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76TH ANNUAL
JUNE 1-17 1984
TWO DOLLARS

Catch Our Smile.



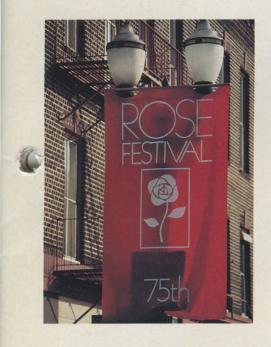
Just like you, PSA loves a parade—so we hope you enjoy our float in today's big procession. And after you catch our float, come catch our smile. We're famous for low fares, frequent flights and smiling service. And we're a real crowd-pleaser when it comes to

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MUMX



Welcome to Rosaria's Many New Events		4
Queen Selection and Coronation; Royal Court; Program		8
Festival Events Schedule	11-	-12
Grand Floral Parade Map; Float Judges		14
Military Visitors		16
Starlight Parade; Starlight Road Run; with Map		18
Mayor Frank Ivancie Proclamation		19
Visiting Royalty		20
Coronation Judges		
Special Grand Floral Parade Units; Photo Tips		22
Personalities:		
Henry Mancini: The Oregon Symphony		
Parade Hosts		23
PSA Hot Air Balloon Classic		
A Ticket to the Past		
Grand Floral Parade Lineup	21.	-31
Greetings from Rose Festival President H. Dudley Strain	25	35
Associate Membership; Rose Festival Officers		
Stroh's/G.I. Joe's 200		
Rose Society and Royal Rosarians	16	17
7-Up Gasoline Alley Expo	10	10
Festival of Bands		
Roll of Past Queens and Past Presidents		
Junior Parade and Junior Court		
Junior Parade Map		
Festival Entertainment: Fun Center and Beer Garden		56
Milk Carton Boat Races		60
The Many Events of Rose Festival		62
Golden Rose Ski Classic; Schedule		
1983 Grand Floral Parade Float Winners		
	200	1



Portland Rose Festival is a non-profit organization creating and administering an annual community event for the enjoyment of our residents and visitors. Special credit for the production of the 1984 souvenir program is given to Rono Graphics Communications, Graphic Media, Kristin Finnegan Photography, Dale LaFollette, Greg Childs and other contributors.

WOLCOMB

Portland Rose Festival welcomes new events...first-time visitors to our annual celebration. The Indy Cars are Coming... a phrase heard many times over the past nine months...and with them come the most famous racing drivers in America, many of them fresh from the great Indianapolis 500.

Chosen as this year's Grand Marshals of the Grand Floral Parade are two drivers, one a veteran of many seasons on the tracks, the other a young man barely into his second year on the CART/PPG Indy Car World Series.

Here for the Stroh's/G.I. Joe's 200 at Portland International Raceway are Gordon Johncock



Gordon Johncock





Mickey Gilley

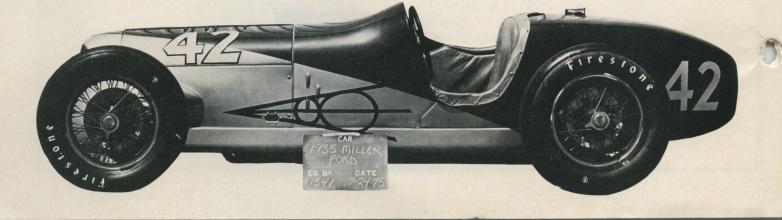
and Al Unser, Jr. Make them welcome only as Portland can.

7-Up Gasoline Alley Expo welcomes one of their celebrities, Mickey Gilley, one of the super stars of country music. Gasoline Alley welcomes the visitor to its complete trade show, vintage car display, foo fair of topline Portland restauranteurs and entertainment.

PSA Hot Air Balloon Classic at East Delta Park begins a series of professional balloon racing at East Delta Park. The 1984 event, sponsored by Pacific Southwest Airlines, stands as a preview of a potential giant assembly of balloonists on a three-city circuit in 1985.



Al Unser, Jr





APREVIEW OF TONIGHT'S SHOW.

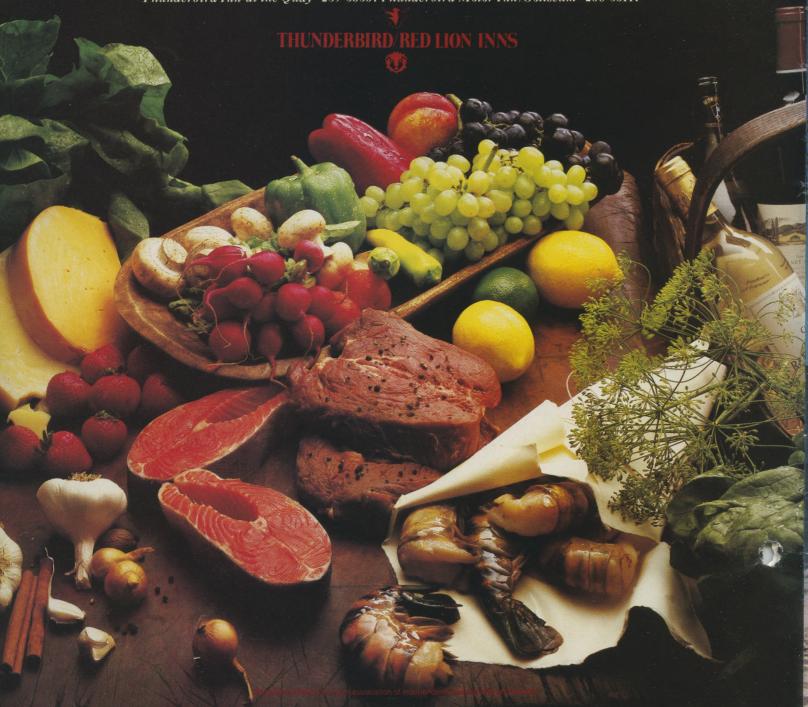
Why just go to a restaurant when you can sit down to an event?

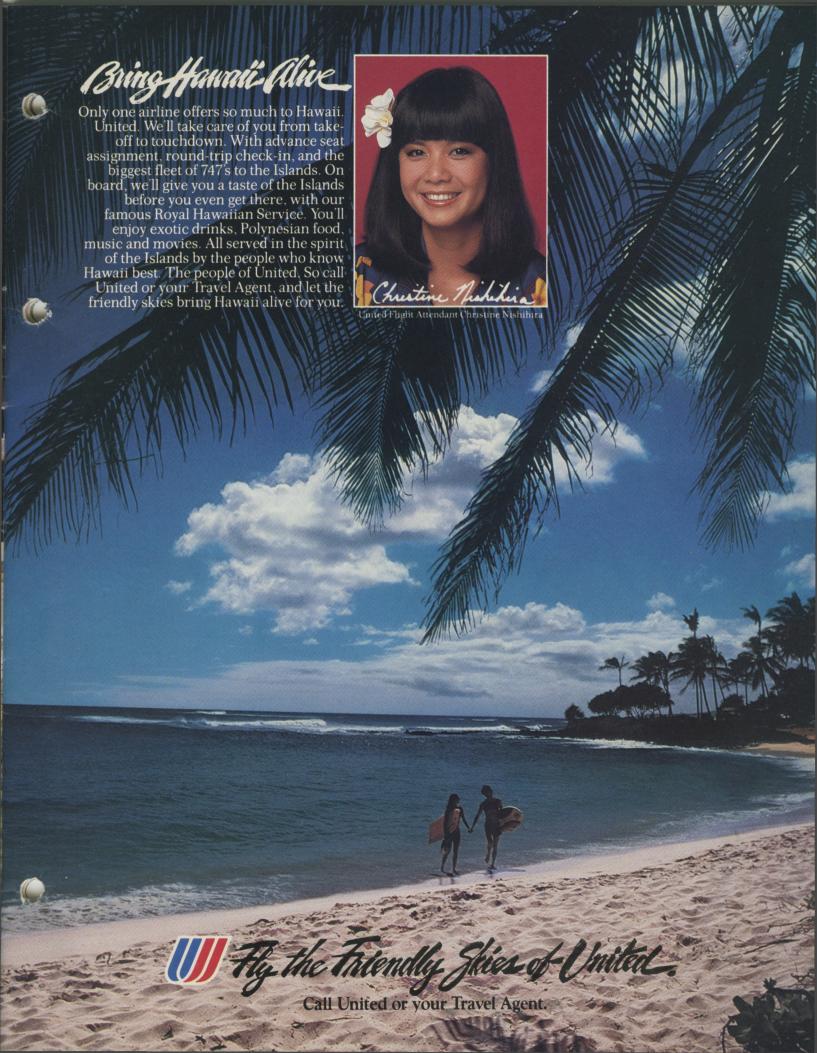
For reservations, call any of the six Portland area Thunderbird or Red Lion Inns.

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Red Lion Motor Inn/Portland Center-221-0450. Thunderbird Motor Inn/Jantzen Beach-283-2111.

Thunderbird Inn at the Quay-289-0303. Thunderbird Motor Inn/Coliseum-235-8311.





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



Stephanie Kalez Lincoln



Anita Smisek Madison



Carmen Herman



Denise Washington



Cyndy Brooks St. Mary's



Sandra Zimmerman



Allison Bernards



Alex Harvey Jefferson



Stephanie Dir



Lucy Boryer Roosevelt



Ordella Reynolds Cleveland

Program of Events

Overture Rose Festival Concert Orchestra John Richards, Conductor

Opening Medley Parkrose High School Debonaires LaRoyse Findlay, Director

"Trolley Song" Margie Boule, Mistress of Ceremonies

Introduction of the

1984 Portland Rose Festival Court

Introduction of H. Dudley Strain, President, Portland Rose Festival Association

Introduction of Royal Rosarians

Presentation of Princesses Stephanie Kalez, Lincoln; Anita Smisek, Madison; Carmen Herman, Marshall

Introduction of Judges

Presentation of Princesses Denise Washington, Grant; Cyndy Brooks, St. Mary's; Sandra Zimmerman, Franklin

Highlights of Festival Activities

Presentation of Princesses Allison Bernards, Wilson; Alex Harvey, Jefferson

Presentation of 1983 Queen Kira Rembold

Choral Medlev Parkrose High School Debonaires Jefferson Dancers, Mary Floberg, Director Portland All City Band, Steve Robertson, Director

Presentation of Princesses Stephanie Dir, Central Catholic; Lucille Boryer, Roosevelt; Ordella Reynolds, Cleveland

Introduction of Dignitaries Final Reprise of 1984 Royal Court

Choral Medley

Announcement of The Queen Investment of The Queen with the Symbols and Gifts of Office Proclamation by The Queen

Finale and Recessional

Dale V. Johnson, Producer Credits:

Burlington Northern Railroad Design Concepts, Inc. Erv Lind Florist Nudelman's Formal Wear Greg Smith, Artist-Director, Pacific Ballet Theater

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JUNE 1, FRIDAY Golden Rose Ski Classic Beer Garden **Entertainment Center** Festival Fun Center Junior Tennis Championships

Queen Selection & Coronation Fireworks Display

JUNE 2, SATURDAY

Junior Tennis Championships

Golden Rose Ski Classic Radio Operated Model Car Races

Ice Skating Championships Woodcarving Show

Festival Fun Center Rosarian Junior **Knighting Ceremony Drag Races**

Water Ski Show

Beer Garden **Entertainment Center** Bicycle Track Races

'Lil Briches Rodeo Starlight Road Run Starlight Parade

JUNE 3, SUNDAY

Bicycle Road Races Junior Tennis Championships

Woodcarving Show

Oregon Society of Artists Model Boat Races

Ice Skating Championships Beer Garden **Entertainment Center Festival Fun Center** Milk Carton Boat Races Lil Briches Rodeo

