PORTLAND ROSE FESTIVAL

76TH ANNUAL
JUNE 1-17
TWO DOLLARS

Portland, Oregon

Multnomah County Library

OCT 10 1984

1984
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 convenience, too. PSA offers daily nonstop service to San Francisco, same plane service to LAX, Orange County, San Diego and Tucson, plus easy connections to cities throughout the West. So come on, Portland—

Catch our smile.
The Official Airline of Disneyland
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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 Chilcs and other contributors.
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 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, food fair of topline Portland restaurateurs and entertainment.

A familiar face from home.

At a parade in Pasadena. Or almost anywhere else in the west.

First Interstate Bank
A PREVIEW 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.
Red Lion Inn | Lloyd Center—281-6111. Red Lion Motor Inn | Jantzen Beach—283-4466.
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—255-8311.

THUNDERBIRD/RED LION INNS
Only one airline offers so much to Hawaii. United. We'll take care of you from takeoff to touchdown. With advance seat assignment, round-trip check-in, and the biggest fleet of 747's to the Islands. On board, we'll give you a taste of the Islands before you even get there, with our famous Royal Hawaiian Service. You'll enjoy exotic drinks, Polynesian food, music and movies. All served in the spirit of the Islands by the people who know Hawaii best. The people of United. So call United or your Travel Agent, and let the friendly skies bring Hawaii alive for you.
**Program of Events**

- Overture: Rose Festival by the 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 Medley: 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

**Credits:**
- Burlington Northern Railroad
- Design Concepts, Inc.
- Ev Lind Florist
- Nudelman's Formal Wear
- Greg Smith, Artist-Director, Pacific Ballet Theater
- Dale V. Johnson, Producer
Go For It!


G.I. Joe’s

Portland, Salem, Bend and Eugene
If all beers were brewed in small batches in small copper kettles over an open flame, they just might taste as good as Stroh's.

But they're not.

Because this method of brewing, called fire-brewing, takes longer. And it costs more.

So why do we do it at Stroh's?

Because all this extra care and attention pays off in taste. A better balanced, more distinctive, more satisfying taste.

The kind of taste you're looking forward to when you've got a real thirst for beer.

© 1984 The Stroh Brewery Co., Detroit MI 48226.
# Schedule

## JUNE 1, FRIDAY

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<tr>
<th>Event</th>
<th>Location</th>
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## JUNE 4, MONDAY

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<td>Oregon Symphony Marathon Concert</td>
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<td>JUNE 7, THURSDAY</td>
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<td>Motorcycle Motocross</td>
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<td>Stage Band Classic</td>
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<td>JUNE 8, FRIDAY</td>
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<td>Hockey Tournament</td>
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<td>Post Parade Float Display</td>
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**Notes:**
- JUNE 8, FRIDAY: Iceland is the only location mentioned for the stage band classic.
- JUNE 9, SATURDAY: No specific locations are listed for the hockey tournament.
- **Additional Events:**
  - Water Ski Show
  - Beer Garden Entertainment Center
  - Bicycle Track Races
  - 'Lil Briches Rodeo
  - Royal Rosarian
  - Rose Garden Contest
  - Woodcarving Show
  - Festival Fun Center
  - Beer Garden Entertainment Center
  - Oregon Society of Artists
  - American Legion Auxiliary
  - Wheelchair Parade
  - Lloyd Center Symphony Concert
  - PSU Women Art Festival
  - Beer Garden
  - Entertainment Center
  - U.S./Canadian
  - Navy Ships Arrive
  - Post Parade Float Display
Tokyo Ikebana Rose Show
Henry Mancini/Oregon Symphony Pops Concert

JUNE 10, SUNDAY
Hockey Tournament
Northwest Invitational Soccer Tournament
Gl. Joe’s Rose Cup
Sports Car Races
Post-Parade Float Display
Indian Pow-Wow & Encampment
Chess Tournament
Woodcarving Show
Sogetsu Rose Show
PSU Women Art Festival
Festival Fun Center
Beer Garden
Entertainment Center
U.S./Canadian Navy Ship Visitations
Henry Mancini/Oregon Symphony Pops Concert
Tokyo Ikebana Rose Show

JUNE 13, WEDNESDAY
Oregon Society of Artists
Racquetball Tournament
7-Up Gasoline Alley Expo

