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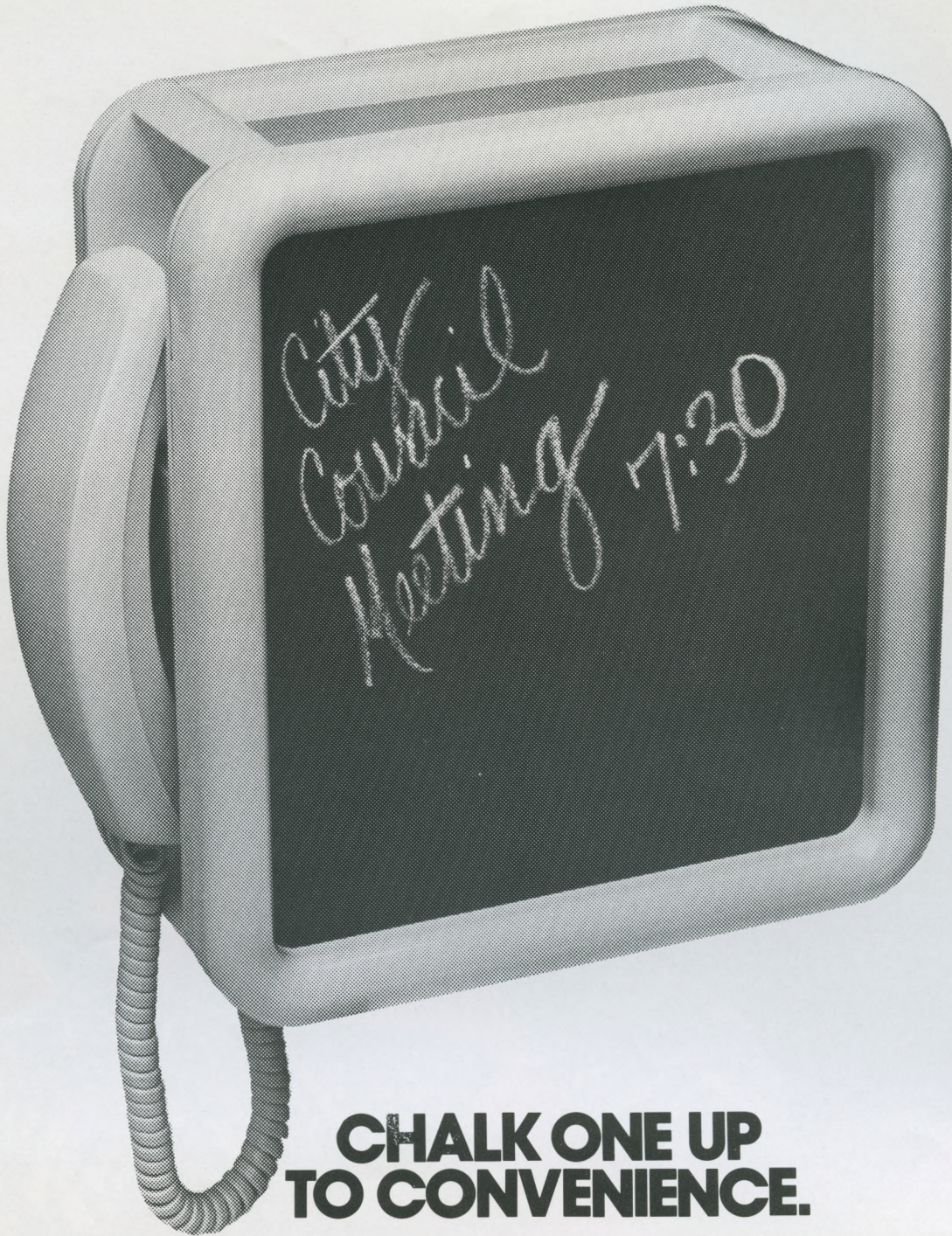
JUNE 1-10, 1979  

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WORLD RECORDS  
ON PARADE



OFFICIAL PROGRAM • ONE DOLLAR



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# The 71st Annual Portland Rose Festival

June 1-10, 1979

## WORLD RECORDS ON PARADE



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



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



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



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

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



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

## Official Souvenir Program

Published by:  
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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 Western Forestry Center  
West Side Seawall Civic Auditorium

12 Noon-11 p.m. Festival Fun Center Queen Selection and Coronation

## SATURDAY, JUNE 2

8:30 a.m.-7 p.m. Junior Olympics Madison High School  
9 a.m.-8 p.m. Tennis Tournament Buckman Courts (Portland Tennis Center)

10 a.m.-5 p.m. Woodcarving Show Western Forestry Center  
10:30 a.m.-4 p.m. Bicycle Moto-Cross Meldrum Park, Gladstone  
11 a.m. Rose Festival Drag Races -Gates Open (Start 7 p.m.) West Delta Park

11 a.m.-11 p.m. Festival Fun Center West Side Seawall  
11:30 a.m.-5 p.m. River Carnival Willamette Park  
Day-Evening Racquetball Tournament Multnomah Club  
12 Noon-10 p.m. Figure Skating Valley Ice Arena  
1 p.m. Bicycle Track Races Alpenrose  
1 p.m. 'Lil Briches Rodeo Alpenrose  
1 p.m. Rosarian Junior Knighting Ceremony Peninsula Park  
8 p.m. Starlight Road Run Downtown  
8 p.m. Starlight Parade Downtown

## SUNDAY, JUNE 3

9 a.m. Archery Tournament Sherwood Grade School  
9 a.m.-8 p.m. Tennis Tournament Buckman Courts  
9:30 a.m. Bicycle Road Races Mount Tabor Park  
10 a.m.-5 p.m. Woodcarving Show Western Forestry Center

10:30 a.m.-4 p.m. Bicycle Moto-Cross Meldrum Park, Gladstone  
11 a.m. Rallye de Roses Registration 10 a.m. OMSI

12 Noon-11 p.m. Festival Fun Center West Side Seawall  
12 Noon-5 p.m. River Carnival Willamette Park  
12 Noon-6 p.m. Figure Skating Valley Ice Arena  
Day-Evening Racquetball Tournament Multnomah Club  
1 p.m. Milk Carton Boat Races Westmoreland Park Casting Pool  
1 p.m. 'Lil Briches Rodeo Alpenrose

## MONDAY, JUNE 4

8 a.m.-3 p.m. Royal Rosarian Garden Contest City-Wide  
10 a.m.-5 p.m. Woodcarving Show Western Forestry Center  
11 a.m.-11 p.m. Festival Fun Center West Side Seawall  
Day-Evening Racquetball Tournament Multnomah Club

## TUESDAY, JUNE 5

8 a.m.-1 p.m. Royal Rosarian Garden Contest City-Wide  
10 a.m.-5 p.m. Woodcarving Show Western Forestry Center  
11 a.m.-11 p.m. Festival Fun Center West Side Seawall  
Day-Evening Racquetball Tournament Multnomah Club  
2:30 p.m. American Legion Veterans Hospital  
Auxiliary Veterans Wheelchair Parade

## WEDNESDAY, JUNE 6

10 a.m.-9 p.m. PSU Faculty Women's Art and Entertainment Festival Washington Square  
10 a.m.-5 p.m. Woodcarving Show Western Forestry Center

11 a.m.-11 p.m. Festival Fun Center West Side Seawall  
Day-Evening Racquetball Tournament Multnomah Club  
2 p.m.-3:30 p.m. Junior Rose Festival Parade Hollywood District  
Afternoon U.S./Canadian Ships West Side Seawall  
begin arrival

## THURSDAY, JUNE 7

10 a.m.-5 p.m. Woodcarving Show Western Forestry Center  
Washington Square  
10 a.m.-9 p.m. Art/Entertainment Festival Festival Fun Center  
11 a.m.-11 p.m. Festival Fun Center West Side Seawall  
12 Noon-1 p.m. High School Guest and Honor Band Concerts Downtown

12 Noon-9 p.m. Rose Show Opens Masonic Temple  
Day-Evening Racquetball Tournament Multnomah Club  
Afternoon U.S. Navy Ships Arrive West Side Seawall  
7 p.m. Rose Festival Motocross (Gates open 5 p.m.) West Delta Park

## FRIDAY, JUNE 8

9 a.m.-6 p.m. Gl Joe's Rose Cup Sports Car Races West Delta Park  
9 a.m.-9 p.m. Rose Show Masonic Temple  
9 a.m.-8 p.m. Tennis Tournament Buckman Courts  
10 a.m. Royal Rosarian Knighting Ceremony Washington Park  
Woodcarving Show Western Forestry Center

10 a.m.-5 p.m. Art/Entertainment Festival Washington Square  
10 a.m.-9 p.m. Festival Fun Center West Side Seawall  
11 a.m.-11 p.m. High School Honor and Guest Band Concerts Downtown  
12 Noon-1 p.m. U.S./Canadian Ships West Side Seawall

Day-Evening Racquetball Tournament Silver Skate Arena  
Day-Evening 6 p.m.-Midnight Indian Pow-Wow East Delta Park  
7:30 p.m. Festival of Bands Civic Stadium  
7:30 p.m. Rose Festival Square Mount Hood  
7:45 p.m. Dance Community College

## SATURDAY, JUNE 9

7 a.m.-Midnight Ice Curling Bonselpiel Silver Skate Arena  
9 a.m. Pre-Parade Show Memorial Coliseum  
9 a.m.-6 p.m. Gl Joe's Rose Cup Sports Car Races West Delta Park

9 a.m.-8 p.m. Tennis Tournament Buckman Courts  
10 a.m. Memorial Coliseum  
10 a.m.-5 p.m. Grand Floral Parade Western Forestry Center  
Woodcarving Show Japanese Gardens

10 a.m.-6 p.m. Ikebana Rose Show Art/Entertainment Festival Washington Square  
10 a.m.-6 p.m. Festival Fun Center West Side Seawall

11 a.m.-11 p.m. U.S./Canadian Ships West Side Seawall  
Day-Evening Racquetball Tournament Multnomah Club  
Day-Evening 1 p.m.-6 p.m. Indian Pow-Wow East Delta Park  
1:30 p.m.-9 p.m. Post Parade Float Display Lloyd Center

7 p.m. Mel Tillis Show (First Show) Civic Auditorium  
8 p.m. Gymnastics Meet Jackson High School  
7:30 p.m. Portland Timbers-Seattle Civic Stadium  
8 p.m. Sounders Soccer

8 p.m.-11 p.m. Rose Festival Cup East Delta Park  
10 p.m. Indian Pow-Wow Civic Auditorium  
Mel Tillis Show (Second Show)

## SUNDAY, JUNE 10

7 a.m.-6 p.m. Ice Curling Bonselpiel Silver Skate Arena  
9 a.m.-6 p.m. Gl Joe's Rose Cup Sports Car Races West Delta Park  
9 a.m.-6 p.m. Post Parade Float Display Lloyd Center

9 a.m.-8 p.m. Tennis Tournament Buckman Courts  
10 a.m.-5 p.m. Woodcarving Show Western Forestry Center  
Washington Square

10 a.m.-5 p.m. Art/Entertainment Festival Japanese Gardens  
10 a.m.-8 p.m. Ikebana Rose Show Timberline  
11 a.m. Golden Rose Ski Race West Side Seawall

12 Noon-10 p.m. Festival Fun Center West Side Seawall  
Day-Evening U.S./Canadian Ships Multnomah Club  
Day-Evening Racquetball Tournament East Delta Park  
1 p.m. Indian Pow-Wow Gabriel Park  
1 p.m.-4 p.m. Boomerang Tournament



# Queen Selection and Coronation

## Friday, June 1, 8 p.m., Civic Auditorium



### 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

### 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.

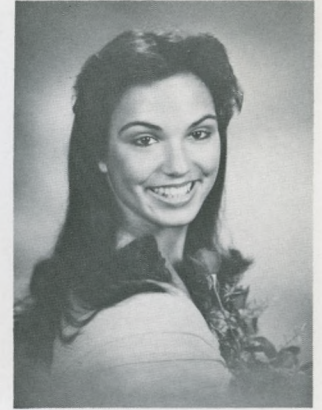
### The Royal Court

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.

# 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



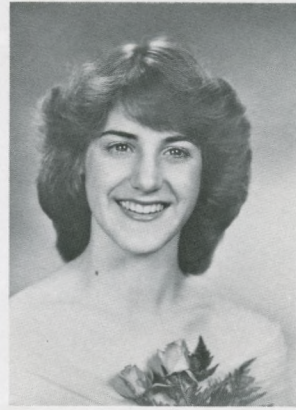
Princess Zeena Pliska  
Franklin



Princess Lynn Talton  
Adams



Princess Lorrie Grewe  
Lincoln



Princess Julene Bankston  
Jackson

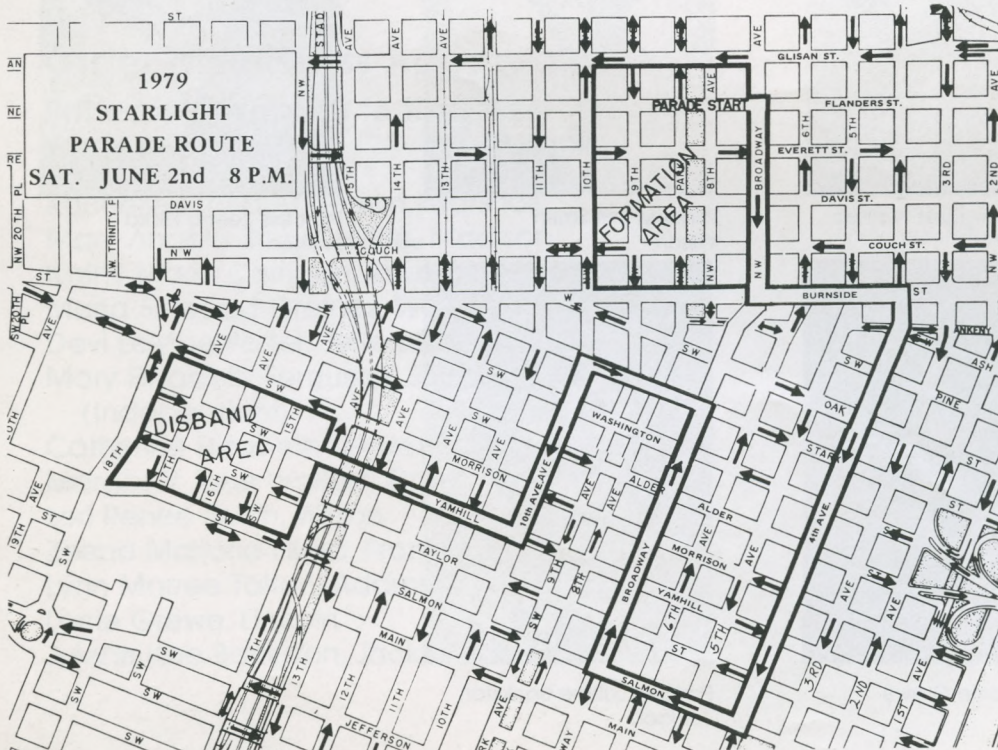
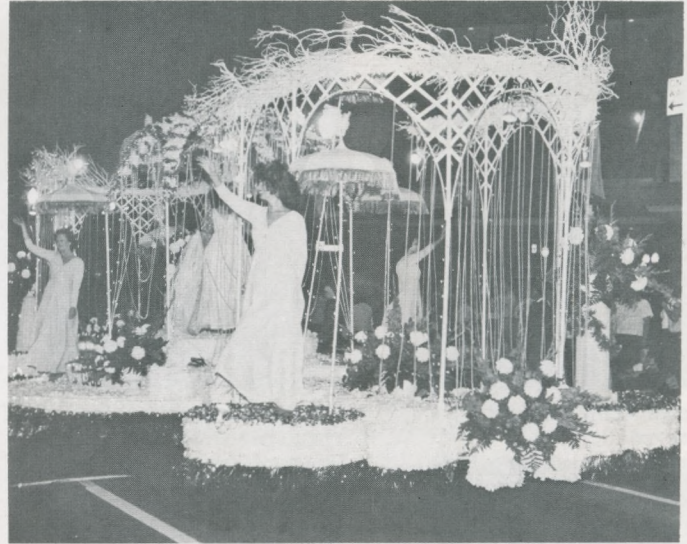
# Starlight Parade, Saturday, June 2, Downtown, 8 p.m.

