talents and contributions of many generous people every year. This year, the following are a few who have contributed to the success of this souvenir program:

Go for it!

Joe’s got it.
G.I. Joe’s. We’ve got what you want to fill your leisure life with fun.
The Northwest’s finest selection of major brand automotive parts and accessories, hardware, outdoors clothing and equipment, sporting goods, hunting and fishing gear, garden supplies and more. All together. Close to home.

For less than most stores offer. Selection, savings and convenience.

Joe’s got it. G.I. Joe’s in Portland, Salem, and Bend. Go for it.
North Portland, Rockwood, Oak Grove, Beaverton Mall, Eastport Plaza, Salem, Bend (August ’79)
The most exclusive
Rose Parade souvenir
you can buy.

ANNOUNCING
1980 PONTIAC PHOENIX!

We, the Pontiac dealers listed below, are proud once again to supply the 1979 Rose Festival and Grand Floral Parade with its official cars. All of them are beautiful new 1979 Pontiacs. Sports cars. 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 1979 Pontiac Rose Festival official cars. Then you can have your own private little Rose Parade. Every day of the year.

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