JUNE 14, THURSDAY
Oregon TAC Junior Olympics
Oregon Society of Artists
Racquetball Tournament

7-Up Gasoline Alley Expo
JUNE 15, FRIDAY
Racquetball Tournament
Stroh’s/G.I. Joe’s 200
ART/PPG Indy Car World Series
Oregon TAC Junior Olympics
Oregon Society of Artists

JUNE 16, SATURDAY
PSA Hot Air Balloon Show
Racquetball Tournament
Stroh’s/G.I. Joe’s 200
CART/PPG Indy Car World Series
Oregon TAC Junior Olympics
7-Up Gasoline Alley Expo
Oregon Society of Artists

JUNE 17, SUNDAY
PSA Hot Air Balloon Show
Racquetball Tournament
Stroh’s/G.I. Joe’s 200
CART/PPG Indy Car World Series
Oregon TAC Junior Olympics
7-Up Gasoline Alley Expo
Oregon Society of Artists

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Downtown Seattle
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- No Smoking Guestrooms
- Ideal Locations

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Seattle’s University District
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Sixth Avenue Motor Hotel
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For reservations call (800) 547-4262 Toll Free
(In Oregon call (503) 221-0711 Collect)
Not if you don’t vote. But you can make a difference if you do. A difference in the way your government runs, in the way it spends, in the way it responds to the concerns of folks like you. Don’t let some special interest group take the place of your good common sense. Vote the way you believe. Together we can count.
Yes we can.
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.

---

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 Kulberg 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.

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.

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.

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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Fly with a happy face.
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 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 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. 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. 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?

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

For only $59.00, 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).

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.

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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 curb-side 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.

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.
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

Growing up takes a little time and a lot of attention.

To learn respect for nature and her awesome power to renew the land, nothing beats planting a tree. We ought to know, because at Georgia-Pacific, we plant a lot of trees every year. Nearly 26 million. And they’re superior trees, grown in our sixteen seed orchards and raised in our thirteen tree nurseries. And we go out of our way to give Mother Nature nothing but ideal working conditions. By fertilizing, thinning, and controlling the underbrush.

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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.
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, 5 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.

Pat McKewitt, Communications Manager for the Women's Wear Division, Pendleton Woolen Mills. She supervises Women's Wear 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.

Pat McKewitt,

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Mahlon-Sweet Field (Eugene)..................................... 688-8161
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 jerky 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

Each year the Grand Floral 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.
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.

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

Richard C. Ross & Tracy Barry
Grand Floral Parade Network
KATU
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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from Canada to California
IN COMPETITION
such as you see in the Rose Festival's "Festival of Bands"

Great Family Entertainment

August 8, 1984
7:30 PM

Madison High School Stadium
2735 N.E. 82nd

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643-7646

Steve Robertson
Director
Portland Civic Band
This 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.

Capture All the Color of The Rose Festival with Fuji Film and Cameras from Sandy's

Off Your Film at Sandy's New Downtown Film Express

At the New Justice Center, 222 S.W. Main

"Drop off your film after the parade, go shopping, and when you're through stop back to pick up your beautiful "Magnum Size®" 4x Prints!

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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 wins the Governor’s Trophy. The same practice is followed for Mayor Frank Bancic; 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.

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 handcrafted 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.

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.

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.

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 great-granddaughter of the brewery’s founder. Built by C E. Bent & Son.

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.

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

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

B-3 Aquinas High School Band, Fort Madison, Iowa (Guest Band)

B-4 Snohomish High School Band, Snohomish, Washington (Guest Band)

B-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 surround 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 luminaries. 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

"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 Erv 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 Patrol, 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 Dri, 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.

H-31 Portland Police Bureau Mounted Patrol, Portland, Oregon

B-18 Tigard High School Band, Tigard, Oregon

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.

S-10 Yombangai Mikoshi Sapporo Shrine, Sapporo, Japan

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.

F-25 Meier & Frank Co.

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.

J-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.

B-20 Centennial High School Band, Gresham, Oregon

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-34 Blue Mountain Riders, Walla Walla, Washington

B-21 Barlow High School Band, Washougal, Washington

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

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
Get the shadows.

Get the movement.

Get the picture.

