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# Distinguished Guest



Portland Rose Festival proudly honors NASA astronaut and pilot of the Columbia, the space shuttle orbiter which circled Earth in March of this year 129 times and covering a distance of 3.9 million miles . . . C. Gordon Fullerton.

Colonel (USAF) Fullerton returns to Portland for his first public appearance since the historical test flight. Accompanying him are his wife Marie, daughter Molly, 8, and son Andy, 6. His parents, Mr. and Mrs. Charles R. Fullerton, are residents of Salem, Oregon.

Not only does Colonel Fullerton return to the city he called home from 1945 until college days, but he will have an opportunity to visit his grade school, now Beaumont Middle School, and Grant High School where he graduated in 1953.

Numerous honors and citations have been bestowed on the astronaut during an aviation career which started with the Air Force in July, 1958. Colonel Fullerton became a NASA astronaut in September, 1969. He served as a member of the astronaut support crews for the Apollo 14 and 17 missions.

His finest tribute is described by National Aeronautics and Space Administration officials as "not only the longest, but also the busiest and most demanding of the Space Shuttle missions."



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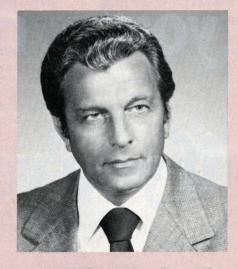
### Gerard R. Griffin Chairman, Publicity Committee

Rose Festival extends our appreciation to those individuals and firms who contributed to publication of this year's souvenir program: Dale Ott, Design Studio Two; Steve Shepro, Rono Graphics Communications; Louisiana Pacific Corporation and William Cain Advertising Agency. Photo Credits: Ron Portillo, Georgia Pacific Corporation; Hugh Ackroyd Photography and Kennell-Ellis Studios.

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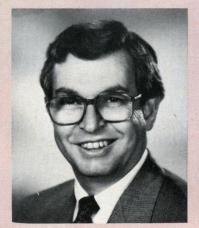


Welcome to the 1982 Portland Rose Festival. If you are a newcomer to Portland we hope you enjoy the beauty of our city and the State of Oregon.

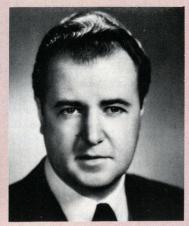
To our many residents and area friends, try to see more of Rose Festival this year. There are many excellent things to see and hear besides the parades, band competitions, car races, rose show and others. Be sure to check the schedule of events for something that certainly will be of interest to you and your family.

And come back again for our 75th year, the Diamond Jubilee of Portland Rose Festival, June 3-12, 1983.

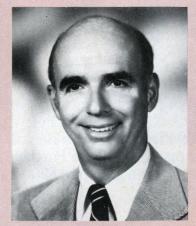
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Eleven princesses comprise the 1982 Royal Court and from this exclusive group a queen is chosen to reign over the Rose Festival activities. Until she is officially crowned on Friday, June 4 at the Selection and Coronation, the 1982 Queen, Kim DiPietro has carried out the many functions assigned to her. While Queen Kim was attending Marquette University, she took time to travel to the Sun Bowl in El Paso, Texas; she was featured in the Rose Festival float in the Pasadena Tournament of Roses Parade and this past spring visited the Festival of States celebration in St. Petersburg, Florida. It is Queen Kim's chore to make the suspenseful announcement of who the 1982 Queen of Rosaria will be and officially make that proclamation at the Civic Auditorium.

Margie Boule is hostess for the 1982 Queen Selection and Coronation which will make full use of her considerable talents. Margie is principally known as the host on the daily program "AM Northwest" which originates on a live basis in the studios of KATU Television, Portland.

Less is known of her singing talent and her appearances with the Oregon Symphony Pops Concerts as well as other solo performances. And probably very little is known of her background in writing documentary programs and that she has shared in Emmy and Peabody awards for her efforts.

Margie also brings to the Civic Auditorium stage a talent for quick ad lib should events require a reaction to changes in plans.

Sharing the stage as performers will be the Mt. Hood Community College Vocal Jazz Ensemble and the Joe Orlando Danstheatre.





Yuban.



Richness worth a second cup.



# he Royal Court



Princess Maria Perez Franklin High School



Princess Linda Hollis St. Mary's Academy



Princess Tammy Nelson Madison High School



Princess Kristie Jones Marshall High School



Princess Leslie Carlson Cleveland High School



Princess Joelle Rankins Lincoln High School



Princess Lena Bonhorst Roosevelt High School



Princess Tay Ranette Johnson Jefferson High School



Princess Dina George Grant High School



Princess Kathleen Farr Jackson High School



Princess Meagan Mathis Wilson High School



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### Up With People

Up With People appears in the Portland Rose Festival for the first time, although the troupe has performed in the City of Roses twice before.

Up With People is an unique organization for many reasons. It brings an international quality because members of the cast come from around the world. Up With People has visited virtually every corner of the globe to perform and to become involved in the cultural aspects of the country where they visit.

Just as in the Rose Festival appearance, Up With People becomes involved in a learning experience with the community they visit. Besides performing on stage at the Civic Auditorium Saturday and Sunday, June 12 and 13 at 8 p.m., members of the performing group actually live with Portland area residents.

Their worldly experience is a rewarding one. Visits to China, Japan, Mexico, Kenya, Spain, Poland, Canada and more than three dozen other countries of the world has kept the five traveling groups very busy.

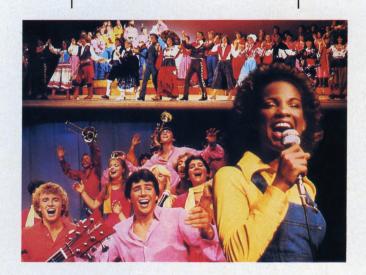
Here at home their most recent headline appearance was before a Silverdome packed house in Super Bowl XVI in Pontiac, Michigan.

But there is more to the cast and its purpose. Up With People was founded as an independent, nonprofit organization on the belief that individuals could play an important role in building bridges of understanding among all people of the world; that through music and dance, young people could reach out to millions and generate hope.

Cast members come from around the world to spend a year traveling and learning among many nations and people. From this union of diverse cultures, values, races and religion comes a singular voice expressing a singular dream: Up With People.

For more information on the Up With People program, write: Up With People Office of the President 3103 North Campbell Avenue, Tucson, Arizona 85719.

### Up lvith People



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### Starlight Parade

One of the oldest Rose Festival parade traditions comes alive before a crowd estimated at 100,000 persons as the Starlight Parade, now in its sixth year, moves through downtown Portland.

Back in the early days of the festival, floats were illuminated because they were part of the Portland trolley line, and although decorated with flowers, lights were an important aspect of decoration.

Modern technology continues that tradition with many fine illuminated floats entered in this year's parade.

After a gap of several years when the former nighttime parade (the Merrykhana Parade) was cancelled, the revival of the Starlight Parade has produced the right balance of beautiful floats, excellent bands and a variety of marching units including drill teams, clowns, car clubs, and visiting dignitaries. Just as in the case of the Starlight Run which precedes the parade, the Starlight is a fun time given over to the humor represented in both floats and marching units.

The Starlight Parade, following the same downtown path as the run, is now the third largest Northwest parade ranking behind the Grand Floral Parade and the Seattle Seafair Parade.

### KGW Radio Starlight Run

One of the most popular sports events in the Rose Festival is the KGW Radio Starlight Run, a 5,000 meter run (3.1 miles) which is electronically timed. But the really serious runner is likely to be paced by some strangely costumed entrants.

This year's entry list is expected to reach 7,500 by the time the gun sounds at the Memorial Coliseum for the start of the run through downtown Portland. The Starlight Run precedes the Starlight Parade, the first major parade and the only nighttime extravaganza.

To underline the "fun" of the Starlight Run, the sponsors offer awards to the most unusual attire and the most unusual group costume.



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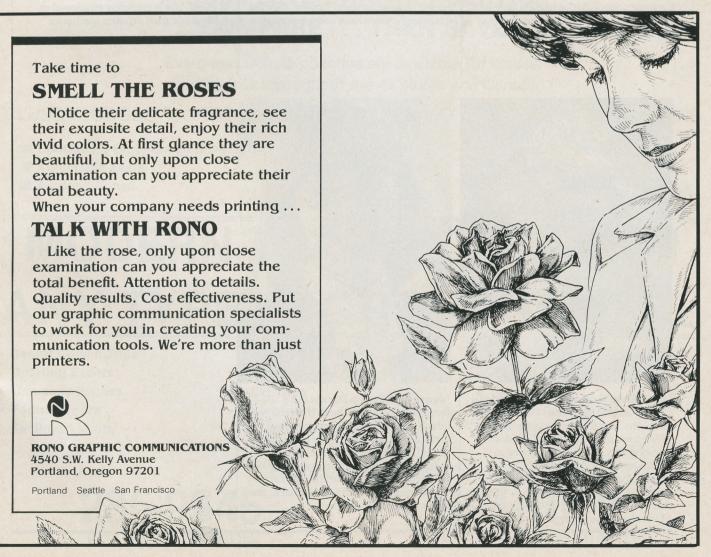
Welcome to the 74th Annual Portland Rose Festival!

Every year at this time a special excitement fills the air, along with the aroma of our famous rose blossoms, to create the magic that accompanies each Portland Rose Festival.

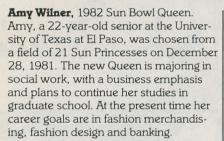
We pride our Festival's capacity to offer something fascinating and fun for everyone. Rose Festival season truly brings out the best in Portland's renowned hospitality. While taking in the Festival's many attractions, you'll find the greatest attraction of all to be the friendliness of our citizens.

Remember that, as great as it is, the Rose Festival is just one of many wonders awaiting your discovery in the City of Roses. Our parks, colorful Old Town and sparkling urban center evidence our exceptional livability. They are a fitting compliment to the enchantment that has characterized Portland Rose Festivals for three-quarters of a century.











Jacquie Samuel is the Saint Paul Winter Carnival's Queen of Snows. A Mounds View High School graduate, Jacquie is currently a business student at Anoka-Ramsey Junior College. She works part-time as a teller at New Brighton State Bank. Her special interests include playing the clarinet, singing, jogging, dancing, water and snow skiing and ice skating.



Lorrie Lee Werness reigns as the 1982 Aquatennial Queen of the Lakes. A 1976 graduate of Edina-West High School, Lorrie holds a bachelors degree in secondary education for math and business from Texas Christian University in Fort Worth, Texas where she graduated in 1980. She is currently employed as a 7th grade mathematics teacher in Minnesota.



Lynn Marie VanBogelen, 1981 National Cherry Queen, hails from Manton, Michigan. She is a second year student at Northwestern Michigan College in Traverse City, Michigan majoring in dental assisting. As National Cherry Queen, Lynn will travel throughout the State of Michigan and the nation as a representative of the National Cherry Festival and the Cherry Industry.



Joanne Crawford is Disneyland's 1982 Ambassador to the World, a unique role which casts her as the Park's official emissary of goodwill. Joanne is a graduate of University High School in Irvine and is currently majoring in communications at California State University at Fullerton. She would like to pursue a career in the field of employee relations.

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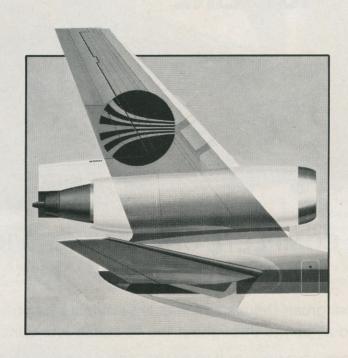
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Friday, June 4	Contraction of the second		Tuesday, June 8		44000
Festival Fun Center	West Side Seawall	12 Noon - 11 p.m.	Woodcarving Show	Western Forestry Center	10 a.m.
Beer Garden Entertainment Center	Lloyd Center	3 p.m 11 p.m.	Racquetball Tournament	Multnomah Athletic Club	Day - E
Queen Selection & Coronation		8 p.m.	Festival Fun Center	West Side Seawall	11 a.m.
Fireworks	Willamette River Burnside Bridge	At Darkness Approx. 9:30 p.m.	American Legion Auxiliary Wheelchair Parade	Veterans Hospital	1:30 p.r
Saturday, June 5	Bulliside Bridge	Арргох. 9:30 р.пт.	Beer Garden Entertainment Center	Lloyd Center	3 p.m.
Junior Tennis Tournament	Buckman Courts	9 a m 6 a m	Oregon	Lloyd Conton	0
		8 a.m 6 p.m.	Symphony Concert	Lloyd Center	8 p.m.
Golden Rose Ski Races	Timberline Lodge	9 a.m.	Wednesday, June	9	
YMCA Bicycle Motocross Woodcarving Show	Meldrum Park, Gladstone Western Forestry Center	10 a.m 3 p.m. 10 a.m 5 p.m.	PSU Women Art and	ME THAT CHAPTER TO THE	S. Carlon
Figure Skating Championships	Valley Ice Arena	10:30 a.m 9 p.m.	Entertainment Festival	Washington Square	10 a.m.
Rosarian Junior Knighting	valley ice Aleila	10:30 a.m 9 p.m.	Woodcarving Show	Western Forestry Center	10 a.m.
Ceremony	Peninsula Park	11:30 a.m.	Racquetball Tournament	Multnomah Athletic Club	Day - Ev
Festival Fun Center	West Side Seawall	11 a.m 11 p.m.	Festival Fun Center	West Side Seawall	11 a.m.
Drag Races	West Delta Park	Gates Open Noon	Junior Rose Festival Parade	Hollywood District	2 p.m.
Bicycle Track Races	Alpenrose	12 Noon	U.S./Canadian Ships Arrive	West Side Seawall	Afterno
Racquetball Tournament	Multnomah Athletic Club	Day - Eve.	Beer Garden Entertainment Center	Lloyd Center	3 p.m
Radio Controlled Model Car Races	Clackamas Town Center	8 a.m 6 p.m.	Thursday, June 1		O p.iii.
'Lil Briches Rodeo	Alpenrose	1 p.m 5 p.m.	Ice Hockey Tournament	Vailey Ice Arena	8 a.m
Beer Garden Entertainment Center	Lloyd Center	1 p.m 11 p.m.	Woodcarving Show PSU Women Art and	Western Forestry Center	10 a.m.
Starlight Road Run	Downtown	8 p.m.	Entertainment Festival	Washington Square	10 a.m.
Starlight Parade	Downtown	8:30 p.m.	Racquetball Tournament	Multnomah Athletic Club	Day - Ev
			Festival Fun Center	West Side Seawall	11 a.m.
Sunday, June 6			Noontime Band Concerts	Downtown	12 Noon
Junior Tennis Tournament	Buckman Courts	8 a.m 5 p.m.	Rose Show	Lloyd Center Ice Arena	1 p.m
Golden Rose Ski Races	Timberline Lodge	9 a.m.	U.S./Canadian Ships Arrive	West Side Seawall	Afternoo
Rallye de Roses	OMSI	9 a.m.	Beer Garden Entertainment		
Bicycle Road Races	Mt. Tabor Park	9:30 a.m.	Center	Lloyd Center	3 p.m
Model Boat Races	Force Lake - West	10	Motorcycle Motocross	West Delta Park	7 p.m.
Woodcasting Chow	Delta Park	10 a.m 5 p.m.	Stage Band Classic	Civic Auditorium	7:30 p.r
Woodcarving Show	Western Forestry Center	10 a.m 5 p.m.	Friday, June 11		
Figure Skating Championships Festival Fun Center	Valley Ice Arena West Side Seawall	10 a.m 6 p.m.	Junior Tennis Tournament	Buckman Courts	8 a.m
Racquetball Tournament	Multnomah Athletic Club	11 a.m 11 p.m.	Ice Hockey Tournament	Valley Ice Arena	8 a.m
Royal Rosarian Garden	Multionan Americ Club	Day - Eve.	Rose Show	Lloyd Center Ice Arena	9 a.m
Contest	City-Wide	All Day	Rosarian Knighting Ceremony	Washington Park	10 a.m.
Radio Controlled Model Car Races	Clackamas Town	0 6	PSU Women Art and		10
	Center	8 a.m 6 p.m.	Entertainment Festival	Washington Square	10 a.m.
Northwest Regional Boomerang Tournament	Gabriel Park	12 Noon - 4 p.m.	Woodcarving Show	Western Forestry Center	10 a.m.
Milk Carton Boat Races	Westmoreland Park	1 p.m.	Racquetball Tournament	Multnomah Athletic Club	Day - Ev
Lil Briches Rodeo	Alpenrose	1 p.m.	U.S./Canadian Navy Ship Visitations	West Side Seawall	1 p.m
Beer Garden Entertainment			Festival Fun Center	West Side Seawall	11 a.m.
Center	Lloyd Center	1 p.m 11 p.m.	Noontime Band Concerts	Downtown	12 Noor
Beaver/Rose Festival Baseball Game	Civic Stadium	6 p.m.	G.I. Joe's Rose Cup Sports Car Races	West Delta Park	9 a.m
Monday, June 7		the water to be to	Beer Garden Entertainment Center	Lloyd Center	3 p.m
Woodcarving Show	Western Forestry Center	10 a.m 5 p.m.	Coaches All-Star Basketball		- p
Racquetball Tournament	Multnomah Athletic Club	Day - Eve.	Tournament	David Douglas High School	6 p.m.
Royal Rosarian Garden			Ice Curling Bonspiel	Fun World	6 p.m
Contest	City-Wide	All Day	Festival of Bands	Civic Stadium	7:30 p.n
Festival Fun Center	West Side Seawall	11 a.m 11 p.m.	Indian Pow-Wow & Pageant	East Delta Park	7:30 p.n
Beer Garden Entertainment Center	Lloyd Center	3 p.m 11 p.m.	Square Dance	Mt. Hood Community College	7:45 p.n

10 a.m. - 5 p.m. Day - Eve. 11 a.m. - 11 p.m.