# Starlight Run, Saturday, June 2, Downtown, 7:30 p.m.

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

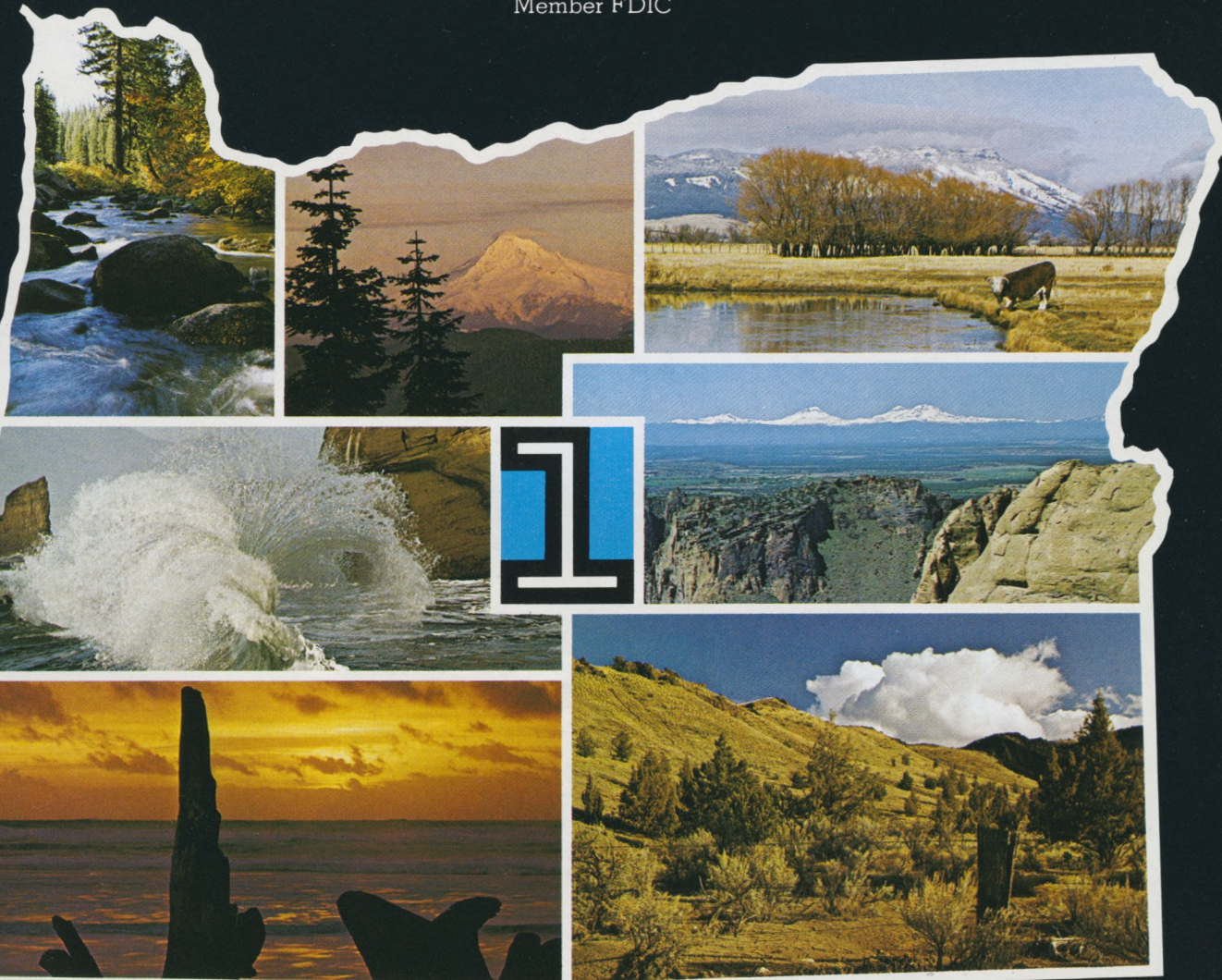
enjoy the spirit which makes Oregon such a great place to live.

At First National we're proud to be a part of the Rose Festival.

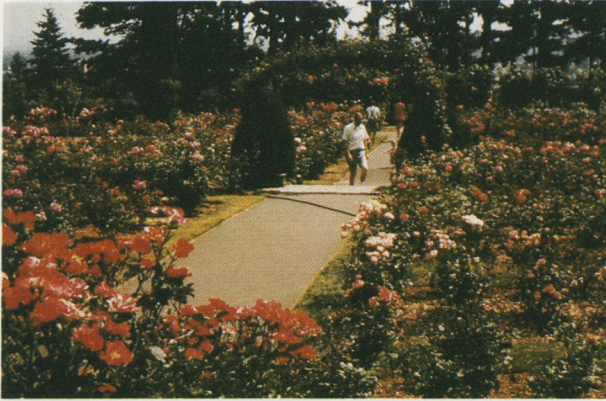
Welcome, visitors. Enjoy your stay.



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# The Many Facets of Rose Festival





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## 1979 Visiting High School Honor Band and Guest Bands

1. Honor Band: Kearns, Utah, High School. Hal Rindlisbacher, Director.
2. Artesia High School, Lakewood, California. Ken Dye, Director.
3. Kentridge High School, Kenf, Washington. Mick Moses, Director.
4. Lawrence, Kansas, High School. Ed Bartley, Director.
5. Moffat County High School, Craig, Colorado. Vern C. Davis, Director.
6. Montezuma-Cortez High School, Cortez, Colorado. Gary E. Hall, Director.
7. Snohomish, Washington, High School. Ed Peterson, 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 half-time 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

160 members. Just accepted an invitation to the 1980 Cotton Bowl Parade at Dallas, Texas. Tournament of Roses Parade, 1975. Has earned 51 trophies in recent years and performed in six foreign countries. Most outstanding band in Bicentennial parades in New York and Philadelphia.

### 2. Artesia High School, Lakewood, California

160 members. Played in the Tournament of Roses Parade, 1976. Numerous firsts in their area in band competitions. Toured Mexico in 1977, playing numerous concerts there.

### 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

132 members. Appeared at the Rose Festival in 1972, winning first for out-of-state bands in the Grand Floral Parade. Guest appearances at Disneyland, Calgary Stampede, Rapid City, South Dakota Band Festival.

### 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

193 members. One of Washington State's outstanding marching bands. Distinguished itself on a six-country concert tour of Europe. Featured band in Kingdome II Festival in Seattle. Prize winner in Wenatchee Apple Blossom competition.

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

### Centennial High School, Gresham

156 members. First place, 1976, 1977 Grand Floral Parade, 1978 Tournament of Roses Parade.

### David Douglas High School, Portland

133 members. Festival of Bands Sweepstakes 1975 first place, 1973 Grand Floral Parade.

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# 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.

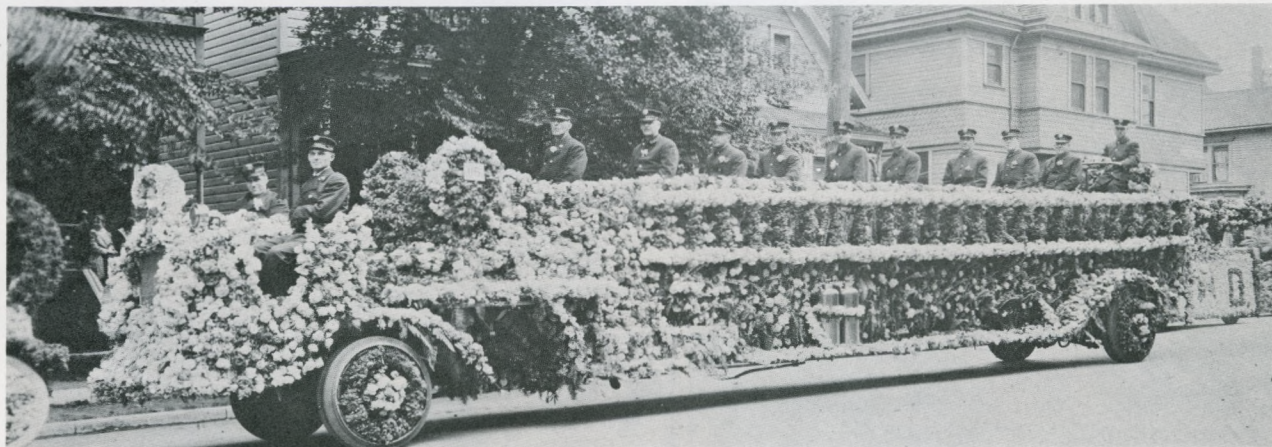
In 1907, civic leaders took up the challenge and presented the first annual Rose Festival. Carrie Lee Chamberlain, daughter of the governor, became

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.



Portland Fire Bureau has entered every Grand Floral Parade. Date of this particular entry is unknown.

"Queen Flora," and a plaque to her reign commences the Queen's Walk in the International Rose Test Garden in Washington Park. A leading attraction of that first festival was an illuminated parade of twenty floats on flat cars carried on the rails of Portland's electric trolley system. Pictures of that year show a floral parade as well, with horse-drawn and motor-drawn floats and thousands of marching children.

## 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.

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\*The on-time performance ranking is based on the total of all non-stop flights flown between Seattle and Anchorage arriving within 15 minutes of the scheduled arrival time for the period December 1978 through January 1979, being the latest report, as reported to the CAB.

# 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.

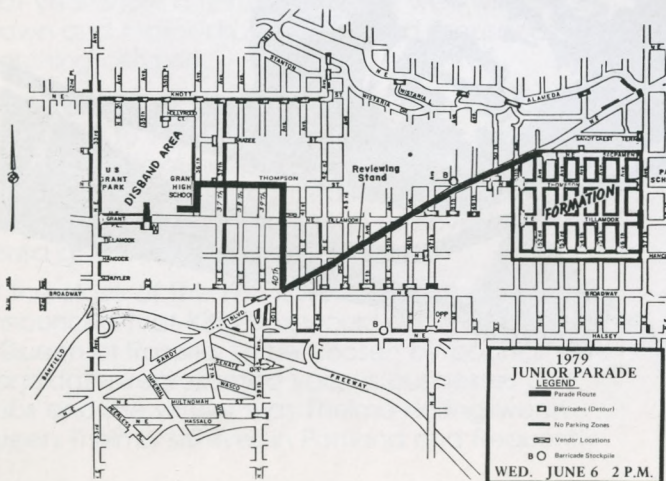
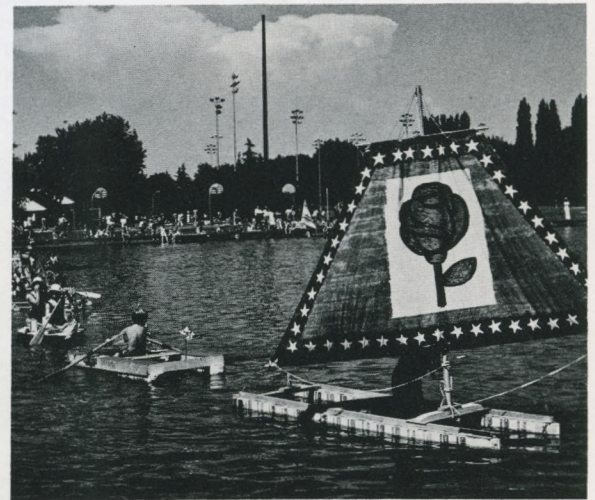
## Junior Rose Festival Parade

Wednesday, June 6, Hollywood District, 2 p.m.

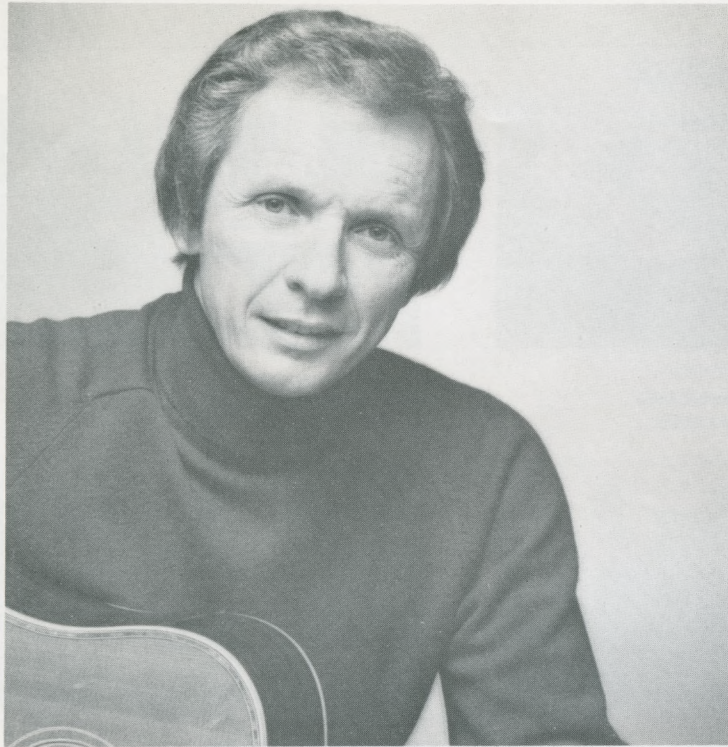
## Milk Carton Boat Races and Giant Sundae

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  
MEMBER FDIC  
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

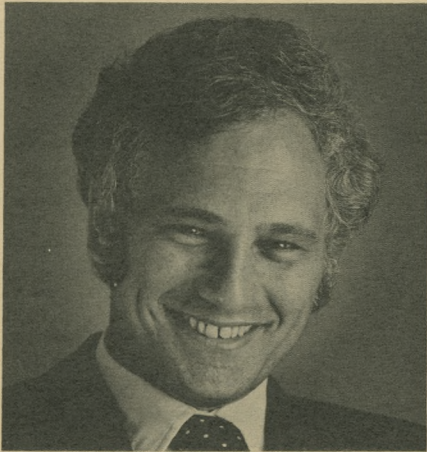
The Portland Rose Festival Association is a non-profit volunteer organization governed by 30 directors and a number of associate directors, honorary directors and directors-at-large.