Introducing new Kodacolor VR 200 film, the new, versatile color print film from Kodak. It gives you clear, brilliant color along with a new, higher speed, so you won't miss a shot—even if the light changes or someone moves unexpectedly. You'll get all those great pictures if you get the right film... new Kodacolor VR 200.

Life never looked so good.
During the 1984 Portland Rose Festival, rise to the occasion with Heroes Gourmet Candy. Individually wrapped and made with natural ingredients, Heroes is a hand-crafted candy. Each piece has a rose running through it. And they come in an attractive decanter commemorating this year's Rose Festival.

So taste the festival long after it's over. With Heroes Gourmet Candy. A great way to celebrate the Portland Rose Festival. Or any occasion.

Please send me _____ decanters @ $10.95 ea. Allow 30 days for delivery. All postage and handling included.

Name_________________________________________________
Address ___________________________
City______________________State_____Zip___________

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FOR ALL YOU DO...
THIS BUD'S FOR YOU.
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 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.

H. Dudley Strain
President
Portland Rose Festival Association
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We're located at 1401 S. W. Front Avenue, Portland, Oregon 97201. For reservations, please call (503) 226-7600 or toll free (800) 228-9290. Or call your travel agent.
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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Lets face it. In most vacation spots, your money doesn't go very far.
Happily, our Mexico is a beautiful exception. And, with a current exchange rate that gives you more than 160 pesos for every American dollar, it's easy to see why!
More pesos for your dollar means more fun for your vacation: more nights in luxury hotels, more gourmet meals, more parasailing, more catamaran rides — more Mexico!

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And if you like romance, you can hire your own private musicians. Take a horse-drawn carriage to watch the sunset. Or dine by a waterfall.
If you want to spend a lot of time without spending a lot of money, come to know Mexico. No other vacation spot has lower prices than Mexico. And no other airline has lower fares than Mexicana.

ON MEXICANA.
GETTING THERE IS HALF THE BARGAIN.

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No one knows Mexico better than Mexicana Airlines. So come live it up while prices are down. Discover Mexicana's Mexico.
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Take your favorite American presidents on a vacation in our Mexico. Come to know why we love it so well.

Come to know Mexico.

FLY MEXICANA
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.
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

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
Hennessy
the civilized way
to call it a day

The world's most civilized spirit
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 superstar 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.
<table>
<thead>
<tr>
<th>Artist/Musicians</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chubby Checker &amp; Del Shannon</td>
<td>Wednesday, June 13</td>
<td>5 and 8 p.m.</td>
<td>7-Up Gasoline Alley Expo</td>
</tr>
<tr>
<td>Ray Charles</td>
<td>Thursday, June 14</td>
<td>5 and 8 p.m.</td>
<td>7-Up Gasoline Alley Expo</td>
</tr>
<tr>
<td>Mickey Gilley</td>
<td>Friday, June 15</td>
<td>5 and 8 p.m.</td>
<td>7-Up Gasoline Alley Expo</td>
</tr>
<tr>
<td>Jan and Dean</td>
<td>Saturday, June 16</td>
<td>3 and 7 p.m.</td>
<td>7-Up Gasoline Alley Expo</td>
</tr>
<tr>
<td>Wray Brothers</td>
<td>Sunday, June 17</td>
<td>3 and 7 p.m.</td>
<td>7-Up Gasoline Alley Expo</td>
</tr>
</tbody>
</table>

A Duesenberg from the Charles Norris collection, this 1929 Murphy Roadster, will be featured among other Concours D'Elegance cars in the Gasoline Alley display.
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

<table>
<thead>
<tr>
<th>Band</th>
<th>Ensemble</th>
<th>Rhythm Section</th>
<th>Solo-Improvisation</th>
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<tbody>
<tr>
<td>Sam Barlow</td>
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<tr>
<td>Montezuma-Cortez</td>
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<td>Aloha</td>
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<td>David Douglas</td>
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<td>McMinnville</td>
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<tr>
<td>Rex Putnam</td>
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</tbody>
</table>

Sam Barlow High School
Gresham, Oregon
Charles Bolton, Director

Montezuma-Cortez High School
Cortez, Colorado
Gary E. Hall, Director
H.B. and Company

H.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.
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, Stockton, California
9:30 p.m.  Portland Civic Band (Exhibition Only)
9:45 p.m.  Massed Band Finale

