Welcome.
The 6,106 people who work for you at U.S. Bancorp
hope you enjoy the Rose Festival.
And naturally, we hope you’ll call us for any of your
financial needs.
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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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.

Donald E. Crouch
President
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First Interstate Bank. Giving you instant cash at more than 100 Day & Night Teller machines throughout Oregon, and more than 600 locations throughout the West. 24 hours a day. 7 days a week. Even during the Rose Festival.
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 Dansetheatre.
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The 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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Portland, Salem and Bend. (Coming soon to Eugene)
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.

A festival in music for the whole family.
FOR ALL YOU DO...
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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.
This season, fly Alaska Airlines to California's hot vacation spots: Palm Springs, San Francisco and Los Angeles (Burbank or Ontario).

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*Seasonal service to Palm Springs.
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.

Sincerely,

[Signature]

MAYOR

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Amy Wilner, 1982 Sun Bowl Queen. Amy, a 22-year-old senior at the University of Texas at El Paso, was chosen from a field of 21 Sun Princesses on December 28, 1981. The new Queen is majoring in social work, with a business emphasis and plans to continue her studies in graduate school. At the present time her career goals are in fashion merchandising, fashion design and banking.

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 1962 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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the 74th Annual Portland Rose Festival

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CONTINENTAL AIRLINES

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<td>Rallye de Roses</td>
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<td>Bicycle Road Races</td>
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<td>Ice Hockey Tournament</td>
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<td>Ice Curling Bonspiel</td>
<td>Fun World</td>
<td>6 p.m. - Midnight</td>
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<tr>
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<td>Festival of Bands</td>
<td>Civic Stadium</td>
<td>7:30 p.m. - 11 p.m.</td>
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<td></td>
<td>Indian Pow-Wow &amp; Pageant</td>
<td>East Delta Park</td>
<td>7:30 p.m. - 11 p.m.</td>
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<tr>
<td></td>
<td>Square Dance</td>
<td>Mt. Hood Community College</td>
<td>7:45 p.m.</td>
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</tbody>
</table>
Saturday, June 12

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
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 Visitation 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     Riverside 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.
Festival Fun Center            Lloyd Center       1 p.m. - 11 p.m.
Post-Parade Float Display
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
Up With People Show            Civic Auditorium       8 p.m.

Sunday, 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
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 Visitation 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 Coupon

DEVELOPING & PRINTING SAVINGS

<table>
<thead>
<tr>
<th>Item</th>
<th>Regular Price</th>
<th>Discount Price</th>
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<tr>
<td>12 Exp. Color Film</td>
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<td>Movie Film</td>
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<td>Copy Prints</td>
<td>89</td>
<td>.59</td>
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</table>

We use Kodak paper... for a good look.

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

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, pro­
vides 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 Tourna­
ment 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 Distin­
guished 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

Thomas R. Reardon M.D.,
Chairman
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,

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

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

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

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

Select the waste receptacle of your choice and contribute generously.

For deposits of the financial variety, visit any of our 34 handy offices.
The Complete List of Past Rose Festival Association Presidents