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 programs, 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 this year from the previous amount of \$500.

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 deadline date.

A-1 Electric & Plumbing	Atlas Iron Works Inc	Bloodworth Peterson Ellis&Ell	John A Carson	Contacts Influential
A A Ambulance Service	Atwood-Larson Company	Blue Cross of Oregon	Carter Mfg Co	Container Corp of America
AAR Northwest Inc	Audio Group Inc	Boca Burgers	Carter Rice Papers	Continental Air Lines Inc
A & W Sales	Donald C Austin	Boiler Makers Union Local 72	Caruso Produce	Continental Baking Co Inc
Alcoa	Auto-Rain Inc	Chet Bohman & Associates	Cascade Construction Co	Continental Can Company
ADT Security Systems	Auto Wheel Service Inc	Boise Cascade Bldg Products	Cascade Federal Savings & Loan	Continental Forest Products
Abernethy's	Automatic Sales Company	Boise Cascade	Cascade-Pacific Lumber Co	Continental Grain Co
Ace Electric Co	Automatic Welders & Rebuilders	Richard N Bolton MD	Cascade Rubber Products Inc	Continental Porsche/Audi Inc
Acme Trading & Supply Co	Avis Rent A Car System Inc	Boutwell Gordon Beard & Grimes	Cascade Shipping Co	Contractors Inc
Action Print & Litho Inc	Azumano Travel Serv	Bower Moving & Storage	The Castle	Convoy Company
Addressograph-Multigraph Corp	B & D Development Co	Bowling & Billiard Corral	Cattle Co	Bruce Cook
Aden & Josl	Babler Bros Inc	Bowmans Mt Hood Golf Club	Chamber of Commerce	Dr Ralph G Cooper D M D
H Victor Adix Jr MD	Babb & Clarkson Advertising	Boxer-Marcus Co	George Chamberlain MD	Coopers & Lybrand
Advance Automatic Sale	BRS Inc	Boyd Coffee Company	Chappell-Spears Mobile Home	Corroon & Black-Forsgren
Aero Club	B&I Furnishings Limited	Gene Bradshaw	Chase Gardens	Corsun Arms Motor Hotel
Aetna, Cravens Dargan Co	Badgley Manufacturing Company	Brady-Hamilton Stevedore Co	Chase Bag Company	Peter Corvallis Productions
Aetna Life & Casualty Ins Co	Dr Paul F Bailey Jr	Braley & Graham	Check Printing Company	Cosmopolitan Motor Hotel
Air-Filco Inc	Bales For Food Inc	Brandon Travel Inc	Richard G Chenoweth MD	Cotter & Company
Air Filter Sales & Serv	Balzer Machinery Company	Bressie Electric Co	Chevron Oil USA Inc	The Crab Bowl Inc
Airco Welding Products	Bank of California	Brewed Hot Coffee Inc	Chernoff & Vilhauer PC	Creative Resources
Ajax Electric Co	Bankers Life of Des Moines	Howard Brewton Gen Contractor	Chinese Garden Restaurant Inc	Crdt Thrft Fin Manag Corp
Al Disdero Lumber Co	Bankers Life Company	Bry Specialty Sandwich Shop	Chown Hardware & Machinery	W H Cress Company Inc
Alaska Airlines	Bardy Trophy Company	British Motor Cars of Portland	Christenson Electric	Cromwell Tailors
Albertsons	Don E Barnick	Broadway Furniture	Churchill Tours Inc	Daniel Crotty
Albertsons	David Barrows	Brod McClung & Pace Co	Cider Mill Restaurant	Dr Robert Crouch
Albina Moving & Storage	E J Bartellis Company	Brodie Hotel Supply	City Center Parking-Crown Plaza	Crown Brokerage Company
Albina Fuel Company	Barney Bagel & Suzy Creamchees	Elva-May Brooks	City Center Motor Hotel	Crown Zellerbach Corporation
Alexander & Alexander	Barry Services Inc	Broome Oringdolph O'Toole Rudo	City Rubber Stamp Co	Crown Zellerbach Corp
Allied Cycles Inc	Joe Battaglia	Brown Armstrong & Simpson	Clackamas Greenhouses	Cummins Oregon Diesel Inc
Allied Safe & Vault Inc	Bauer Murphy & Assoc	Russell Brown Office Service	Community Publications Inc	David E Culver
Allison Electric Co Inc	Fred Bauer Chevrolet	Clyde-Emmett Company	The Cleanery	Cundari Lemma & Gill
Charles Allcock	W C Bauman Co Inc	Clyde Brummell Construction	Clifton & Company	Custom Stamping & Mfg Co
Alpenrose Dairy	Fred N Bay News Company	Dr & Mrs M Dev Brunkow	The Clothes Horse	Custom Wire Products
Alpine Venuers Inc	Beak Consultants	Bucher Realty Inc	Clo Roofing & Siding Co	Dallas & Mavis Forwarding Co
Amalgamated Sugar Company	Beall Pipe & Tank Corporation	Buck Ambulance Service	Coast Mirror Company *	Dallas Catering Service
Amato Lanes & Restaurant	Sandy Blvd Clinic	Buckaroo-Thermoseal Inc	Coast Transport Inc	Damerow Ford Co
Amco Distributing Inc	Beard S Frame Shoppes	Builders Appliance Supply	Coats & Clarks Sales Company	Dales Restaurant & Maverick Rm
American Bakeries Co	Bearings Inc	Builders Design & Drafting Ser	Coca Cola - USA	Dan & Louis Oyster Bar
American Barricade Co	Beaver Engraving Company	Bullterials Co	Coe Manufacturing Company	DMJ/Hilton
American Bldg Maintenance Co	Beaver Heat Treating Corp	Bullier & Bullier Realtors	Coffee System of Oregon	Danielson Thriftway
American Data Service	Ray F Becker Company	Bullivant Wright Leedy & Assoc	Cohn Bros	Danner Shoe Mfg Co
American Guaranty Life Ins	Dean E Becker	Burger King	Coldwell Banker & Co	Dant & Russell Inc
American Honda Motor Company	Beemer Johnson Bates & Co	Burlingame Flower Shop	Rollins Burdick Hunter of Or	Davies Biggs Strayer and Assoc
American Hospital Supply	Began Equipment	Burlington Northern	Cole & Weber Inc	A J Davis & Sons Inc
American Industrial Serv Co	Bekins Moving & Storage	Roy Burnett Motors Inc	Collections Incorporated	A W Davis Supply Company
American Intl Forest Prod Inc	Belinda S	Burns International Security	Collins Pine Co	Davis Co Department Store
American Linen Supply	Bemis Company Inc	Mrs E V Burns	Colonial Mortuary	Dan Davis
American Motors Sales Corp	Benhana of Tokyo	Burns Brothers Inc	Columbia Acoustical Inc	Davis Street Investment Co
American State Bank	Benj Franklin Savings/Loan	Ray Burt S Inc	Columbia I and S Inc	Day Music Company
American Sheet Metal Works Inc	F E Bennett Company	Bush Garden	Columbia Air Conditioning Co	Dealers Supply Company
American Steel Inc	Bennett and Williams	Geo S Bush & Co Inc	Columbia Distributing Company	Dean Award Letters
Amfac Inc	The Benson Hotel	Business Mens Assurance Co	Columbia Forge & Machine Works	Delap Paul & White
American Truck & Auto Lease	Tom Benson Glass Co	John Bussman MD	Columbia Helicopters Inc	Del Monte Corporation
Amfac Mortgage Corporation	Benz Spring Company	R V Butterworth Inc	The Southern Company	Deluxe Check Printers Inc
Arthur Andersen & Company	Charles F Berg	Byers Photo Equipment Co	Columbia Ladder Co	Denme Bros Inc
H A Andersen Company	Ronald S Berg CPA	C & R Realty Co	Columbia Neon	Denfeld Paints
B Don Anderson	J Bernard Insurance Agency	CH2M/Hill	Columbia Plywood Corp	Dennis Unifrom Mfg Co
Anderson Die & Mfg Co	Bernard Dental Offices	Cadet Manufacturing Company	Columbia River Pilots	Denny-Wagoner-Wright
Francis H Andrews	Dick Bernhard	Cal-Ore Machinery Co	Columbia Steel Casting Co Inc	Dennis S Seven Dees Nursery
Andrews & Andrews Equipment Co	Berry Insurance Agency	Calaroga Terrace	Columbia Tele-Com Inc	Dependable Pattern Works Inc
Angelo's Fine Foods	Beverage Equipment Co	Campbell Crane & Rigging Serv	Columbia Wire & Iron Works	Designed Interiors Inc
Apcoa Inc	Charles E Biddle	Campbell/Galt & Newlands Inc	Columbia Knit of Portland	Dezendorf Spears Lubersky & Ca
Archer Blower & Pipe Co	Biffs Seafood Restaurant	International Raceway Parks	Columbian Bifocal Company	Diamond Fuel Company
Jana H Archer	Dan Biggs Productions	Timothy J Campbell MD	Colyer-Trane Service Agency	Hammack & Associates Inc
Armory Automotive Service	Billings Bookkeeping Service	Campbell Copy Company Inc	Combs Insurance Agency	A K Dickinson
Ray Arndt Optical Supplies	Herbert H Bllilstein & Asso Ltd	Campbell Yost Grube	Commerce Investment Inc	The Dickinson Company
Robert Arneson Sales Agent	Bingham-Williamette Co	The Canadian Imp Bank of Comm	Commercial Displays	Dick S Restaurant Supply
Arrow Heating Company	Binyon Optical Co	Garrett E Cannon	Commercial Furnishing Inc	Dickson Drug Co
Artcraft Linoleum & Shade Co	Robert A Bitar	Canfen Company of Oregon	The Community Bank	Diemco Inc
Arrow Transportation Co	Gayle Bjorge	Canton Grill	Computer Management Services	Concrete Cutting Co Inc
Arvey Paper and Supplies	Black & Company Inc	Capital Consultants	Conchas Conkling & Sons Inc	Conrad Veneers Inc
Ruth Ashbrook Bakery	Black Helteline Beck Rappleye	Captains Corner	Consolidated Dairy Products Co	Consolidated Freightways
Assets Management	Black Kendall & Tremaine Attys	Caramel Carrousel	Consolidated Metco, Inc	Pool World
Associated General Contractors	Blaesing Granite Company	Caravan Motor Hotel		
Associated Meat Packers Inc	Blake Moffitt & Towne	Carbon Dioxide Extinguisher Co		
Atiyeh Bros Inc	Blake & Neal Finance Company	Careers Inc dba McDonalds		
Atiyehs Inc	Dr Norman L Bline	Drs Carkner CG DN DC Optometrl		
Atkinson & Co	Blitz-Weinhard Company	The Carnival Restaurant		
Atlantic Richfield Co	Juhr Construction Inc	Carpet Fashions		



**Neil Goldschmidt**  
**Mayor**  
**City of Portland**

The Hon. Neil Goldschmidt has been Mayor of Portland since 1972. Prior to that, he served with distinction as a Portland City Commissioner. As Mayor, he consistently has shown a personal and dedicated interest in people, the neighborhoods, a livable metropolitan environment, an exciting and safe urban area and downtown beautification. Mayor Goldschmidt has set long-term objectives for this City's development and directed the realized shorter-term goals and solutions.

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."