1:30 p.m.

3 p.m. - 11 p.m.

10 a.m. - 10 p.m. 10 a.m. - 5 p.m. Day - Eve. 11 a.m. - 11 p.m. 2 p.m. Afternoon

3 p.m. - 11 p.m.

8 a.m. - 11 p.m. 10 a.m. - 5 p.m.

10 a.m. - 10 p.m. Day - Eve. 11 a.m. - 11 p.m. 12 Noon 1 p.m. - 9 p.m. Afternoon

3 p.m. - 11 p.m. 7 p.m. 7:30 p.m.

8 a.m. - 6 p.m. 8 a.m. - 11 p.m. 9 a.m. - 7:30 p.m.

10 a.m. - 10 p.m. 10 a.m. - 5 p.m. Day - Eve.

1 p.m. - 4 p.m. 11 a.m. - 11 p.m. 12 Noon

9 a.m. - 6 p.m. 3 p.m. - 11 p.m.

6 p.m. - Midnight 7:30 p.m. - 11 p.m. 7:30 p.m. - 11 p.m.

7:45 p.m.

### Saturday, June 12

Saturday, June 1	2		
Junior Tennis Tournament	Buckman Courts	8 a.m 6 p.m.	
Ice Hockey Tournament	Valley Ice Arena	8 a.m 11 p.m.	
G.I. Joe's Rose Cup Sports Car Races	West Delta Park	9 a.m 6 p.m.	
Pre-Parade Entertainment Show	Memorial Coliseum	9 a.m.	
Table Tennis Tournament	Portland Community College	9 a.m 6 p.m.	
Horseshoe Tournament	Laurelhurst Park	9 a.m 4 p.m.	
Grand Floral Parade	Coliseum-Downtown	10 a.m.	
Woodcarving Show	Western Forestry Center	10 a.m 5 p.m.	
PSU Women Art and Entertainment Festival	Washington Square	10 a.m 6 p.m.	
Sogetsu Rose Show	Japanese Gardens	10 a.m 6 p.m.	
Festival Fun Center	West Side Seawall	11 a.m 11 p.m.	
U.S./Canadian Navy Ship Visitations	West Side Seawall	1 p.m 4 p.m.	
Racquetball Tournament	Multnomah Athletic Club	Day - Eve.	
Chess Tournament	Portland State Univ.	All Day	
National Bicycle Motocross	Riversie Park, Clackamas	All Day	
Northwest Invitational Soccer Tournament	Portland Christian High School	All Day	
Indian Pow-Wow & Pageant	East Delta Park	Noon - 11 p.m.	
Beer Garden Entertainment Center	Lloyd Center	1 p.m 11 p.m.	
Post-Parade Float Display	Lloyd Center	1:30 p.m 9 p.m.	
Junior Olympic Track Meet	Madison High School	1:30 p.m.	
Ice Curling Bonspiel	Fun World	6 p.m Midnight	
Timbers/San Diego Soccer Game	Civic Stadium	7:30 p.m.	
Up With People Show	Civic Auditorium	8 p.m.	

### Sunday, June 13

Junuay, June 13			
Ice Curling Bonspiel	Fun World	8 a.m 3 p.m.	
Junior Tennis Tournament	Buckman Courts	8 a.m 6 p.m.	
Ice Hockey Tournament	Valley Ice Arena	8 a.m 11 p.m.	
G.I. 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 5 p.m.	
Table Tennis Tournament	Portland Community College	9 a.m 6 p.m.	
Horseshoe Tournament	Laurelhurst Park	9:30 a.m.	
Chess Tournament	Portland State Univ.	10 a.m.	
Woodcarving Show	Western Forestry Center	10 a.m 5 p.m.	
Sogetsu Rose Show	Japanese Gardens	10 a.m 6 p.m.	
National Bicycle Motocross	Riverside Park, Clackamas	All Day	
PSU Women Art and Entertainment Festival	Washington Square	10 a.m 5 p.m.	
Festival Fun Center	West Side Seawall	12 Noon - 10 p.m.	
Indian Pow-Wow & Pageant	East Delta Park	12 Noon - 11 p.m.	
U.S./Canadian Navy Ship Visitations	West Side Seawall	1 p.m 4 p.m.	
Racquetball Tournament	Multnomah Athletic Club	Day - Eve.	
Beer Garden Entertainment Center	Lloyd Center	1 p.m 11 p.m.	
Junior Olympic Track Meet	Madison High School	1:30 p.m.	
Northwest Invitational Soccer Tournament	Christian High School, Parkrose	All Day	
Up With People Show	Civic Auditorium	8 p.m.	

## Fred Meyer

STOP BY OUR PHOTO SOUND SECTIONS FOR ALL YOUR FILM NEEDS TO

FILM/PROCESSING/CAMERAS

CAPTURE THE GREAT MOMENTS OF THIS YEARS PARADE AND FESTIVAL

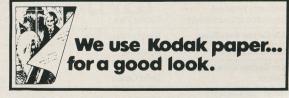
Cash value 1/20 of 1° Void after June 19. 1982 Photo-Sound Sections



### Fred Meyer Coupon

### **DEVELOPING & PRINTING SAVINGS**

12 Exp. Color Film	Reg. 3.69 (Code 14)	1.97
20 Exp. Color Film	Reg. 5.61 (Code 15)	3.29
24 Exp. Color Film	Reg. 6.29 (Code 16)	3.89
36 Exp. Color Film	Reg. 9.29 (Code 17)	5.99
20 Exp. Color Slides	Reg. 2.29 (Code 302)	1.59
36 Exp. Color Slides	Reg. 3.29 (Code 312)	2.69
Movie Film Developing Super 8 or Regular	Reg. 2.29 (Code 316)	1.59
Copy Prints Kodak & Polaroid Instant pictures and all	Reg. 2.29 (Code 316)  Reg. 89° (Code 163)	.59
prints smaller than 3½ x 5.  *400 ASA film processing 50¢ extra C-4		.07



Perfect Print Pledge

You either like your pictures or leave them and we'll remake them or gladly refund your money. Let us put your memories into pictures!

Coupon must accompany film order. No limit unless specified. Only one coupon needed. Redeem coupon in Photo-Sound Sections. C-41 process only on color enlargements.

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

# Grand Floral Parade

### **Grand Floral Parade**

Saturday, June 12, 1982 9 a.m. Pre-Show, Memorial Coliseum 10 a.m. Parade

"Headlines of History," the 1982 theme of this year's Grand Floral Parade, provides a never-ending source for creating floats which reflect the theme.

Grand Floral Parade entries have evolved from horse-drawn floats, largely resembling the gathering of the Spring Rose harvest, to the mobile, complex and oftentimes animated conveyances which move majestically through Portland streets on parade day.

Second only to the Pasadena Tournament of Roses Parade, the Grand Floral Parade offers both the beauty of flowered floats plus the excitement of precision marching bands and equestrian units exhibiting the excellence of horsemanship and the finery they wear.

This year more than 30 floats, 25 marching bands and 40 equestrian entries make up a two-hour parade to cover four miles through Portland's streets beginning at Memorial Coliseum.

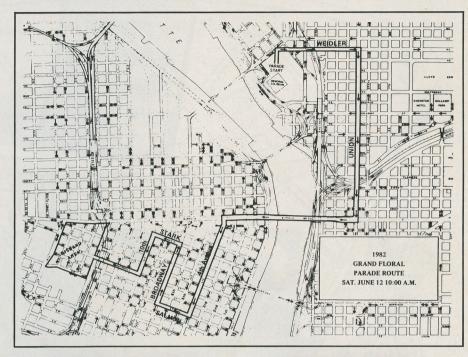
In addition to the 300,000 estimated curbside viewers, the Grand Floral Parade Television Network reaches across the country from coast to coast, the first time the Rose Festival has become a national telecast.

Grand Floral Parade honors Distinguished Guest, C. Gordon Fullerton, pilot of the third space shuttle flight aboard the Columbia. Colonel Fullerton and his family will be accorded a position of honor at the head of the parade.

### Grand Floral Parade Judges



**Ron Schmidt**, Senior Vice President of The Pihas, Schmidt and Westerdahl Company. A 20-year career in public relations includes an eight-year stint as administrative assistant to Tom McCall when he was Governor of Oregon.





Thomas R. Reardon M.D.,

Chairmai

Dr. Reardon is past president of Portland Rose Society, Chairman of Judges for Festival float selection from 1980 through 1982. President of Multnomah County Medical Society 1981 and Vice President, Oregon Medical Association 1982-1983.



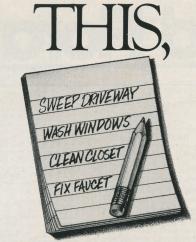
**Helene Schoen Jones,** President of Schoen Enterprises, a commercial property investment firm of Vancouver, Washington. Member of American Rose Society for 40 years, serving as president.



**Richard E. Lakeman**, AIA, APA, Vice President of the architectural firm, Michael and Lakeman. Active member of City Club of Portland, Goodwill Industries Board of Directors and is affiliated with the American Institute of Architects and the American Planning Association.



Tom Starr, Executive Director, The Sun Bowl Association of El Paso, Texas. He directs a year-long calendar of events, including the nationally-famous Sun Bowl College Football Classic, Sun Bowl parade, Sun Bowl College Basketball Tournament and other events.



ORTHIS,



### THIS WEEKEND?

Forget about the chores this weekend and add a little romance to your life. Take a Westin Benson Weekend Retreat.<sup>TM</sup>

For only \$49.68, the two of you can enjoy the luxury of a classic hotel, valet parking and an icy split of champagne served in your room.

For reservations or our free brochure, see your travel

agent. Or call toll-free 800-228-3000 (in Portland, call 228-9611). And ask about our other packages.

We provide the romantic atmosphere, but the decision is up to you. So which will it be?

The Westin Benson, S.W. Broadway and Oak. Downtown Portland.

One of the few remaining classic hotels.

THE WESTIN BENSON Portland

When the parade is over, First State Bank sincerely hopes you'll make a deposit.



### The Complete List of Past Rose Festival Association Presidents

1912 Ralph Hoyt 1928 O.B. Caldwell 1913 Ralph Hoyt 1929 Hugh J. Boyd 1914 C.C. Colt 1930 John A. Laing 1915 Emery Olmstead 1931 Philip L. Jackson 1916 John D. Dundore 1932 Philip L. Jackson 1917 E.E. Larimore 1933 Walter W. R. May 1919 Ira L. Riggs 1934 Hillman Lueddeman, Sr. 1920 Eric V. Hauser 1935 Hillman Lueddemann, Sr. 1921 O.W. Mielke 1936 Arthur L. Fields 1922 O.C. Bortzmeyer 1937 E.A. Burkitt 1923 Eric V. Hauser 1938 Ralph Cake 1924 O.W. Mielke 1939 Frank E. McCaslin 1940 Ted R. Gamble 1925 O.W. Mielke 1927 Frank C. Riggs 1941 Chester A. Moores

1943 James D. Roberts
1944 Reade M. Ireland
1945 Milo K McIver
1946 Jesse J. Gard
1947 Ben H. Hazen
1948 Robert L Eaton
1949 Howard Holman
1950 James J. Richardson
1951 George Halling
1952 Chester R. Duncan
1953 George Henderson
1954 N. Thomas Stoddard
1955 Milton Rice

1942 George Schoeffel

1959 Harold Weiss
1960 Ed Casey
1961 Ed Casey
1962 William R. Moore
1963 Don Chapman
1964 Henry Baldridge
1965 Clyde R. Richardson
1966 Floyd Bennett
1967 George Freck
1968 Frank Drinker
1969 James Simmons

1956 Harold Kelley

1957 Leith Abbott

1958 William Boone

1970 James Rathbun 1971 Webb Harrington 1972 Herb Ballin, Jr. 1973 Robert E. Franklin 1974 Hillman Lueddeman, Jr 1975 Robert Hazen 1976 Larry Campbell 1977 Robert Ames 1978 Wesley E. Radford 1979 Mel C. Carpenter 1980 Robert L. Nordiander 1981 C. Howard Burnett

### Past Queens, by Year of Reign

1907 Queen Flora (Mrs. Carrie Lee Chamberlain Wood) 1908-13 Rex Oregonus

1914 Thelma Hollingsworth (Mrs. Wade W. Williams)

1915 Sybil Baker (Mrs. Samuel D. Bamber) 1916 Muriel Saling (Mrs. Muriel Crane)

1971 Nina Zoe Kitts

1919 Clara Fleischman (Mrs. Guy R. Porter)

1920 Claire Squires (Mrs. Cameron Squires)

1921 Dorothy Metschan (Mrs. Willard Hawley)

1922 Harriet Griffith (Mrs. Zina Wise)

1923 Lucy Lee Thomas (Mrs. Lucy Leonard)

1924 Edith Dailey (Mrs. Edith Dailey)

1925 Suzanne Honeyman (Mrs. Ronald Honeyman)

1927 Dorothy Mielke (Mrs. A.H. Hartig)

1928 Elsie Bristol (Mrs. James D. Platt)

1929 Lenore Tamiesie (Mrs. Albert Creitz)

1930 Caroline Hahn (Mrs. R.H. Kimball)

1931 Rachel Atkinson (Mrs. H.W. Hancock) Lincoln

1932 Frances Kanzier (Mrs. Frances K. Buskirk) Washington

1933 Jean Stevenson (Mrs. Paul R. Lafferty) Jefferson

1934 Beth Skinner (Mrs. Donald R. Coles) Franklin

1935 Irene Hegeberg (Mrs. George E. Birnie) Jefferson

1936 Janet Sooysmith (Mrs. Richard B. Keller) Lincoln

1937 Dorothy Hardin (Mrs. David Berry) Grant 1938 Frances Huise (Mrs. Elwyn Boly) Grant 1939 Jean Hoover (Mrs. Jean Bloch) Washington

1940 Virginia Rothenberg (Mrs. Ben T. Gray) Jefferson 1941 Betty Jane Harding, Girls Poly

1942 Shirley Fowler (Mrs. Daniel B. Cason) Franklin 1943 Shirley Howard (Mrs. Robert H. Strong) Commerce

1944 Jo Anne Bush (Mrs. Alfred A. Loeb, Jr.) Grant 1945 Joan Williams (Mrs. James E. Curley) Washington

1946 Lloyde Hough (Mrs. Dixon M. Livingstone) Lincoln 1947 Georgene Ormston (Mrs. L. Robert Koontz) Girls Poly

1948 Barbara Logue (Mrs. Dean Zehrung) Washington 1949 Joyce Sommerlade (Mrs. Joseph E. Goodman, Jr.) Grant

1950 Dorothy Anderle (Mrs. Ronald I. Cole) Cleveland

1951 Gloria Krieger, Jefferson

1952 Jeanne Wallace (Mrs. William Dorff) Washington

1953 Nancie Williams Muhle, Lincoln

1954 Jan Markstaller (Mrs. Robert J. Donnelly) Washington

1955 Nancy Wyly Ryles, Jefferson

1956 Sharon Frey (Mrs. Richard Wheeler) Grant

1957 Alice Eastman Simpson, Lincoln 1958 Ruth Parrett (Mrs. Decker) Grant

1959 Mary Sue Woolfolk (Mrs. Darrell Wesley Bolen) Jefferson

1960 Jean Ann Jackson (Mrs. Eugene J. Costi) Lincoln 1961 Linda Fugua (Mrs. Gilbert Thomas) Cleveland 1962 Cherie Lynne Viggers (Mrs. David K. Sanville) Wilson 1963 Linda Jean Jackson (Mrs. Craig W. Moore) Grant 1964 Sharon Arneson (Mrs. Kenny Gerlach) Independent 1965 Sally Swift, Roosevelt 1966 Julia Ann West (Mrs. Gary Grover) Grant 1967 Ana Maria Enriquez (Mrs. William Malaier) Jefferson 1968 Margaret Mary Heulskamp, Independent 1969 Rhonda Anderson (Mrs. Ted Crisell) Marshall 1970 Laurie King, Wilson 1971 Kristi Lee (Mrs. Wendell Birkland) Roosevelt 1972 Mary Matney (Mrs. Daniel Peterson) Madison 1973 Anne Du Fresne (Mrs. Robert Gale) Lincoln 1974 Danita Ruzic (Mrs. Thomas Stevens) Madison 1975 Heather Van Wessern, Jackson 1976 Diana Fredericks, Cleveland 1977 Sue Higgins, Cleveland 1978 Tina Klassy, Franklin

1979 Rochelle Anderson, Marshall

1980 Robin Marks, Lincoln

1981 Kim DiPietro

### THAN BRAINS TO GO TO COLLEGE.

It takes money. For tuition, room and board, and books. And that's just the beginning.