Royal Rosarian Rose Garden Contest

JUNE 4, MONDAY

Royal Rosarian Rose Garden Contest

Woodcarving Show

Festival Fun Center Beer Garden **Entertainment Center**

JUNE 5, TUESDAY

Woodcarving Show

Festival Fun Center Beer Garden **Entertainment Center** Oregon Society of Artists American Legion Auxiliary Wheelchair Parade Lloyd Center Symphony Concert

JUNE 6, WEDNESDAY

Woodcarving Show

PSU Women Art Festival Festival Fun Center Beer Garden **Entertainment Center** Oregon Society of Artist Junior Rose Festival Parade Timberline Lodge

Lloyd Center West Side Seawall Portland Tennis Center Civic Auditorium

Willamette River-

Hawthorne Bridge

12 noon-10 pm 12 noon-11 pm

4 pm-8 pm 8 pm

9:30 pm

9 am

Portland

Tennis Center Timberline Lodge

8 am-10 pm 9 am

Clackamas Town Center Valley Ice Arena Western Forestry Center

West Side Seawall

9 am-5 pm 10 am-8 pm 10 am-5 pm 11 am-11 pm

11:30 am

Peninsula Park Portland International

McCall

Gates open Raceway 12 noon

Lloyd Center Alpenrose Velodrome Alpenrose Dairy

Lloyd Center

Downtown

Waterfront Park

12 noon-10 pm

12 noon-4 pm

1 pm 1 pm 8 pm 8:30 pm

9 am

9 am-6 pm

Mt. Tabor Park

Portland Tennis Center Western Forestry Center **OSA** Gallery Force Lake-West Delta Park

10 am-5 pm 10 am-4:30 pm 10:30 am Valley Ice Arena 12 noon-6 pm

Lloyd Center West Side Seawall Westmoreland Park Alpenrose Dairy

12 noon-10 pm 12 noon-11 pm 1 pm

City-Wide

1 pm-4 pm

1 pm

City-Wide

8:30 am-12 noon Western Forestry Center 10 am-5 pm

Lloyd Center

11 am-11 pm 12 noon-10 pm

Western

Forestry Center West Side Seawall

West Side Seawall

10 am-5 pm 11 am-11 pm

Lloyd Center **OSA Gallery** Portland Veteran's Medical Center Lloyd Center

12 noon-10 pm 1 pm-4 pm

2 pm

8 pm

Ice Pavilion

Forestry Center Washington Square West Side Seawall

10 am-5 pm 10 am-9 pm 11 am-11 pm

Lloyd Center 12 noon-10 pm 1 pm-4 pm Hollywood District 2 pm

U.S./Canadian **Navy Ships Arrive** Oregon Symphony Marathon Concert

JUNE 7, THURSDAY

Woodcarving Show

PSU Women Art Festival **Festival Fun Center Noontime Band Concerts** Beer Garden **Entertainment Center**

Hockey Tournament

Rose Show

Oregon Society of Artists U.S./Canadian Navy Ships Arrive Motorcycle Motocross

Stage Band Classic

JUNE 8, FRIDAY

Hockey Tournament Rose Show

Royal Rosarian Knighting Ceremony Woodcarving Show

PSU Women Art Festival **Festival Fun Center Noontime Band Concerts** Beer Garden

Entertainment Center U.S./Canadian Navy Ship Visitations Oregon Society of Artists

Northwest Invitational Soccer Tournament Indian Pow-Wow & Encampment **Badminton Tournament**

Festival of Bands Square Dance

Ice Curling Bonspiel

JUNE 9, SATURDAY

Hockey Tournament Northwest Invitational Soccer Tournament Pre-Parade **Entertainment Show** G.I. Joe's Rose Cup

Badminton Tournament

Sports Car Races

Indian Pow-Wow & Encampment **Grand Floral Parade** Chess Tournament Woodcarving Show

PSU Women Art Festival Sogetsu Rose Show

Festival Fun Center YMCA-BMX Outdoor Bicycle Races

Beer Garden **Entertainment Center** U.S./Canadian Navy Ship Visitations Oregon Society of Artists Post Parade Float Display West Side Seawall

Civic Auditorium

Afternoon 6 pm-midnight

Western Forestry Center Washington Square West Side Seawall Downtown

10 am-5 pm 10 am-9 pm 11 am-11 pm 12 noon

Lloyd Center Valley Ice Arena 12 noon-10 pm 12 noonmidnight 1 pm-8:30 pm

1 pm-4 pm

Lloyd Center Ice Pavilion **OSA Gallery**

West Side Seawall Afternoon

Portland International Raceway Civic Auditorium

7:30 pm

6 am-midnight

Valley Ice Arena Lloyd Center Ice Pavilion

9 am-7 pm 10 am

Washington Park Western Forestry Center Washington Square West Side Seawall Downtown

10 am-5 pm 10 am-9 pm 11 am-11 pm 12 noon

Lloyd Center 12 noon-10 pm

West Side Seawall 1 pm-4 pm **OSA Gallery** 1 pm-4 pm

Parkrose High School 11 pm-10 pm East Delta Park 5 pm-midnight Multnomah Athletic Club 7 pm Civic Stadium 7:30 pm Mt. Hood Community

College 7:45 pm-11:30 pm

Silver Skate Ice Arena 8 pm-midnight

Valley Ice Arena 6 am-midnight

9 am

Parkrose High School 8 am-10 pm

Portland International Raceway 9 am-6 pm

Multnomah Athletic Club East Delta Park 9 am 9 am-midnight Coliseum-Downtown 10 am PCC/Cascade 10 am Western

Memorial Coliseum

Forestry Center Washington Square 10 am-5 pm 10 am-6 pm

Japanese Garden Pavilion Washington Park West Side Seawall

11 am-5 pm 11 am-11 pm

Meldrum Bar Park Gladstone

12 noon-10 pm

12 noon

West Side Seawall OSA Gallery Lloyd Center

Lloyd Center

1 pm-4 pm 1 pm-4 pm 1:30 pm-9 pm

Tokyo Ikebana Rose Show	Portland Hilton – Main Lobby	2 pm-evening	7-Up Gasoline Alley Expo	Multnomah County Expo Center	3 pm-11 pm
Henry Mancini/Oregon			HINE 45 FRIDAY		
Symphony Pops Concert	Civic Auditorium	8 pm	JUNE 15, FRIDAY		
JUNE 10, SUNDAY			Racquetball Tournament	Multnomah Athletic Club	8 am-10 pm
Hockey Tournament	Valley Ice Arena	6 am-9 pm	Stroh's/G.I. Joe's 200	Portland	o am- 10 pm
Northwest Invitational			ART/PPG Indy Car World Series	International	
Soccer Tournament	Parkrose	0 5		Raceway	9 am-6 pm
GI. Joe's Rose Cup	High School	8 am-5 pm	Oregon TAC Junior Olympics	Mt. Hood Community	
Sports Car Races	Portland			College	10 am-8 pm
oporto cui riucco	International		Oregon Society of Artists	OSA Gallery	1 pm-4 pm
	Raceway	9 am-6 pm	7-Up Gasoline Alley Expo	Multnomah County	
Post-Parade Float Display	Lloyd Center East Delta Park	9 am-6 pm 9 am-finish		Expo Center	3 pm-11 pm
Indian Pow-Wow & Encampment Chess Tournament	PCC/Cascade	10 am	JUNE 16, SATURDAY		
Woodcarving Show	Western	TO diff	PSA Hot Air Balloon Show	East Delta Park	8 am-9 am
	Forestry Center	10 am-5 pm	Racquetball Tournament	Multnomah	o arri o arri
Sogetsu Rose Show	Japanese		Stroh's/G.I. Joe's 200	Athletic Club	8 am-10 pm
	Garden Pavilion – Washington Park	10 am-5 pm	CART/PPG Indy Car	Portland International	
PSU Women Art Festival	Washington Square	11 am-5 pm	World Series	Raceway	9 am-6 pm
Festival Fun Center	West Side Seawall	12 noon-10 pm	Oregon TAC Junior Olympics	Mt. Hood	o an o pin
Beer Garden	Harrid October	10 10		Community	
Entertainment Center U.S./Canadian	Lloyd Center	12 noon-10 pm	7.11- O	College	10 am-8 pm
Navy Ship Visitations	West Side Seawall	1 pm-4 pm	7-Up Gasoline Alley Expo	Multnomah County Expo Center	10 am-11 pm
Oregon Society of Artists	OSA Gallery	1 pm-4 pm	Oregon Society of Artists	OSA Gallery	1 pm-4 pm
Henry Mancini/Oregon	0: 4 100		HINE 47 OUNDAY		
Symphony Pops Concert Tokyo Ikebana Rose Show	Civic Auditorium Portland Hilton –	8 pm	JUNE 17, SUNDAY		
lokyo ikebalia nose silow	main lobby	All day	PSA Hot Air Balloon Show Racquetball Tournament	East Delta Park Multnomah	8 am-9 am
				Athletic Club	8 am-1 pm
JUNE 13, WEDNESDAY			Stroh's/G.I. Joe's 200 CART/PPG Indy Car	Portland	o din i pin
Oregon Society of Artists	OSA Gallery	1 pm-4 pm	World Series	International	
Racquetball Tournament	Multnomah Athletic Club	1 pm-9 pm		Raceway Mt. Hood	9 am-5 pm
7-Up Gasoline Alley Expo	Multnomah County	pin o pin	Oregon TAC Junior Olympics	Community	
	Expo Center	3 pm-11 pm		College	10 am-8 pm
HINE 14 THURSDAY			7-Up Gasoline Alley Expo	Multnomah County	10 0

The Most Popular...Why?

10 am-8 pm

1 pm-4 pm

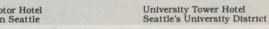
1 pm-9 pm

Towne Motor Hotel Downtown Seattle

JUNE 14, THURSDAY

Oregon TAC Junior Olympics

Oregon Society of Artists Racquetball Tournament





Mt. Hood Community College

OSA Gallery

Multnomah Athletic Club

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Oregon Society of Artists



Expo Center

OSA Gallery

10 am-9 pm

1 pm-4 pm

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group take the place of your good common sense. Vote the way you believe. Together we can count. Yes we can.

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PARADE JUGES

Saturday, June 9, 1984, Memorial Coliseum. 9 a.m. Pre-Show, 10 a.m. Parade

The Grand Floral Parade provides the traditional climax to the annual Portland Rose Festival, as more than two dozen all-floral floats, smart-stepping bands and prancing horses wind their way through four miles of downtown streets to the acclaim of some 300,000 curbside spectators and millions more on nation-wide television.

Theme for this 76th annual Rose Festival is "Ticket in My Pocket," with all floats presenting interpretations of that theme. Grand Marshals are two famed Indy car race drivers, Gordon Johncock and Al Unser Jr. This is in salute to the inaugural Stroh's/G.I. Joe's 200 Indy car race, which winds up the Rose Festival Sunday, June 17.

Complete Grand Floral Parade Lineup appears beginning on Page 27.



Thomas R. Reardon, M.D.
Dr. Reardon has been Chairman of Judges for
Grand Floral Parade float awards since 1980. He
currently serves as President of the Oregon Medical Association. He is past president of the Portland Rose Society and an American Rose Society
member for 15 years.