- |   |  |   |   |   |
|---|--|---|---|---|
| Discount Wallpapers<br>Dr W E Dougherty<br>Nial C Doane<br>Donnelly-Eckelman-Farley<br>Double Happiness<br>Douglas Forest Materials Corp<br>J R Downing<br>Dows Columbia Rug & Upholstery<br>Donald M Drake Company<br>Drake-Willcock<br>Tom Drake & Associates<br>Drew Engineering<br>H A Dryer Co<br>Dun & Bradstreet Inc<br>Dunham Printing Inc<br>Dunis Distributing Co<br>Duo-Fast Oregon Company<br>Durametal Corp<br>Durham & Bates Agencies Inc<br>Dwyer Overseas Timber Products<br>Esco Corporation<br>ESP Factors<br>William C Earhart Co Inc<br>Easterday Supply Company<br>Eastern Airlines<br>Eastside Plating Works<br>Robert L Eaton<br>Ebasco Services Inc<br>Eckelman Enterprises<br>David Eccles<br>Ed Roske Concessions<br>H Phillip Eder<br>Edwards Industries Inc<br>Edwards-Kaufman Company<br>Elder Equipment Inc<br>Electrical Construction Co<br>Electrical Distributing Inc<br>Electro-Chem Metal Finishing<br>Elephant Castle<br>Electromatic Inc<br>Mr. Harry Elliott<br>Elliott Powell Baden & Baker<br>Elk Cleaner & Laundry<br>Elmer's Colonial House of Panck<br>Elmer's Flag & Banner<br>Elmer's Colonial Pancake of Va<br>Elmer's Colonial Pancake of Gr<br>Elmer Fox Westheimer & Co<br>C. M. Ennis & Company<br>Emerick Construction<br>Emerson Hardwood Co<br>Employers Overload Co<br>Employers Insurance of Wausau<br>Empire Pacific Industries Inc<br>Employee Benefits Insurance Co<br>Empire Rubber & Supply Co<br>W L Enderud<br>Enoch Manufacturing Company<br>Eoff Electric Company<br>Equitable Savings & Loan<br>Joseph M Erceg<br>Ernst & Ernst<br>Estne's Mens Clothing Inc | Berg Evans Chain Co<br>Evans Construction Company<br>David W Evans/Pacific Inc<br>Evans Products Co<br>Evergreen Stage Line-Gray Line<br>The Eye Clinic<br>Exxon Company USA<br>Executive Resources<br>FMC Corporation-MRED<br>Fabric Wholesalers Inc<br>Famillian NW Inc<br>Far West Federal Savings<br>Far West Services Inc<br>Farmers Insurance Group<br>E A Farnham Co Inc<br>Farrrells Ice Cream Parlour Res<br>First Farwest Corp<br>Faunt Lewis & Bare PC<br>Drs Fearl Breese Dahlman<br>Feenaughty Machinery Co<br>Fenwick-Pickett Inc<br>Ferguson Auto Body<br>Fewel-Comer Co Inc<br>Pacific Paperboard Products I<br>The Fig Leaf<br>Fine Arts Engravers<br>Frank Fink Company<br>J P Finley & Sons<br>Arnold J Finstad<br>Finzer Business Machines Corp<br>Fir Tree Insurance Agency Inc<br>Firemans Fund Insurance Co<br>First Federal Sav & Loan Of Va<br>First National Bank of Oregon<br>First State Bank of Oreg<br>Robert E Fischer MD<br>Fish Grotto<br>Jim Fisher Motors<br>Fitzgibbon Glass Company<br>Fleming Motel & Restaurant Inc<br>Flightcraft Inc<br>Flowers By Dorcas Inc<br>Dick Flint<br>John F Forbes & Company<br>Fordham & Fordham<br>Ford Industries Inc<br>Forecast Manufacturing Co<br>Forentco<br>Foster & Marshall Inc<br>Foucar Steel & Aluminum<br>Fought & Company Inc<br>Francis Ford<br>Frank Adams Wholesale Florist<br>Wayne E Garber<br>G A M & Co<br>Gerald W Frank<br>Frank S Disposal Service Inc<br>Fraser Paper Company<br>Fredricks Grain Co<br>J A Freeman & Son<br>Freightliner Corp<br>Frlberg Electric Company<br>Friday Olds Inc | Friendly Chevrolet Co<br>Fryer S Quality Pie Shop<br>Theodore W Fryou<br>Ralph Fullerton Co<br>Fullman Plumbing Co<br>Fulton Provision Co<br>Furbish Chemical & Supply Co<br>Furman Lumber Co<br>G & H Electric<br>GAF Corp<br>GAF Photo Service<br>The Gable Funeral Home<br>Galvanizers Company<br>Garbarino Arighi Marrassi & Co<br>Gardner & Beedon Company<br>Gateway Volkswagon<br>Mr Mrs Richard C Gearhart<br>Gender Machine Works Inc<br>General Appraisal Company<br>General Distributors Inc<br>General Motors Acceptance Corp<br>General Rubber & Supply Co<br>General Teamsters Local #162<br>General Telephone Co of the NW<br>General Tool & Supply<br>Genuine Parts Company<br>George & Son Cutlery<br>Georgetown & Company Inc<br>Georgetown Manor<br>Georgia-Pacific Corporation<br>Gerber Advertising Agency<br>Gerber Legendary Blades<br>Arnold & Bruce<br>Doug Gerow<br>Gersons Stamp & Coin<br>Gevurtz Furniture Co Inc<br>GI Joes Inc<br>Gibbons & Reed Company<br>Paul O Giese/Adcrafters<br>J K Gill Co<br>Roger V Gilliam<br>Gillespie Decals Inc<br>The Gilley Company<br>Gilmore Steel Corporation<br>Al C Giusti Wine Co<br>Glass-Dahlstrom Printers<br>Gleaves-Hyde Volkswagen<br>Globe Ticket Co of Wash<br>Globe-Union Inc<br>Golby Bag Company<br>Golden Inn Motel<br>Golden Seal Sales Inc<br>The Goldsmith Co<br>Hauser & Webb<br>Jeannette Goodrum<br>Gordon's Stationery Co<br>Goodyear Rubber & Supply Co<br>Grand Metal Products Corp.<br>Grandma Cookie Co<br>Grandma's Unique Family Dining<br>Grantree Corporation<br>Grant & Roth Plastics Inc<br>Graphic Arts Center | W R Gracie Co<br>Joe Graziano Produce<br>J Greb & Son Inc<br>Green Transfer & Storage Co<br>Greenless Pontiac<br>Greenwood Inn<br>Carl Greve Jeweler<br>Ray V Grewe MD<br>James W Grigg<br>Gringo S<br>Grigsby Bros<br>Mr John Grossman<br>George Groom<br>H K Ltd<br>H & M Business Products<br>H & R Block Co<br>Dr C H Hagmeier<br>Hale Associates Realty Ltd<br>J R Hall<br>Frank B Hall & Co of Or<br>Hall Tool Company<br>Haltom Tractor Company<br>Carl M Halvorson Inc<br>U J Hamby<br>Hampton Lumber Sales Co<br>Hanset Brothers Mfrs<br>Handel Lundborg & Co<br>Hanna Industries<br>Vivian Hanson Travel Service<br>Harder Plumbing & Heating Co<br>Hardy Butler McEwen Weiss & Ne<br>Curtis T Harper<br>Dave Harper Attorney<br>Harris Enterprises Inc<br>Harco Manufacturing Co<br>Homer H Harris MD<br>Harris Upham & Company<br>William W Harsey<br>Hartung Meat Co<br>The Harver Company<br>Harvester Cider<br>Haskins & Sells CPA<br>Bill Hay Inc<br>Edmund Hayes<br>Hayden Island Inc<br>Joe Hearin<br>Heathman Hotel<br>Heath Northwest<br>Theron L Hedgpeth<br>Hell Electric<br>Hembree Electric<br>W P Hemenway Company<br>Craig W Henderson<br>Hendrix & McGuire Optician<br>James L Henderson<br>John B Hering Co<br>Herron Northwest Inc<br>Hertz Equipment Rental<br>Herzog H A<br>Herzog Motors<br>Bart Hess Building Contractor<br>Hess John J<br>Hessel Tractor & Equip Co | Hewlett & Jamison<br>Hickory Farms of Ohio<br>The Hickory Stick<br>Hilaires Encore Restaurant<br>Hillsboro Argus<br>Hilaires Restaurant<br>Hippopotamus Restaurant Mr C's<br>Hit Parade Music Co<br>Hobart Sales & Service<br>Hoch & Selby Co<br>R. Hoe & Co Saws<br>Hoffman Construction Co<br>Holiday Inn at the Coliseum<br>Holland Gateway Inc<br>Holland Bulb Co<br>J Y Hollingsworth Co<br>Hollywood Furniture Co<br>Hollywood Lights<br>Edw Holman & Son Inc<br>Holman Transfer Co<br>Home Makers Supply Co<br>Honeywell-Action Protection SE<br>Hood River Distillers Inc<br>House of Carpets<br>Howard-Cooper Corp<br>Howell R B<br>I L Jack Hawk<br>Robert J Howland<br>Hubbards Drapery Co<br>Hubers Restaurant<br>Len Hufford Construction Co<br>Hung Far Low<br>R A Hungerford<br>Huntington Rubber Mills<br>Huth Freeman & Associates Inc<br>E F Hutton<br>Hyatt Lodge<br>Hyster Company<br>IBM Corporation<br>I T T Grinnell Corporation<br>Imperial Hotel Inc<br>Imperial Paint Co<br>Imperial Tour and Travel<br>Import Plaza<br>I-D Inc<br>Industrial Idemnity Insurance<br>Indstri Refrigeration & Equip<br>Instrument Sales & Service<br>Insulation Contracting Co<br>Intl Brotherhood Electrical Wk<br>International Harvester Co<br>International House of Pancake<br>Craig W Henderson<br>International Paper Co<br>Intl Shipping Company<br>International Supply Co Inc<br>Interstate Tractor & Equipment<br>Irrigation Accessories Co<br>The Irwin-Hodson Company<br>Yoshiaki Ishii<br>ITE Imperial Corp<br>The Ivy Press<br>J & J Construction Co Inc<br>Jacob Hamburger Co Inc |
|---|--|---|---|---|



**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 bomber pilot 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.

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.

Maurice Jacobs-Jacobi  
Jade West Restaurant  
Jacqueline Shops  
Jakes Crawfish  
Fred S James & Co of Oregon  
Jantzen Inc  
The Japanese Garden Society  
Japanese Ancestral Society  
Jayvee Brand Inc  
R Jelmann S Nursery  
Staff Jennings Inc  
John Hancock Insurance  
Jewett Barton Leavy & Kern  
Johns Meat Market  
A R Johnson Electric  
Johnson Acoustical & Supply Co  
Johnson & Higgins of Ore Inc  
Johnson-Lieber Company  
Robert Johnson  
Joint Council of Teamsters #37  
Mr Dean L Jones  
June S Jones Co  
Jones Lang Klein Wolf & Smith  
Jones Oregon Stevedoring Co  
Reg Jones  
T Clarence Jordan  
Michael George Jordan  
Jubitz Truck Stop  
KATU Television  
KEX Golden West Broadcasting  
KING Broadcasting KGW  
K & K Photo Finishing Inc  
KPM-FM Stereo  
KJPL Radio  
KFTV  
KWJL Broadcasting Co  
KXL Radio Station  
KYTE Radio  
K-Mart Store's  
Kaiser Foundation Health Plan  
Kalberer Hotel Supply Co  
Kalt Manufacturing Company  
Paul E Keeney Company  
Keil S Food Stores  
Kelley-Clarke Company  
Harold Kelleys Inc  
Kellys Olympian  
Kelly Services Inc  
Lou Kennedy  
Kannel-Ellis Photographers  
Kenton Machine Works Inc  
Plantronics/Kentrox  
Keong Kee Kitchen  
Kern Park Floral Co  
Kerr Steamship Co Inc  
Kienows Food Stores  
Peter Kiewit Sons Co  
Kilham Stationery/Printing Co  
King & Associates Inc  
King Size Photo  
E D Kingsley Lumber Yard  
Kinney Brothers Wallpaper  
Lynn Kirby Ford

Klarquist & Associates  
Kleenair Products Company  
Klein Jewelers  
Dr Paul F Klein  
Dr Edward K Kloos  
Knapp Printing Company  
Knappton Towboat Company  
Knauss Chevrolet Company  
Kneisel Travel Inc  
Koch Sachs & Whittaker  
Koll Business Center  
Koppers Company Inc  
Kraft Foods Company  
Krego Company  
S S Kresge Co  
Kubla Khan Food Co  
Kubli-Howell  
Kummer Meat Company Inc  
Kuhnausens  
Kuni Cadillac Inc  
L-M Equipment Co Inc  
La Casa De Rios  
La Fontana Sandwich Specialiti  
LaGrand Industrial Supply Co  
Lahti & Son Inc  
Lakeside Gardens  
Lamb-Weston  
Lamm Motor Co  
Land Reclamation Land Fill  
Mr & Mrs Andrew L Lauth  
Laventhol & Horwath  
The George Lawrence Co  
Lawrence Security  
Lawrence Systems Inc  
Irvin Layton  
Ron Leeper  
Lerner Shops  
Leshner Manzer & McFarlane PC  
Dr Gerald H Leshgold  
Let's Dine Out Co  
Morris Levin  
Levitz Furniture Company  
Lewis Bros Inc  
Lile Moving & Storage  
The Charles H Lilly Co  
Lincoln Engineering Co  
Lincoln-Memorial Park  
George Lindeman  
Linnon Planing Mill  
Lipman Wolfe & Company  
Liquid Air Inc  
The Little Chapel of the Chimes  
Lloyd Corporation Ltd  
Lloyds Furniture  
Lloyds of Milwaukie-Portland  
Lomac Motors Inc  
Mrs Jerie Lonergan  
Wm L Long  
Long Mile Rubber Co  
John W Loomis Md Pc  
Lord Electric Co Inc  
Losill Inc  
Lani Louie's Inc

Louisiana-Pacific Corp  
Lowries Food Market  
Tommy Luke Flowers  
Lumber Products  
Robert L Lum  
Art Lutz & Co Realtors  
M P M Corporation  
Macadam Aluminum & Bronze Co  
MacGibbon Bloch/Advertising  
Mr & Mrs Robert M MacGavin  
MacMillan & Bloedel Bldg Mater  
Mack Trucks Inc  
Magnacorp Ins Group  
I Magnin & Co  
Mailliard & Schmiedell  
Main LaFrentz & Co  
Herbert Malarkey Roofing Company  
James C Maletis  
Mail 205 Merchants Assn  
Mallory Hotel  
Murphy Symonds & Stowell Inc  
HE Management Inc dba McDonlds  
George E Mangold Co  
Mansfield & Co  
Manpower Inc of Portland  
Mariners Supply Co Inc  
Marios Inc  
Mr Melvin Mark Jr  
Dr R Dent Markee  
Marquam Medical Center  
Marsh & McLennan  
Roger E Martin & Associates  
Martin Electric Co  
Maryland-Pacific Cone Co  
Mason Bruce & Girard  
Dr J Clifton Massar  
The Matherhorn Restaurant  
Maydwell & Hartzell Inc  
Mayer Bros Inc  
Mayflower Farms  
McCann Erickson Inc  
Richard A McClellan  
McCloskey Varnish Co of the NW  
McCormick & Baxter Creosoting  
McCoy Electric Co Inc  
McCracken Bros Motor Freight  
McDonald's  
Thomas A McDonald  
Mc Graw Edison Power System  
McGuire Bearing Co  
McKee Pontiac  
McKesson & Robbins Inc  
Joseph Maylie  
S P Meat Market  
Medical Clinic  
Medallion Industries Inc  
Meier & Frank Company Inc  
Merck Sharp & Dohme  
Meriwether Inc  
Merrill Lynch Pierce & Assoc  
Mei-Charlton Inc  
Metra Steel  
Metropolitan Clinic