To help meet these costs, the Army proudly introduces the Army College Fund. You can join it, upon qualifying, when you join the Army.

For every dollar you put in, Uncle Sam puts in five. Or more. So, after just two years in the Army, you can have up to \$15,200 for college. After three years, up to \$20,100.

Call for your free copy of the Army College Fund booklet. It could be the most important book you've ever read. Call toll free 800-423-3673.

### ARMY. BE ALL YOU CAN BE.

**OVER 90 CITIES. 35,000 PROFESSIONALS.** 



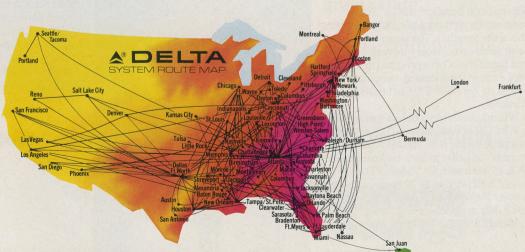
Delta is an airline run by 35,000 professionals. One of them is Flight Attendant Elsie Barwick.

Delta flies to over 90 cities in the U.S. and abroad.

Many of Delta's passengers come from the Portland area. Taking jets that fan out to cities across the country, including Dallas/Ft.Worth, New Orleans, Atlanta, Orlando/Walt Disney World and Miami. To England and Germany. To Canada, Bermuda, the Bahamas and Puerto Rico, too.

To help you get to all these places, we have the Delta professionals working for you in the Portland area. People who go all-out for you every mile of the way.

Next trip, fly Delta. For reservations, see your Travel Agent or call Delta at 228-2128.



**DELTA IS READY WHEN YOU ARE®** 

# GrandaMarshal

### Mery Griffin

Grand Floral Parade

From his billing as "America's Romantic Singing Star" at the age of 19 to hosting one of the most enduring television shows in history, Merv Griffin has travelled a road of success, on and off camera, unequalled in television.

And between those landmark events is a 36-year career covering not only television, but radio, film, Broadway, nightclubs, records, producing and a wide variety of other successes.

First discovered by bigband leader Freddy Martin singing on KFRC Radio in San Francisco, Merv soon achieved nation-wide notice as the band's featured singer.

His first notice as a talk show host came to light when he was asked to be a last-minute replacement for Jack Paar and in 1962 NBC gave him his first taste, however brief, of hosting a daytime talk show.

In the next ten years Merv's talk-show prominence spanned a Group W syndicated show, a CBS latenight "The Merv Griffin Show," to the current 90-minute production in association with Metromedia Producers Corporation.

His program is shown in Portland as a 60-minute version on KOIN-TV, Channel 6 at 7:00-7:30 p.m. weekdays.



### Willard Scott

Starlight Parade

Willard Scott brings to NBC's "Today" program more than a handful of statistics about the weather. The genial, energetic Scott adds an unusual mixture of warmth and friendliness on a program that starts very early in the morning, weekdays at 7:00 a.m. on KGW-TV, Channel 8 in Portland.

Willard combines a career that started at WRC-TV in Washington, D.C. in 1950 as a page for the NBC station. A performer on radio as a disc jockey, he later joined WOL to form with Ed Walker, "The Joy Boys," and later, in 1974 began weather reports for WRC-AM from 1959 until 1972. His assignment on "Today" began in March, 1980.



During his tenure in Washington, Will distinguished himself with his public service efforts and in 1979 was named Washingtonian-of-the-Year by Washingtonian Magazine. In 1975, he was named Humanitarian-in-Residence by the National Society of Fund-Raisers.

He and his wife, the former Mary Dwyer, are parents of two daughters, Mary and Sally. Mrs. Scott and Sally will accompany Willard to Portland.



### "Willamette Savings and the Money Express Salute the 74th Portland Rose Festival"



Willamette Savings takes pride in serving the financial needs of this great state. . . and renews its pledge to the continued economic growth of Oregon, and our commitment to insured personal savings.

Like the Rose Festival — Willamette Savings, a proud tradition





### WHY SOME OF OUR BEST CUSTOMERS PEOPLE WHO NEVER SPEND THE NIGHT.

All too often, hotels put their foodservice operation on a back burner. The prevailing philosophy seems to be that overnight guests are practically a captive market for the restaurants and lounges. So the food and beverage operation is just good enough to get by.

That's why hotel restaurants are rarely popular with the local people. Unless vou're in a Thunderbird/ Red Lion city.



Dinner with a harpist, Red Lion/Portland Center: 221-0450.

Here in Portland, you can visit any of the 5 Thunderbird or Red Lion Inns and see an inordinate number of local Red Lion Inn for people in both our restaurants and our lounges.



The Quiet Bar Beach: 283-2111.

Come sample our locally famous Thunderbird/Red Lion flair. Call any Thunderbird or information and reservations.



Seafood specialties at the Thunderbird/Inn At The 289-0303 (206) 694-8341.

And if you need directions, just ask the local folks. They know how to get here.



A quiet dinner at the Coliseum Thunderbird: 235-8311.

# Funcenter

The carnival has turned into an experience. While the outward signs are about the same, the atmosphere at the Festival Fun Center has changed over the years.

Like all entertainment areas the mainstays were the giant rides . . . the quick hot dog . . . and puff of cotton candy. Over the years the Festival Fun Center has grown to fill the ten days of the festival and the Waterfront Park along the Willamette River in downtown Portland.

It now features a spectacular carnival with names of huge and thrilling rides like motion picture adjectives of the 30's. A colorful entrepreneur plans and produces the spectacle each year and although long past retirement in years,

K. R. Andy Andersen continues to provide enjoyable family entertainment.

Fun Center visitors are able to find the hamburger and hot dog, but they also find a wide variety of other foods tucked into the Southern extreme of the center. Along with foods an extensive display of crafts and other goods are on display.

In recent years the addition of entertainment on a scheduled basis has broadened the Fun Center's attractions. A nice blending of amateur and professional talent is programmed hour by hour throughout the Center's hours, 11 a.m. to 11 p.m. each day. Talent on stage at the Entertainment Center starts at noon each day and continues to 8 p.m.

One of America's best liberty ports . . . especially during Rose Festival time.

Thousands of sailors will invade the Portland area during Rose Festival... many of them the recipients of the Festival duty trip because they earned it. And Portland returns that favor with a generous show of hospitality and friendliness.

With 29 American and Canadian ships and U.S. Coast Guard vessels, the Rose Festival fleet will fill the West Side Seawall in downtown Portland. Every ship welcomes visitors to inspect the ships and to become acquainted with personnel aboard.

Welcome Navy . . . Welcome Coast Guard!







## 1981 Winners

Trophy-Winning Floats of the 1981 Grand Floral Parade



**SWEEPSTAKES** 

Most outstanding float in the parade

Pacific Northwest Bell



THEME TROPHY

For best development of Parade Theme "Dance Through The Ages"

Anheuser-Busch/Budweiser



INTERNATIONAL TROPHY

Most outstanding entry from outside Continental United States Calgary, Alberta Tourist & Convention Association



GRAND MARSHAL'S TROPHY

For exceptional merit in the commercial class

Jantzen, Inc.



**ROYAL ROSARIAN TROPHY** 

For outstanding use of flowers by a commercial entry

Northwest Natural Gas



**GRAND PRIZE** 

Most outstanding commercial entry
First Interstate Bank



**ROSE SOCIETY TROPHY** 

For most effective use of roses

Pasadena Tournament of Roses



LEITH ABBOTT AWARD

Float displaying best use of humor Seattle Seafair



MAYOR'S TROPHY

Most outstanding commercial entry from the City of Portland



**GOLDEN ROSE AWARD** 

Most outstanding commercial float under 35 feet in length

Benj. Franklin Federal Savings & Loan Association



QUEEN'S TROPHY

Most outstanding non-commercial entry Reno-Sparks Convention Authority



### **GOVERNOR'S TROPHY**

Most outstanding entry from outside Portland

Union Pacific Railroad



### JUDGES TROPHY

For exceptional merit in the non-commercial class

Aerospace Industrial District Lodge #751



### PRESIDENT'S TROPHY

Most outstanding commercial entry from the Portland metropolitan area

United States National Bank



### SILVER ROSE AWARD

For the most outstanding non-commercial float under 35 feet in length

Battle Ground, Washington Chamber of Commerce



AFTER THE PARADE... Bring your 24 or 36 exp. roll of C-41 color print film to Sandy's and leave them for Sandy's quality "in by 10... out at 5" same day service Mention this ad and

SAVE S



"Memories that are 37% larger!" Exp.6/19/82

Bring your 20 exp. roll of FUJICHROME or other E-6 process color slide film for Sandy's fast 4-hour service "in by 1... at 5 they're done!"

Mention this ad and have them \$1.49 limit 5

Exp.6/19/82



LATER ON THIS AFTERNOON SANDY'S WILL HAVE ON DISPLAY AND FOR SALE - BEAUTIFUL COLOR PHOTOGRAPHS OF ALL THE FLOATS AND MARCHING BANDS IN THE 1982 GRAND

around you, there should be a Sandy's representative near by selling film...

filter will help you get the best results.

FLORAL ROSE PARADE! (Available at all stores)

plus we have 3 stores along the parade route!

**LLOYD CENTER -**JANTZEN BEACH - GRESHAM CLACKAMAS TOWN CENTER WASHINGTON SQUARE **WILLAMETTE CENTER -**DOWNTOWN

BUY KODAK CAMERAS at Visit our newest store

**Beaverton Mall** 

SANDY'S PHOTO HINTS

1. Try to shoot the parade with the sun behind you.

2. Have lots of film on hand! If you run out just look

If this is not possible, a lens shade and/or a polarizing



# Parade Lineup

### Grand Floral Parade — Order of March

### Saturday, June 12, 10 a.m. Memorial Coliseum, Downtown

Numbers F-1, F-2, F-3, etc., indicate floats Numbers B-1, B-2, B-3, etc., indicate bands Numbers 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 the award in their honor. Vic Atiyeh, Governor of Oregon, will appear just before the float that has won the Governor's Trophy. The same practice is followed for Mayor Francis J. Ivancie, Don Crouch, Rose Festival President; Tom McDonald, Royal Rosarian Prime Minister; Joe Evonchuck, Rose Society President, and Merv Griffin, Grand Marshal.

- S-1 Portland Police Motorcycle Unit
- S-2 U.S. Marine Corps Mounted Color Guard
- B-1 U.S. Marine Corps Band
- S-3 Col. C. Gordon Fullerton, USAF Distinguished Guest

A graduate of Portland's Grant High School, he was the pilot of space shuttle orbiter Columbia on its third orbital flight March, 1982. Col. Fullerton's parents now live in Salem, Oregon. See Page 3 of this program for complete details.

### H-1 Pendleton Round-Up Board of Directors



### F-1 Pacific Northwest Bell

"America Began With a Bang" — and Pacific Northwest Bell begins the parade with a "bang" too, for as winner of the Grand Sweepstakes award last year, PNB has the honor of being first float this year. An 18-foot long cannon at the front provides the symbolic "bang" as a "live" minute man with a floral head loads and shoots confetti from the cannon. At the rear are three spiral firework cones and flying floral rockets. Built by Festival Artists.

### S-4 Royal Rosarians Marching Unit



### F-2 Portland Bottling Company/7-Up

"Lindbergh - New York to Paris" — Celebrates Lindy's 1927 solo crossing of the Atlantic. A scale replica of Lindy's plane, The Spirit of St. Louis, hovers suspended over a floral hemisphere. Two revolving murals depict famous scenes of New York and Paris. The Spirit of St. Louis is covered with lunaria and silverleaf, embellished by cascades of roses with accents in dendrobium orchids and yellow Dutch Iris. Built by Studio Concepts.

### H-2 Pendleton Round-Up Court, Pendleton, Oregon

### H-3 Happy Canyon Princess, Lona Pond, Pendleton, Oregon

B-2 Mead High School Band, Spokane, Washington (Guest Band)



### F-3 Farmers Insurance Group

"American Heritage, a Quilting Bee" — Kim DiPietro, 1981 Rose Festival Queen, along with Patti Star and her western all-star band enliven this charming scene of early rural America. Young and old gather to put finishing touches on their giant quilt, with a large American Beauty rose at the center. Two large old-fashioned milk containers, a hay rack and a calf add authenticity. Forty varieties of flowers are used. Built by American Decorating.

- H-4 Lyle H. Cobb, Beaverton, Oregon
- H-5 St. Paul Rodeo Court, St. Paul, Oregon
- B-3 Overland High School Band, Aurora, Colorado (Guest Band)



### F-4 Eastman Kodak Company

"A Time for Peace" — A tranquil setting which practically invites landscape photography is a fitting entry for this worldwide photographic corporation. Delicate feathered peacocks enhance the beauty of the waves dashing against the cliffs, while trees provide a charming framework. Particularly brilliant is the floral plumage of the peacocks, rich in hue and iridescent in quality. Statice and yellow mums provide basic flowering. Built by C.E. Bent & Son.

- H-6 Ted Kakelaka Rancho La Paz, Sherwood, Oregon
- H-7 Oregon Mounted Governor's Guard, Salem, Oregon
- B-4 Lindhurst, California, High School Band (Guest Band)



### F-5 Harolds Club of Reno

"Gaming Comes to Nevada, 1931, Harolds Club Opens - 1935" is the jackpot headline for this whimsical entry from the famed 24-hour club, Nevada's oldest casino and home of a renowned gun collection. Two cartoon miners carry a billboard reproduction and the float abounds in rivers of coins, a slot machine reel, chips and dice. Gnarled rose-laden trees provide setting. Built by Fanfare Arts.

- H-8 Snake River Stampede Queen, Janice Nelsen, Jerome, Idaho
- H-9 Eh-Capa Bareback Riders, Boise, Idaho
- B-5 Sunset High School Band, Beaverton, Oregon
- S-5 National Cherry Festival Queen, Lynn Van Bogelen, Traverse City, Michigan



### F-6 Pasadena Tournament of Roses Association

"Headlines in Flowers" — A multiple unit float salutes the history of this famous event, the Pasadena Tournament of Roses. Two riders jounce along in an 1895 carriage, another unit depicts the 1923 opening of the Rose Bowl and third presents the 1960 Rose Queen, Margarethe Bertelson Knoblock. A team of four Percherons pulls the entire assemblage. America's famed New Year's Day all-floral parade, enters the Portland event for the 46th time. Built by Festival Artists.

- H-10 D.O. Rogers, Bakersfield, California
- H-11 Al Kader Shrine Mounted Patrol, Portland, Oregon
- B-6 College of Sequoias Band, Visalia, California



### F-7 United States National Bank of Oregon

"Headlining Oregon's Future" — A tribute to the people of Oregon to highlight U.S. Bank's current program to help boost Oregon's economy. An outline of the state frames a floral reproduction of the male statue that tops the statehouse in Salem. Statuary depicts such Oregon industries as fishing, farming, wheat and timber. A rainbow motif connects these scenes with headlines of Oregon's bountiful future. Roses, daisies, mums predominate. built by Erv Lind Florist.

- H-12 Molalla Buckaroo Court, Molalla, Oregon
- H-13 Darcy Wright and Ethel Mikolich, Oregon City, Oregon
- B-7 Salvation Army Band, Portland, Oregon



### F-8 Portland Chamber of Commerce

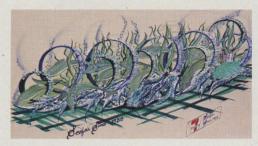
"Yesterday, Today and Tomorrow" — Typifies the active role played by the Portland Chamber of Commerce in the headlines of yesterday, today and tomorrow. Colorful scenes from Portland's past, present and future are depicted in three large graphic murals created from a variety of seeds and flowers. Gladiola petals and mums are employed to frame the scenes. Colorful bouquets fill out the display, clusters of roses, mums, iris. Built by Studio Concepts.