Kathy Kullberg
Kathy Kullberg is an Art Director with Borders,
Perrin & Norrander, one of Portland's leading
advertising agencies. She graduated with a BA in
graphic design from Portland State University in
1980 and free-lanced two years before joining the
agency.



Roxann Miller

Roxann Miller is Promotion Director for KGW

Radio in Portland. A journalism graduate of University of Oregon, she served as Director of Good Samaritan Hostpital & Medical Center Public Relations Department from 1974-1978.

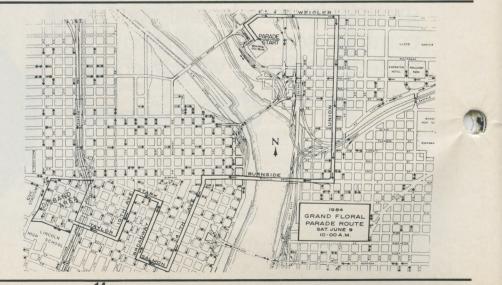


Junna L. Elliott
Junna Elliott is a past president of the Portland
Rose Society and has won many awards as a rose
grower and exhibitor. She is an Accredited Rose
Judge of the American Rose Society and Master
Judge of the National Council of State Garden
Clubs.



William G. Lawson

Bill Lawson is twice retired as Manager of the
Pasadena Tournament of Roses Association, serving nine years in two different terms. In total,
Lawson served the Tournament of Roses over 30
years as a committeeman, Director, officer and
then Manager. He is a Past President of the International Festivals Association.





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ern California airports (Burbank, Long Beach, and Ontario) we can breeze you through Beverly Hills, and show you how movies are made at Universal Studios. Or we could take you and the kids out to Disneyland for an unforgettable day; tell you where to find the best pottery in Tijuana; and during the season, get you nice and tanned in Palm Springs.

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MINARYGUSIS

The Navy's Love Affair with Portland Ships Arrive Starting Wednesday, June 6 Visiting Hours Starting Thursday, June 7, 1-4 p.m.

Sailors enjoy a long-standing love affair with Portland. Our city is a great liberty port, say the men and women of the U.S. Navy, U.S. Coast Guard, Canadian Navy and the maritime services of other countries. There's a mutual exchange of warmth and friendliness that has been going on at Rose Festival for many years. This year 21 U.S. and Canadian ships will tie up at the West Side seawall along Tom McCall Waterfront Park. Visitors are welcomed aboard each day starting Thursday, from 1 to 4 p.m.



Vice Admiral Crawford A. Easterling Commander Naval Air Force U.S. Pacific Fleet

Vice Admiral Easterling entered the Navy through the NROTC program in 1951. He became a naval aviator in 1953 and commanded four fighter squadrons. Various command assignments culminated in his present assignment as Commander Naval Air Force, U.S. Pacific Fleet, in August 1982.







Vice Admiral Charles E. Larkin

Commander
Coast Guard Pacific Area and
11th Coast Guard District

Vice Admiral Larkin enlisted in the Coast Guard in 1945 and that same year entered the Coast Guard Academy. He entered the flight training program in 1952 and attained flag rank in 1976. He has served as superintendent of the Coast Guard Academy and assumed his present command in June, 1982.

Rear Admiral
Peter M. Hekman Jr.
Commander

Cruiser-Destroyer Group One

Rear Admiral Hekman graduated from the U.S. Naval Academy in 1958 and served on various ships before entering the Nuclear Power program in 1963. He has since commanded a number of vessels, has held his present assignment since March 1983 and is in command of the ships visiting Portland.

Rear Admiral Harold W. Parker Jr.

Commander 13th Coast Guard District

Rear Admiral Parker graduated from the Coast Guard Academy in 1950, son of a career Coast Guard officer. He was decorated by the Republic of Italy for his work in coordinating rescue operations after the 1956 collision between the Italian liner and the Swedish liner Stockholm. He attained flag rank in 1978 and assumed his present command in 1983.





THIS WEEKEND?

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Portland

SIARIGH PARADE.

Illuminated floats twinkling in the night sky, smart-stepping bands serenading downtown streets, pretty girls laughing and waving, clowns cavorting — they all add up to the Starlight Parade.

Now in its eighth year as a stellar Rose Festival attraction, the Starlight Parade has grown into one of the Festival's most popular events, televised live and repeatedly attracting more than 100,000 spectators.

Saturday, June 2, at about 8:30 p.m., as darkness begins to



gather over downtown Portland, the parade steps off to pass through the city's central business core. Entrants from all parts of Oregon and Washington and even western Canada come to compete for prizes and curbside applause.

This is the third largest annual parade in the Pacific Northwest, with the Rose Festival's Grand Floral Parade number one and the Seattle Seafair parade second.

Starlight Road Run

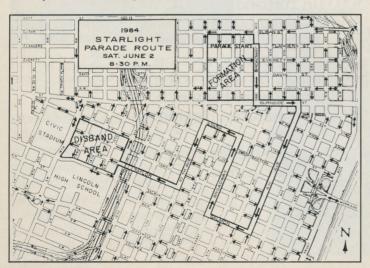
As some 100,000 spectators relax at curbside in downtown Portland waiting for the start of the Starlight Parade, they'll be thrilled and amused as 8,000 road runners churn past along the parade route.

This is the sixth annual 62 KGW Starlight Road Run, starting at Lloyd Center at 8 p.m. to cross

the Burnside Bridge and from there the Starlight Parade route to disband.

The leaders are timed and a few run it for the glory. For most, however, it is a 4.25-mile lark — an opportunity to turn out on a lovely June evening, wear outlandish costumes, visit and run with friends and wave hello to the

largest road race audience on Portland's annual race schedule. The runners also incidentally raise money for the Rose Festival Scholarship Foundation with their entry fees.



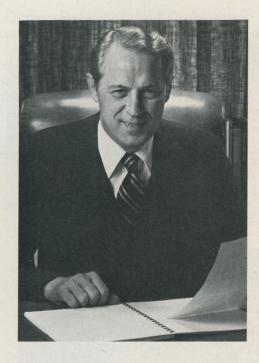


MAYOR

Greetings From Portland's Mayor

As Mayor of the City of Portland, the beautiful "City of Roses," I warmly welcome you to the 76th Annual Portland Rose Festival, June 1-17.

This Rose Festival celebration promises to be the best ever with the addition of the Portland 200 CART/PPG Indy Car World Series. This event will highlight "Race Week" with the nearby 7-Up Gasoline Alley Expo at the Multnomah County Exposition Center rounding out this exciting, new 7-day Festival bonus.

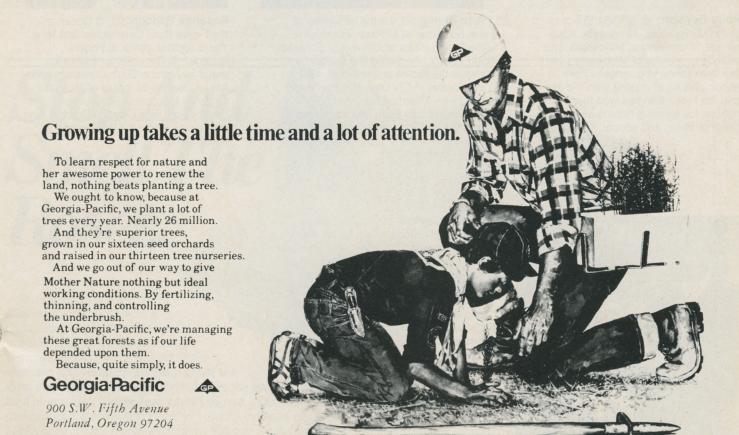


The Henry Mancini/Oregon Symphony Concert, a beautiful Rose Festival Court, Stage Band Classic and Grand Floral Parade are just a few of the festival attractions that will delight young and old alike.

Join me in experiencing the pleasure of a Portland tradition that has entertained Portlanders and our visitors for 75 years. You will have a "Ticket in your Pocket" for wonderful memories.

Warm Regards,

Francis J. Ivancie Mayor



USING ROMAN

Each of these young women comes to Portland at Rose Festival time with a "ticket in her pocket," so to speak. Each represents a community festival or entertainment attraction in her home town. Promoting that attraction is a major part of her official duties. She is invited here, just as the Portland Queen is invited to Festivals in other cities, to represent her home city

and her festival and to exchange ideas for the betterment of all.

These women visit and appear at a number of our events. They will hold positions of honor in the Grand Floral Parade lineup and, hopefully, will return home to sing the praises of Portland and the Rose Festival.



Polly Benson, 19, is 1984 Princess of the Minneapolis, Minnesota, Aquatennial. From Anoka, Minnesota, she attends University of Minnesota where she is majoring in business. Polly is accomplished at playing both the piano and the flute. She has won many blue ribbons for showing horses and likes reading, skiing and soccer.



Ann Boling, 21, reigns as Queen of the Sun Bowl at El Paso, Texas. A marketing major at University of Texas at El Paso, she would like to own her own retail business some day. She is very active in Chi Omega sorority and has been a member of the UTEP Goldiggers drill team and dance team and the UTEP modern dance and Hispanic dance groups. Ann speaks English and Spanish.



Rosanna Rascon, 22, is Queen of the Fiesta Bowl Celebration and New Years football game at Phoenix, Arizona. She is a senior marketing major at Arizona State University and has worked as an intern at Motorola for three summers. Rosanna is a member of Delta Gamma Sorority, and was cover model for the Women of ASU calendar.



Ellen Coleman, 22, (right), Disneyland's 1984 Ambassador to the World, and Mickey Mouse greet 1983 Portland Rose Festival Queen Kira Rembold on recent visit to Disneyland. Ellen is visiting the Rose Festival this year as an honored notable. She holds a degree in communications from California State University in Fullerton and is aiming for a broadcasting career. Ellen enjoys music, dancing and painting.

JUGES

This is the panel of judges which observes the Princesses of the Royal Court in real world situations before the Queen Selection ceremony, as well as during the selection program itself. Judging is based on a maximum of 100 points—35 points for poise, for appearance, 35 for speaking ability. Each judge names a first, second and third choice.

Queen Selection and Coronation, Friday, June 1



Lt. Commander Michael Barton, U.S. Navy aviator, currently assigned to Navy Recruiting in Portland. A Naval officer for the past ten years, he has traveled to 19 foreign countries and visited 49 of the 50 United States.



Maureen L. Haynes, a former Oregon Posture Queen and first runner-up in the Oregon Miss Universe contest in 1968. Mrs. Haynes has trained as a judge of pageants and talent contests and served as a judge in many such events.



Carl Kato, General Manager of the Portland Chamber of Commerce. He has been with the Chamber 15 years and prior to that represented an Oregon manufacturer in Japan. A University of Oregon graduate, he also has studied in Japan



Mary Jansen Link, Director of Operations with Home Purchase Corporation, a third party relocation company. A native of Wisconsin, she attended University of Wisconsin and UCLA. Her husband, John, is owner of John Link Pontiac.

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Pat McKevitt, Communications Manager for the Womenswear Division, Pendleton Woolen Mills. She supervises Womenswear advertising, public relations, sales training and home economics programs. She has extensive TV and fashion coordinating experience.



Dr. Ethel Simon-McWilliams, Associate Director, Northwest Regional Educational Laboratory: Her career has been devoted to education, administration and public service. She is currently chairman of the St. Vincent Hospital and Medical Center Board.

Red Lion Inn Jantzen Beach......283-3610

 Portland Int'l Airport.
 249-4900

 Medford Airport.
 779-4863

(909 N. Hayden Island Drive)



Steven E. Sutherland, Student Body President, Parkrose High School. Steve represents the peer group of the Princesses being judged. He is a four year member of National Honor Society with a cumulative GPA of 3.97 and is a four-year wrestling letterman.