Metropolitan Disposal Corp  
Metro-Portland Typesetting & Co  
Fred Meyer Inc  
Dr James V Meyer  
Milcor Inc  
Mill & Power Specialties Inc  
Miller Anderson Nash & Assoc  
Miller Paint Co Inc  
Millers for Men  
Millers Sanitary Service Inc  
Miller's Truck Parts  
Milliman & Robertson Inc  
Milne Construction Co  
Milwaukie Bowl  
Joseph A Minott  
Mission Insurance Group Inc  
Charlotte N Mitchell  
Mobile Radio Communications  
Mitchell Lewis & Staver  
Mitsubishi International Corp  
Mitsui & Co USA Inc  
Mobil Oil Corp X6676795A  
Modline  
W G Moe & Son Inc  
Moffatt Nichol & Bonney Inc  
Monroe Machinery & Supplies  
Montag Furnace Co  
Montavilla Lumber Co  
Monte Carlo Restaurant  
Montgomery Ward & Company  
Moore National Lease  
Moore's Audio Visual Center  
R Burke Morden  
Martin T Morlan Plumbing  
W Bruce Morrison Consult Engr  
Morrison Oil Company  
Morrison Nut House  
Mt Hood Chemical Corporation  
Mt Hood Radio & TV Broadcasting  
Tom Moyer Theatres  
Dr Earl C Muck  
Multnomah Athletic Club  
Multnomah County Medcl Society  
Multnomah Kennel Club  
Multnomah Typographical Un #58  
Munnell & Sherrill Inn  
Murphy Logging Company  
Murphy Publications  
Murray Chevrolet Co  
Musicians Mutual Assoc Local  
Myers Drum Company  
N-R Gatic  
John R Nall  
Gordon Nagel Realtor  
Nadeau's Junior Boot Shop  
Nalley's Fine Foods  
Natin & Company  
National Biscuit Company  
National Builders Hardware Co  
National Car Rentals  
NCR Corp  
National Electrical Contractor  
National Management Inc

National Mortgage Company  
Nationwide Mutual Insurance Co  
R W Neighbor & Company  
Neighbors of Woodcraft  
Nelsen's Tire Warehouse  
Nelson-Ball Paper Products  
Donald Nelson Realty  
Ken Nelson Equipment Co  
Ted Nelson Company  
Nendels Inn  
Nero & Associates Inc  
Ness Produce Co  
The Neurological Clinic  
James F Nevin  
The New Cathay Restaurant  
New York Merchandise Co Inc  
Newcomers Serv of Greater Pfid  
Robert Newell  
Nickerson Fleet Management Corp  
Nickies Inc  
Niedermeier-Martin Company  
Nissho-Iwai American Corp  
Nor Hill Pharmacy Inc  
Dr Anderson Optometrists  
Nordstroms  
Norene Tire & Battery Company  
Norris Beggs & Simpson  
North Coast Canvas Products Co  
North Coast Electric Co  
North Coast Seed Company  
North Pac Canners/Packers Inc  
North Pacific Cannery & Packers  
North Pac Grain Growers Inc  
North Pacific Supply Co Inc  
Northwest Acceptance Corp  
Northwest Airlines Inc  
Northwest Bookbinding Co Inc  
Northwest Copper Works Inc  
NW Electric Lgt & Power  
NW Foundry & Furnace Co  
Northwest Hardwood  
Northwest Hotel Supply Co  
Northwest Insurance Co  
NW Livestock Prod Credit Assn  
Northwest Marine Iron Works  
Northwest Marine Trade Assn  
Northwest Motor Welding  
Northwest Natural Gas Co  
Northwest Paint & Wallpaper  
N W Paper Box Mfrs Inc  
Northwest Pump & Equipment Co  
Northwest Schools Inc  
Northwest Pine Sales  
Northwest Textbook Depository  
Northwest Tire Shop Supply Inc  
NW Truckstell Sales Inc  
Northwestern Agencies Inc  
NW Ice & Cold Storage Co  
Northwestern Transfer  
Norwest Publishing Co  
Nudelman Brothers  
John Nozaki  
Nulabs

Nu-Way Printing & Envelope Co  
The Oaks Amusement Park  
O'Callahan's Restaurant Inc  
Tom Ogle Prescriptions  
The Old Country Kitchen  
Old Spaghetti Factory  
Oliphant & Bates Insurance Co  
Old Town Pizza Co  
Loren Oliver Jr  
Oliver & Thompson Inc  
Olson Roe Transfer Company  
Omak Industries Inc  
Omega Securities Inc  
O'Neill Transfer Company Inc  
M C Optical  
Oregon Asphaltic Paving Co  
Oregon Athletic Equipment Co  
Oregon Automobile Insurance Co  
The Oregon Bank  
Oregon Blue Print Company  
Oregon Brass Works  
Ore Pac Building Products Inc  
Oregon Glass Co  
Oregon Gasoline Dealers Assoc  
Oregon Handling Equip Co  
Oregon Linen Rental  
Oregon Leather Company  
Oregon Mutual Insurance Co  
Oregon Mutual Savings Bank  
Oregon Physicians Service  
Oregon Pioneer Savings & Loan  
Oregon Portland Cement Company  
Oregon Printing Plates  
Oregon Railroad Assoc  
Oregon Roses Inc  
Oregon Region SCCA  
Oregon Steel Mills  
Oregon Toro Distributors Inc  
Oregon Trail Savings  
Oregon Typewriter & Record Co  
Ore Whistle Novelty Co Inc  
Oregon Worsted Company  
The Oregonian Publishing Co  
Organ Grinder Inc  
Orewest Bakers Inc  
Orthopedic Surgery Associates  
Oswego Lake Country Club  
Otis Elevator Company  
Owens-Illinois Glass Company  
Owens - Corning Fiberglass  
OWL Enterprises Inc dba McDonalds  
P & X Thriftway Inc  
PHA Life Insurance Co  
Kaiser Cement and Gypsum  
Pacific Business Forms  
Pacific Carbide & Alloys Co  
Pacific Coast Nursery Inc  
Pacific Coca-Cola Bottling Co  
Pacific Color Plate Company  
Pacific Diesel Power Company  
Pacific Finance Loans  
Pacific 1st Fed Savings & Loan  
Pacific Fruit & Produce Co  
Pacific Insulation Service/Sup  
Pacific Mach & Tool Steel Co  
Pacific Metal Company  
Pacific Northwest Bell  
Pacific Power & Light Company  
Pacific Steel Warehouse Co  
Cenex  
Pacific Trailways  
Packer-Scott  
Packouz Jewel Box Inc  
The Pagoda  
Paine Webber Jackson & Curtis  
Painting & Decorating Contrtrs  
Palinco Inc  
Pancake Corner Inc  
Supplyways  
Paramount Drapery  
Paramount Printing  
Paramount Supply Co  
Park Place Construction  
Parr Lumber Company  
Patrick Lumber Company  
Pattullo Gleason Scarborough  
G W Paulson Company  
Payless Drug Warehouse  
James C Payne  
Peat Marwick Mitchell & Co  
Peco Inc  
Peerless Pattern Works  
Pelton Concrete Construction  
Pendleton Woolen Mills  
Peninsula Plumbing  
Peninsula Optimist Club  
Pennwalt Corporation  
J C Penney Co  
Pepsi-Cola Bottling Company  
Zanley Perkel  
Eugene R Perrin MD  
R W Peterson  
Peterson Associated Engineers  
Pettijohn Engineering Co Inc  
Petzold & Associates  
Mrs Lewis Pfeifer  
Phillips Coughlin Buehl Stolof  
Phillips Electronics Inc  
Photo-Art Commercial Studios  
Photo Factory  
Physicians Optical Service  
Piedmont Hardware Company  
Pierres French Bakery  
The Phas Schmidt Westerdahl  
Pihl Transfer & Storage Co

V M Piliip & Son Inc  
Don J Pinson Associates Inc  
Pioneer Fruit Distributors Inc  
Pioneer Masonry Restoration Co  
Pioneer Ntl Title Ins Co  
Pioneer National Title Ins Co  
Pioneer Natl Title Ins-Or City  
Piper Jaffray & Hopwood  
Plaid Pantry  
Plyland Shows Inc  
The Plush Pippin Inc  
Pneumatic Systems Inc  
The Princess  
Pollock Motors  
Polson Implement Co of Or  
Ponchos Restaurant  
Poor Richards Restaurant  
Poorman-Douglas Corp  
The Pop Shoppe  
Pope & Talbot Inc  
Poppers Supply Company  
Port Services Co  
Port-A-Kleen  
Portland Auto Auction  
Portland Beavers Baseball  
Portland Bottling Company  
The Portland Clinic  
Ptid Contractors Supply  
Portland Cutlery Co  
Ptid Electric & Plumb Co  
Portland Fish Company  
Portland Frozen Foods  
Portland Gear Works Inc  
Portland General Electric Co  
Ptid Gymnastic Center Boosters  
The Portland Hilton  
Ptlnd Laundry & Dry Cleaners  
Portland Lodge #142 BPO Elks  
Portland Machinery Company  
Portland Meadows Inc  
Portland Memorial  
Portland Motor Hotel  
Portland Orthopedic Clinic  
Portland Paper Box Company  
Portland Precision Mfg  
Portland Trailblazers  
Portland Travelodge Motel  
Portland Wholesale Groc Co  
Portland Willamette Company  
Portland Wire & Iron Works  
Portland Womens Forum  
Portland Woolen Mills Inc  
Potter Distillers Inc  
Poulson-Wilson Inc  
S J Pounder Realty Co  
Powell Distributing Co Inc  
Archbishop Cornelius Power  
Pownall Taylor & Hays  
Precision Castparts Corp  
Premier Gear & Mach Wks  
Premier Manufacturers  
Press Specialties Mfg Co  
Price Waterhouse & Company  
Art Priestley Oil Company  
Print-Right Copy Center  
Printing Pressmens Union #43  
The Printshop  
Prudential Insurance  
Publisher's Paper Co  
Quality Meats & Seafoods  
Quinn Diversified  
Lloyd Purdy and Company  
Purdy Brush Company  
Quincy Welding Supplies Inc  
Quadrant Corp Meyerhauser Co  
The Quay Inn  
Ragen & Roberts Lawyers  
Radio Cab Company  
Ramada Inn Airport  
Rafters at Sellwood  
Rambo Motors Inc  
Raincountry Realty Inc  
Ramsay Signs Inc  
The Robert Randall Co  
Rankin McMurry Osburn Gallaghe  
Don Rasmussen Co  
Rapid Transfer & Storage  
Ted L Rausch Co of Oregon  
Raz Transportation Co  
The Realty Group  
Red Lion Motor Inn Jantzen  
Red Lion Motor Inn  
Red Carpet Catering Service  
Reed Electric Company  
Dr Raymond M Reichle  
Rehder's Painting  
Reid Construction Inc  
Reid-Strutt Co Inc  
Reimers & Jolivet Inc  
Reimann & McKenney Inc  
Rentex Corp  
Reliable Shoe Store  
Reliable Transfer Co Inc  
Ron Renfrow  
Reppert Clark & Howard  
Representatives Northwest Inc  
Republic Cafe  
Reynolds Metals Co  
Rheinlander Restaurant  
Rians Incorporated  
Rich Manufacturing Company  
Drs Richards Blanchard & Edwards  
Richardson Advertising Agency  
Risbergs Truck Line  
Hel Ritchie Tire Co

River Queen  
Riverside West Motor Hotel  
Riviera Motors Inc  
Rivoli and Associates  
Roberts Motor Company  
Robertson Factories Inc  
Rockey/Marsh Pub Rel  
Rodda Paint Co  
Rogers Construction Inc  
Rodgers Hollywood  
Dr George A Roming  
Rose City Awing Co  
Rose City Cemetery Assn  
Rose City Paper Box Inc  
Rose City Upholstery  
Rosenblatts  
Roses by Fred Edmunds  
Roses Restaurant  
Dr Cecil J Ross  
Ross Island Sand & Gravel  
Dr William M Ross  
Rotegard George  
Roth Volkswagen-BMW Inc  
W G Rovang & Assoc  
Roy and Molin Inc  
The Royal Bank of Canada  
Royal Inn of Portland  
Royal Rosarians  
Rubensteins Carpets  
E John Rumpakis  
Alan Ruvensky  
Ryder Printing  
Ryder Truck Rental Inc  
S E Rykoff & Co  
SCA Services of Oregon  
S & W Fine Foods Inc  
Sabre Construction Company  
Safeco Insurance Co of America  
Safeco Title Insurance  
Safeway Stores Inc  
Safway Scaffold Co  
Sage Foods-College Division  
Jim Sahli Home Furnishings  
Sams Hideaway  
Sanderson Safety Supply  
Sandwell International Inc  
Sandy Boulevard Dodge  
Sandy Blvd Veterinary Clinic  
Sandycrest Terraces  
Sands Camera Shop  
San Rafael Cleaners  
C H Savage Company  
Save-U Rent-A-Car  
Paul Schatz Furniture Co  
Continental Western Corp  
E Carl Schiwe Contractor  
Schlegel Typesetting Company  
Schmitt Steel Inc  
Dr Louis B Schoel  
Paul Schuback  
Schulz Sanitation  
Schultz Wack & Weir Inc  
Schumacher Fur Co  
Peter A Schwabe Atty  
Mr & Mrs Ralph Scolatfi  
Scotiabank  
Sealy Mattress Co  
Sears Roebuck & Company  
Seattle-First National Bank  
Securities-Intermountain Inc  
See Companies  
Sees Candies Inc  
Seifton Can & Plastics Division  
Select Marketing Co  
Servomation of Portland Inc  
Shannon & Company  
Shannon & Wilson Inc  
Shaver Transportation Company  
Shaw Surgical Company  
Shedrain Umbrella Company  
Shed Music Serv of Portland  
Shell Oil Company  
Sheraton Inn Airport  
Sheraton-Portland Hotel  
Sherwood & Roberts  
M & H Sichel  
Silver Eagle Company  
Silver Wheel Frt Lines  
Simmons Credit Co  
The Simms Company  
Simpson Timber Company  
Sirlanni Electric Corp  
W C Sivers Company  
Six Robbles Inc  
Skidmore Owings & Merrill  
Ivan L Sletta Company  
Donald C Sloan & Company  
Small Parts Manufacturing Co  
Smith Brothers Office Outfitters  
Mr & Mrs Edgar Smith  
Smith Western Inc  
Smiths Home Furnishings Inc  
Smith-Ritchie Corporation  
Dr Vinton D Sneed  
Snelling & Snelling  
Sno-Cap Security  
The Bill Snyder Co  
Snyder Roofing & Sheet Metal  
Howard Somers  
South Specialties  
Southeast Roofing Co  
Souther Spaulding & Kinsey  
Southland Corp  
Sam Speciale Office Mach Inc  
Specialty Auto Glass Co Inc