- H-14 Tillamook County Equestrian Court, Tillamook, Oregon
- H-15 Mabel Baker, Eagle Creek, Oregon
- B-8 Lawrence, Kansas, High School Band (Guest Band)

### F-9 Puyallup Valley Daffodil Festival

"Silver Screen Cowboys" — From the Tacoma, Washington area, comes this salute to one of the Northwest's favorite community festivals. Queen Sandy Furtaw waves from the front of the float and two of her princesses grace the rear. The float is in two sections. First section introduces a gigantic replica of a Spanish guitar with moving musical notes. Second section shows singing cowboys of old movie days, in oval seed pictures. Built by Gene & Jean Cerbow.

### S-6 Wild Buffalo Bill Lane, Riverbank, California



### F-10 Seattle Seafair

"Seafair Since 1950" — Eight bounding green dolphins leap through a setting of three-dimensional floral sea rings and intricate animated sea sculptures. Presented in part by 7-Eleven Stores of Oregon. Janice Bowman, Seafair Queen of the Seas, graces the float, accompanied by King Neptune XXXIII, Fred Burrow, and Prime Minister Bill Stuht. Mid-summer Seafair features hydroplane races, August 8, and Torchlight Parade, August 6. Built by Fanfare Arts.

- S-7 Seattle Chinese Community Girls Drill Team, Seattle, Washington
- S-8 Minneapolis, Minnesota, Aquatennial Queen of the Lakes, Lorrie Werness
- H-16 Linda Moloso, Grandview, Washington
- H-17 Galloping Gossips Drill Team, Longview, Washington
- B-9 Reynolds High School Band, Troutdale, Oregon

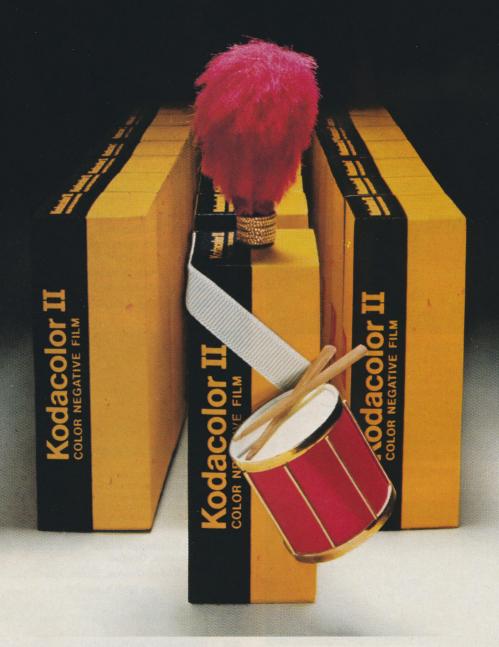


### F-11 Atlantic-Richfield Company (Arco)

"The Ancient Mariners" — Fun-loving cartoon of a seagoing vessel manned by a salty crew and moving smartly to the tune "The Boatswain's Jig." A walrus captain mans the helm, a seal first mate scans the ocean with his spyglass while a seagull flagman and pelican chief occupy the stem. Two otters cavort through cabin portholes and a lazy turtle brings up the rear, fishing. White mums cover the ship, with rose trim. Built by Festival Artists.

- H-18 Miss Northwest Rodeo, Allison Sherrell, Hermiston, Oregon
- H-19 Miss Rodeo Oregon, Barbara Best, Salem, Oregon
- H-20 Miss Oregon High School Rodeo Queen, Sandy German, Warren, Oregon
- B-10 Century High School Band, Bismarck, North Dakota (Guest Band)
- S-9 Disneyland Ambassador, Joanne Crawford, Anaheim, California

### Don't let the parade pass you by.



©Eastman Kodak Company, 1981



Kodak. America's Storyteller.



### F-12 Anheuser Busch/Budweiser Clydesdales

"Along the Oregon Trail" — Once again the beautiful giant horses, the champion Budweiser Clydesdale eight-horse hitch, form the focus of this float. A pioneer family accompanied by Indians steers its covered wagon westward. This is the fourth consecutive year Budweiser has participated in the Grand Floral Parade with the Clydesdales. Float producer is Lotsie Busch Giersch, great granddaughter of Adolphus Busch, brewery founder. Built by Floatmasters.

- H-21 Western Paraders Association Color Guard, Clackamas, Oregon
- H-22 Northwest Buckskin Club Court, Tigard, Oregon
- B-11 Kamehameha High School Band, Honolulu, Hawaii (Guest Band)



### F-13 Northwest Natural Gas Company

"Hawaii - 50th State" — Mastheads identify Portland's two daily newspapers as headlines of August 21, 1959, proclaim Hawaii our nation's 50th state. Riders in costume are Gasco employees Pam Hill in an authentic period swimsuit from the historic Jantzen collection, and Mike Orth, wearing traditional Polynesian lava. Joining them is Nadine Chong, Miss Chinatown of Oregon, in a typical native sarong. Built by Erv Lind Florist.

- H-23 Hawaii Pau Riders, Honolulu, Hawaii
- **B-12 Portland School District All-City Band**



### F-14 Pacific Coca-Cola Company/Queen's Float

"Queen's Float" — A floral bouquet of Rose Festival Queen and Princesses. Court members are Maria Perez, Linda Hollis, Tammy Nelson, Kristie Jones, Leslie Carlson, Joelle Rankins, Lena Bonhorst, Tay Ranette Johnson, Dina George, Kathleen Farr and Meagan Mathis. Float is sponsored by Pacific Coca-Cola Company. A skirt of plumosa fern and white roses leads to a colorful gazebo of white stock and mums. Built by Huserik Manufacturing Co.

- H-24 Sandra Collins, Coos Bay, Oregon
- H-25 Hillsboro Jaycees Junior Rodeo Court, Hillsboro, Oregon
- B-13 Clan Macleay Pipe Band, Portland, Oregon
- S-10 St. Paul, Minnesota, Winter Carnival Queen, Jacquie Samuel



### F-15 Sandy's Camera Shops/Fuji Film Company

"Picture of Friendship, 1959" — A banner year when Sapporo, Japan, became Portland's sister city. A graceful foot bridge in a delicate summertime Oriental park connects a formal garden with the Sapporo Memorial clock tower. Four Oriental attendants carry an Eastern miss over the bridge. Sonia roses dominate the float bed and the trees use purple catalaya orchids and camations. Built by Fanfare Arts.

- H-26 Mildred McIlvanie, Surrey, B.C., Canada
- H-27 Continental Walking Horse Association, Springfield, Oregon
- B-14 Catalina High School Band, Tucson, Arizona (Guest Band)



### F-16 Fiesta Bowl

"Number One Event in the Grand Canyon State" — Theme refers to the annual Fiesta Bowl football game on New Years Day and the parade the day before, in Phoenix, Arizona. Five murals depict the City of Phoenix and the State of Arizona. The Fiesta Bowl logo graces the rear and along the sides are scenes of the Grand Canyon, one of the great scenic wonders of the world. Catalaya orchids are featured. Built by C.E. Bent & Son.

- H-28 Miss American Paint Horse, Barbara Trueba, Ridgefield, Washington
- H-29 Miss Oregon Paint Horse, Cynthia A. Lane, Lebanon, Oregon
- B-15 Battle Ground, Washington, High School Band



### F-17 Battle Ground Chamber of Commerce

"The Reel World" — Depicting the long newscasting career of the late Lowell Thomas, the float depicts him at an Oriental garden gateway. This is a community-built float and eight community girls take part. This marks the 27th consecutive year that Battle Ground (population 2,500) has worked together to produce a float.

h, you poor kid! You wasted all weekend just puttering around. Well, no wonder you've got the stay at home blues. Why not put out the cat and put on the dog, step out and get down to some elegance and excitement this weekend? You can.

# All you have to do is



ith a Rainbow Weekend at the Portland Hilton, you can have a deluxe room for two—two nights. You can dance the night away at the International Club (whee!) and splash around in the Terrace Top Pool. Snack your way through a complimentary wine, fruit, and cheese basket and enjoy the shopping and city lights of Portland as a guest of a world class hotel. The Portland Hilton. For just \$76.00. That's right, two people, two nights—\$76.00. Come on. Call your local Hilton Reservation Service soon—space is limited. Don't let another weekend break down. Breakout.



Just \$7600

Two People, Two Nights Call your local Hilton reservation service.



### F-18 Reliable Transfer

"Wells Fargo" — Every year the theme is different and every year the float changes, but two things never change. It is always drawn by four strawberry roan Shetland ponies from Pfeifer's Shetland Pony farm and there are always some little Pfeifers and their relatives riding and a Pfeifer driving. Driving this year is Allen Pfeifer, with decorations of roses, camations, daisies and peonies. Truly a parade "reliable." Built by the sponsors.

- S-11 La Senoritas, Seattle, Washington
- S-12 El Paso, Texas, Sun Bowl Queen, Amy Wilner
- H-30 Barbro Loud, Sweet Home, Oregon
- H-31 Caldwell, Idaho, Night Rodeo Queen, Vickie Rutledge, Nampa, Idaho
- H-32 Vickie Willis, Tillamook, Oregon
- B-16 David Douglas High School Band, Portland, Oregon
- S-13 George Kadey, Portland, Oregon



### F-19 KEX Radio 1190 - Junior Court

"First Day of Spring" — And a spring-like day it is, too, as the little Junior Queen Beckie Child and Princesses wave from a garden setting. Court members are Amy Kelley, Tina Goodwin, Colleen Toalson, Brandi Schwerdt, Leslie Clingerman, Devon Hood, and Molly McDowell. By the Queen, a fawn overlooks this breath of spring, amid waterfalls and branches of spring blossoms. Yellow iris predominate. Built by Erv Lind Florist.

- H-33 Columbia River Appaloosa Club Court, Battle Ground, Washington
- H-34 Jacque McCormick and Aaron Monegolos, Oregon City, Oregon
- B-17 Barlow High School Band, Gresham, Oregon



### F-20 Meier & Frank Company

"Alberto Salazar Wins New York Marathon" — With the time of 2 hours 8 minutes 12 seconds Alberto Salazar, familiar figure in Oregon athletics, set a new record for the New York Marathon. The renowned University of Oregon runner looms nine feet tall in this sculputred likeness. At the center of the float stands the school's emblem, a giant "O" of emerald green and gold. A stopwatch shows the time against the New York skyline. Built by Ery Lind Florist.

- H-35 Appa-Jack Queen, Tammy Kopp, Hillsboro, Oregon
- H-36 King County Mounted Police, North Bend, Washington
- B-18 Parkrose High School Band, Portland, Oregon



### F-21 First Interstate Bank of Oregon

"20th Birthday of the Japanese Gardens in Washington Park" — One of Portland's most charming and unique attractions is the Japanese Gardens complex high atop a hill in Washington Park. This float salutes its founding with a typical garden scene of weeping cherry tree, footbridge and pond. Riders are bank employees, and others. Built by C.E. Bent & Son.

### H-37 Calgary, Alberta, Canada, Stampede Queen and Court



### F-22 City of Calgary, Alberta, Canada

"Calgary Stampede" — A muraled image of Calgary, Alberta, Canada, depicts the world famous Calgary Stampede, one of the most celebrated Western-style events. The float also pays tribute to selection of Calgary as site of the 1988 Winter Olympics. Prominent is a rugged cowboy wearing the famous white Calgary Stampede cowboy hat. The hat is banded with maple leaves, symbol of Canada. White mums and red roses dominate. Built by Pasadena Decorating.

### B-20 Calgary Police Pipe Band, Calgary, Alberta, Canada



### F-23 Reno Convention & Visitors Authority, Reno, Nevada

"Marco Polo Returns!" — A famous headline in history announces the return of the intrepid explorer from his sojourns to the mysterious Far East. He comes laden with treasures of jewels, gold and silks. Camels of brown mosses bear these floral treasures over a garden of roses, orchids and carnations, a caravan bedecked with rich flower tapestries of murns, Vanda orchids and carnations. Palm trees and umbrellas create a wistful canopy. Built by Fiesta Floats.

- H-38 Mrs. Bert Croshaw, Seattle, Washington
- H-39 Washington County Fair & Rodeo Court, Cornelius, Oregon
- B-20 Hudson Bay High School Band, Vancouver, Washington



### F-24 Vancouver, Washington Float Committee

"Polar Flight - 1937" — Depicts a famous event in Vancouver history, when Russian fliers landed in Vancouver after a pioneering non-stop flight over the north pole from Moscow. The plane flies suspended over replicas of Vancouver landmarks. All work is by volunteers. Built by Vancouver Float Committee.

### H-40 Dave Willoughby, Boring, Oregon

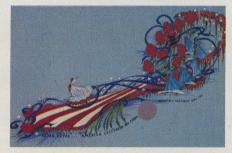
### B-21 Lakeridge High School Band, Lake Oswego, Oregon



### F-25 Lloyd Center Merchants Association

"The Lewis & Clark Exposition of 1905" — This was the exposition that focused world attention on Portland for the first time. The Rose Festival was an outgrowth. The float depicts the grounds of the historic exposition. In the center of the float is a flag-bedecked bandstand with live musicians playing favorite songs of that era. At the fair's close, the Portland mayor suggested an annual event and the Rose Festival resulted. Built by Erv Lind Florist.

- H-41 Carol Wong, Portland, Oregon
- H-42 Blue Mountain Riders, Walla Walla, Washington
- B-22 Clackamas High School Band, Clackamas, Oregon



### F-26 Aerospace Industrial District Lodge #751

"Roses for America's 200th Birthday - July 4th, 1976" — The Seattle Aerospace lodge again assumes a patriotic theme for its third appearance in the Portland parade. "A free America" is the lodge's watchword. Oversized sculptured roses hang suspended above a 25-foot floral reproduction of America's first official flag, entwined with red, white and blue ribbons. Built by Fanfare Arts.

H-43 Vale Oregon Trail Rodeo Court, Vale, Oregon

B-23 Aloha High School Band, Beaverton, Oregon



### F-27 Fred Meyer, Inc.

"Headlines, June 5, 1982" — A very current headline, reproduction of the headline which a week before announced the 1982 Rose Festival Queen. The newspaper rests on the Queen's scepter and at the front is a giant reproduction of the Queen's crown which was first wom in 1924. At front and rear are tiered fountains filled with thousands of roses. The float features nine varieties of roses. Built by Erv Lind Florist.

- H-44 Clackamas County Fair and Rodeo Queen, Kim Buchanan, Canby, Oregon
- H-45 Northwest Peruvian Horse Club, Kent, Washington
- B-24 Centennial High School Band, Gresham, Oregon



### F-28 Hanna Car Wash Systems

"The Circus Comes to Town" — A headline that has brought excitement to millions over the two centuries of our country's history. Animated animals and a trainer go through their paces in a big top setting of red roses and Vanda orchids, with orange and yellow gladiola petals. The whole circus atmosphere is here, including the traditional three rings, all enhanced in yellow mums, roses and white camations. Built by Studio Concepts.

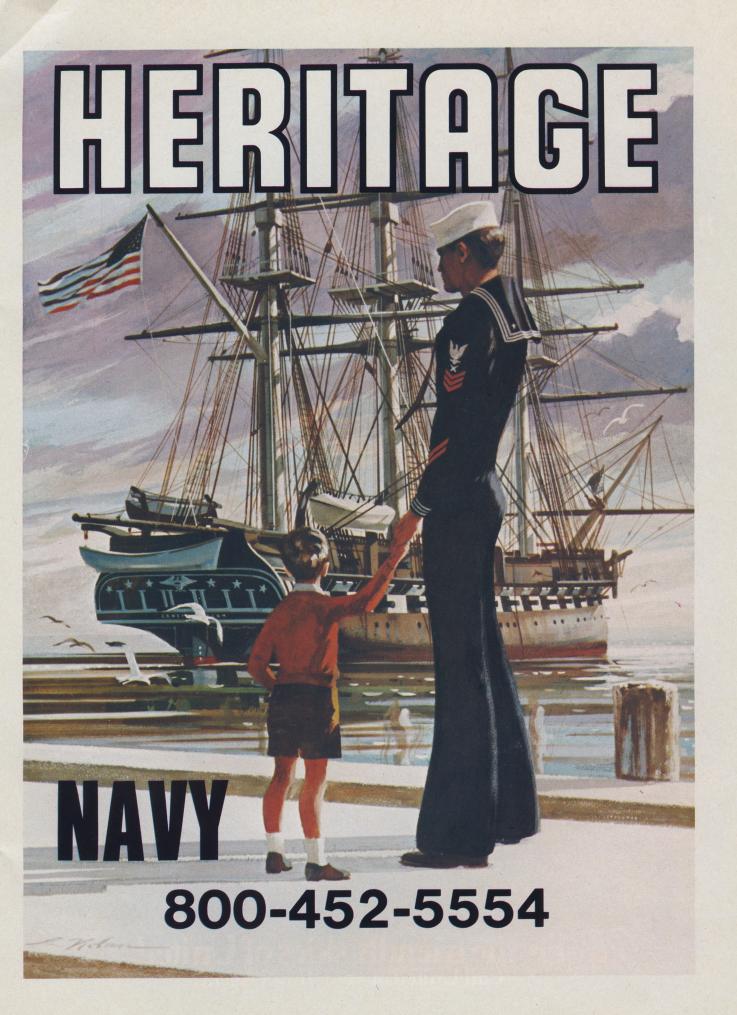
- H-46 Russ Walker, Wilsonville, Oregon
- H-47 Fort Dalles Days Rodeo Queen, Taunie Leash, The Dalles, Oregon
- B-25 Glencoe High School Band, Hillsboro, Oregon



### F-29 Portland General Electric

"An Early Rose Show" — In this tribute to an old-fashioned rose show, two elaborate floral gazebos connect a walkway of roses. Each gazebo is flanked by a floral tree. A small fountain fills the float at the center point. A multi-colored pattern of carnations, roses, peonies, orchids and mums underlies this display. Gazebos and fountain are white gladiola, trees are carnation-covered. Built by Festival Artists.