PHOTO TIPS

Part of the fun of Rose Festival is reliving the experience through your own photos. The Grand Floral Parade is an especially good place to get some memorable pictures for your album.

Before you set off to watch the parade or any other picturable event, make sure your camera is loaded with film and the camera battery and shutter are working properly. If your camera has a battery check button, press it to check battery power.

If your camera has built in light meter, aim it at different objects to make sure the meter moves. Check the surface of your lens for dust or finger smudges and clean it if necessary.

On the parade route or wherever you are, try to find a position where the sun is behind you and your subjects are in the sun and out of the shadows. Especially make sure your subjects are not in mottled sun and shade.

When you aim your camera, look carefully at all the images in the view finder. You may have an unwanted face or a telephone line in the way or even a pole looking like it's coming out the top of someone's head. Squeeze off your shots gently. A jerkey push on the release lever may give you a blurry image.

Here's your check list of better pictures: Check your camera, check your film, check your location, aim at subjects in the sun and not in shadow or mottled light and shade, then press the shutter release smoothly and gently. You'll be pleased at your results!



Special Parade Units Add Spice to Grand Floral Parade

Parade adds a few special selected units of unusual merit. This year's parade starts right off with one of those, the Seattle Police Motorcycle Drill Team. The 14 officers are noted for their intricate precision riding and have been a crowd-pleaser here in the past.

Just behind them comes a most unusual unit, the U.S. Navy Recruiting Depot Color Guard, Drum and Bugle Corps and crack Rifle Drill Team. These are all new recruits, in the Navy less than three months, who have trained for this duty in addition to regular recruit training. In spite of a 25% weekly turnover in personnel due to graduation, their performance is rated outstanding. Another special unit new to the Grand Floral Parade is the group of Wesley Bell Ringers from the Christ United Methodist Church of Salt Lake City, Utah. They have at their disposal 164 English handbells spanning a range of six octaves, plus a variety of other bells.

A unique experience for parade-goers is the Yombangai Mikoshi Buddhist Shrine from Sapporo, Portland's sister city in Japan. The shrine will be carried just preceding the Meier & Frank float. The Mikoshi is frequently carried in ceremonial occasions. It is all hand carved of wood and valued at \$300,000. Its appearance here is sponsored by the Yombangai stores in Sapporo.



PERSONALIUS

Henry Mancini/Oregon Symphony Pops Concert

The man who wrote the Pink Panther, Days of Wine and Roses and musical themes for motion pictures and television series, directs and performs with the Oregon Symphony Orchestra at Civic Auditorium on Saturday and Sunday, June 9 and 10.

Henry Mancini, winner of Academy Awards for motion pictures and Emmy Awards for television music, returns to Portland after several years absence. . .this time for Rose Festival.



Parade Hosts

KATU, Channel Two, in Portland televises the Rose Festival Grand Floral Parade to more than 65 stations across America and Canada. This year KPDX, Channel 49, the latest television facility in the Portland market, offers live coverage from their Union Avenue station site.



Richard C. Ross & Tracy Barry Grand Floral Parade Network KATU

Cheryl Hansen and Dave Sullivan of KGW-TV Channel 8 will be entertaining viewers with their descriptions and commentary on the Starlight Parade Saturday, June 2 at 8:30 p.m. They are popular co-hosts of station's "PM Magazine," Monday through Friday at 7:30 p.m. on Channel 8.



Tim Reid, Star of "Simon and "Simon" and "WKRP", and Craig Walker, KGW morning host, KPDX



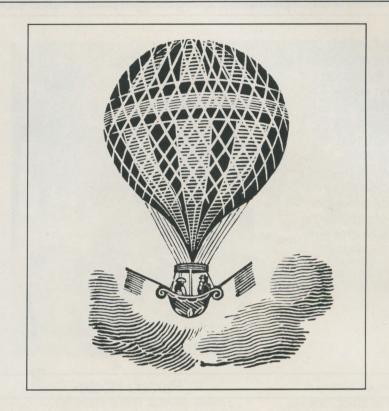


HOTAIR BALLOON

Soaring People

A giant balloon filled with hot air created by a burning jet lifts off... another follows until the sky is a kaleidoscope of color and design. They ascend to catch a breeze and sail away. A first-time event for Rose Festival, the Pacific Southwest Airline's Hot Air Balloon Classic creates the excitement of men accomplishing flight and letting weather predict the outcome.

The 1984 event could be the precursor for future Hot Air Balloon competitions with entries expected to exceed 50 balloons in 1985. Phoenix, Arizona and Seattle will join Portland in forming a three-city circuit for professional pilots engaged in the sport.



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RFP-1



Director

Portland Civic Band

A Ticket to the Past

his year marks the 76th annual Rose Festival. Today the Rose Festival is five times longer than it was in those early days and has probably 10 times as many events. In the excitement of 1984, it is sometimes fun to look back on scenes of those former years.











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PARADBINBUP

Grand Floral Parade-Order of March

Saturday, June 9, 10 a.m. Memorial Coliseum to 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 Numbers S-1, S-2, S-3, etc., indicate Special Units

Special Dignitaries Not Listed in This Lineup

Certain dignitaries are not listed in this lineup because they will be put into the lineup immediately preceding the float which wins the award in their honor. Vic Atiyeh, Governor of Oregon, will appear immediately before the float which ins the Governor's Trophy. The same practice is followed for Mayor Frank vancie; H. Dudley Strain, Rose Festival President; Ralph Shepherd, Royal Rosarian Prime Minister, and Barbara Cyrus, Rose Society President.

Grand Marshals

Grand Marshals for this 76th anniversary Grand Floral Parade are two well known Indy race car drivers representing two generations of driving excellence. They are Gordon Johncock and Al Unser, Jr. They will appear immediately before the float which wins the Grand Marshal's Trophy.

- S-1 Portland Police Motorcycle Escort Unit
- S-2 Seattle Police Motorcycle Drill Team
- S-3 U.S. Navy Recruiting Depot Color Guard San Diego California
- B-1 U.S. Navy Recruiting Depot Drum and Bugle Corps and Drill Team, San Diego, California
- H-1 Oregon Association of Mounted Posses



F-1 First Interstate Bank of Oregon

"The Portland Rose Festival, a Fantasy in Flowers"-First Interstate Bank occupies the first float position in this year's parade, an honor bestowed because the bank won Grand Sweepstakes in the 1983 parade. A giant hand crafted fantasy swan, graceful rose laden trees, an imaginative bird cage and two young swans all join under an elegant floral canopy to create this illusion in flowers. Built by Fanfare Display Arts.

S-4 Royal Rosarians Marching Unit



F-2 Lloyd Center Merchants

"Lloyd Center Salutes the Oregon Symphony Orchestra": How many times do we liken symphony musicians in dinner jackets to penguins? Here the similarity is carried out in light hearted fashion. Five huge penguins are all decked out in "blacktie"-seen here as symphony musicians. They are surrounded by floral musical staves and colorful bouquets. The Oregon Symphony plays a Rose Festival concert at Lloyd Center. Built by Studio Concepts.

H-2 Lyle H. Cobb, Beaverton, Oregon

H-3 Tillamook County Equestrian Court, Cloverdale, Oregon

B-2 Montezuma-Cortez High School Band, Cortez, Colorado (Guest Band)



F-3 Aerospace Machinist Union #751

"America, Land of the Free"—The Seattle labor organization emphasizes its traditional patriotic theme with an elegant free-standing American flag. Colors are entirely red, white and blue. A soul-stirring group of drummers and fifer precedes the flag. The union's Queen and four Princesses are riders. This is the fifth year this organization has entered a float, always on a patriotic theme. Built by Fanfare Display Arts.

- H-4 Oregon State University Mounted Drill Team, Corvallis, Oregon
- B-3 Aquinas High School Band, Fort Madison, Iowa (Guest Band)



F-4 Budweiser

"Take Me Out to the Ball Game"—Anheuser-Busch salutes the long-standing relationship between the Busch family and baseball—particularly the St. Louis Cardinals—in this charming village park scene of the 1890s. Lou Brock, St. Louis Cardinals immortal, rides the float, which is pulled by the famed Budweiser Clydesdales. Producer is Carlota (Lotsie) Busch Giersch, a greatgranddaughter of the brewery's founder. Built by C. E. Bent & Son.

- H-5 Snake River Stampede Queen Joan Osterhout, Twin Falls, Idaho
- H-6 Linda Peterson, Battle Ground, Washington
- B-4 Snohomish High School Band, Snohomish, Washington (Guest Band)



F-5 Western Airlines

"A Parade Within a Parade"—Western Airlines' first appearance in the Grand Floral Parade features a parade within a parade. Three colorful miniature floats represent New York, Guadalajara, Mexico, and the country of Mexico along the make-believe parade route. A mini marching band leads the Lilliputian procession, accompanied by baton twirlers. Featured rider on the float is Susana Bojorquez de la Mora, Miss Guadalajara. Built by Fanfare Display Arts.

- H-7 Cowlitz Valley Chaparelles, Longview, Washington
- 3-5 Broomfield High School Band, Broomfield, Colorado (Guest Band)



F-6 Pasadena Tournament of Roses Association

"Ticket to New Year's Day"-Pasadena's favorite Granny is back with her ticket to New Year's Day and that could mean only one thing-the Pasadena Tournament of Roses Parade and the Rose Bowl Game. As she heads to the historic Rose Bowl on her moped, the game is about to begin. This is the 48th time the Pasadena Tournament has entered the Portland parade to invite one and all to Pasadena New Year's Day. Built by C.E. Bent & Son.

- H-8 Karen Jo Mura, Oregon City, Oregon
- H-9 Columbia River Appaloosa Court, Kelso, Washington, and Beaverton, Oregon
- B-6 Lincoln High School Band, Stockton, California (Guest Band)



F-7 Farmers Insurance Group

"Your Ticket to Nature"-Kira Rembold, 1983 Rose Festival Queen, rides the float as a modern day forest queen, serene among friendly floral forest animals. A mountain lion, elk, deer, bear, mountain goats and wild ducks in flight surrouund her. The entire scene resembles a mountain meadow in full blossom with varieties of natural flowers, grasses, thistles and forest ferns to enhance the setting. Built by American Decorating.

H-10 Merced County Sheriff's Posse, Turlock, California B-7 Glencoe High School Band, Hillsboro, Oregon



F-8 Seattle Seafair

"A Northwest Wonderland"—A lavish park setting presents Seattle Seafair Queen of the Seas Susan St. John and other Seafair liminaries. Co-sponsored by Oregon 7-Eleven Stores, the float invites one and all to the Seafair Grand Torchlight Parade August 3 and the 7-Eleven Freedom Cup Hydroplane Races August 5. The floral park is resplendent with old-fashioned lamps, statues and flowing fountains. Built by Fanfare Display Arts.

- H-11 Miss Appaloosa America Shannon McCulloch, Hillsboro, Oregon
- H-12 Margie Sells, Eugene, Oregon
- H-13 Rancho La Paz, Tom Sowa, Sherwood, Oregon
- B-8 Battle Ground High School Band, Battle Ground, Washington



F-9 Battle Ground Chamber of Commerce

"The Wizard of Oz"—A scene from the famous movie marks this entry, 28th consecutive year this small farming community in southwest Washington has entered a Grand Floral Parade float. All work is by community volunteers. A hot air balloon holds Dorothy, a large floral rainbow circles over the magic Emerald City. Girls from the two area high schools portray Munchkins. Favorite characters are completed in flowers. Built by Battle Ground Float Committee.