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

Cecil R. Morris is 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.
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& ACCESSORIES
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ROCKMAN • BASSMAN • MORLEY
ELECTRO-HARMONIX • SEIKO
SEYMOUR DUNCAN • GROVER
EARTH III • SCHALLER • KAHLER
SUZUKI

KEYBOARDS
YAMAHA • SEIKO

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IBANEZ • WASHBURN • ROSS
ROCKMAN • BASSMAN • MORLEY
ELECTRO-HARMONIX • SEIKO
SEYMOUR DUNCAN • GROVER
EARTH III • SCHALLER • KAHLER
SUZUKI

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IN STORE REPAIRS
STUDENT RENTAL PLANS
### Past Queens, By Year of Reign

<table>
<thead>
<tr>
<th>Year</th>
<th>Queen</th>
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<tbody>
<tr>
<td>1907</td>
<td>Queen Flora (Mrs. Carrie Lee Chamberlain Wood)</td>
</tr>
<tr>
<td>1908-1909</td>
<td>Rex Oregonus</td>
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<tr>
<td>1910-1911</td>
<td>Thelma Hollingsworth (Mrs. Wade W. Williams)</td>
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<tr>
<td>1912</td>
<td>Sybil Baker (Mrs. Samuel D. Bamber)</td>
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<tr>
<td>1913</td>
<td>Virginia Rothenberg (Mrs. Ben T. Gray) Jefferson</td>
</tr>
<tr>
<td>1914</td>
<td>Betty Jane Harding, Girls Poly</td>
</tr>
<tr>
<td>1915</td>
<td>Anne Du Fresne (Mrs. Robert Gale) Lincoln</td>
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<tr>
<td>1916</td>
<td>Kristi Lee (Mrs. Wendell Birkland) Roosevelt</td>
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<tr>
<td>1917</td>
<td>Ana Maria Enriquez (Mrs. William Malaier) Jefferson</td>
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<tr>
<td>1918</td>
<td>Julia Ann West (Mrs. Gary Grover) Grant</td>
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<tr>
<td>1919</td>
<td>Sally Swift, Roosevelt</td>
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<tr>
<td>1920</td>
<td>Sharon Arneson (Mrs. Kenny Gerlach) Independent</td>
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<tr>
<td>1921</td>
<td>Cherie Lynne Viggers (Mrs. David K. Sanville) Wilson</td>
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<td>1922</td>
<td>Linda Fuqua (Mrs. Gilbert Thomas) Cleveland</td>
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<td>1923</td>
<td>Linda Jean Jackson (Mrs. Craig W. Moore) Grant</td>
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<tr>
<td>1924</td>
<td>Mary Sue Woolfolk (Mrs. Darrell W. Bolten) Jefferson</td>
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<tr>
<td>1925</td>
<td>Ruth Parrett (Mrs. Dekker) Grant</td>
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<tr>
<td>1926</td>
<td>Mary Ann Jackson (Mrs. Eugene J. Coats) Lincoln</td>
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<td>1927</td>
<td>Linda Fugua (Mrs. Gilbert Thomas) Cleveland</td>
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<td>1928</td>
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<td>1931</td>
<td>Sally Swift, Roosevelt</td>
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<td>1932</td>
<td>Julie Ann West (Mrs. Gary Grover) Grant</td>
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<td>1933</td>
<td>Ana Maria Enriquez (Mrs. William Malaier) Jefferson</td>
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<tr>
<td>1934</td>
<td>Margaret Mary Huntzicker, Independent</td>
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<td>1935</td>
<td>Rhonda Anderson (Mrs. Ted Grisell) Marshall</td>
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<td>1936</td>
<td>Laurie King (Mrs. MacMillan) Wilson</td>
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<td>1937</td>
<td>Kris Lee (Mrs. Wendell Birkland) Roosevelt</td>
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<tr>
<td>1938</td>
<td>Mary Matney (Mrs. Daniel Peterson) Madison</td>
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<td>1939</td>
<td>Anne Du Fresne (Mrs. Robert Gale) Lincoln</td>
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<tr>
<td>1940</td>
<td>Diana Ruzic (Mrs. Thomas Stevens) Madison</td>
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<tr>
<td>1941</td>
<td>Heather Van Wessem, Jackson</td>
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<tr>
<td>1942</td>
<td>Diana Fredericks (Mrs. Guy Mount III) Cleveland</td>
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<tr>
<td>1943</td>
<td>Sue Higgins, Cleveland</td>
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<tr>
<td>1944</td>
<td>Tina Klassy, Franklin</td>
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<td>1945</td>
<td>Rochelle Anderson, Marshall</td>
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<td>1946</td>
<td>Robin Marks, Lincoln</td>
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<tr>
<td>1947</td>
<td>Kim DiPietro, St. Mary's</td>
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<tr>
<td>1948</td>
<td>Leslie Carlson, Cleveland</td>
</tr>
<tr>
<td>1949</td>
<td>Kira Rembold, Lincoln</td>
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### Past Rose Festival Association Presidents