H-49 Washington County Sheriff's Possee, Forest Grove, Oregon







The moment you step aboard one of our big, roomy United widebodies, you begin to feel it. Our Royal Hawaiian Service.

You're greeted Island-style by kimono-clad flight attendants — many of them native Hawaiians — whose smiles reveal a land of love and friendship and tradition.

You'll sample authentic Polynesian delicacies. You'll sip exotic drinks made from the fruit of the Islands.

And if you can bear to tear yourself away, you can catch a great first-run movie or relax in stereo to a spirited Hawaiian melody.

The best way to see Hawaii is through the eyes of the people who know her best. The people of United.



# Headlines Featured In Entertainment Centers

Music is heard everywhere during Rose Festival. And during the last few years there has been an expansion of entertainment, first at the Festival Fun Center, downtown, and now this year for the first time, the Beer Garden Entertainment Center located nearby Lloyd Center on Portland's East Side.

A visitor to the Fun Center can enjoy lunch or a snack while being serenaded by singers, amused and delighted by dancers or a variety of instrumentalists in groups and singly. For ten days, eight hours a day, on stage at the Fun Center is a pleasant place to be.

This year, under the sponsorship of radio stations KYTE and KB101, music will be an integral part of the lively time visitors will have when they come to the Beer Garden's giant tent. With emphasis on country music, or its wide variations, the evenings will also be filled with a mixture of other entertainment.







Merrilee Rush



STODDARD & COLE



### The Portland Rose Festival Association

### Associate Membership

The Portland Rose Festival Association is a non-profit volunteer organization governed by 30 directors, 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 a \$1,000 college scholarship to each member of the Royal Court, by means of a related Scholarship Foundation. A large part of the financing of this annual community-wide celebration comes from Associate Memberships in the Portland Rose Festival Association.

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 A Ambulance Service AAMCO Transmissions AAR Western Skyways ADT Security Systems ALCOA The Reverend C. T. Abbott Acacia Advertising Ackerley Communications Action Print Action Print Frank Adams Wholesale Florist H. Victor Adix, Jr., M.D. Donald H. Adler Advance Automatic Sale Advanced Hydraulic Supply Aetna Insurance Company Aetna Life & Casualty Ins. Co. Robert E. Ahern Alan Ahlberg
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Artisan Dental Laboratories, Inc.
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Associated Meat Packers, Inc.
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Beaver Heat Treating Corp.
Beaverton Printing
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Bemis Company, Inc.
Bemis Company, Inc.
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The Benson Hotel
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Bergen Brunswig Co.
Don Berger — Designer
Bergsoe Metal Corp.
Dr. Lawrence Bernard
Dick Bernhard
Bernstein Rein & Boasberg Advrtsg.
Best Western Kings Way Inn Bergsoe Metal Corp.
Dr. Lawrence Bernard
Dick Bernhard
Bernstein Rein & Boasberg Advrtsg.
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Biff's Seafood Restaurant
Big Fat Franks
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Binyon Optical Co.
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Ford Black & Company, Inc.
Ford Black & Company
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Blake & Neal Finance Company
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Blakely Strand & Williams
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Blue Cross of Oregon
Edmund J. Bock
Boc's Burgers
Boeing of Portland
Chet Bohlman & Associates
Boise Cascade
Boise Cascade
Boise Cascade
Boise Cascade
Borders Perrin & Norrander Boomerangs
Borders Perrin & Norrander
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Commercial Electrical Corp.
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Consolidated Metro, Inc.
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Continental Baking Co., Inc.
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J. P. Finley & Sons
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Jim Fisher Motors
Fitzgibbon Glass Company
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Dave Fluaitt
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Foster & Marshall, Inc. Fordham & Fordham
Forentco
Foster & Marshall, Inc.
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Gerald W. Frank
Frank's Disposal Service, Inc.
Frederick & Nelson
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Fredrickson Weisensee & Cox
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Georgetown Manor
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Gevurtz Furniture Co., Inc.
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The Goldsmith Co.
Jeannette Goodrum
Gould, Inc.
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Grant & Roth Plastics, Inc.
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The Gray Line Company
The Gray Line Company
Geroral Robert A. Home, Inc.
Home, Inc.
Home Makers Supply Co.
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Home, Inc.
Home Makers Supply Co.
Home Makers
Home, Inc.
Home, Inc.
Home Makers
Home, Inc.
Home, Inc.
Home Makers
Home, Inc.
Home Makers
Home, Inc.
Home, Inc.
Home, Inc.
Home Mater
Hoppi's Hot Sheet
Hoppi's Hot Sheet
Houd River Betaurant
House of Carpets
Howard-Cooper Corp.
R. B. Howell
I. L. Jack Howk
Robert J. Huston
E. F. Hutton
Hyatt Lodge
Hyster Company
Ind. Laundry & Dry Cleane
Ind. Laundry & Dry Cleane
Ind. Laundry & Dry Cleane
Ind. Laundr W. F. Grasle Co.
Gray & Company
The Gray Line Company
The Gray Line Sightseeing Co.
Great Western Malting Co.
J. Greb & Son, Inc.
Greater Ptld. Conv. & Visitors Assn.
Green Transfer & Storage Co.
Charles A. Greene, E.A.
Greenless Pontiac
Greenwood Inn
Carl Greve Jeweler GreenWood inn Carl Greve Jeweler Ray V. Grewe, M.D. Grigsby Bros. Gringo's Mr. John Grossman Gusey's Auto Clinic H K Ltd. H K Ltd.
H. & R. Block
Mr. and Mrs. C. R. Hackworth
Dr. C. H. Hagmeier
The Hair Tree
Hale Associates Realty, Ltd.
Bruce MacGregor Hall, P.C.
Frank B. Hall & Co. of Oregon
Hall Tool Company
Halton Tractor Company
Carl M. Halvorson, Inc.
Jacob Hamburger Co., Inc.
Hamburger Mary's
U. J. Hamby
Hammack & Associates
Hammerbeck & Company
Hampton Lumber Sales Co.
Handel Lundborg & Co.
Hannal Industries
Jack R. Hannam
Hanset Brothers
Harder Mechanical Contractors
Hardy McEwen Newman & Hanna
Harris Enterprise, Inc.
Homer H. Harris, M.D.
William W. Harsey
Harsh Investment Corp.
Hartung Meat Co.
Ms. Tom Hartung
Harvester Cider
Hauser Webb & Wykoff
Bill Hay Associates
Hayden Island, Inc.
Edmund Hayes
Elizabeth S. Headles
Joe Hearin
Heath Northwest
I Hedges & Holmes
Helen's of Course
Charlie Helwig, Inc.
Hematology Clinic
Hembree Electric
Bob & Trudy Hemming
Craig W. Henderson
Hendrix & McGuire Optician
John B. Hering Co.
Hertz Equipment Rental
The Hervin Company
H. A. Herzog
Herzog Motors
Hessel Tractor & Equipment Co.
Heweltt & Jamison
Hickory Farms of Ohio
The Hickory Stick
Charles J. Hillstrom
Hill Villa Restaurant
Hit Parade Music Co.
Hobart Sales & Service
Hobo's in Old Town
Holch & Selby
R. Hoe & Co. Saws
Hoffman Construction Co.
Mike Hofman
Hollady Inn Ai the Coliseum
Hollady Inn Airport
Hollady Inn Co.
Hollywood Euriture Co.
Hollywood Euriture Co.

Edw. Holman & Son, Inc. Home, Inc. Home, Inc. Home Makers Supply Co. Honeywell-Action Protection Service Hood River Distillers, Inc. Hoppi's Hot Sheet Horizon Air The Horse Brass House of Carpets Howard-Cooper Corp. Horizon Air
The Horse Brass
House of Carpets
Howard-Cooper Corp.
R. B. Howell
I. L. Jack Howk
Robert J. Howland
Huber's Restaurant
Len Hufford Construction Co.
Hung Far Low
Robert T. Huston
E. F. Hutton
Hyatt Lodge
Hyster Company
IBM Corporation
ITT Grinnell Corporation
ITT Grinnell Corporation
ITT Grinnell Corporation
ITT grinnell Corporation
Imperial Hotel, Inc.
Imperial Tour and Travel
Import Plaza
Industrial Indemnity Insurance
Ind. Laundry & Dry Cleaners
Industrial Packaging Corp.
Instrument Sales & Service
Intel Corporation
Intl. Brotherhood of Electrical Wrkrs.
International House of Pancakes
International Paper Co.
International Paper Co.
International Paper Co.
International Raceway Parks
Intl. Shipping Company
Interstate Brass Foundry
Investors Insurance Corp.
Irrigation Accessories Co.
The Irwin-Hodson Company
J & J Construction Co., Inc.
Maurice Jacobs-Jacobi
Jake's Crawfish
Fred S. James & Co. of Oregon
Jantzen, Inc.
Jay D. Jantzen
Japanese Ancestral Society
The Japanese Garden Society
Staff Jennings, Inc.
Jewett Barton Leavy & Kern
Mr. & Mrs. Walter Jirenec
John's Meat Market
A. R. Johnson Electric
Johnson Acoustical & Supply Co.
Johnson Acoustical & Supply Co.
Johnson Cyrus Adams & Co.
Johnson Cyrus Adams & Co.
Johnson Higgins of Ore, Inc.
Johnson Cyrus Adams & Co.
Johnson Cyrus Adams & Co.
Johnson Higgins of Ore, Inc.
Johnson-Lieber Company
Richard L. Johnson, D.M.D.
Rod & Betty Johnson
Joint Council of Teamsters #37
June S. Jones Co.
Jones Photo Service
Reg Jones
Michael Jordan
Jubitz Truck Stop
Judy's Pushcarts
Juhr Construction Jubitz Truck Stop Judy's Pushcarts Juhr Construction Kap Rapid Print KATU Television KATU Television
KCNR
KEX Golden West Broadcasting
KING Broadcasting KGW
K & K Photo Finishing, Inc.
KMJK
KOIN-TV
K/P Graphics KOIN-TV
K/P Graphics
KPTV
K & R Plumbing
KUPL Radio
KWJJ Broadcasting Co.
KXL Radio Station
KYTE Radio
Kaiser Cement Corp.
Kaiser Foundation Health Plan
Kalberer Hotel Supply Co.
Kalt Manufacturing Company
Kamani Apartments
Thomas G. Karter
Kasch's Garden Centers
D. Kelley Associates
Kelley-Clarke Company
Harold Kelley's, Inc.
Kelly Services, Inc.
Kelly's Olympian
Lou Kennedy
Kennell'-Ellis Photographers
Kenton Machine Works, Inc.
Ker Steamship Co., Inc.
Key Foods, Inc.
Key Foods, Inc.
Keilder Reabody & Co. Kerr Steamsnip Co., Inc. Key Foods, Inc. Kidder Peabody & Co. Kienows Food Stores Peter Kiewit Sons Co. Kilham Stationery/Printing Co. Kilsby-Roberts Company King Size Photo Kinney Brothers Wallpaper Lynn Kirby Ford Kirkpatrick Howe & Arreola Klarquist & Associates Kleenair Products Company Kleenair Products Company Klein Jewelers Dr. Paul E. Klein Dr. Edward K. Kloos Klopfenstein's Knappton Towboat Company Knauss Chevrolet Company Kneisel Travel, Inc. A. R. Kohanek

Koldkist Ice
The Koll Company
Koppers Company, Inc.
The Kopy Kats
Kraft Foods Company
Krego Company
R. Von Krohn
Krupp-Taylor
Kubla Khan Food Co.
Kubli-Howell
Kuhnhausen's
Kuni Cadillac, Inc.
L. H. Cobb Crushed Rock
L & M Carpets Kuni Cadillac, Inc.
L. H. Cobb Crushed Rock
L. M. Carpets
L. M. Equipment Co., Inc.
La Grand Industrial Supply Co.
Lake Grove Arts & Frames
Lake Grove Cleaners
Lake Grove Pharmacy
Lake Oswego Revue
Lamb-Weston
Lamm Motor Co.
Lander Claims Service
Lang & Smith
Lani Louie's
David S. Larimer
The Last Hurrah
Larry Launders Chevron
Mr. & Mrs. Andrew L. Lauth
Laventhol & Horwath
The George Lawrence Co.
Lawyers Title Company of Ore.
Irvin Layton
Lennox Industries
Lerner Shops
Lesher Manzer & McFarlane, P.C.
Morris Levin
Levitz Furniture Company
Lewis Bros., Inc.
Liberty Cable Television
The Charles H. Lilly Co.
Lincoln Engineering Co.
Lincoln Memorial Park
George Lindeman
Wayne Lindquist & Assoc. Lincoin-Memorial Park
George Lindeman
Wayne Lindquist & Assoc.
Liquid Air, Inc.
Liquid Sugars
The Little Chapel of the Chimes
Lloyd Corporation, Ltd.
Lloyds Furniture
Loop Mile Bubber Co. Lioyds Furniture Long Mile Rubber Co. William L. Long John W. Loomis, M.D., P.C. Lord Electric Co., Inc. John W. Loomis, M.D., P.C.
Lord Electric Co., Inc.
Losli, Inc.
Losli, Inc.
Louisiana-Pacific Corp.
Tommy Luke Flowers
Lumber Products
Lyman Slack Chevrolet
Lyons Restaurant
MJB Co.
M P M Corporation
M & R Printing
Macadam-Forbes
MacMillan Bloedel Bldg. Materials
Made in Oregon
Charles H. Maginnis
Tikey Magionos
I. Magnin & Co.
Mailliard & Schmiedell
Mail-Well Envelope Co.
Main Hurdman & Cranstoun
Herbert Malarkey Roofing Co.
James C. Maletis
Mallory Hotel
Mancini & Groesbeck
George E. Mangold Co.
Manpower Inc. of Portland
Mario's, Inc.
Mr. Melvin Mark, Jr. Mancini & Groesbeck
George E. Mangold Co.
Manpower Inc. of Portland
Mario's, Inc.
Mr. Melvin Mark, Jr.
Dr. R. Kent Markee
Market Supply Company, Inc.
Mark's Hallmark Shops
Marquam Medical Center
Marriott Corporation
Marsh & McLennan
H. N. Marshack, D.M.D.
Marx Knoll & Mangels
Maryatt Industries, Inc.
Mason Bruce & Girard
Dr. J. Cliffton Massar
The Matterhorn Restaurant
Maydwell & Hartzell, Inc.
MacCabe Enterprises
McCall Oil & Chemical
McClellan Equipment Company
McCloskey Varnish Co. of the NW
McCormick & Baxter Creosoting
McCoy Electric Co., Inc.
Thomas A. McDonald
McGraw Edison Power System
McGuire Bearing Co.
McKesson & Robbins, Inc.
Medical Clinic
Me-Hair Designs
Mei-Charlton, Inc.
Medical Clinic
Me-Hair Designs
Merc Kharp & Dohne
Mercantile Village
Merck Sharp & Dohne
Merderill Pyrch Pierce & Assoc.
Edward Messinger
Metropolitan Clinic