- H-14 Pendleton Round-Up Queen and Royal Court, Pendleton, Oregon
- H-15 Happy Canyon Princesses, Pendleton, Oregon
- S-5 El Paso, Texas, Sun Bowl Queen Ann Boling
- B-9 Calgary Police Pipe Band, Calgary, Alberta, Canada



F-10 Edmonton's Klondike Days

"The 1984 Edmonton Klondike Days"—A colorful moving theatre stage is decorated in an 1890's Klondike decor reminiscent of the Gold Rush era. A touring car of yesteryear precedes the stage, carrying "Klondike Mike" and other happy characters. All this points toward the 10-day Gold Rush celebration in July at Edmonton, Alberta, Canada, when the entire city turns back 100 years for its exposition and Klondike Days. Built by Fanfare Display Arts.

H-16 Larry White, Beaverton, Oregon

H-17 Yamhill County Fair and Rodeo Court, Gaston, Oregon



F-11 U.S. National Bank

"A Ticket to Paradise"—The haunting charm of the South Pacific comes to Portland in this floral depiction of a picturesque tropical paradise. Languid beauties smile from amid their lush island setting, with a real tumbling waterfall, stately palm trees and vividly colorful birds of paradise. The island setting is created with a wide variety of tropical flowers and vegetation. Built by Studio Concepts.

H-18 Hawaii Pa'u Riders, Honolulu, Hawaii B-10 Aloha High School Band, Beaverton, Oregon



F-12 Northwest Natural Gas Company

"A Salute to Portland's Performing Arts"—This September, a new era begins for the performing arts in Portland with completion of the Arlene Schnitzer Concert Hall. A three stage setting spotlights a symphony conductor, a mime artist and a pair of performing ballet dancers. The design is reminiscent of the lavish baroque ornamentation of the Paramount Theater, rebuilt for Portland's Performing Arts Center. Built by Erv Lind Florist.

S-6 Phoenix, Arizona, Fiesta Bowl Queen, Rosanna Rascon



F-13 Fiesta Bowl Association

"Fiesta Forever"-For the third year the annual Fiesta Bowl celebration in Phoenix, Arizona, brings a float to Portland. Rosanna Rascon, Fiesta Bowl Queen, rides amid a garden of roses. The Fiesta Bowl logo in floral detail harmonizes with scrollwork reminiscent of a tooled Western saddle design. The Fiesta Bowl celebrates its annual football game January 1, and its parade December 31. Built by C.E. Bent & Son.

H-19 Spokane Valley Bandito's, El Katif Shrine, Spokane, Washington

B-11 Salvation Army Band



F-14 Hanna Car Wash Systems

"A Ticket to the Portland 200"—Mario Andretti, race car driver extraordinary, former Gran Prix World Champion and Indy 500 winner, rides this float in salute to the debut of Indy car racing in Portland this Rose Festival. Hanna Car Washes, one of Andretti's Indy car sponsors, follows its usual light-hearted approach to float design with miniature floral cars speeding around a huge oval track featuring an American eagle. Built by Studio Concepts.

S-7 Minneapolis, Minnesota, Aquatennial Princess Polly Benson

S-8 Wesley Bell Ringers, Salt Lake City, Utah



F-15 Reliable Transfer and Storage

F-15 Reliable Transfer and Storage

"A Ticket to the Big Top"—The float represents a circus tent with children as clowns riding, drawn by four Shetland ponies. This is the 33rd year in the parade for Reliable. The mother of one of the children riding this year herself rode the float 29 years ago. The same Shetlands have walked the parade for 20 years. The float is traditionally identified with the Pfeifer family and their friends. Built by the Pfeifer Family.



F-16 Aplets and Cotlets Northwest Confections

"A Ticket to the 1985 Washington State Apple Blossom Festival"—A salute to the Washington State Apple Blossom Festival, held annually in May in Wenatchee, to honor the world-famous Washington apples. Float appearance is made possible by Aplets and Cotlets Northwest Confection, the Northwest's famous fruit candy from Cashmere, Washington. Riding are Apple Blossom Queen Marlene Mardian and Princesses Dana De Fina and Lisa Linterman. Built by Studio Concepts.

H-20 Al Kader Shrine Mounted Patrol, Portland, Oregon B-12 David Douglas High School Band, Portland, Oregon



F-17 Erv Lind Florist

"Flight of Fantasy"-A lush floral array of highly detailed butterflies floats down the parade route. The butterflies reflected the infinite variety of nature-each has wings of an entirely different pattern. To make this truly a "Flight of Fantasy," two figures, part human, part mythical with giant floral wings, gaze serenely out at the assembled throng from their position at the center of the float. Built by Ery Lind Florist.

- H-21 Jerry and Kay Walters, Durham, California
- H-22 Miss Pacific International Livestock Exposition Deanna Van Koll, Hillsboro, Oregon
- H-23 Miss Sheridan Rodeo Shonda Smith, Sheridan, Oregon
- B-13 Lakeridge High School Band, Lake Oswego, Oregon
- S-9 Disneyland Ambassador Ellen Coleman, Anaheim, California



F-18 Pacific Southwest Airlines

"Ticket in My Pocket—To Disneyland"—A multitude of geometric floral circles creates the setting for everyone's favorite Disneyland characters. Mickey and Minnie Mouse ride in the center, reminding everyone to enjoy the fantasy land created by Disney. Donald Duck, Goofy and Pluto add to the fun. For PSA, the official Disneyland airline, this is the second Grand Floral Parade entry. Built by Fanfare Display Arts.

H-24 Doug-Ettes Sheriff's Mounted Partol, Roseburg, Oregon B-14 Portland Civic Band



F-19 Coca-Cola Bottling Company of Oregon-Queen's Float

"A Royal Coronation"—The 1984 Queen of Rosaria and her Court create a Coronation scene in a floral setting dominated by a stylized white tree banked in thousands of pink roses and carnations. Court members are Stephanie Kalez, Anita Smisek, Carmen Herman, Denise Washington, Cyndy Brooks, Sandra Zimmerman, Allison Bernards, Alex Harvey, Stephanie Dir, Lucy Boryer and Ordella Reynolds. Built by Fanfare Display Arts.

H-25 D.O. Rogers, Bakersfield, California

H-26 Washington County Fair and Rodeo Court, Hillsboro, Oregon

B-15 Parkrose High School Band, Portland, Oregon



F-20 Portland General Electric

"Springtime Magic"—Sights and sounds of springtime erupt in this floral extravaganza of exotic tropical birds in delicate rodwork cages. Parrots and cockatoos provide bursts of color and elegance amid a garden setting of large sculptured flowers. Luminescent stylized butterflies add a touch of sparkle. The float is entirely decorated by PGE employees, and employees will be riding the float. Built by C.E. Bent & Son.

H-27 Linda Moloso, Grandview, Washington

H-28 Juanita Best, Eugene, Oregon; Bee Faith, Selah, Washington; Aulene Owings, Oakridge, Oregon; Bud Baldwin, Selah, Washington; and Jim Neaman, Granger, Washington

B-16 Sunset High School Band, Beaverton, Oregon



F-21 Union Pacific System

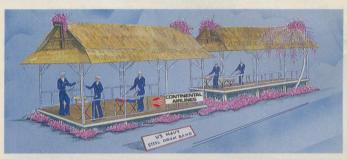
"Circus Train's Coming"-Fun is on the way as the circus train comes into town with its cargo of live performers and cartoon-like animals. The five units stretch over 100 feet in length along the parade route. The engine blows smoke from its smokestack in merry puffs and jolly circus calliope music wafts from the floral pipe organ. Festively decorated in orange marigolds and variegated blossoms. Built by C.E. Bent & Son.

H-29 Miss Rodeo Oregon Jodie Miller, Molalla, Oregon H-30 Molalla Buckaroo Association Court, Molalla, Oregon B-17 Milwaukie High School Band, Milwaukie, Oregon



F-22 KPDX-TV 49

"Pocketful of Stars"—Shades of Channel 49's television programming are evident in this larger than life figure of Robin Williams, as Mork from Ork, tosses a floral cascade of stars and starbursts. A floragraph film strip winds through the entire length of the unit depicting scenes from television shows and faces of familiar stars. The Mork figure is resplendent in 11 varieties of seed and carnations. Built by Erv Lind Florist.



F-23 Continental Airlines

"The Caribbean Sound"-Your ticket to most unusual and pleasant Caribbean music comes with the U.S. Navy Steel Drum Band, New Orleans, Louisiana. The sailors, all highly trained professional musicians, present their version of the traditional music of Trinidad by using soft hammers on specially prepared steel drums. Last here in 1981, the sailors are a favorite with Rose Festival viewers as they perform a wide range of selections. Built by Studio Concepts.

H-31 Portland Police Bureau Mounted Patrol, Portland, Oregon B-18 Tigard High School Band, Tigard, Oregon



F-24 Benj. Franklin Savings and Loan

"Ticket to the Rose Parade–A floral depiction of past themes of the Grand Floral Parade. Leading is a recreation of the 1976 theme, "A Tale of Two Centuries" with Liberty Bell and Bicentennial logo. At the rear is a reminder of the first official theme in 1947, "Vacation in Oregon."Others are 1957 "Melodies in Flowers" with a giant juke box and 1964 "Between the Bookends," with an Olympic torch. Built by Erv Lind Florist.

S-10 Yombangai Mikoshi Sapporo Shrine, Sapporo, Japan

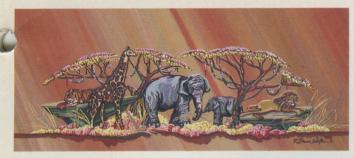


F-25 Meier & Frank Co.

"Homage to Sapporo"-A ticket to the Land of the Rising Sun. Meier & Frank Co. pays special tribute to Sapporo, Portland's sister city in Japan. A pagoda rises from the sea where dancing carp splash, and play in a design inspired by authentic Japanese wood block illustrations. This pagoda is patterned after actual shrines used in Japanese street festivals. Built by Erv Lind Florist.

H-32 Lucille Croshaw, Seattle, Washington

H-33 Oregon Pinto Breeders and Exhibitors Association Queen and Court, Beaverton, Oregon



F-26 Burger King

"Washington Park Zoo'-At the center of this salute to Portland's famous Washington Park Zoo is a replica of Packy, the first of the many Asian elephants born at the zoo. Other animals depicted are a lion, a Bengal tiger and a giraffe. Completing the float are trees and plateaus reminiscent of the natural look of the Portland zoo. Exotic flowers help carry out the illusion of faraway places. Built by Erv Lind Florist.

19 Clan Macleay Pipe Band, Portland, Oregon



F-27 KEX Radio-Junior Court

"KEX Salutes the Junior Court"—The Junior Rose Festival Queen and seven little Princesses gaze out from a fairy tale garden. A spring blossom tree, giant floral mushrooms and fuzzy forest friends complete the scene. Vanda orchids, roses and pastel shades of gladiola provide color. Court members are Tomi Ellis, Laura Newton, August Wegener, Cristen Charlton, Meredith Smith, Kara Backus, Jennie Kane and Krissi Sturdevant. Built by Erv Lind Florist.