1912 Ralph Hoyt
1913 Ralph Hoyt
1914 C.C. Colt
1915 Emery Oldsmead
1916 John D. Dunrove
1917 Elmer L. Lincoln
1918 L. L. Martomore
1919 Ira L. Riggs
1920 Eric V. Hauser
1921 O.W. Mielke
1922 O.C. Bortzmeier
1923 Eric V. Hauser
1924 O.W. Mielke
1925 Frank C. Riggs
1926 Edith Dailey
1927 Harriet Griffith
1928 Dorothy Mielke
1929 Rachel Atkinson
1930 Caroline Hahn
1931 Lenore Tamiesie
1932 Frances Kanzier
1933 Jean Stevenson
1934 Beth Skinner
1935 Irene Hegeberg
1936 Janet Sooysmith
1937 Dorothy Mielke
1938 Rachel Atkinson
1939 Jeanne Wallace
1940 Dorothy Mielke
1941 Jeanne Wallace
1942 George Schoeffel
1943 James D. Roberts
1944 Reade M. Ireland
1945 Milo R. McIver
1946 Jesse J. Gard
1947 Ben H. Hazen
1948 Robert E. Eaton
1949 Howard Halman
1950 James J. Richardson
1951 George Halling
1952 Chester R. Duncan
1953 N. Thomas Stoddard
1954 Milton Rice
1955 Harold Kelley
1956 Leith Abbott
1957 William Boone
1958 Harold Weiss
1959 Ed Casey
1960 William R. Moore
1961 Don Chapman
1962 Henry Baldrige
1963 Clyde R. Richardson
1964 Floyd Bennett
1965 George Freck
1966 Frank Drisko
1967 James Simmons
1968 James Rathbun
1969 Webb Harrington
1970 Herb Ballin, Jr.
1971 Robert E. Franklin
1972 Hillman Lueddeman, Jr.
1973 Robert Haazen
1974 Larry Campbell
1975 Robert Armes
1976 Wesley E. Radford
1977 Mel C. Carpenter
1978 Robert L. Nordiander
1979 C. Howard Burnett
1980 Nina Zoe Kitts
1981 Ivan Norton

Past Queens, by Year of Reign

1907 Queen Floa (Mrs. Carrie Lee Chamberlin Wood)
1908-13 Rex Cregerus
1914 Thelma Hollingsworth (Mrs. Wade W. Williams)
1915 Mildred Baker (Mrs. Samuel D. Bamber)
1916 Muriel Saling (Mrs. Muriel Crane)
1917 Nona Gare (Mrs. Willard Hawley)
1918 Dorothy Gare (Mrs. Willard Hawley)
1919 Nona Gare (Mrs. Willard Hawley)
1920 Clara Squares (Mrs. Cameron Squares)
1921 Dorothy Mielke (Mrs. August B. Deiter)
1922 Dorothy Mielke (Mrs. August B. Deiter)
1923 Sarah Baldrige (Mrs. Geo. E. Bolew)
1924 Ruth Parrett (Mrs. Decker)
1925 Alice Eastman Simpson
1926 Dorothy Zehn
1927 Virginia Rothenberg (Mrs. Ben T. Gray)
1928 Dorothy Mielke (Mrs. August B. Deiter)
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1980 Dorothy Mielke (Mrs. August B. Deiter)
1981 Dorothy Mielke (Mrs. August B. Deiter)

It takes more 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.
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.
**Merv 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 traveled 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 big-band 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.


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

Willamette Savings
$2.3 Billion in Assets
50 convenient offices throughout Oregon

Member FSLIC
WHY SOME OF OUR BEST CUSTOMERS ARE PEOPLE WHO NEVER SPEND THE NIGHT.

All too often, hotels put their food-service 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 you're in a Thunderbird/Red Lion city.

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

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

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

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

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

Seafood specialties at the Thunderbird/Inn At The Quay (pronounced "Key"): 283-0303 (206) 994-8341.

The Quiet Bar Thunderbird/Jantzen Beach: 283-2111.

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

GRAND PRIZE
Most outstanding commercial entry
First Interstate Bank

QUEEN'S TROPHY
Most outstanding non-commercial entry
Reno-Sparks Convention Authority

THEME TROPHY
For best development of Parade Theme
"Dance Through The Ages"
Anheuser-Busch/Budweiser

ROSE SOCIETY TROPHY
For most effective use of roses
Pasadena Tournament of Roses

GOVERNOE'S TROPHY
Most outstanding entry from outside Portland
Union Pacific Railroad

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

LEITH ABBOTT AWARD
Float displaying best use of humor
Seattle SeaFair

JUDGES TROPHY
For exceptional merit in the non-commercial class
Aerospace Industrial District Lodge #751

GRAND MARSHAL'S TROPHY
For exceptional merit in the commercial class
Jantzen, Inc.