Metropolitan Disposal Corp. Metropolitan Disposal Corp.
Fred Meyer, Inc.
Miller Brands, Inc.
Miller Brands, Inc.
Miller Brands, Inc.
Miller Brands, Inc.
Miller Paint Co., Inc.
Miller Paint Co., Inc.
Miller Sanitary Service, Inc.
Miller Sanitary Service, Inc.
Miller Sanitary Service, Inc.
Miller Sanitary Service, Inc.
Miller Construction Co.
Miller Miller Sanitary Service, Inc.
Miller Construction Co.
Miller Miller Sanitary Service, Inc.
Miller Sanitary Service, Inc.
Miller Miller Sanitary Service, Inc.
Miller Miller Service, Inc.
Miller Marsh & Dillard
Mitsubish International Corp.
Mitsui & Co. USA, Inc.
Mobile Radio Communications
W. G. Moe & Son, Inc.
Morie Radio Communications
W. G. Moe & Son, Inc.
Morie Radio Communications
W. G. Moe & Son, Inc.
Mortary Supplies
Montavilla Lumber Co.
Monte Carlo Restaurant
Montgomery Ward & Company
Moore National Lease
R. Burke Morden
Morgan Park, Inc.
Ann Morgenstern
Mark Morris Tires, Inc.
W. Bruce Morrison Consult. Engr.
Morrison Oil Company
Morrow's Nut House
Rowe Mortimer & Family
Morton Advertising, Inc.
Mr. C's Hippopotamus Restaurant
Mt. Hood Chemical Corporation
Mountain Park Styling Salon
Larry Moyer
Tom Moyer Theatres
Dr. Earl C. Muck, D.M.D.
Multnomah Athletic Club
Multnomah Athletic Club
Multnomah Kennel Club
Multnomah Kennel Club
Multnomah Kennel Club
Multnomah Servill Inn
Murphy Logging Company
Murray's Gun Shop
Myers Drum Company
NCR Corporation
N-R Getic
Nadeau's Junior Boot Shop
Gordon Nagel Realtor
Patricia Nahme
John R. Nall
Nalley Fine Foods
National Builders Hardware Co.
Natkin & Company
Neighbors of Woodcraft
Neil Kelly Company, Inc.
Neson Equipment Co.
Ted Neison Equipment Co.
Ted Neison Equipment Co.
Inc. Nickerson Fleet Management Corp.
Nicolai Company
Nielsen's Lewelers Nielsen's Jewelers Nielsen's Jewelers Nissan Motor Corp. Nissho-Iwai American Corp. Nob Hill Pharmacy, Inc. Norcrest China Co. Nob Hill Pharmacy, Inc.
Norcrest China Co.
Nordstrom
Norene Tire & Battery Company
Norris Beggs & Simpson
North Coast Canvas Products Co.
North Coast Seed Company
North/NE Comm. Mental Health Ctr.
North Pacific Canners & Packers
North Pac Grain Growers, Inc.
North Pacific Supply Co., Inc.
North Pacific Supply Co., Inc.
North Pacific Supply Co., Inc.
North Shore Development Corp.
Northwest Acceptance Corp.
Northwest Acceptance Corp.
Northwest Airlines, Inc.
Northwest Gopper Works, Inc.
NW Electric Light & Power
Northwest Hardwood
Northwest Hotel Supply Co.
Northwest Hardwood
Northwest Hotel Supply Co.
Northwest Marine Iron Works
Northwest Natural Gas Co.
NW Paper Box Mfrs., Inc.
Northwest Pyschiatric Associates
Northwest Schools, Inc.
Northwest Textbook Depository
Norwest Publishing Co.
John Nozaki
Nu Equitable Leasing Co.
Nudelman Brothers
Nu-Way Printing & Envelope Co. Nu Equitable Leasing Co. Nudelman Brothers Nu-Way Printing & Envelope Co. Melvin T. Nygaard, C.P.A. The Oaks Amusement Park O'Day Office Supplies Tom Ogle Prescriptions The Old Country Kitchen Old Spaghetti Factory Loren Oliver, Jr. Oliver & Thompson, Inc.

Omark Industries, Inc.
Omega Northwest, Inc.
One Hour Martinizing
O'Neill Transfer Company, Inc.
Oregon Asphaltic Paving Co.
Oregon Association of Hospitals
Oregon Automobile Insurance Co.
The Oregon Bank
Oregon Blue Print Company
Oregon Bue Print Company
Oregon Gasoline Dealers Assn.
The Oregon Group
Oregon Handling Equipment Co.
Oregon Handling Equipment Co.
Oregon Leather Company
Oregon Mutual Insurance Co.
Oregon Mutual Insurance Co.
Oregon Physicians Service
Oregon Printing Plates
Oregon Professional Ins. Agents
Oregon Professional Ins. Agents
Oregon Region SCCA
Oregon Roses, Inc.
Oregon Savings League
Oregon Savings League Oregon Roses, Inc.
Oregon Savings League
Oregon Sign Corporation
Oregon Steel Mills
Oregon Typewriter & Record Co.
Oregon Wholesale Novelty Co., Inc.
Oregon Worsted Company
The Oregonian Publishing Co.
Oroweat Bakers, Inc. The Oregonian Publishing Co.
Oroweat Bakers, Inc.
Orthopedic Surgery Associates
Otis Elevator Company
Owens-Illinois Glass Company
Owl Enterprises, Inc. dba McDonald's
PHA Life Insurance Co.
P & X Thriftway
Pacific Business Forms
Pacific Carbide & Alloys Co.
Pacific Coast Nursery, Inc.
Pacific Color Plate Company
Pacific Color Plate Company
Pacific Est Fed. Savings & Loan
Pacific Fruit & Produce Co.
Pacific Hardware & Electric Co., Inc.
Pacific Insulation Service
Pacific Insulation Service
Pacific Northwest Bell
Pacific Northwest Bell
Pacific Northwest Bell
Pacific Northwest Bell
Pacific Seafood
Pacific Fower & Light Company
Pacific Seafood
Pacific Tank & Construction
Packer-Scott
Packouz Jewel Box, Inc. Packer-Scott
Packouz Jewel Box, Inc.
The Pagoda
Paine Webber Jackson & Curtis
Painting & Decorating Contractors
Palm Abrasive and Tool, Inc.
Papa Aldo's International, Inc.
Pap's TV & Radio Service
Paramount Heathman Hotel
Paramount Supply Co.
Parkrose Chamber of Commerce
Parkrose Hardware
Parkrose Hardware
Parkrose Soccer Club
Parks Montague Allen & Greif
Parr Lumber Company
L. M. Patella M. Patella L. M. Patella
Pattullo Gleason Scarborough
Paulsen & Roles Laboratories
G. W. Paulson Company
Paulson Investment Co. Paulson Investment Co.
Payless Drug Stores NW, Inc.
Payless Drug Warehouse
Peat Marwick Mitchell & Co.
C. L. Peck Builders
PECO, Inc.
Lawrence R. Pedersen
Peerless Pattern Works
Pelton Concrete Construction
Pendleton Woolen Mills
Peninsula Insurance
Peninsula Optimist Club
J. C. Penney Co. — Clackamas
J. C. Penney Co. — Lloyd Center
Pennwalt Corp.
Pepsi-Cola Bottling Company
Zanley Perkel Peter's Office Supply Company Peterson Associated Engineers Peterson Associated Engineers R. W. Peterson Gordon & Shirley Petrie Pettijohn Engineering Co., Inc. Phillips Electronics, Inc. Lanny L. Phillips Photo-Art Commercial Studios Physicians Medical Labs Pierre's French Bakery Pierre's French Bakery
Pihl Transfer & Storage Co.
V. M. Pilip & Son, Inc.
Don J. Pinson Associates, Inc.
Pioneer Fruit Distributors, Inc.
Pioneer Hi-Bred
Pioneer Masonry Restoration Co.
Pioneer National Title Ins. Co.
Piper, Jaffray & Hopwood
Plaid Pantry
Planning Associates
Plantronics/Kentrox
Playland Shows, Inc.
Pleasant Valley Golf Club

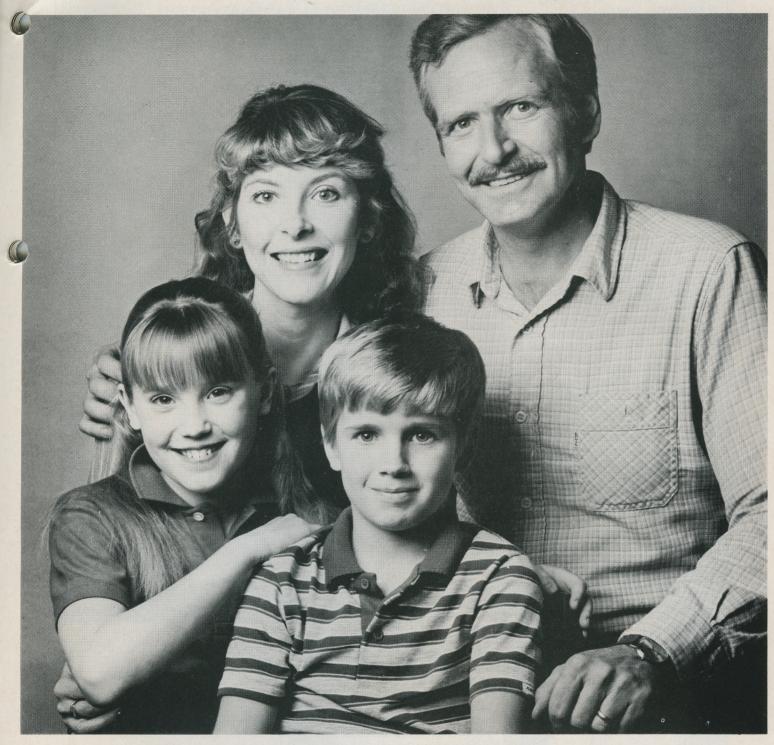
The Plush Pippin, Inc.
Pneumatic Systems, Inc.
Poncho's Restaurant
Poorman-Douglas Corp.
Pope & Talbot, Inc.
Popper's Supply Company
Port Services Co.
Portland Auto Auction
Portland Beavers Baseball
Portland Board of Realtors
Portland Bottling Company
The Portland Cilnic
Portland Contractors Supply
Portland Contractors Supply
Portland Electric & Plumbing Co.
Portland Electric & Plumbing Co.
Portland Gaer Works, Inc.
Portland Gear Works, Inc.
Portland Gereval Electric Co.
Portland Gereval Electric Co.
Portland Hilton
Portland Holton
Portland Holton
Portland Holton
Portland Lodge #142 BPO Elks
Portland Motor Hotel
Portland Motor Hotel
Portland Paper Box Company
Portland Paper Box Company
Portland Provision Company
Portland Table Tennis Club
Portland Trailblazers
Portland Wholesale Nursery
Portland Wire & Iron Works
Portland Distributing Co., Inc.
Archbishop Cornelius Power
Power Rents
Premier Gear & Machine Works
Premier Manufacturers Power Rents
Precision Castparts Corp.
Premier Gear & Machine Works
Premier Manufacturers
Press Specialties Mfg. Co.
Price Waterhouse & Company
Priestley Oil & Chemical
Print-Right Copy Center
The Print Shop
Printing Pressmen's Union #43
Pro Golf Discount Center
Producto Machinery Corp.
Pronto Print, Inc.
Clarence Pruitt, D.M.D.
Publishers Paper Co.
Purdy Brush Company
Quadrant Corporation Quadrant Corporation Quadrant Corporation
The Quay Inn
Quimby Welding Supplies, Inc.
Quinn Diversified
R & H Construction
RMC HMC
Radio Cab Company
Rafters at Sellwood
Lee B. Ragen
Ragen, Roberts, O'Scannlain
Rainier Shows, Inc.
Rambo Motors
Pageon, Signe, Inc. Rainier Shows, Inc.
Rambo Motors
Ramsey Signs, Inc.
The Robert Randall Co.
Rankin McMurray Vavrosky
Thomas R. Rask, D.D.
Don Rasmussen Co.
Rathbone, King & Seeley
Ted L. Rausch Co. of Oregon
Raz Transportatio Co.
The Realty Group
Red Lion — Bowmans
Red Lion Motor Inn Jantzen
Red Lion Motor Inn Jantzen
Red Lion Motor Inn Sy Lincoln
Red Robin Burger & Spirits Emporiun
Robert Reed
Dr. Raymond M. Reichle
Reid-Strutt Co., Inc.
Reimers & Jolivette, Inc.
Reliable Transfer Co., Inc.
Rentex Corporation
Ronald D. Rentfrow
Reppert Clark & Howard
Representatives Northwest, Inc.
Repsell Unlimited, Inc.
Reser's Fine Foods, Inc.
Reynolds Metals Co.
Rheinlander Restaurant
Rian's Incorporated
Ribbon Specialties
Richardson Advertising Agency
Mr. & Mrs. Bert L. Rickard Michardson Advertising Agency Mr. & Mrs. Bert L. Rickard Joe Ricks Riedel International Riedel International River Queen Riverside West Motor Hotel Riviera Motors Dr. W. Glynn Roberson, D.M.D. Robert Half of Portland John F. Roberts Roberts Motor Company Rockey/Marsh Public Relations Rodda Paint Co. Roderick Enterprises, Inc. Rodeway Inn Rodeway Inn Roger's Construction, Inc. Dennis & Charlotte Rogers Rogue River Mail Boat Service

Rollins Burdick Hunter of Oregon Rollins Burdick Hunter of Dr. George A. Ronning Ropemaster Blocks Rose City Aming Co. Rose City Cemetery Assn. Rose City Paper Box, Inc. Rose City Sound Rose City Upholstery Roses by Fred Edmunds Roses Restaurant Roske Concessions Dr. Cecil J. Ross Fred Ross Ross Island Sand & Gravel Ross Island Sand & Gravel Ross Island Sand & Gravel Fred Ross Ross Island Sand & Gravel Dr. William M. Ross Mrs. George Rotegard Roth BMW W. G. Rovang & Assoc. Roy and Molin, Inc. The Royal Bank of Canada E. John Rumpakis E. John Rumpakis
Alan Ruvensky
Ryan Kaye Rains
Ryder Printing
S. E. Rykoff & Co.
SAMCO
SCA Services of Oregon
Safeco Insurance Co. of America
Safeco Title Insurance
Safevary Stores Inc. Safeway Stores, Inc.
Safway Scaffold Co.
Saga Foods – College Division Saga Foods — College Division Salty's San Rafael Cleaners Sanderson Safety Supply Sandwich Experience Sandy Blvd. Veterinary Clinic Sandy's Camera Shop Sauer & Carpenter Sause Bros. Ocean Towing C. H. Savage Company Save-J. R. Scanlon Paul Schatz Furniture Co. Paul Schatz Furniture Co. Cecil Scheuerman E. Carl Schiewe Contractor Schlegel Typesetting Company Monte A. Schmidt Schmitt Steel, Inc. Schmuck Brothers, Inc. Dr. Louis B. Schoel Dr. Louis B. Schoel
R. G. Schroeder
Schuback Violin Shop
Dr. Robert Schulstad
Schultz Wack & Weir, Inc.
Schulz Sanitation
Schumacher Fur Co.
Schwabe, Williamson, Wyatt
Scotiabank
Dr. & Mrs. Edward M. Scott
Sea-Port Industry Group
Seatrs Roebuck & Company
Seattle-First National Bank
Seawest Distributors
Securities-Intermountain, Inc. Securities-Intermountain, Inc.
See Companies
See's Candies, Inc.
Servomation of Portland See's Candies, Inc.
Servomation of Portland
Sewing Center Supply Co., Inc.
Shannon & Company
Shannon & Wilson, Inc.
Shaver Transportation Company
Shaw Management Co.
Shedrain Umbrella Company
Sheet Music Serv. of Portland
Shell Oil Company
Sheraton Inn Airport
Leo C. Sherry, Jr.
Sherwood & Roberts
Shilo Inn — Lloyd Center
M. & H. H. Sichel
Silver Eagle Company
Simmons Credit Co.
Sirianni Electric Corp.
W. C. Sivers Company
Six Robblees, Inc.
Skidmore Owings & Merrill
George Skorney, Dir. PR, U.P. R.R.
Skutt & Sons
Sky Chefs
Ivan L. Sletta Company
Donald C. Sloan & Company
Small Parts Manufacturing Co.
Smith Barney Harris Upham & Co.
Smith Brothers Office Outfitters
Mr. & Mrs. Edgar Smith
Smith Western. Inc. Mr. & Mrs. Edgar Smith
Smith Western, Inc.
Smith's Home Furnishings Company Sno-Cap Security Snyder Roofing & Sheet Metal Howard Somers Raul Soto-Seelig South Specialties Southland Corp. Spears Lubersky Campbell & Bledsoe Spears Lubersky Campbell & Bledsoe Spec Industries
Sam Speciale Office Mach., Inc. Specialty Auto Glass Co., Inc. Spe-De-Way Products Co., Inc. Speeds Automotive
Sam J. Sposito Lighting Specialties Richard & Patricia Spring
Sprouse-Reitz Co., Inc. Staab's Nursery
Stacey's Lithography-Printing
Stafco, Inc.
Stafford-Holman Ins. Agency
Stagecraft Industries, Inc.