Specialty Woodworking Co Inc  
Spe-De-Way Products Co Inc  
The Speck Restaurant Inc  
Speeds Automotive  
Sam J Sposito Lighting Special  
Sprouse-Reitz Co Inc  
Stacey's Lithography-Printing  
Stafco Inc  
Stagecraft Industries Inc  
Stamm & Stuart Insurance Mgt  
Standard Batteries  
Standard Dairy  
Standard Insurance Co  
Standard Printing/Office Sply  
Standard Steel & Metal Company  
Star Machinery Company  
Stark and Norris Co  
E G Stassen's Inc  
Stauffer Chemical Co  
Art Stearns Tires Inc  
Steel Products Co  
J T Steeb Co  
Steinfelds Products Company  
Steins Distributing Co  
Steno Carbon Co  
Stevens-Ness Law Publishing Co  
Stevens/Thompson/Runyan  
Stewart & Tunno Insurance  
Stewart-Warner Alomite Sis  
Stirling & Casteel  
H J Stoll & Sons Inc  
Richard K Stowell DOS PC  
Jack P Stuhl Architect  
Stewart-Shoji America Inc  
Sunset Fuel Company  
Sunshine Dairy  
Super Valu Inc  
Roy L Swank MD  
Sutherland Electrical Contract  
Swearingen Advertising Agency  
Sweetheart Meats Inc  
Swiss Tailors & Cleaners Inc  
System Auto Parks Inc  
T I M E  
T & E Development Co Inc  
Taylor & Co Inc  
Taylor Electric  
Tektronix Inc  
Temp-Control Corp  
Tempo Furniture Corp  
Joe Teresi  
Terminal Ice & Cold Storage Co  
Bob Thomas Auto Body  
Thomas-Hahn & Co Inc  
D P Thompson Co  
Norm Thompson Outfitters  
R C Thompson & Son Inc  
Thrifty-Rent-A-Car  
Thunderbird Motor Inn  
Tice Electric Co  
Tidewater Barge Lines Inc  
Tie Bar  
Tile Distributors Inc  
Timber Lanes  
Timberline Lodge  
Time Oil Co  
Mr and Mrs Donald Tisdell  
Title Insurance Co of Oregon  
Tom's Pancake House Inc  
Marv Tonkin Ford Sales  
Moe M Tonkon Attorney  
Tooze Kerr Peterson Marshall &  
Todd Building Co  
Tops All Foods Inc  
Touche Ross & Co  
Tower Oil Co  
Town Concrete Pipe Inc  
Toyota Motor Distributors Inc  
Trade Litho Inc  
Tradewell Stores Inc  
Transamerica Insurance Group  
Transamerica Title Ins Co  
Transmission Exchange  
Travel Counselors Inc  
WVR Scientific Inc  
Tri-City Bowl  
Tri-Met  
Triumph Travel  
Tualatin Valley Builders Supply  
Tube Forgings of America  
Tuck Lung Co  
U S Datacorp  
Unigard Insurance Group  
Union Ave Motel  
Union Carbide Corp  
Union Oil Co of California  
Union Pacific Railroad Company  
Uniservice Corp  
United Adjusters Inc  
United Air Lines  
United Brokers Co  
United Finance Co  
United Grocers Inc  
United Parcel Service  
United Pipe & Supply Co  
United Salad & Produce  
United States Bakery Inc  
U S National Bank  
Champion Building Products  
University of Oregon  
University of Portland  
Utility Equipment Co  
Utility Trailer & Equipment  
VTN-Oregon Inc  
Vancouver Furniture Company

Van Duyn Chocolate Shops Inc  
Lyle H Van Dyke  
Van Kirk's Florist  
Van Waters & Rogers Inc  
Victoria Station Inc  
Viking Automatic Sprinkler Co  
Viking Industries Inc  
Village Inn Pancake House  
Vinton Company  
Vista-St Clair Inc  
William Volker & Company  
Volvo of America Corp  
J M Vranizan Company  
Mr and Mrs Ronald G Wach  
Waddles Restaurants  
R M Wade & Company  
Wakehouse Motors Inc  
Waker Associates Inc  
Walker Marlow Inc  
Wallace Floor Covering Inc  
Don V Wallace Attorney  
Wallace Buick Company  
Wallace Security Agency Inc  
Walrad Insurance Agency Ltd  
Wanke Panel Company  
Washington Square Inc  
Washington Federal Savings  
The Water Tower Marchants Assn  
Waterway Therminals Company  
Watsons Valley Pharmacy  
Cloyd R Watt Construction Co  
D C Wax Office Equipment House  
Weaver's Drapery Work Room  
Webfoot Fertilizer Co Inc  
Webster-Wolfard Ford  
Weight Watchers of Oregon  
Weiler Chevrolet  
H A Weiss  
Ollie Welch Meats Co Inc  
Wells-Read-Wood-West Co  
Mrs H B Wendell  
Wentworth & Irwin Inc  
Wershaw-Ash-Lewis Auctioneers  
West Coast Orient  
West Coast Business Inv Ltd  
West End Ltd  
West Hills Schools Inc  
West Linn Thriftway  
West Coast Picture  
Westerman-Webber Inc  
Western Business Builders  
Western Business College  
Western Electric Co Inc  
Western Engineers Inc  
Western Food Company  
Western Forestry Center  
Western Int Forest Products  
Western Paper Company  
Western Photo Mount Company  
Western Savings & Loan  
Western Stations Company  
Western Transportation Co  
Western Video  
Westinghouse Electric Corp  
Westwood Construction Co  
Meyerhauser Company  
Whipple & Moshofsky Lumber Co  
Whitaker & Whitaker  
White Stag Manufacturing Co  
White Sutherland Parks & Allen  
Dr James M Whitely  
Wholesale Fountain Supply  
Widing Transportation  
Stan Wiley Inc  
Wilfs Station Inc  
Rudie Wilhelm Jr  
Willamette Iron and Steel Co  
Willamette Industries Inc  
Willamette Pattern Works Inc  
Willamette Savings & Loan Assn  
Willamette Valley Country Club  
Willamette View Manor Inc  
Willamette-Western Corp  
Willharp Inc  
Lew Williams Cadillac Inc  
Williamsen & Bled Inc  
Willoughby Hearing Center  
Wilsey Wholesale Drug Co  
Wilshire Medical Center  
Wilson & Dean Construction Co  
Pete Wilson Realty Inc  
Wilson Wholesale Produce  
Dean Witter & Co Inc  
Wizer's  
Zimmer-Gunsul-Frasca  
Tom Wood  
Wolsborn Properties  
Wood Feathers Inc  
Wood Markets Inc  
F W Woolworth Company  
Wymore Transfer Company  
Yergin & Meyer C P A  
Porter Yett Jr Gen Contractors  
Lawrence R York  
Arthur Young & Company  
Young Land Ltd  
Zell Brothers  
Zenner's Market  
Zellerbach Paper Company  
Zidell Expl 607500  
Zimmer-Pasion Inc  
A J Zinda Company

# Rose Festival finale.



“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!”

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RESTAURANTS T.M.**



James W. Nielson, Prime Minister of The Royal Rosarians.

## 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

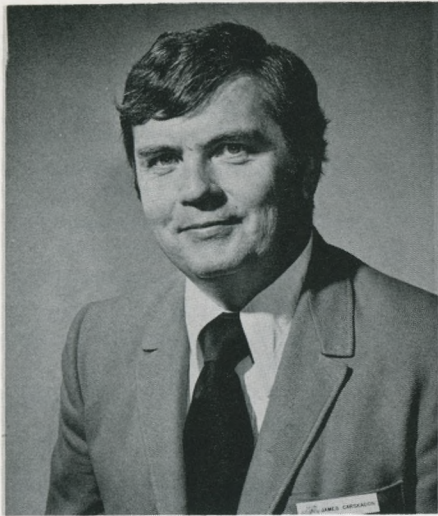
1912 Ralph Hoyt	1927 Frank C. Riggs	1940 Ted R. Gamble	1953 George Henderson	1966 Floyd Bennett
1913 Ralph Hoyt	1928 O.B. Coldwell	1941 Chester A. Moores	1954 N. Thos. Stoddard	1967 George Freck
1914 C.C. Colt	1929 Hugh J. Boyd	1942 George Schoeffel	1955 Milton Rice	1968 Franz Drinker
1915 Emery Olmstead	1930 John A. Laing	1943 James D. Roberts	1956 Harold Kelley	1969 James Simmons
1916 John H. Dundore	1931 Philip L. Jackson	1944 Reade M. Ireland	1957 Leith Abbott	1970 James Rathbun
1917 E.E. Larimore	1932 Philip L. Jackson	1945 Milo K. McIver	1958 William Boone	1971 Webb Harrington
1919 Ira L. Riggs	1933 Walter W.R. May	1946 Jesse J. Gard	1959 Harold Weiss	1972 Herb Ballin, Jr.
1920 Eric V. Hauser	1934 Hillman Lueddemann, Sr.	1947 Ben H. Hazen	1960 Ed Casey	1973 Robert E. Franklin
1921 O.W. Mielke	1935 Hillman Lueddemann, Sr.	1948 Robert L. Eaton	1961 Ed Casey	1974 Hillman Lueddemann, Jr.
1922 O.C. Bortzmeyer	1936 Arthur L. Fields	1949 Howard Holman	1962 William R. Moore	1975 Robert Hazen
1923 Eric V. Hauser	1937 E.A. Burkitt	1950 James J. Richardson	1963 Don Chapman	1976 Larry Campbell
1924 O.W. Mielke	1938 Ralph Cake	1951 George Halling	1964 Henry Baldrige	1977 Robert Ames
1925 O.W. Mielke	1939 Frank E. McCaslin	1952 Chester R. Duncan	1965 Clyde R. Richardson	1978 Wesley E. Radford

### Past Queens, by Year of Reign

1907 Queen Flora (Mrs. Carrie Lee Wood)	1936 Janet Soosmith (Mrs. Richard B. Keller) Lincoln	1958 Ruth Parrett (Mrs. T.D. Galeeke) Grant
1908-13 Rex Oregonus	1937 Dorothy Hardin (Mrs. David Berry) Grant	1959 Mary Sue Woolfolk (Mrs. D.W. Bolen) Jefferson
1914 Thelma Hollingsworth (Mrs. Wade W. Williams)	1938 Frances Hulise (Mrs. Elwyn Baly) Grant	1960 Jean Ann Jackson (Mrs. Eugene J. Costi) Lincoln
1915 Sybil Baker (Mrs. Samuel D. Bamber)	1939 Jean Hoover (Mrs. Jean Bloch) Washington	1961 Linda Fuqua (Mrs. Gilbert Thomas) Cleveland
1916 Muriel Saling (Mrs. Muriel Crane)	1940 Virginia Rothenberg (Mrs. Ben T. Gray) Jefferson	1962 Cherie Lynne Viggers (Mrs. D.K. Sanville) Wilson
1917 Nina Zoe Kifts	1941 Betty Jane Harding, Girls Poly	1963 Linda Jean Jackson (Mrs. Craig W. Moore) Grant
1919 Clara Fleischman (Mrs. Guy R. Porter)	1942 Shirley Fowler (Mrs. Daniel B. Cason) Franklin	1964 Sharon Arneson (Mrs. K. Gerlach) Independent
1920 Clair Squires (Mrs. Cameron Squires)	1943 Shirley Howard (Mrs. Robert H. Strong) Commerce	1965 Sally Swift, Roosevelt
1921 Dorothy Metschan (Mrs. William Hawley)	1944 Jo Anne Bush (Mrs. Alfred A. Loeb, Jr.) Grant	1966 Julia Ann West (Mrs. W. Randy Miller) Grant
1922 Harriet Griffith (Mrs. Zina Wise)	1945 Joan Williams (Mrs. James E. Curley) Washington	1967 Ana Maria Enriquez (Mrs. W. Malaier) Jefferson
1923 Lucy Lee Thomas (Mrs. Lucy Leonard)	1946 Lloyd Hough (Mrs. Dixon M. Livingstone) Lincoln	1968 Margaret Mary Huelskamp, Independent
1924 Edith Dailey (Mrs. Edith Dailey)	1947 Georgene Ormston (Mrs. L.R. Koontz) Girls Poly	1969 Rhonda Anderson (Mrs. Ted Cresell) Marshall
1925 Suzanne Honeyman (Mrs. Ronald Honeyman)	1948 Barbara Logue (Mrs. Dean Zehrung) Washington	1970 Laurie King, Wilson
1927 Dorothy Mielke (Mrs. A.H. Hartig)	1949 Joyce Sommerlade (Mrs. J.E. Goodman, Jr.) Grant	1971 Kristi Lee (Mrs. Wendell Birkland) Roosevelt
1928 Elise Bristol (Mrs. James D. Platt)	1950 Dorothy Anderle (Mrs. Ronald I. Cole) Cleveland	1972 Mary Matney, Madison
1929 Lenore Tamiesie (Mrs. Albert Creitz)	1951 Gloria Krieger, Jefferson	1973 Anne Du Fresne, Lincoln
1930 Caroline Hahn (Mrs. R.H. Kimball)	1952 Jeanne Wallace (Mrs. William Dorff) Washington	1974 Danita Ruzic, Madison
1931 Rachel Atkinson (Mrs. H.W. Hancock) Lincoln	1953 Nancie Williams, Lincoln	1975 Heather Van Wessem, Jackson
1932 Frances Kanzler (Mrs. F.K. Buskirk) Washington	1954 Jan Markstaller (Mrs. Robert J. Donnelly) Washington	1976 Diana Fredericks, Cleveland
1933 Jean Stevenson (Mrs. Paul R. Lafferty) Jefferson	1955 Nancy Wylie (Mrs. Vernon B. Ryles, Jr.) Jefferson	1977 Sue Higgins, Cleveland
1934 Beth Skinner (Mrs. Donald R. Coles) Franklin	1956 Sharon Frey (Mrs. Richard Wheeler) Grant	1978 Tina Klassy, Franklin
1935 Irene Hegeberg (Mrs. George E. Birnie) Jefferson	1957 Alice Eastman (Mrs. Charles Simpson) Lincoln	



91st Annual Portland Rose Show, June 7-8, Masonic Temple  
U.S., Canadian, Korean Vessels, June 6-10, Downtown Seawall

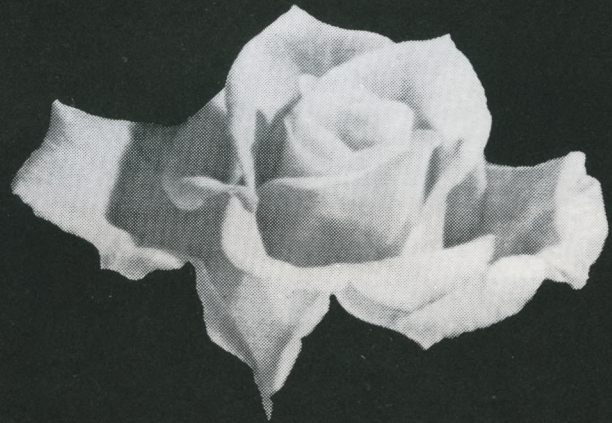


James Carskadon is president of the Portland Rose Society which presents the oldest and largest rose show of its kind in the country, dating back to 1889. The rose show, open to all amateurs, is the direct ancestor of the Rose Festival. The society is celebrating 1979 as "The Year of the Rose."