MAYOR'S TROPHY
Most outstanding commercial entry from the City of Portland
Portland General Electric

PRESIDENT'S TROPHY
Most outstanding commercial entry from the Portland metropolitan area
United States National Bank

ROYAL ROSARIAN TROPHY
For outstanding use of flowers by a commercial entry
Northwest Natural Gas

SILVER ROSE AWARD
For the most outstanding non-commercial float under 35 feet in length
Battle Ground, Washington Chamber of Commerce

GOLDEN ROSE AWARD
Most outstanding commercial float under 35 feet in length
Benj. Franklin Federal Savings & Loan Association
CELEBRATING 67 YEARS!

Sandys IS THE ORIGINAL AND THE OLDEST FULL SERVICE SIGHT 'n SOUND CENTER IN PORTLAND, OREGON!

WANT BETTER PICTURES?
AT SANDY'S WE HAVE ALL THE ANSWERS!

TAKE ADVANTAGE OF THESE SANDY'S ROSE FESTIVAL SPECIALS!

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 $2.00 limit 5

SANDY'S PHOTO HINTS

1. Try to shoot the parade with the sun behind you. If this is not possible, a lens shade and/or a polarizing filter will help you get the best results.

2. Have lots of film on hand! If you run out just look around you, there should be a Sandy's representative near by selling film... plus we have 3 stores along the parade route!

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 FLORAL ROSE PARADE! (Available at all stores)

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

BUY KODAK CAMERAS at Visit our newest store at the Beaverton Mall

Since 1915
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

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

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 hayrack and a calf add authenticity. Forty varieties of flowers are used. Built by American Decorating.

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.
<table>
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<tr>
<th>Number</th>
<th>Description</th>
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<td>H-8</td>
<td>Snake River Stampede Queen, Janice Nelsen, Jerome, Idaho</td>
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<tr>
<td>H-9</td>
<td>Eh-Capa Bareback Riders, Boise, Idaho</td>
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<tr>
<td>B-5</td>
<td>Sunset High School Band, Beaverton, Oregon</td>
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<td>S-5</td>
<td>National Cherry Festival Queen, Lynn Van Bogelen, Traverse City, Michigan</td>
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<td>F-6</td>
<td>Pasadena Tournament of Roses Association</td>
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<tr>
<td>F-9</td>
<td>Puyallup Valley Daffodil Festival</td>
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<td>H-10</td>
<td>D.O. Rogers, Bakersfield, California</td>
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<td>H-11</td>
<td>Al Kader Shrine Mounted Patrol, Portland, Oregon</td>
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<tr>
<td>B-6</td>
<td>College of Sequoias Band, Visalia, California</td>
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<tr>
<td>F-7</td>
<td>United States National Bank of Oregon</td>
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<tr>
<td>F-10</td>
<td>Seattle Seafair</td>
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<td>H-12</td>
<td>Molalla Buckaroo Court, Molalla, Oregon</td>
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<td>H-13</td>
<td>Darcy Wright and Ethel Mikolich, Oregon City, Oregon</td>
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<tr>
<td>B-7</td>
<td>Salvation Army Band, Portland, Oregon</td>
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<td>S-9</td>
<td>Disneyland Ambassador, Joanne Crawford, Anaheim, California</td>
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Don't let the parade pass you by.

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 Carlison, Joelle Rankins, Lena Bonhorst, Ray Ranette Johnson, Dina George, Kathleen Farr and Meegan 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 Husevik 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, Jacqueline Samuel

F-15 Sandy’s Camera Shops/Fujij Film Company

"Picture of Friendship, 1959" — A banner year when Sapporo, Japan, became Portland's sister city. A graceful foot bridge in a delicate summer-time 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 carnations. 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 Year's 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.
Oh, 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 Breakout!

With 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 (wheel) 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.
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, carnations, 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 irises 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 6 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 sculpted 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 Erv 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 mums, 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-beckoned 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


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 worn 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 carnations. 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
Hawaii should start when you get on the plane. Not when you get off.

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.

Fly the friendly skies of United. Call United or your Travel Agent.
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.
Our time together is precious.

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For the price of one evening out, Cablesystems provides us with a month of entertainment in. Fifty-plus cable television channels programmed to suit us all.