Standard Dairy
Standard Insurance Co.
Standard Printing Office Supply
Standard Steel & Metal Co.
Stanton-Cudahy Lumber Co.
Stant Machinery Company
Star Rentals & Sales
Stark and Norris Co.
Stark Street Thriftway
Stauffer Chemical Co.
Steak & Ale Restaurant
Art Stearns Tires, Inc.
J. T. Steeb Co.
Steelman Leasing Company
Steinfeld's Products Company
Steinfeld's Products Company
Steins Distributing Co.
Stevens-Ness Law Publishing Co.
Stevens-Ness Law Publishing Co.
Stevens-Thompson/Runyan
Stewart & Tunno Insurance
Stewart-Warner Alemite SLS
Stoel Rives Boley Fraser & Wyse
H. J. Stoll & Sons, Inc.
Stonewall Pension Service
Richard K. Stowell, D.D.S., P.C.
Street's Scuba Unlimited
Studio Concepts
Jack P. Stuhl, Architect
Luther P. Stumme, M.D.
Sumitomo America, Inc.
Sun Life of Canada
Sunset Fuel Company
Sunshine Dairy Standard Dairy Sunshine Dairy Supplyways Sutherland Electrical Contractors Supplyways
Sutherland Electrical Contractors
Roy L. Swank, M.D.
Sweetheart Meats, Inc.
Swiss Tailors & Cleaners, Inc.
System Auto Parks, Inc.
20-10 Products, Inc.
Taylor Electric
Teamsters Dairy Local 305
Teknifilm, Inc.
Tektronix, Inc.
Temp-Control Corp.
Temp-Control Corp.
Termicold Corp.
Termical Flour Mills
Bob Thomas Auto Body
Thomas Hahn & Co., Inc.
Thompson Advertising Specialties
D. P. Thompson Co.
Norm Thompson Outfilters
R. C. Thompson Son, Inc.
Thunderbird Motor Inn
Tice Electric Co.
Tidewater Barge Lines, Inc.
Tie Bar
Tille Distributors Tidewater Barge Lines, Inc.
Tidewater Barge Lines, Inc.
Tie Bar
Tile Distributors
Timber Lanes
Timber Lanes
Timber Lodge
Time Oil Co.
C. W. Timmer Associates, Inc.
Mr. & Mrs. Donald Tisdel
Today's Photo World
Todd Building Co.
Marv Tonkin Ford Sales
Ron Tonkin Chevrolet
Tooze Kerr Marshall & Shenker
Touche Ross & Co.
Toyota Motor Distributors, Inc.
Trade Litho, Inc.
Transamerica Financial Service
Transamerica Financial Service
Transamission Exchange
Travel Counselors, Inc.
Tha Travelore Travel Counselors, Inc. The Travelers
Tri-Met
Trinette's Floral Trophies Unlimited
Tualatin Valley Builders Supply
Tube Forgings of America
Tumac Lumber Co., Inc. U.S. National Bank Union Ave. Motel Union Oil Co. of California Union Pacific Railroad Company Union Pacific Railroad Company
Uniservice Corp.
United Adjusters, Inc.
United Air Lines
United Brokers Co.
United Finance Co.
United Fracel Service
United States Bakery, Inc.
University of Portland
Upland Industries Corporation
Utility Equipment
VTN-Oregon, Inc.
Van Waters & Rogers, Inc.
Eva Veazie Insurance
Victoria Station
Videotography Ind. Productions
View-Master International Group
Viking Automatic Sprinkler Co. View-Master International Group Viking Automatic Sprinkler Co. Viking Industries, Inc. Village Inn Pancake House Village Inn Pancake House-Tualatin Virginia Cafe Vista-St. Clair, Inc. Volvo of America Corp. J. M. Vranizan Company Donald E. Wach Mr. and Mrs. Ronald G. Wach Wacker Siltronic Corporation

Waddles Restaurants R. M. Wade & Company
Edward Wadsworth for Hair-Portland
Edward Wadsworth for Hair-L. Osw. Edward Wadsworth for Hair-L. Waker Associates, Inc. Wallace Buick Company Wallace Security Agency, Inc. Wally's Thriftway Walrad Insurance Agency, Ltd. Walsh Construction Wanke Cascade Warn Industries
Washington Enderd Soviese Walsh Construction
Wanke Cascade
Warn Industries
Washington Federal Savings
Washington Park Zoo
Washington Square, Inc.
The Water Tower Merchants Assn.
Waterway Terminals Company
Watsons Valley Pharmacy
D. C. Wax Office Equipment House
Webb Leasing
Webfoot Fertilizer Co., Inc.
Weight Watchers of Oregon
Ollie Welch Meat Co., Inc.
Weight Watchers of Oregon
Ollie Welch Meat Co., Inc.
Weiler Company
Wells-Reed-Wood-West Co.
Kathleen Wendland
Wentworth & Irwin, Inc.
Wershow-Ash-Lewis Auctioneers
West Coast Picture
West Coast Telephone
Western Administration
Western Administration
Western Airlines, Inc.
Western Business Builders
Western Engineers, Inc.
Western Engineers, Inc.
Western Fluid Power Corp.
Western Forestry Center
Western Industrial Supply Co., Inc.
Western Paper Company
Western Prioto Mount Company
Western Prioto Mount Company
Western Prioto Mount Company
Western Stations Company
Western Transportation Co.
Westinghouse Electric Corp.
Western Company
Western Company
Western Company
Western Transportation Co.
Westinghouse Electric Corp.
Westwood Construction Co.
Weyerhaeuser Company
Whipple & Moshofsky Lumber Co.
Frank L. Whitaker
Gary White Advertising, Inc.
White Stag Manufacturing Co.
William H. White
Dr. James M. Whitely
The Karen Whitman Company
Wholesale Fountain Supply
Widing Transportation
Wien Air Alaska
Wilfs Station, Inc.
Ruillamette Industries, Inc.
Willamette International Travel
Willamette Pattern Works, Inc. Willamette Industries, Inc.
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Willamette Savings & Loan Assn.
Willamette View Manor, Inc.
Williams Air Controls
Willoughby Hearing Center
Wilson & Dean Construction Co.
Pete Wilson Realty, Inc.
Window Coverings, Inc.
Window Coverings, Inc.
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Wood Feathers, Inc.
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Wood Ananagement Resources, Inc.
Woodland Management
Joan C. Woolard
F. W. Woolworth Co.
Workman, William B.
World Photo, Inc.
Congressman Ron Wyden
Wy'east Color, Inc.
Wymore Transfer Company
Ye Olde Towne Crier
Yergen & Meyer, C.P.A.
Porter Yett, Jr., Gen. Contractor
Larry York & Associates
Arthur Young & Company
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### Deep in Tradition, Rich in Atmosphere . . .

Royal Rosarian Knighting Ceremony 10 a.m. Friday, June 11, Washington Park Garden Theatre

94th Annual Portland Rose Society Show Thursday and Friday, June 10-11, Lloyd Center Ice Pavilion

### Royal Rosarians

While much of the Rose Festival revels in merriment and resounds with music, two venerable events each year march forward with measured tread, mindful of tradition and preserving of atmosphere.

Most ancient of these is the annual Portland Rose Society Show, dating back pre-Rose Festival to 1888 and this year presenting its 94th edition without a break.

A relative "youngster" is the Royal Rosarian Knighting Ceremony dating back a mere 58 years to 1924, although some individual knighting of distinguished persons dates back earlier. The ceremony itself takes on the flavor of centuries past, cast in the formal language of England at the time of the War of the Roses and the ascension of King Henry VII to the throne. Henry does date back there, being father to the conspicuous Henry VIII.

The Royal Rosarians form the official greeter organization of the City of Portland. They greet distinguished visitors and travel frequently to other cities to appear in community parades and represent the City of Portland to the outside world.

For formal events, Rosarians wear the same all-white suits, hats and shoes they selected when the organization was formed some 70 years ago. For less formal occasions they wear the sprightly bright green coats.

The Royal Rosarians each year are headed by a Prime Minister, who this year is Tom McDonald. The Prime Minister presides over the Knighting Ceremony and otherwise provides the kind of traditional leadership that Henry VII probably expected.

The Royal Rosarians take a very active part in the annual Rose Festival. They march in the parades, they provide marshaling for many events, they participate in force in Junior Rose Festival activities and they provide the official escort to the Queen and Royal Court as the young women buzz about the city on their round of duties.

The Knighting Ceremony is the exclusive big show for the Rosarians. Its setting, amid the greenery of the Washington Park Garden Amphitheatre, creates a perfect tone of other-worldly charm. As the Queen of Rosaria and her Court await, the Rosarians intone the time-honored litany of their ritual. Then a series of distinguished guests, both visiting and local, is brought forward one by one, to kneel before the Queen, accept her charge of fealty to the mythical Realm of Rosaria and receive her accolade (delivered with the royal scepter) as an honorary knight.

All this is preceded, interwoven with, and followed by, music, ceremonial marching and various gestures of chivalric courtesy, all reminiscent of an antique cameo.

Following the knighting, Queen and party repair to the adjacent International Rose Test Gardens. There the Queen implants a plaque bearing her signature in the Queen's Walk, joining the plaques of every Queen dating back to the original Queen Flora of 1907. The Prime Minister, likewise, sets his plaque in the Prime Minister's Walk.

### Portland Rose Society

Oldest rose society in the country, older even than the American Rose Society, is the Portland Rose Society. Joe Evonchuck is president and Scott Stuhl chairman of the show. This is the third year the Rose Show has been presented on the floor of the Lloyd Center Ice Pavilion, considered a perfect location.

Here is a show which anyone may enter. Rose society members are on hand to answer questions and assist novice exhibitors. It is a "people's show" with plenty of trophies, plaques and ribbons in a multitude of classes.

Grand Sweeptakes rose receives the Zell perpetual trophy, won last year by a Royal Princess Rose entered by Eve and Clarence Potts, seasoned exhibitors. But many winners are less seasoned. There are 57 silver keepsake trophies in all and they are up for grabs.

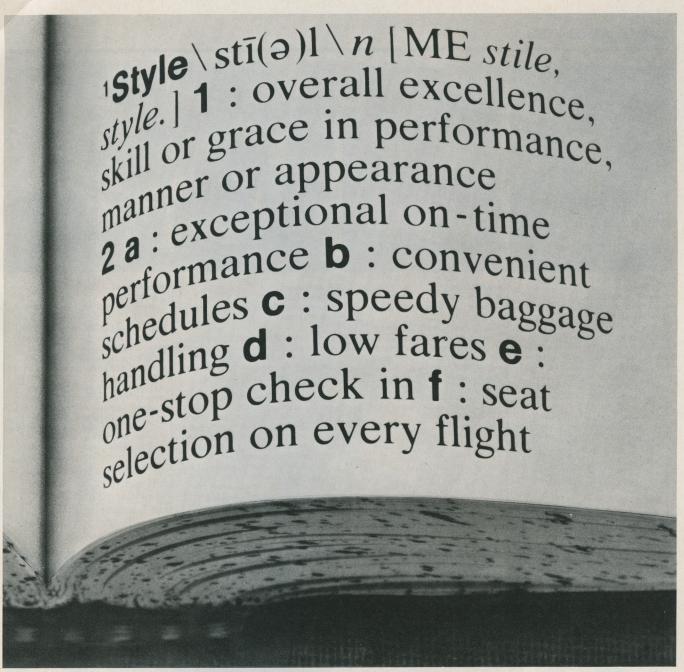
The Queen plays a part in the Rose Show, cutting the ribbon to open the exhibition at about 1 p.m. Thursday,

June 10. She and the Royal Court lunch with the Rose Society members and tour the bloom-lined tables.

Although the rose show finds itself surrounded by the genteel bustle of the Lloyd Center, the rows and rows of sedate blooms and artful arrangements, all in their ultimate lushness and fragrance, create a world apart from the stresses of daily life.

Both the Royal Rosarians and the Rose Society produce programs for their events. The Rosarians distribute a leaflet program the day of the ceremony. The Rose Show, which charges a modest admission price, publishes a schedule of competition in May as a guide to exhibitors. The schedule is free.





# WE FLY BY THE BOOK.





Vice Admiral
Robert F. Schoultz
Commander Naval Air Force
U.S. Pacific Fleet

Vice Admiral Schoultz spent his youth in Omaha, Nebraska. He entered the Navy as a student in the University of Nebraska NROTC program and earned his wings and commission in September 1945.

His duty lists reads like a who's who of aircraft carriers, the U.S.S. Midway, the U.S.S. Ranger, U.S.S. Franklin D. Roosevelt and the U.S.S. Forrestal. Vice Admiral Schoultz assumed command of Naval Air Force, U.S. Pacific Fleet on January 31, 1980.



Rear Admiral
H. C. Schrader
Commander, Destroyer Group One

Rear Admiral Harry C. Schrader, Jr., USN is a graduate of the Naval Academy. He has spent most of his career in the Navy in the submarine service and was on the USS Observation Island when the first at-sea launching of a Polaris Missile was tested. It was in October 1980 that Rear Admiral Schrader assumed his present duties as Commander, Cruiser-Destroyer Group One.



Rear Admiral Clifford F. DeWolf Commander, Thirteenth Coast Guard District

Rear Admiral DeWolf was graduated from the Coast Guard Academy with a degree in General Engineering in 1950 and began his commissioned career as an ensign aboard the Coast Guard Cutter BIBB.

Selected for legal training in 1955, he was awarded the Juris Doctor Degree by Georgetown University Law Center in Washington, D.C. in 1957 and admitted to the bar. He has served in legal capacities throughout his career. As a flag officer, RADM DeWolf has served as Commander, Eighth Coast Guard District and as Chief Counsel of the Coast Guard in Washington, D.C., prior to taking command of the Thirteenth Coast Guard District.



Rear Admiral
J. D. Williams
Commander, U.S. Navy Base, Seattle

Rear Admiral J. D. Williams entered the U.S. Naval Academy from Wilmington, North Carolina and was graduated in 1958. Since 1960, RADM Williams has been assigned a career in submarines of the U.S. Navy. His most recent assignment was a

His most recent assignment was a three-year tour as Commander Submarine Squadron Sixteen during which he moved the squadron out of Rota, Spain and established the new replenishment site at Kings Bay, Georgia.

RADM Williams assumed his present

RADM Williams assumed his present duties as Commander, Naval Base Seattle in July, 1981.



Brigadier General Hugh T. Kerr USMC Director of Public Affairs, Headquarters Marine Corps, Washington, D.C.

General Kerr was a Philadelphian in his youthful years and was graduated with a degree in Naval Science from Oregon State University in June, 1955.

He has held posts as Marine company commander, a recruit training officer, as a manpower specialist, as divisional commander and on the General Staff. Shortly after his advancement to Brigadier General he was assigned to his present position as Public Affairs Director in April, 1981.



William J. Draper, CD
Commander Training Group Pacific
Canadian Navy

Captain Draper joined the service as a cadet at Royal Roads Military College in September, 1954. Upon graduation in 1956 he was assigned further studies with the Royal Navy in England.

Following several years of seaduty, Capt. Draper received training in Russia and later became Canada's Naval Attache to the Soviet Union stationed in Moscow.

Following a 1980 Royal College of Defense Studies in London, he assumed his present duties on January 16, 1981.



### Marine Corps Recruit Depot Band

The Marine Corps Recruit Depot Band, including units from El Toro Air Base and Pendleton Marine Base, was first established in 1924 when the Fourth Marine Regiment arrived in San Diego to officially found the present depot site as a Marine Corps Base. The band makes approximately 300 public appearance annually.

mately 300 public appearances annually. The band is under the direction of Captain Richard W. Fleet. Drum Major is Staff Sergeant James P. Findlater and Staff Sergeant Steven C. Cseplo is enlisted band leader.



### United States Marine Corps Mounted Color Guard

The Marine Corps Mounted Color Guard comes to Rose Festival to lead the Grand Floral Parade. They are located at the Marine Corps Logistics Base, Barstow, California.

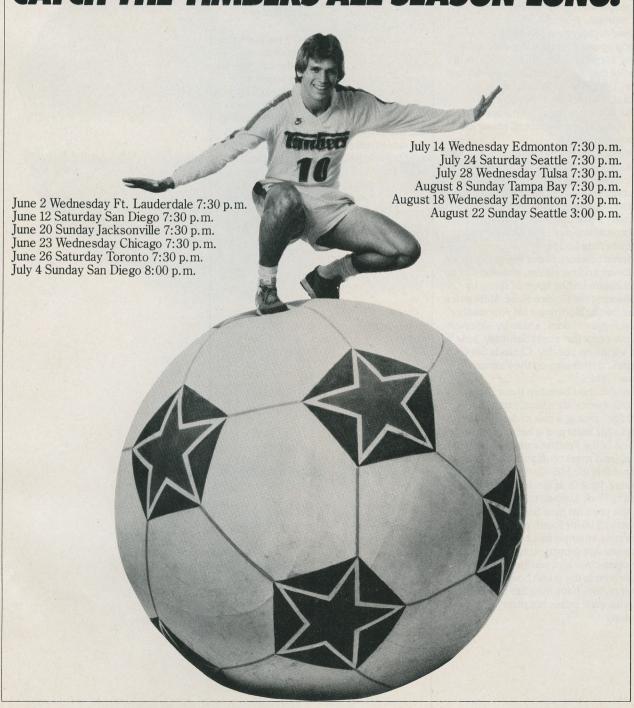
The history of the "Horse Marines" dates back to the 1830s when mounted Marines rode into battle against the Seminole Indians in Florida and Georgia. In the early 1900s, the "Horse Marines" were an official part of the legation Guard in Peking, China.