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 Harbada, joins the fleet. Vessels tie up at the West Side seawall adjacent to the Festival Fun Center and invite visitors aboard for tours.

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# 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, Cal., Racesales Brabham-Ford Formula II

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

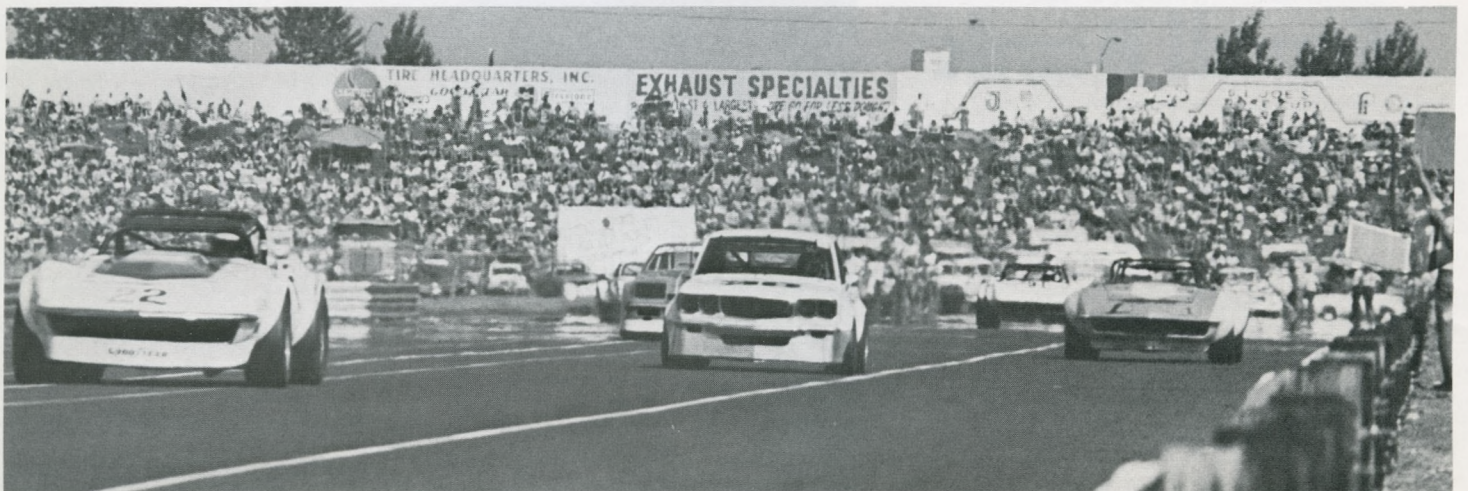
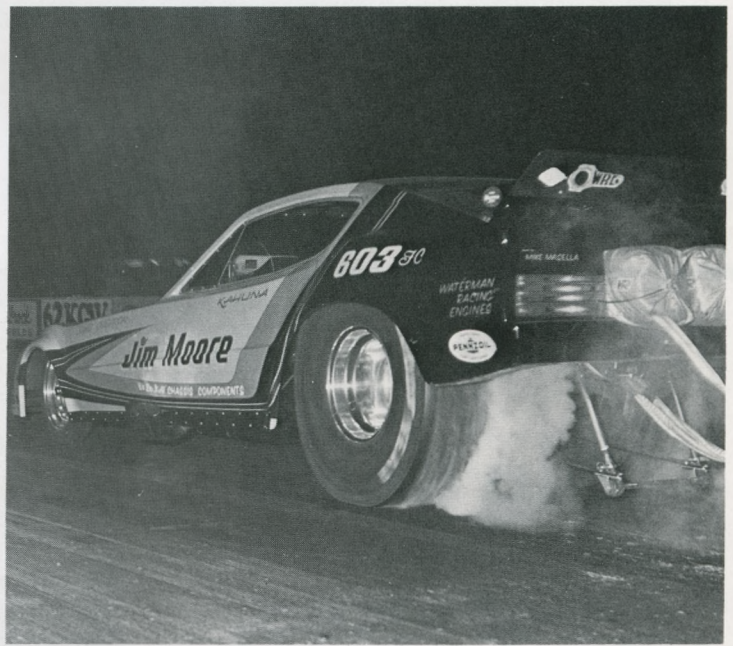
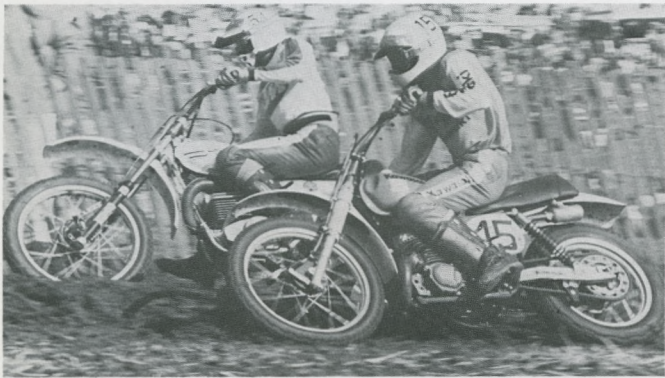
1974-Monte Shelton, Portland, Ore., McLaren M8F

1975-John Greenwood, Troy, Mich., Corvette 427

1976-Monte Shelton, Portland, Ore., Porsche RSR

1977-George Follmer, Hermosa Beach, Cal., 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 6,700 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 up-graded 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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# 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

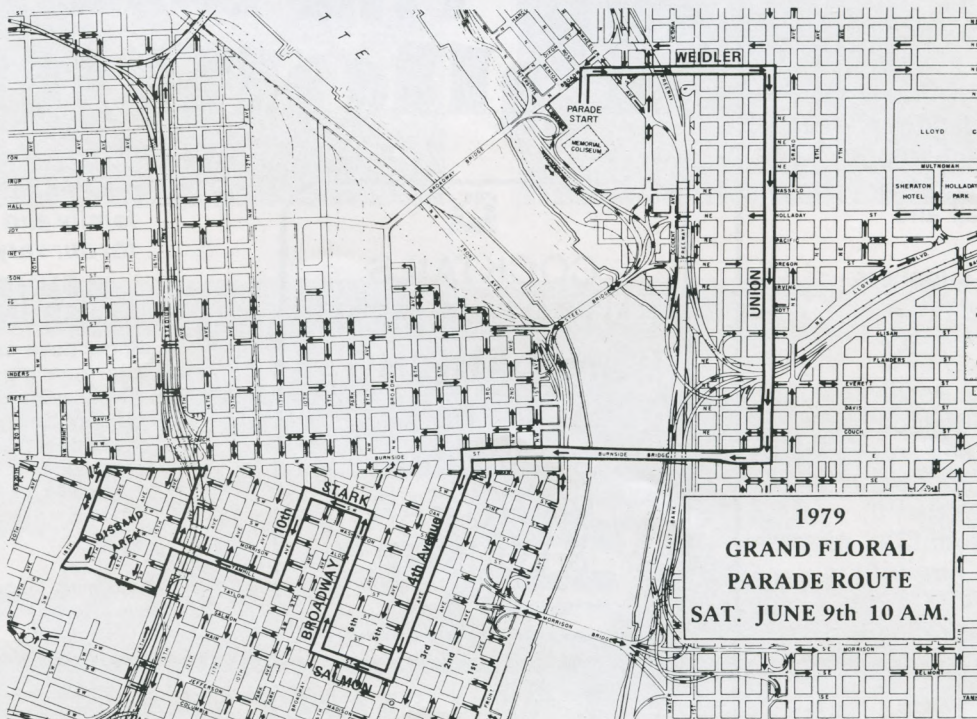


float and so will the Junior Queen and Court (Page 16).

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.



# 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.

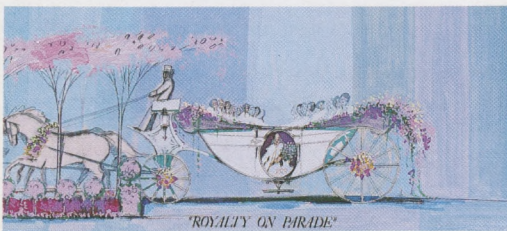
- S-1 **Portland Police Bureau Escorts**
- S-2 **U.S. Navy Color Guard, U.S. Navy Recruiting**
- B-1 **U.S. Navy Pacific Command Band**
- H-1 **Oregon State University Mounted Drill Team, Corvallis**



## 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 bandsmen 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.

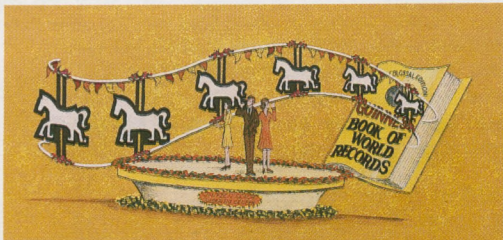
## S-3 Royal Rosarians Marching Unit



## 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.

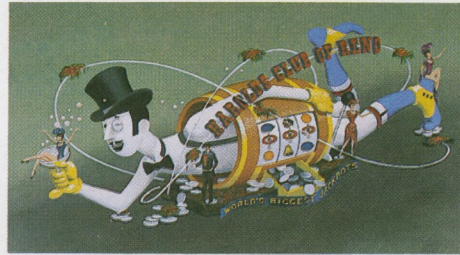
- B-2 **Kearns High School Honor Band, Kearns, Utah**
- S-4 **Minneapolis, Minnesota, Aquatennial Royalty—Queen of the Lakes Becky Rear**



## 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.

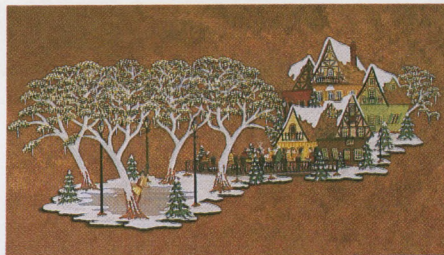
- H-2 **Chris Long, Princess of the National American Paint Horse Association, Midvale, Utah.**
- H-3 **Southwest Washington Paint Horse Club, Yacolt, Washington**
- B-3 **Kentridge High School Guest Band, Kent, Washington**



## 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.

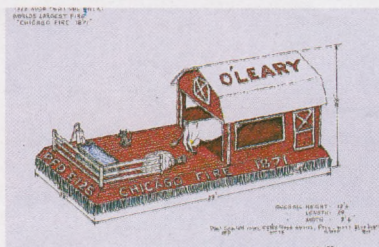
- H-4 **Mabel Baker, Eagle Creek**
- H-5 **Molalla Buckeroo Court, Molalla**  
Queen Sharon Kalmbach, Alice Moore, Jodie Teisl.
- B-4 **Montezuma-Cortez High School Guest Band, Cortez, Colorado**



## 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.

# Grand Floral Parade—Order of March

**H-7 Dave Willoughby, Boring**

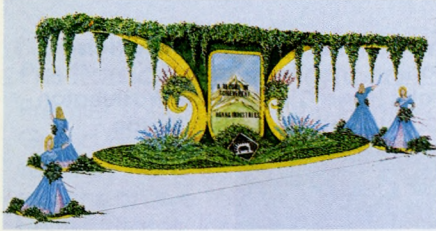
**H-8 Ted Kakelaka Peruvian Paso Unit, Sherwood**

**S-5 Lions Flags of the World**

A display unit of 103 national flags of every country where Lions International is recognized.

Flag carriers represent various branches of U.S. and Canadian military services in Portland for the Rose Festival.

**B-6 Lawrence High School Guest Band, Lawrence, Kansas**



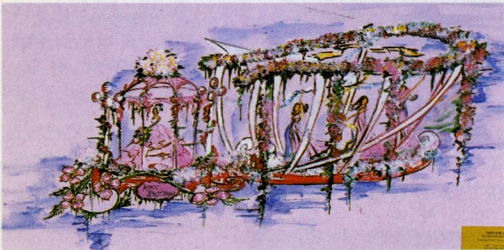
**F-7 Hanna Industries**

A Record of Achievement—Oregon's own record of achievement is observed in this float which features a delicately draped canopy of multi-colored flowers accenting a large mural dominated by lofty Mount Hood. Pink and yellow roses and pink and white gladioli form the many bouquets, with accents and details in gold and white mums. Built by Commercial Floats Inc.

**H-9 Snake River Stampede Queen Jackie L. Collins, Boise, Idaho**

**H-10 Mr. and Mrs. Robert Craven, Sacramento, California**

**B-7 Moffat County High School Guest Band, Craig, Colorado**



**F-8 Hyack Festival, New Westminster, B.C.**

New Westminster—British Columbia's Oldest City—The annual Hyack Festival at New Westminster and its Mayday dance provide the focus in this float. Mary Ann Corbett, Miss New Westminster 1979, smiles from beneath a graceful summer gazebo while at the rear maidens cavort about a Maypole in an ornate walled garden. Hyack Festival boasts the longest-running Mayday dance in the Northern Hemisphere. Built by Fanfare Arts.

**H-11 Pendleton Round-Up Court, Pendleton**

Queen Rilla Livingston, Susan Shields, Leslie Temple, Bridget Boylen, Janice Healy.

**H-12 Happy Canyon Princesses, Pendleton**

LaWonda Bronson, JaNene Barnes.



**F-9 Portland Chamber of Commerce**

Portland, the Most Livable City—Portland has been calling attention to itself as the "most livable city" since a study sponsored by the U.S. Environmental Protection Agency awarded that title several years ago. The float depicts Portland's famous Skidmore Fountain flanked by two large filigree urns set off by gigantic floral hanging baskets. Built by Commercial Floats Inc.

**B-8 Snohomish, Washington, High School Guest Band**



**F-10 Bill Snyder Company Realtors**

The Pittock Mansion—An Achievement of Time—Floral depiction of the famed sightseer attraction, a record-setter when built in 1914 with central vacuum, elevators, individual room thermostats and indirect lighting. This float depicts a spring day in the mansion's early years, with a horse and carriage clod-clopping over the cobblestone driveway. A first-time entry. Built by Erv Lind's House of Flowers.