Our son enjoys watching Nickelodeon on the **Children's Channel**. Quality, non-violent, nonsexist programming — a welcome change.

Our daughter loves to “rock on” in stereo with the sensational rock concerts on **Music Television (MTV)**, available as a simulcast on Cablesystems FM service.

We enjoy the variety of channels offering viewing choices like original theatrical and musical productions on **Arts**, 24-hour movies without commercial interruptions on **HBO, Showtime**, and **Cinemax**; 24-hour sports on **ESPN** and 24-hour news on **Cable News Network**.

Now we have over 50 reasons to stay home together.

We’re delighted with Cablesystems. You can be too — if you live on Portland's eastside.

**Cablesystems**

*Brings the choice to you*

3075 NE Sandy Blvd.
Portland, Oregon 97232
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 "younger" 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 Sweepstakes 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.
Style /stī(ə)l/ n [ME stil, style.] 1: overall excellence, skill or grace in performance, manner or appearance
2 a: exceptional on-time performance b: convenient schedules c: speedy baggage handling d: low fares e: one-stop check in f: seat selection on every flight

WE FLY BY THE BOOK.

AIRCAL
You’ll like our style
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 list 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 1960 that Rear Admiral Schrader assumed his present duties as Commander, Cruiser-Destroyer Group One.

Rear Admiral Clifford P. 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 1959. Since 1990, RADM Williams has been assigned a career in submarines of the U. S. Navy. 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 Rings Bay, Georgia. 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.

Captain (N) 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 sea duty, Capt. Draper received training in Russia and later became Canada's Naval Attaché 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.

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 1960s, 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.

June 2 Wednesday Ft. Lauderdale 7:30 p.m.
June 12 Saturday San Diego 7:30 p.m.
June 20 Sunday Jacksonville 7:30 p.m.
June 23 Wednesday Chicago 7:30 p.m.
June 26 Saturday Toronto 7:30 p.m.
July 4 Sunday San Diego 8:00 p.m.

July 14 Wednesday Edmonton 7:30 p.m.
July 24 Saturday Seattle 7:30 p.m.
July 28 Wednesday Tulsa 7:30 p.m.
August 8 Sunday Tampa Bay 7:30 p.m.
August 18 Wednesday Edmonton 7:30 p.m.
August 22 Sunday Seattle 3:00 p.m.
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.
America’s favorite way to fly

EASTERN
Nine stage bands will perform, eight of them in competition for awards, in the Second Annual Stage Band Classic co-sponsored 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.
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® 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.


GRAPE-NUTS® cereals
A family of good tastes... compliments of nature.
MORE NONSTOPS TO MEXICO'S GREAT BEACHES.

Come fly Mexicana to the endless sun and golden sands of the Mexican Riviera, where summer is always in season.

From Seattle we fly the only nonstops to sensational Mazatlan, world-famous for its fantastic fighting gamefish. And for its warm, beautiful beaches.

Plus we fly the only nonstops to beautiful Puerto Vallarta, where charming horse-drawn carts still rumble down its cobblestone streets. And the beaches shimmer under a gold-tinged sun.

MORE SERVICE TO MEXICO CITY.

From Seattle we also offer the fastest direct service to our exciting world capital, Mexico City, filled with superb restaurants, incredible museums, and an endless supply of great places to shop.

For still more about Mexico and Mexicana, see your travel agent or send this coupon. And remember: you can pay for your airfare with your American Express Card. Don't leave home without it.
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.
After 74 years, Portland's Rose Festival begins to grow on you.

Congratulations from Oregon Bank to the thousands of volunteers who've worked all year long to make this, the 74th Annual Portland Rose Festival as exciting and memorable as ever. Your efforts clearly show why Portland is one of America's most liveable cities.

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AN ORBANCO COMPANY  MEMBER FDIC
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a great hamburger place and more!
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-oo) 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.
Discover why we’re getting such rave reviews. Join us for lunch, dinner or Sunday Brunch in The King’s Wharf. Or for drinks and dancing in Gambits Lounge.

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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 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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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!