H-34 Blue Mountain Riders, Walla Walla, Washington

B-20 Columbia River High School Band, Vancouver, Washington



F-28 Vancouver, Washington

"Down Memory Lane"—A nostalgic look at the 1930's complete with a band on a gazebo. Couples stroll hand in hand through the park on a pleasant Saturday afternoon, while others read favorite books, dance to the music or simply relax and enjoy the lovely day. Portland's neighbor city to the north has been entering floats for some two decades, entirely built by community volunteers. Five high school girls are riders. Built by Vancouver Float Committee.

H-35 Miss Northwest Rodeo Deborah A. Spencer, Portland, Oregon

H-36 Miss Clackamas County Fair and Rodeo Lanita Wagner, Canby, Oregon

B-21 Centennial High School Band, Gresham, Oregon

F-29 Portland Chamber of Commerce

"Our Future Economic Development"—Today's Portland has turned its focus to future economic development, and this float dramatizes that direction. Six characters depict some of our major industries against a large stylized floragraph of the Portland skyline. A large bouquet of pink and white roses surrounds a blue pinstriped "Rose of a Different Color" in a salute to the city's growth and diversity. Built by Studio Concepts.



F-29 Portland Chamber of Commerce

H-37 Miss Rodeo Washington Jalynn Merz, Longview, Washington

H-38 King County Mounted Police, Seattle, Washington

B-22 Beaverton High School Band, Beaverton, Oregon



F-30 Fred Meyer

"Romeo and Juliet"—A ticket to a classic—Romeo and Juliet, the balcony scene from the tale of star-crossed lovers. Setting is a lush garden with a fountain in shades of dusk. Overhead structure is an engineering achievement—50 feet of cascading floral lattice work supported entirely by three hinged points from the deck. A floral confection of roses, iris, statice, orchids and gladiola. Built by Erv Lind Florist.

H-39 Dale R. Roberts, Portland, Oregon

H-40 Twin City Saddle Club, Washougal, Washington

B-23 Barlow High School Band, Gresham, Oregon



F-31 Sandy's Camera Shops/Fuji Film

"Opening Night"-Looking ahead to the Opening Night of Portland's new Performing Arts Center, the float shows three elegant couples arriving for the big event. A lavish art deco setting is stylistically designed and decorated in black and white. Red roses by the thousands assist in creating the illusion of an ornate theatre lobby of yesteryear. Lavish white orchid floral trees complete the panorama. Built by Fanfare Display Arts.

H-41 Afifi Temple, Yakima Valley Mounted Shrine Patrol, Morton, Washington



F-32 Pacific Northwest Bell

"Ashland's Oregon Shakespearian Festival/A Midsummer Night's Dream"—A replica of Ashland's world famous Elizabethan Theatre set in a colorful garden, decorated with pendants and a floragraph of the Bard himself. Elizabethan dancers, members of the Ashland troupe, perform to authentic music of the period. Hermia and Lysander, portrayed by PNB employees, stroll through the make-believe rose gardens. Built by Studio Concepts.

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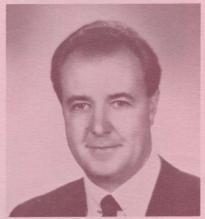
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MARBARSHIP

Portland Rose Festival Association

Welcome to the 76th Annual Portland Rose Festival, one of America's largest civic celebrations. Our 10 day community event has grown to 17 days this year due to the Indy cars coming to Portland under the auspices of the Rose Festival. We hope our parades, entertainment, sports, exhibitions and displays are as



H. Dudley Strain
President
Portland Rose Festival Association

interesting to you as they have been in past years. Rose Festival is a non-profit organization governed by a board of 84 directors and administered by an Executive Committee and staff. If you have fun, tell your friends about it. . .and come back again next year.

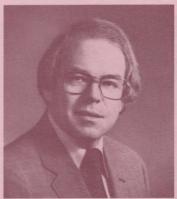
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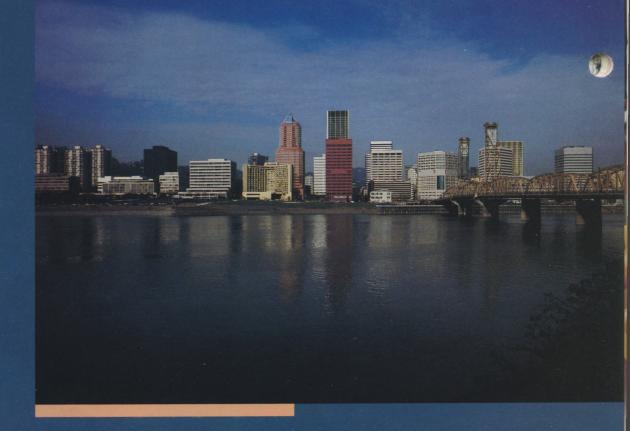
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PORTLAND Marriott,

STROH'S/G.I. JOE'S 200

The greatest names in auto racing will test the most sophisticated machines in the inaugural Stroh's / G.I. Joe's 200 "Race for the Roses" June 15-17 — the first CART / PPG Indy Car World Series event ever to run in Portland, Oregon.

It will be a full weekend of racing at the city-owned course, newly remodeled at a cost of more than \$750,000 to improve safety and spectator enjoyment. Besides the Sunday afternoon CART race, there will be the Domino's Pizza bicycle race and a Super Vee race earlier Sunday.

On Saturday, the SCCA will present the Budweiser Trans-Am race. The Portland Civic Band



will provide musical entertainment Sunday and PPG, series sponsor, will demonstrate its fleet of Pace Cars.

Indy drivers will begin testing and qualifying their cars Friday on the 1.9-mile Portland layout and continue Saturday with final qualifying session ending at 5 p.m.

Sunday, after the bicycle race, the Super Vee race and the PPG Pace Car driving exhibition, the Indy drivers will be introduced to the throng. Then, it's "Gentlemen, start your engines" and at 2 p.m. the green flag will drop for the start of the first Stroh's/G.I. Joe's 200

Spectators will see the greatest names in auto racing in action, legendary figures, winners of numerous Indy 500s and world honors. They include such names as Mario Andretti, Al Unser Sr. and Jr., Gordon Johncock, Tom Sneva, Rick Mears and Teo Fabi.



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STROH'S/G.I. JOE'S 200

Although the CART/PPG "Race for the Roses" will be the main event of Indy Car weekend June 15-17, it won't be the only major action on the Portland International Raceway road racing course.

It will be a full three days of racing. Saturday's highlight will be the SCCA Budweiser Trans-Am race, a 52-lap chase that starts at 2 p.m. The Portland race is fourth in the 15-race Trans-Am series. Until this year, the Trans-Am race was the major auto racing event of the Festival.

Sunday competition begins at 8:45 a.m. with the Domino's Pizza Cycling Challenge, another first-time event for the Rose Festival. The racing is open to all, bicycle racers, male and female, in Categories I through IV. Races are handicapped. There is a top prize of \$500, additional prize money for the top 10 finishers, plus lap "primes."

At 11:45 a.m., the Super Vees will run the Bosch/VW SuperVee 32-lap race, fourth in the 1984 series. These are open wheel cars with VW engines. Being similar in mechanical equipment, they are quite evenly matched and frequently change positions quickly.

Portland International Raceway has been extensively revised for this Indy car weekend. Spectators will notice a new job of asphalt paving added near the end of the straight. This is the chicane, designed to slow the cars down before they enter the first turn. A new pit area and paddock have been created for the CART cars. Numerous improvements have been made in paving, safety rail and spectator accommodations.





ROSE SOCIETY

America's oldest and largest Rose Society is 96 years old and going strong. At the head of the Portland Rose Society is Mrs. Barbara Cyrus. The Society's Rose Show during Festival is held at the Lloyd Center Ice Pavilion on Thursday and Friday, June 7 and 8.



Mrs. Barbara Cyrus
President, Portland Rose Society



ROYAL ROSARIANS

Official greeters for the city of Portland are the Royal Rosarians, an organization of more than 200 Portland businessmen. Under the leadership of Prime Minister Ralph Shepherd, Rosarians play an integral role in the Rose Festival including the annual Knighting Ceremony at Washington Park Friday morning, June 8.





Ralph Shepherd Prime Minister, Royal Rosarians



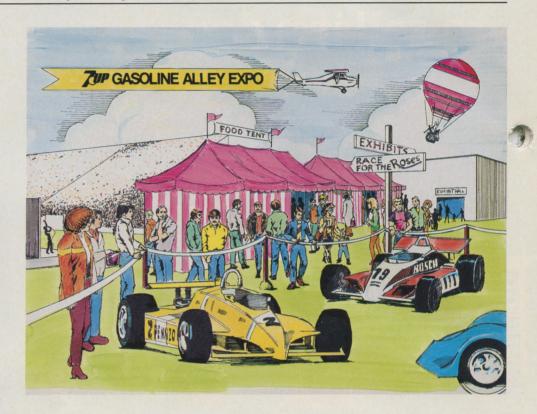
7-UP GASOLINE ALLEY

Multnomah County Exposition Center
Entertainment • Food Fair • Automotive Trade Show • Vintage Cars
Wednesday through Sunday, June 13-17

A three-ring automotive circus takes place less than a mile from Portland International Raceway where the Indy Cars will be racing. This five-day event combines top entertainers, Portland's quality restaurateurs, and new and old cars that will take more than one visit to see and enjoy!



Mickey Gilley is well established in the super star category of country music. Noted both as a singer and piano player, Gilley is much in demand in personal appearances in night clubs and concerts to say nothing of his famous "Gilley's" night club in Pasadena, Texas.



The Hartz Duesenberg Special qualified at the 1931 Indianapolis 500 with a speed of 109.273 M.P.H. This vintage Indy car, costing \$12,500 in 1931, will be on display with other Indy cars at Gasoline Alley.



Program Schedule

Chubby Checker and Del Shannon

Wednesday, June 13 7-Up Gasoline Alley Expo 5 and 8 p.m. shows

Ray Charles

Thursday, June 14 7-Up Gasoline Alley Expo 5 and 8 p.m. shows

Mickey Gilley

Friday, June 15 7-Up Gasoline Alley Expo 5 and 8 p.m. shows

Jan and Dean

Saturday, June 16 7-Up Gasoline Alley Expo 3 and 7 p.m. shows

Wray Brothers

Sunday, June 17 7-Up Gasoline Alley Expo 3 and 7 p.m. shows



Wray Brothers



Chubby Checker



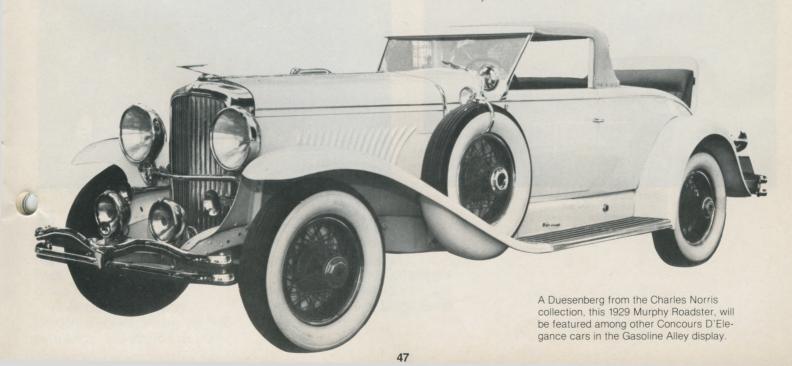
Del Shannon



lan and Dean



Ray Charles



STAGE BANDS

KXL Stage Band Classic, Civic Auditorium, June 7, 1984

Performance Schedule

7:30 p.m. Sam Barlow High School

7:45 p.m. Montezuma-Cortez High School

8:00 p.m. Aloha High School

8:15 p.m.
David Douglas High School

Intermission

8:45 p.m. Fort Vancouver High School

9:00 p.m. McMinnville High School

9:15 p.m. Rex Putnam High School

9:30 p.m. H. B. and Company

Awards Presentations

Places 1st, 2nd, 3rd

JUDGING CHART

Band	Ensemble	Rhythm Section	Solo-Improvisation
Sam Barlow			
Montezuma-Cortez			
Aloha			
David Douglas			
Fort Vancouver			
McMinnville			
Rex Putnam			



Sam Barlow High School Gresham, Oregon Charles Bolton, Director



Montezuma-Cortez High School Cortez, Colorado Gary E. Hall, Director



Aloha High School Aloha, Oregon Patrick Vandehey, Director



David Douglas High School
Portland, Oregon
Mark Gaulke, Director



Fort Vancouver High School Vancouver, Washington Jim lafrati, Director



McMinnville, High School

McMinnville, Oregon

Ric Faunt, Director



Rex Putnam High School Milwaukie, Oregon Larry Graves, Director



H. B. and Company
Henry B. Radke
Seattle, Washington
(Non-competitive Performance)

H.B. and Company

Pl. B. and Company have been playing professionally since junior high school days in the Seattle area. Many of the original jazz group are still together.