**H-13 Al Kader Mounted Patrol, Al Kader Shrine**

**B-9 Madison High School Band**



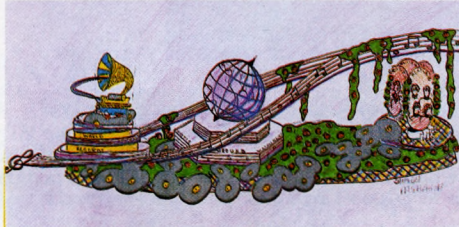
**F-11 Erv Lind's House of Flowers**

The Universe—Einstein's Theory—Saluting the 100th anniversary of Einstein's birth, this entry features a giant scroll with a floragraph of the great genius. At the rear of the scroll is the famous equation, contained in the Special Theory, which purports to explain the phenomenon of time expansion and contraction. Surrounding the scroll are starbursts of blooms. Built by Erv Lind's House of Flowers.

**H-14 Miss Northwest Rodeo Queen Joni Harms, Canby**

**H-15 Judy Kmiecik, Vallejo, California, and Gerri Denofrio, Cordelia, California**

**B-10 Battle Ground, Washington, High School Band**



**F-12 Battle Ground, Washington, Chamber of Commerce**

World Records of Music—This is the 24th year this small farming community in southwest Washington State has entered a float. Seed portraits salute four of the greatest names in popular music, The Beatles, Elvis, Glenn Miller and Bing Crosby. The Battle Ground King and Queen ride in front with the other three princesses and escorts at the rear, all high school students. Self-built.

**H-16 Galloping Gossips, Longview-Kelso, Washington**

**B-11 Aloha High School Band, Beaverton**

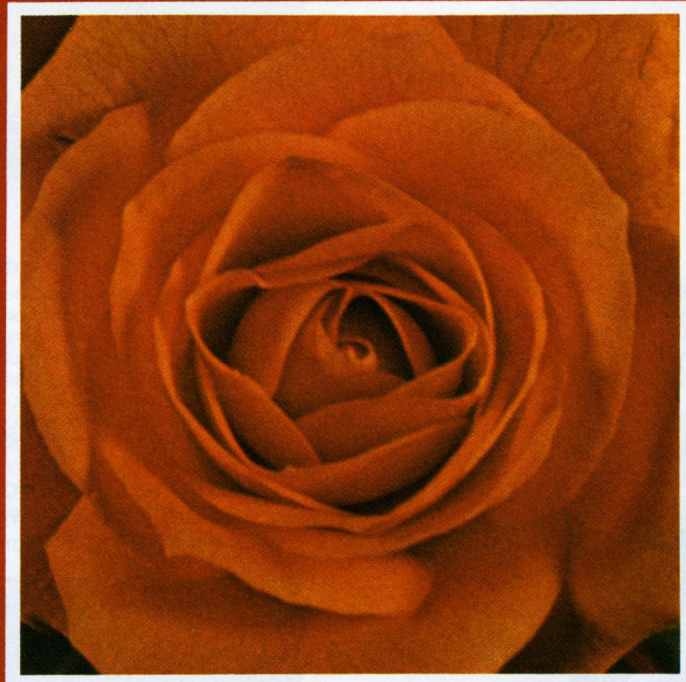
**S-6 El Paso, Texas, Sun Bowl Royalty—Sun Queen Cyndi Lund**



**F-13 Calgary, Alberta, Canada, Tourist and Convention Authority**

World's Greatest Rodeo—Each year the "world's greatest rodeo" is presented in Calgary, Alberta, Canada, the Calgary Stampede. This young cowboy, all dressed in his Western clothes, is waving his white hat to show he's one of the "good guys" and having the time of his life greeting spectators at this parade. Built by Pasadena Decorating.

**B-12 Calgary Police Pipe Band, Calgary, Alberta, Canada**



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FOR THE WORLD RECORD BREAKERS  
from the tradition breaker.

**The Oregon Bank**  
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# 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-19 University of Oregon Equestrian Team, Eugene

## B-14 David Douglas High School Band



## F-16 Meier & Frank Co.

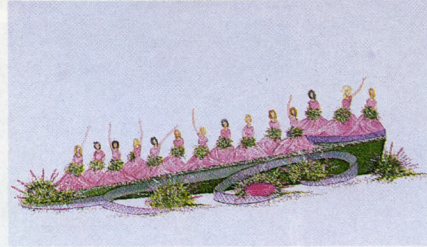
We've Got It All-Oregon-A brilliant rainbow sweeps across the top of the float and contains the many beautiful areas of Oregon-Mount Hood, Multnomah Falls, the Oregon Coast, the panorama of Eastern Oregon, and wildflowers abloom in mountain meadows. A symphony of Oregon greens sets off roses, carnations, iris and gladioli. Built by Festival Artists.

## H-20 Vickie Willis Guza, Tillamook

## H-21 Tillamook County Equestrian Court, Tillamook

Queen Rhonda Ellerbroek, Debbie Tupper, Patti Salo.

## B-15 Clackamas High School Band



## F-17 Rose Festival Queen's Float

A gently sloping platform caresses the twelve Princesses of the Royal Court, followed by the Queen on her pedestal surrounded by colorful arrangements of roses and mums. The Court, all graduating high school seniors chosen by their fellow students: Rochelle Anderson, Marshall; Mary Smurthwaite, Madison; Kathy Corrigan, Roosevelt; Soledad Grefnes, Washington-Monroe; Devi Porter, Jefferson; Mary Ferguson, St. Mary's (Independent); Cathy Leaverton, Cleveland; Margaret Walters, Grant; Lori Smith, Wilson; Zeena Pliska, Franklin; Lynn Talton, Adams; Lorrie Grewe, Lincoln; Julene Bankston, Jackson. Built by Commercial Floats Inc.

## H-23 Deanea Polivka, Oregon City

## H-22 Larry Waldow and Dean Waldow, Oregon City

## B-16 The Dalles High School Band



## F-18 Community of The Dalles

Women in Flight-Two airplanes of early vintage erupt through a cover of clouds to symbolize and commemorate the records set by such famous aviatrixes as Amelia Earhart. Float riders are Lynne Brewer, 1979 Northwest Cherry Sweetheart, and Suzie Zitzelberger, The Dalles Junior Miss. Technical director, Earl Mohr. Community-built.

## H-24 Fort Dalles Rodeo Queen Sandra Skelton, The Dalles

## H-25 Lyle H. Cobb, Beaverton

## B-17 Marshall High School Band



## F-19 First National Bank of Oregon

Olympic Splendor-Magnificent sculptured horses and hand-sculptured chariots depict the spirit of the Olympic games where many world records have been set. Decor harkens back to the founding of the Olympics in 1370 B.C. at Athens, Greece. Riders are Sandi Hull and Gail Chris, bank personnel. Thousands of roses highlight the decoration. Built by C.E. Bent & Son.

## H-26 Laurence Durbin, Concord, California

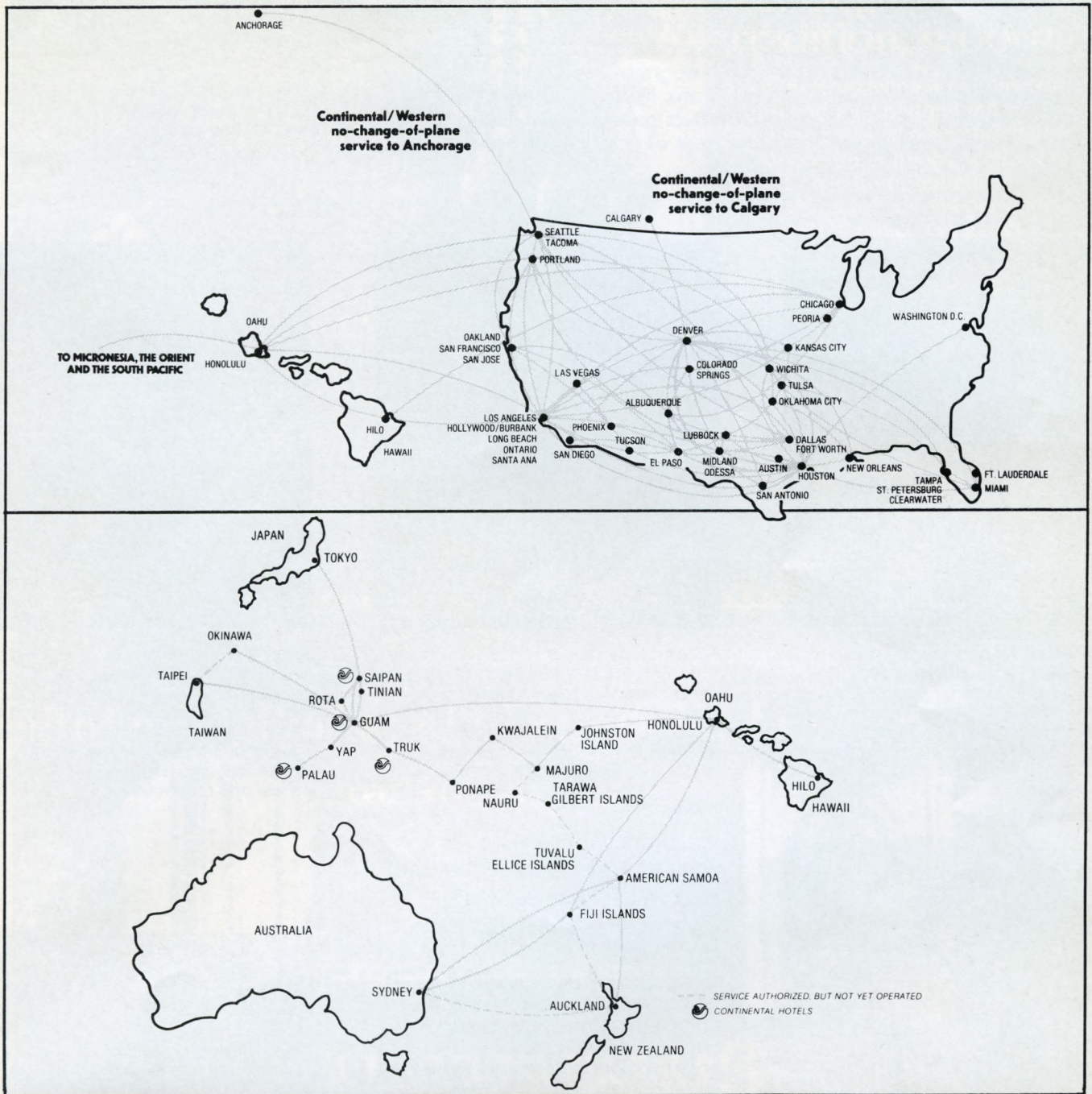
## H-27 Columbia River Appaloosa Club Court

Queen Shannon McCulloch, Lisa Hamill, Roxie Leidholdt.

## B-18 Shoreline High School Band, Seattle, Washington




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## 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 brunet, 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.





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Among other things, we've added a handsome antique fireplace that warmed someone's home in London some 200 years ago.

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The NEW  
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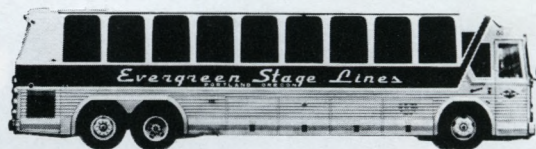
WESTERN INTERNATIONAL HOTELS



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of OREGON*

**Gray Line Tours** depart at times shown from the Imperial Hotel. Passengers are picked up by our gleaming, **panorama-window, air-conditioned Motor-coaches** at other downtown hotels 30 minutes prior to departure time. (Gray Line reserves the right to cancel any tour with less than 10 fares).



## Mt. Hood Loop 8½-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**.

For further information  
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# Grand Floral Parade—Order of March



## 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

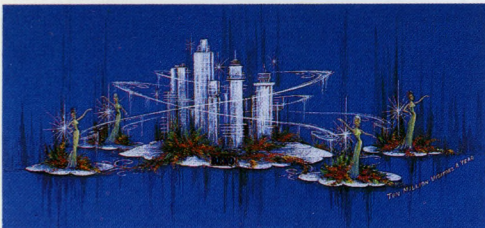
Queen Pam Weisz, Kelli Fussell, Lesli Biddington.



## F-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 Gamelgaard, 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

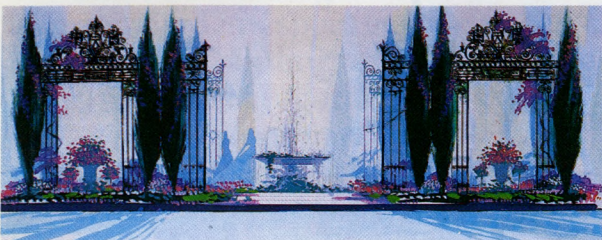
Ten Million Visitors a Year—That's the record claimed by the Nevada fun communities of Reno and Sparks, favorite pastime cities for many lovers of "the action." A stylistic-type skyline of Reno sets off four cantilevered pods, each displaying a beautiful girl. Thousands of roses, peonies and carnations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

## H-30 John B. Marval Jr., Rogue River

## H-31 Oregon Pinto Breeders & Exhibitors Association Court

Queen Debbie Broadwater, Cindy Combest.

## B-20 Salvation Army Band



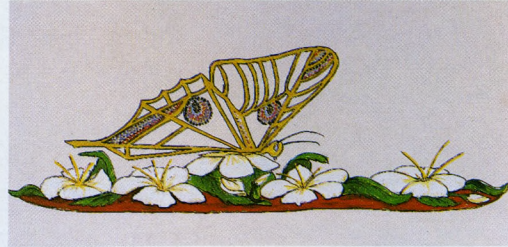
## F-23 Portland General Electric

Washington Park—"Greatest Show of Roses"—Ponderous wrought iron gates enclose a garden setting paying idealized homage to the world's greatest rose test garden, Portland's own International Rose Test Gardens in Washington Park. Brick paths contrast with rich beds of roses, rose bushes, ornamental-shaped topiaries and rose vines climbing through the wrought iron. Built by Festival Artists.

## 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-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, Beulah Stabeno. Self-built.

## H-34 Jacque K. McCormick, Oregon City, and Gayle Ann Graham, Portland

## H-35 Harney County Fair Court, Burns

Queen Cyrene Landers, Rena Armstrong, Dorothy McDonald.

## B-22 Lakeridge High School Band, Lake Oswego

## S-7 St. Petersburg, Florida, Festival of States Royalty—Sungoddess Kolleen Krayer



## 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

# 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, Affii 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:

Cover design: McCann-Erickson. Formal Court Pictures: Kennell-Ellis. Photography: Hugh Ackroyd, Art Chenoweth, Conkling, Inc., Peter Corvallis, Allan deLay, Bruce Ruminski. Official Car: Pontiac.



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