The color guard is comprised of six equines, palominos, and enlisted Marines of various ranks. The palominos all carry names which ring of Marine Corps history.



Join the crowd at Civic Stadium for great Timbers professional soccer action. \$4 adults, \$3 juniors and seniors. Get tickets at 910 S. W. 18th, Frederick and Nelson downtown, any Portland or Salem G.I. Joe's, Stevens and Son Lloyd Center or call 226-GOAL.

# CATCH THE TIMBERS ALL SEASON LONG.



### Sports for Every Taste . . .

Golden Rose Ski Races Saturday, June 5 and Sunday, June 6, Timberline Lodge

Milk Carton Boat Races Sunday, June 6, 1 p.m., Westmoreland Park Casting Pool

... And Many Others ...

Over the years, the Portland Rose Festival has become a "something for everyone" Festival, scheduling dozens of events which have small and large followings, for people with particular interests and hobbies.

Always prominent among these event are the sports events, some for participants, some emphasizing spectators. In most of them, competition is the driving force. They bob up all over town, on the ground, on the water, on ice, even on snow. Some are pretty, some are combative, some are professional, many are for amateurs.

One of the leading events is the Golden Rose Ski Racing on Mount Hood, a Rose Festival feature which dates back to 1936. In recent years, new emphasis has been focused on these races, and what was formerly a one-day event now has become a two-day celebration centered at Timberline Lodge.

Monte Shelton, better known as a race car driver and car dealer, also shows his enthusiasm for the sport of skiing by sponsoring the Golden Rose. Main event is the pacific Northwest Ski Association Class A giant slalom, a side-by-side twin course event that starts Saturday, June 5, and winds up Sunday. Cascade Ski Club is running the races on the Palmer Snow Field.

Sandwiched between these more serious events are a family race, some "grudge" racing, a pair of dances with the Ron Lloyd band and a barbecue.

One of the Festival's most imaginative races (and most profitable for the young winners) is the Milk Carton Boat Racing Sunday, June 6, at Westmoreland Park Casting Pool. Limited to youngsters 8 to 16, the prize list runs from a top of \$50 down to \$10 for fourth place finishers. Kids may enter paddle boat classes in separate age groups, enter a sailboat in the open class and compete for best showboat in the grand boat parade. Parents, too, have their fun race this year, with no cash prizes but plenty of ego stroking.

Milk carton boat races can be funny, as the youngsters paddle their boats, consisting of tacked-together empty milk cartons, across the choppy waters of the casting pond. If they're lucky, they get to the other side first without the pesky milk cartons breaking their traces and sending the little pilots into the (shallow) water. This is the 10th annual edition of this merry competition.

These two are distinctively "Festival" type events. The entire 10 days finds a full roster of other sports events each tailored to some special skill, equipment or preference.

You may find folks hitting racquetballs, racing radio-controlled cars or model boats, running around tracks and over a road racing course, playing tennis and table tennis, pitching horseshoes, heaving boomerangs, nudging chessmen, booting soccer balls, belting baseballs, sliding curling stones over the ice or twirling on ice skates, motocrossing in both bicycles and motorcycles, pedaling bicycles in road and track racing, gunning drag racers, slapping hockey pucks, brainstorming through a car rallye and hopping up and down in Indian dances.

# FASTER!

America's favorite way to fly



# Stage Band Classic

Nine stage bands will perform, eight of them in competition for awards, in the Second Annual Stage Band Classic cosponsored by KXL Radio of Portland.

Lawrence High School, Lawrence, Kansas, one of the guest bands coming to Rose Festival this year, performs in a non-competitive status at the end of the regular program.

Four Oregon high school stage bands, Beaverton High School, David Douglas High School, Sam Barlow High School and Rex Putnam are scheduled to perform. Vancouver High School and Mead High School, Spokane, come from Washington State. Two other guest band entries, Catalina High School, Tucson, Arizona and Overland High School, Aurora, Colorado have entered the Stage Band Classic.



Lawrence High School Jazz Ensemble



Catalina High School Jazz Band



David Douglas High School Jazz Ensemble



Mead High School Jazz Band



Overland High School Stage Band



Sam Barlow High School Jazz Band

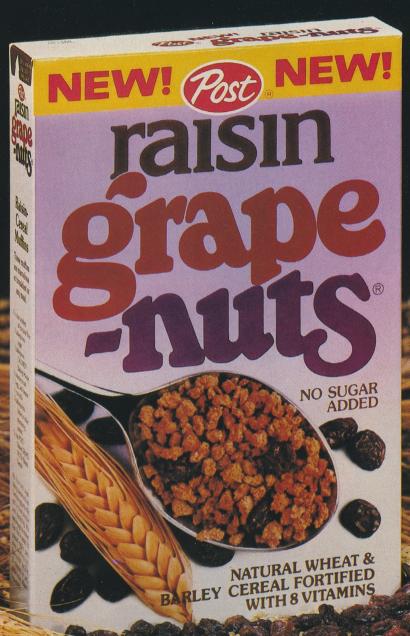


Fort Vancouver High School Jazz Band



Rex Putnam High School Jazz Ensemble

# Introducing Raisin GRAPE-NUTS



# There's a new flavor of tradition at The Rose Festival

The Portland Rose Festival and the Post\* GRAPE-NUTS\* family of cereals have always been a natural fit. Because both are a wholesome tradition.

And now there's a new taste in the GRAPE-NUTS tradition. Post<sup>®</sup> Raisin GRAPE-NUTS. You'll love every crunchy, chewy, nutty, sweet spoonful.

Try new Raisin GRAPE-NUTS and the Portland Rose Festival together. And taste the flavor of two traditions.

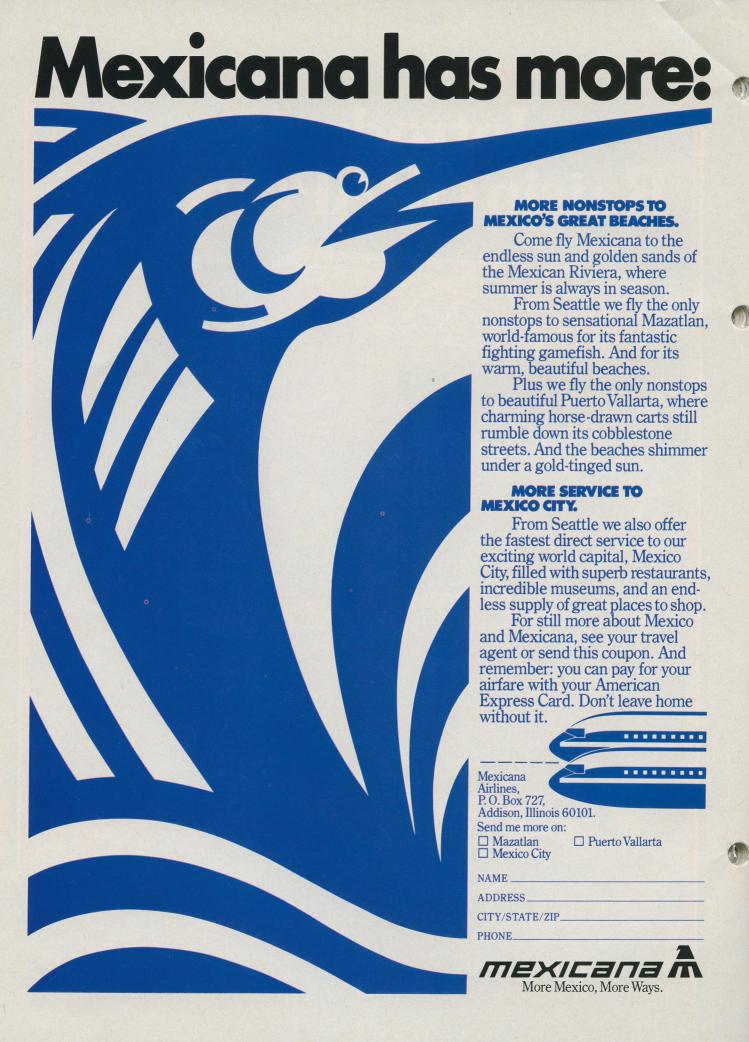


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# Guest Bands



Catalina High School Tucson, Arizona



Kamehameha High School Honolulu, Hawaii



**Lawrence High School**Lawrence, Kansas



**Lindhurst High School** Olivehurst, California



**Mead High School** Spokane, Washington



Overland High School Aurora, Colorado



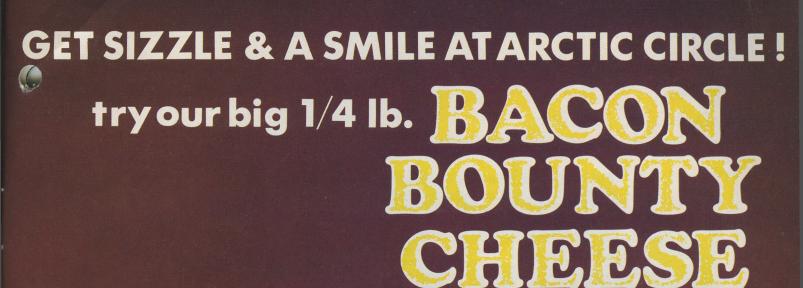
**Century High School**Bismarck, North Dakota

To become a guest band at the Portland Rose Festival requires considerable recognition and reputation as well as meeting standards set by the Festival. From more than two score high schools applying for that privilege, seven out of state bands are selected for the honor.

This year's crop comes from Washington, California, Arizona, Colorado, Nebraska, North Dakota and Hawaii. They perform before a variety of audiences . . . first in the noontime band concerts in downtown Portland, then the Friday night Festival of Bands at Civic Stadium and finally, the Grand Floral Parade.

Each band raises the necessary funds through car washes, cake sales, and other means to create a largess for the trip to Portland and the Rose Festival.





We've added "Sizzle and a Smile" to our great hamburger menu. Our new Bacon Bounty Cheese. Crisp lean "Bacon", luscious tomato garden fresh lettuce, plus an all American favorite "Cheese", blend together with our 1/4 lb. "Bounty Burger" for a real taste treat.

Try One or Two, and we know you'll get "Sizzle and a Smile."





a great hamburger place and more!

# Special Parade Units



### The Calgary Police Pipe Band

Returning for their third appearance in the Grand Floral Parade, the Calgary Police Pipe Band, Calgary, Alberta, Canada; creates a stir with their imposing appearance as a musical marching unit. The tartan-clad pipe band is a favorite of parade watchers across Canada and wherever they have appeared in the United States. Led by Colonel Brian Sawyer, the 30-member pipe band made their first Grand Floral Parade visit in 1979 and repeated the next year.

### Seattle Chinese Community Girl's Drill Team

Observing its 30th year, the Seattle Chinese Community Girl's Drill Team is a unique entry in the Grand Floral Parade. The 60-member team performs in replicas of traditional Chinese warrior uniforms which are handmade in Taiwan.

Under the direction of Art Lum, the team is well known throughout the Pacific Northwest and has walked away with honors from every major Northwest parade.

One of the most thrilling and memorable experiences for the team was a trip to Taiwan in 1972 as guests of the Republic of Free China, participating in inauguration ceremonies for President Chiang Kai-Shek. They returned in 1978 for the inauguration of president Chiang Ching-Kuo.

The team were excellent goodwill ambassadors for the people of Washington State as well as for the Chinese communities throughout the United States.





### The Pa'u Riders

One of the oldest traditions in Hawaiian ranch country comes to the Grand Floral Parade as a fresh, new equestrian entry.

The Pa'u Riders comes to the mainland with 14 riders led by their Queen Lita Lowea Carrillo Cook. Each of the other riders are island princesses wearing the colors of the eight islands. A page and escorts make up the remainder of the entourage.

But the combination of costume, flowers and horse create an effect of both great color variety and native flowers from Hawaii. Tradition has it the ladies of the Hawaiian ranches protected their clothing on long rides to gala events. The word Pa'u (pa-ooo) refers to the voluminous wraparound skirts worn by women riders both as a protection for their clothing like a cowboy's chaps and also for decorative effect.

With the advent of the missionaries and commerce, fabrics ranged from cretonne, cotton (calicos and gingham) to today's contemporary satin, velvet and brightly printed polyesters.

Just as each rider is dressed in definitely different colors and fabrics, she wears a beautiful lei, and so does her horse, of island flowers representing her island.

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P.L., Tacoma, WA

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Easily up to Mariott's standard quality.
P.C., Phoenix, AZ

Enjoy coming here.
Great atmosphere.
Excellent and courteous service.
P.R., Ridgefield, WA

Love the nacho bar. B.L., Deep River, CT

I enjoyed the mellow atmosphere.
M.M., Eugene, OR

Excellent service, good food and spirits. P.K.A., Miami, FL Just a super special place.
D.K., Astoria, OR

Freeless food and

I'm with Eastern
Airlines and I'll eat
here rather than
take a chance someere near the
tel. Very nice.
M., Atlanta, GA

Excellent food and ser ser in the law in the

The best service I

great. H.R., Portland, OR

Couldn't ask for any better service.
The whole place is "tops".
D.K., Astoria, OR

The "Big Apple" could use a place like Gambits—superb!
A.S.C., Staten Island, NY

Thanks for the great waterfront view!
M.G., Portland, OR

Serfect dinner, b.F., Reno, NV

> Whole dinner could not have been better, P.B., Seattle, WA

Great spot. I'll be back.
M.H., Lake Oswego, OR

Courteous and friendly — the food was superb.
J.B., Sherwood, OR

I would recommend this facility to anyone. B.C., Springfield, OR

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Portland Marriott Hotel.

# A June 1



**Beckie Child** 1982 Junior Rose Queen

## The Children of Rose Festival

Rose Festival is the Fourth of July, The State Fair, the Family Picnic, the visit to Aunt Josie in Portland. And children's events appear prominently in the Festival schedule.

Hundreds of young ladies, nine and ten years of age, make preparations to enter the competition to become a Junior Rose Festival princess and perhaps the Queen. From early April when the basic selections begin, grade schoolers learn poems, recite subjects they have written or talk briefly about themselves. The judging process narrows the field to eight princesses and then the selection of the Queen in mid-May.

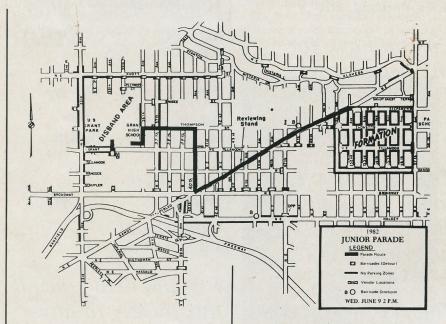
Great credit goes to the real dedication by the court principals especially the

"aunties" who run the princess selection program. "Aunties" later become the drivers who deliver their precious packages to special functions before and during Festival.

And a tribute to the parents, relatives and friends who support their young candidates, winning or losing, and make the trials a memorable experience and a chance to participate in Rose Festival.







### Junior Parade

If participation is the key to Rose Festival, the Rose Festival Junior parade is the best representative of that theme.

Junior Parade, the oldest and largest children's parade in America, brings together bands, floats and drill teams and "special units" by the thousands. It was estimated in 1981 more than 7,000 youngsters took part in the Junior Parade.

A parader picks up on the Grand Floral Parade theme, Headlines of History, to

decorate a bike, build a float, dress up the family dog, refurbish a wagon . . . or just put on a clown face.

A regular event since 1936, the Junior Parade has been one of the mainstays of Rose Festival. Its East Portland route along Sandy Boulevard comes to an end at Grant Bowl where the thousands of participants are treated to an awards presentation and refreshments.

And for years afterward they can say, "I marched in the Junior Rose Festival Parade back in 1982."

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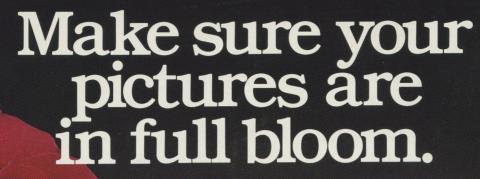
■ Medford Airport 779-4863

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With so much beauty all around you, we know you won't be able to resist taking pictures. And those pictures will help you relive the fabulous Rose Festival time and again.

To have pictures that bring back memories so vividly you can almost smell the roses, we suggest you take your film to finishers who display the Kodak paper sign. They'll print all your first-prize photos on Kodak paper, for a Good Look. After all, first-quality roses deserve the quality of Kodak paper...and so do you!