H. B. stands for Henry Broderick Radke, known as "HB" by friends. HB started on trumpet at age seven and by the time he was eight, was leading his own 18-piece bigband.

This is H.B. and Company's second Rose Festival visit, the first being the first Stage Band Classic in 1981.

RESIMALOR BANDS,

Friday, June 8, 1984 Portland Civic Stadium 7:30 p.m.

The U.S. Navy Steel band developed in San Juan, Puerto Rico when the late Admiral Dan Gallery, enchanted with the sound of "steel" that he heard there, commanded his Navy Band to learn to play the drums. Today's Navy Steel Band is comprised of experienced music professionals with extensive backgrounds in conventional instrumental disciplines.



While the steel drums are precisely tuned, and offer a wide range of musical "voices", they are subject to weather and especially direct sun heat changes.

The Navy band comes to Portland from New Orleans through the courtesy of Lt. Cdr. Mike Barton and Lt. Cdr. Martha Norman of the Navy Recruiting District, Portland.

PERFORMANCE SCHEDULE

Bruce A. Ruminski, Master of Ceremonies 7:15 p.m.
U.S. Navy Steel Band,

New Orleans, Louisiana

7:45 p.m.
Broomfield High School,
Broomfield, Colorado

8:00 p.m. Aquinas High School Fort Madison, Iowa

8:15 p.m. Montezuma-Cortez High School Cortez, Colorado

8:30 p.m. Snohomish High School Snohomish, Washington

8:45 p.m.

Intermission

9:00 p.m. Sunset High School Beaverton, Oregon 9:15 p.m. Lincoln High School

Lincoln High School Stockton, California

9:30 p.m. Portland Civic Band (Exhibition Only)

9:45 p.m.

Massed Band Finale

Directed by Dr. John K. Richards Lewis and Clark College. "Sousa Medley March" and "America" 10:00 p.m.

Awards Presentation

1st Place, Fred Meyer Sweepstakes Trophy

Places 2nd and 3rd Caption Awards;

Best Auxiliary Unit Best Percussion Section
Best Wind Section Best Drum Major

JUDGING CHART

Band	Music	Marching	Originality Gen. Effect
Broomfield			
Aquinas			
Montezuma-Cortez			
Snohomish			
Sunset			
Lincoln			

Judges

Nicholas Angiulo is band and jazz ensemble director and Chairman of the Music Department at John F. Kennedy High School, Sacramento, California. He played in dance and jazz bands in the East, and in a U.S. Air Force band before joining the Sacramento school system in 1959.

Darrel Dyer is director of bands at Centennial High School in Gresham. His Eagles have won first in the Rose Festival Grand Floral Parade band competition five consecutive years, an unmatched record. He is an accomplished woodwinds player.

Darrel Meisenheimercurrently is band director at Thomas Junior High School in Hillisboro, Oregon. As a performing musician, he plays trumpet professionally. He holds a master of music degree from Lewis & Clark College in Portland.

Cecil R. MorrisIs director of bands at Highlands High School, San Antonio, Texas. His band has twice won the Festival of States competition in St. Petersburg, Florida. He is a nationally-known adjudicator and tuba clinician.

Tom Hope is director of bands at Kelso, Washington, school district, a post he has held for eight years. He directs both junior high and high school bands there. He is also visual designer for the Marauders Drum & Bugle Corps of Longview, Washington.

Gerald W. Siverson is director of bands at Blaine, Minnesota, high school, where he directs both the marching band and jazz ensemble. Next year he will take his band on a tour of Germany and France. He is also a free lance conductor.

JUDGING STANDARDS

The bands will be judged on their field show performances by six public school band directors with an additional judge for timing and penalties. Adjudicators

evaluate on music and marching. Music may be evaluated to a maximum of 60 points on ensemble execution, individual execution and general effect. Marching may be evaluated to a maximum of 40 points on ensemble execution, individual execution and general effect.

Friday, June 8, Civic Stadium, 7:30 p.m., Pre-Show 7:00 p.m.

Six outstanding high school bands, five of them visiting guest bands from out of state, compete for the Fred Meyer Trophy in the 12th annual Festival of Bands under the lights at Civic Stadium.



Each band presents a field show which must be not more than 12 minutes in length, nor less than 8 minutes. Pre-Show entertainment is provided by the U.S. Navy Steel Band from New Orleans, Louisiana, directed by Musician Chief Petty Officer Richard G. Dupont.

As judges tally their cards, the Portland Civic Band, directed by Steve Robertson, will present a musical marching exhibition.

The Festival's musical portion closes with a massed band finale conducted by Dr. John K. Richards of Lewis & Clark College. First, second and third places are awarded with first place receiving the coveted Fred Meyer award.



Snohomish High School Band
Snohomish, Washington
Director: Edward L. Peterson. 110 Members.
"The Snohomish Show Band"



Aquinas High School Band Fort Madison, Iowa Director: Vito Belardinelli. 83 Members. "Aquinas Band and Lancerettes"



Sunset High School Band
Beaverton, Oregon
Directors: Dell Herreid and Steve Robertson.
152 Members.
"Apollo Marching Band"



Broomfield High School Band
Broomfield, Colorado
Director: Jim Cherewatenko. 111 Members.
"The Eagles"



Montezuma-Cortez High School Band Cortez, Colorado Director: Gary E. Hall. 106 Members. "The Marching Panthers."



Lincoln High School Band Stockton, California Director: Art Holton, Jr. 70 Members. "The Trojans"



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Past Rose Festival Association Presidents

1961 Ed Casey

1962 William R. Moore

1963 Don Chapman

Heather Van Wessem, Jackson Diana Fredericks (Mrs. Guy Mount III) Cleveland

Sue Higgins, Cleveland Tina Klassy, Franklin Rochelle Anderson, Marshall

Robin Marks, Lincoln

Kim DiPietro, St. Mary's Leslie Carlson, Cleveland

Kira Rembold, Lincoln

1912 Ralph Hoyt 1913 Ralph Hoyt 1914 C.C. Colt 1915 Emery Olmstead 1916 John D. Dundore 1917 E.E. Larimore 1919 Ira L. Riggs 1920 Eric V. Hauser 1921 O.W. Mielke 1922 O.C. Bortzmeyer 1923 Eric V. Hauser 24 O.W. Mielke 25 O.W. Mielke 1927 Frank C. Riggs 1928 O.B. Coldwell 1929 Hugh J. Boyd 1930 John A. Laing 1931 Philip L. Jackson 1932 Philip L. Jackson 1933 Walter W.R. May 1934 Hillman Lueddemann, Sr. 1959 Harold Weiss 1935 Hillman Lueddemann, Sr. 1960 Ed Casey 1936 Arthur L. Fields 1937 E.A. Burkitt

1938 Ralph Cake

1975

1976

1978 1979

1981

1982

1939 Frank E. McCaslin 1940 Ted R. Gamble 1941 Chester A Moores 1942 George Schoeffel 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 1956 Harold Kelley 1957 Leith Abbot 1958 William Boone

1964 Henry Baldridge 1965 Clyde R. Richardson 1966 Floyd Bennett 1967 George Freck 1968 Franz Drinker 1969 James Simmons 1970 James Rathbun 1971 Webb Harrington 1972 Herb Ballin, Jr. 1973 Robert E. Franklin 1974 Hillman Lueddemann, Jr. 1975 Robert Hazen 1976 Larry Campbell 1977 Robert Ames 1978 Wesley E. Radford 1979 Mel C. Carpenter 1980 Robert L. Nordlander 1981 C. Howard Burnett 1982 Donald E. Crouch 1983 Albert Bullier, Jr.



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JUNIOR COURT

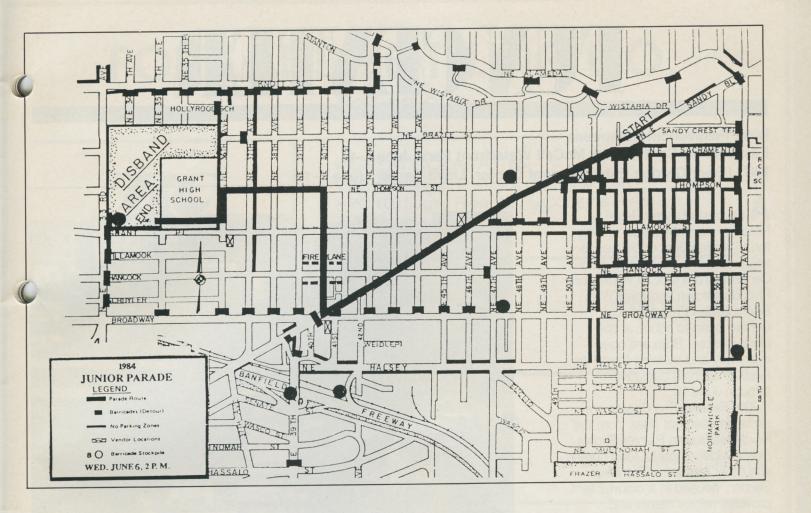
Members of the Junior Rose
Festival Court are all dressed up
and ready for Rose Festival.
Pictured are (left to right, rear
row) Princess August Wegener,
District 3; Princess Laura Newton,
District 2; Princess Jennie Kane,
District 7; Princess Tomi Ellis,
District 1; and Princess Cristen
Charlton, District 5. (Front row)
Princess Kara Backus, District 6;
Princess Meredith Smith, District
5; and Princess Krissi Sturdevant,
District 8.



JUNORPARADE

Not only is the Junior Parade the largest children's parade in America, its origin came at a time when children decided to have their parade in spite of a cancellation of other Rose Festival activities. Over the years it has grown to more than 10,000 youthful participants. Bands, improvised floats, the Junior Court, characters, clowns and animals make up the parade which moves through a part of Northeast Portland midway in the first full week of Rose Festival, Wednesday, June 6 at 2 p.m.







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RUNCHAR

Rose Festival Entertainment Festival Fun Center, Tom McCall Waterfront Park, June 1-10 KWJJ Beer Garden Entertainment Center, Lloyd Center, June 1-10

A big part of every Rose Festival is simply people having fun. Two features dedicated to enjoyment are the Festival Fun Center at Tom McCall Waterfront Park downtown and the KWJJ Beer Garden Entertainment Center, open to adults at the Lloyd Center. Both are open every day and evening from Rose Festival opening day June 1 through June 10.

The Festival Fun Center pre-

sents amusement rides from the Northwest's own Rainier Shows. plus a wide variety of food booths and other features. The Beer Garden, housed in a colorful tent, provides refreshments and to appear are Johnny Counterfit, Amarillo and Rodeo. Adding to

snacks. Both offer musical entertainment on a virtually continuous basis. Among well known groups the glamor of the Fun Center is the arrival of Navy ships starting Wednesday, June 6. They moor along the seawall adjoining the amusement rides to lend a

special color to the scene.





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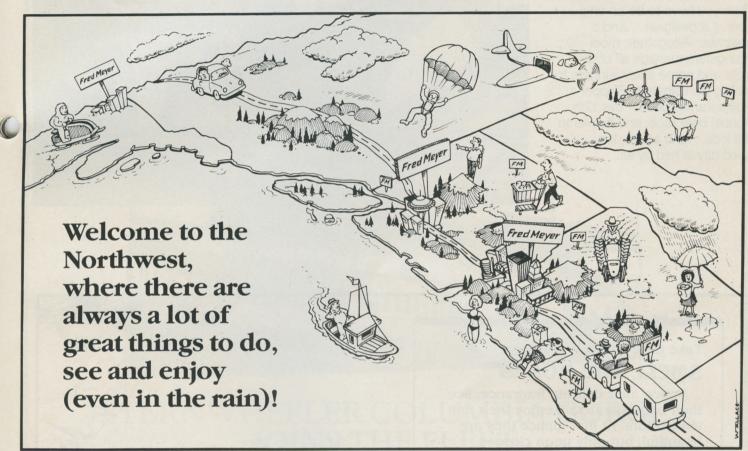
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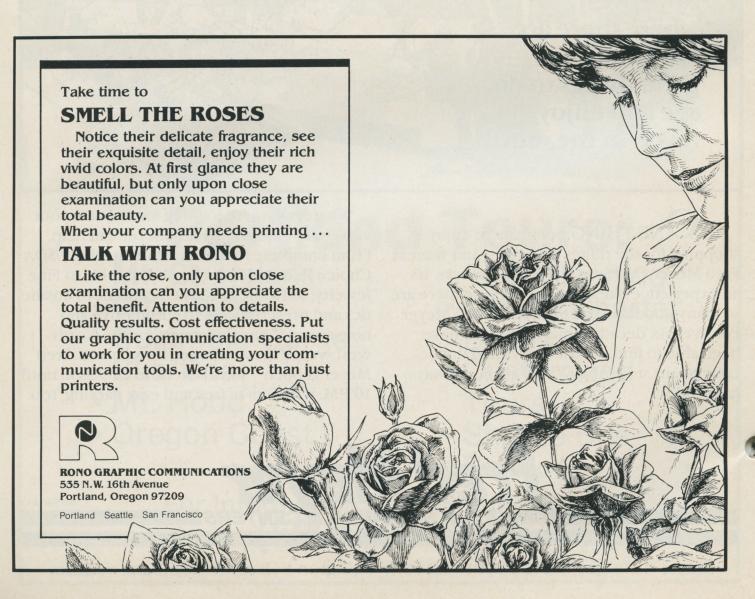
Whatever you're looking for to make your visit more enjoyable, Fred Meyer can help. From complete food sections, featuring USDA Choice Beef and Farm Fresh Produce, to Fine Jewelry, to Home & Garden centers, to cosmetics and prescriptions, to automotive and houseware items to Apparel for the Northwest way of life. Come see for yourself. Fred Meyer is open 7 days a week from 9 A.M. until 10 P.M. with lots of free and easy parking, too.



8-05-4-1802

here's more than guiding a boat across the casting pool of Westmoreland Park to become a part of the Rose Festival Milk Carton Boat Races. You have to be a collector, milk cartons that is. Then you have to be an engineer. . .a designer. . .and a dreamer. Altogether, most youngsters manage all of the skills and come away winners for having participated. Skipper's Restaurants sponsor this 12th Annual boat race, and thanks to the kids. . . and adults, too. . . a good day is had by all.





76th ANNUAL ROSE FESTIVAL JUNE 1-17, 1984



STERNWHEELER COLUMBIA GORGE JOINS THE FLEET

For the first time in over 50 years festival goers will have the opportunity to witness the festival activities from the decks of an authentic 600 passenger sternwheeler, the "Columbia Gorge". Plan now to enjoy a $1\frac{1}{2}$ hour harbor tour departing from the westend of the Hawthorne Bridge.

DEPARTURE: 10 a.m. 12 noon 2 p.m.

Adults: \$8.00 — ages 4-12 \$4.00 — 3 and under free

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Snack bar, complete beverage and cocktail bar.

Inside space for 400, outside space for 200.

Sternwheeler Columbia Gorge 223-3928 Tickets on board or B.A.S.S. ticket outlets 226-1605 Meier & Frank stores



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Rose Festival Means a Ticket to Many Sports

Sports events play a major role in every Rose Festival. This year half the scheduled events are sports or sports-related. Some events, such as the Drag Races Saturday, June 2, and the Motorcycle Motocross Thursday, June 7, charge an admission fee. Many others charge nothing for spectators although participants pay an entry fee.

A new event this year is the PSA Hot Air Balloon Classic, June 16-17, at East Delta Park. Although this is properly an exhibition, the 15 participating balloons are competing for awards in a variety of skill events.

A wide range of sports interests is met in the annual Rose Festival schedule. This year there are three different bicycling events, on a track, on a road course and over a motocross course. For track fans, there's a Junior Olympics; for tennis

buffs, a junior tournament. There is ice skating, ice hockey, soccer and a 'Lil Briches Rodeo for pint-sized western fans.

For those who prefer court games, there are tournaments in badminton and racquetball. A water ski show entertains spectators on a grand scale while on the miniature end there are model car races and model boat races. Auto road racing doubles its exposure this year, occupying two weekends instead of the former single weekend. The G.I. Joe's Rose Cups have become largely an SCCA amateur car racing event June 9-10. On the following weekend, the famous names of motor sports take over at the Stroh's / G.I. Joe's 200 Indy car event.

Times and days for all these events are shown in the Schedule of Events on Pages 11-12.







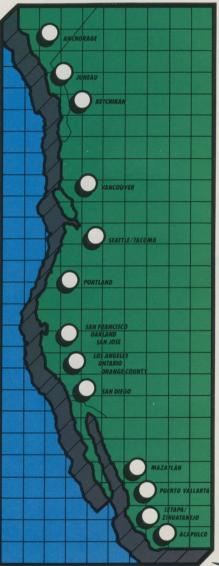
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CONTINENTAL AIRLINES SALUTES THE PORTLAND ROSE FESTIVAL



SKICIASSIC

Golden Rose Ski Classic

Mt. Hood has long been the practice place for U.S. Ski Team members. In 1936 the Golden Rose Ski Classic became a part of the Rose Festival. Now it has grown to include participation by Olympians and brings its social occasion to Portland with a Black Tie/Blue Jeans dinner. From Slalom to Salad, the opening Rose Festival event also attracts a large contingent of celebrities from television and motion pictures.

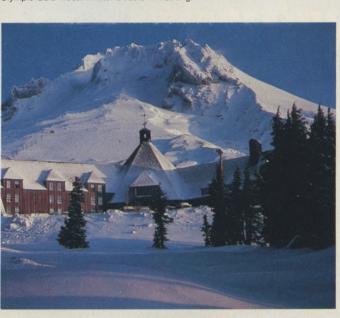


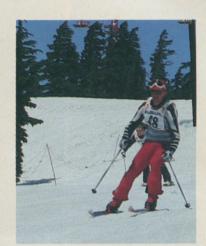
Major sponsorships of the Golden Rose Ski Classic:

First Interstate Bank and Subaru Golden Rose Ski Classic supports the efforts of the United States Ski Team and Rose Festival's contribution to the funding of the U.S. Ski Team is the largest single fund-raiser in the Pacific Northwest.

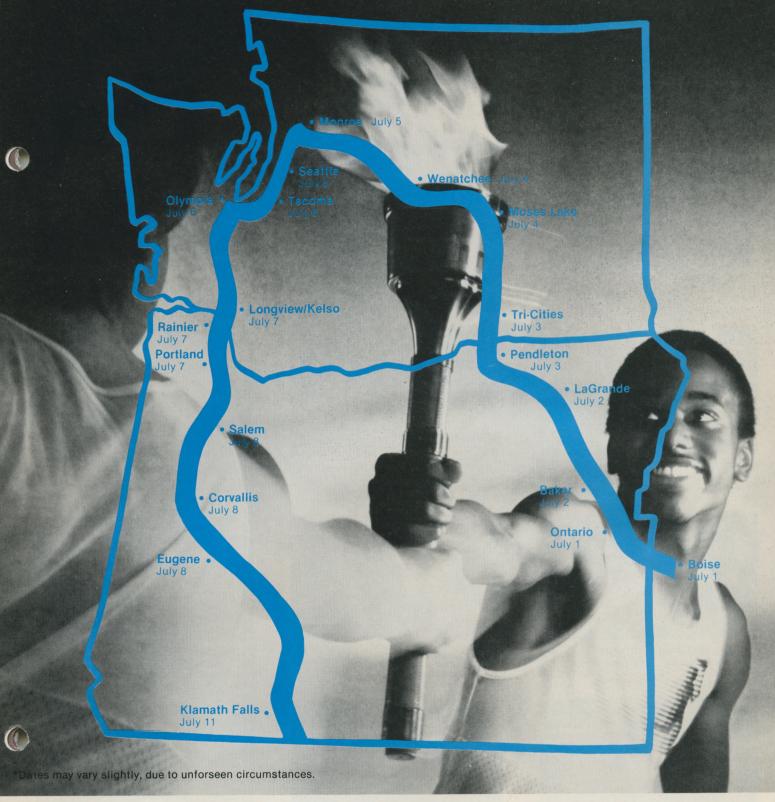


Olympic Gold Medal winner Debbie Armstrong.





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SWEEPSTAKES
Most outstanding float in the parade
First Interstate Bank



GRAND PRIZE Most outstanding commercial entry Pacific Northwest Bell



QUEEN'S TROPHY
Most outstanding non-commercial entry
Aerospace Industrial Dist. Lodge #751



THEME TROPHY
For best development of Parade Theme
"A Backward Glance, A Future Dream"
Viewmaster/Erv Lind Florist



ROSE SOCIETY TROPHY
For most effective use of roses in
non-commercial entry
Vancouver, Washington Float Committee



GOVERNOR'S TROPHY
Most outstanding entry from outside
Portland
Anheuser Busch/Budweiser Clydesdales



INTERNATIONAL TROPHY
Most outstanding entry from outside
Continental United States
Edmonton Klondike Days



LEITH ABBOTT AWARD Float displaying best use of humor Lloyd Center Merchants



JUDGES' TROPHY
For exceptional merit in the noncommercial class
Pasadena Tournament of Roses



GRAND MARSHAL'S TROPHY
For exceptional merit in the commercial
class
Meier & Frank Co.



MAYOR'S TROPHY
Most outstanding commercial entry from
the City of Portland
Northwest Natural Gas



PRESIDENT'S TROPHY
Most outstanding commercial entry from
the Portland metropolitan area
Sandy's Camera/Fuji Film



ROYAL ROSARIAN TROPHY For outstanding use of roses by a commercial entry Portland General Electric



GOLDEN ROSE AWARD
For the most outstanding commercial float under 35 feet in length Hanna Car Wash Systems



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

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