<table>
<thead>
<tr>
<th>Year</th>
<th>President</th>
</tr>
</thead>
<tbody>
<tr>
<td>1912</td>
<td>Ralph Hoyt</td>
</tr>
<tr>
<td>1913</td>
<td>Ralph Hoyt</td>
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<tr>
<td>1914</td>
<td>C.C. Colt</td>
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<tr>
<td>1915</td>
<td>Emery Olmstead</td>
</tr>
<tr>
<td>1916</td>
<td>John D. Durren</td>
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**Oregon**, DISCOVER THE THINGS WE HAVE UNCOMMON.

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**ADDRESS:**

**CITY/STATE/ZIP:**

**Mail to Oregon Office of Tourism, Oregon Tourism Board, 1403 K Street, Salem, OR 97301**

*Alow 3 weeks for delivery.*
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.

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.
Get a smart start with KODAK Film... and a great finish with KODAK PAPER!

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★ Sandy's Quality Standard 3x Size Overnight Service

Sandy's has the experience! 69 years of giving you "picture perfect memories"!

We're all around town with 12 convenient locations.

See our three newest locations Downtown at the Justice Center, Yamhill Marketplace and the Executive Building - all along the Parade Route.

*50 Minute Express Service at Lloyd Center, Justice Center & Washington Square.
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 presents 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 snacks. Both offer musical entertainment on a virtually continuous basis. Among well known groups to appear are Johnny Counterfit, Amarillo and Rodeo. Adding to 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.
**PORTLAND BOTTLING CO.**

Bottlers of:

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<td><strong>RC</strong></td>
<td>• RC 100 Regular, 99.9% Caffeine Free</td>
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<td>• RC 100 Sugar Free, 100% Caffeine Free</td>
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<td><strong>7UP</strong></td>
<td>NO CAFFEINE — Never had it - never will!</td>
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<td>7-UP and DIET 7-UP</td>
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<td><strong>Squirt</strong></td>
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<td>A &amp; W Regular and Sugar Free A &amp; W</td>
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<td><strong>Nehi</strong></td>
<td>FOUR EXCITING FLAVORS</td>
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<td>Orange, Grape, Strawberry and Blue Creme</td>
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<td><strong>Perrier</strong></td>
<td>EARTH’S FIRST SOFT DRINK™</td>
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<td><strong>Seagram’s</strong></td>
<td>THE FIRST MIXERS GOOD ENOUGH TO BE CALLED SEAGRAM’S</td>
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Milk Carton Boat Races

There'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 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.

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Groups:
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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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Portland and Rose Festival. The partnership keeps growing.

The Rose Festival is Portland in all its glory—a celebration of a city and its people. And after seventy-six years, it's a partnership that gets better with age.

Oregon Bank salutes all the people whose efforts make it happen year after year.
CONTINENTAL AIRLINES
SALUTES
THE PORTLAND
ROSE FESTIVAL

CONTINENTAL AIRLINES
A new tradition in flying.
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.

Olympic Gold Medal winner Debbie Armstrong.

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.
THE OLYMPIC TORCH
See It Run*

*Dates may vary slightly, due to unforeseen circumstances.

- Longview/Kelso, July 7
- Rainier, July 7
- Portland, July 7
- Oregon City, July 3
- Salem, July 8
- Corvallis, July 8
- Eugene, July 8
- Klamath Falls, July 11
- Monroe, July 5
- Seattle, July 5
- Tacoma, July 5
- Wenatchee, July 4
- Moses Lake, July 4
- Tri-Cities, July 3
- Pendleton, July 3
- LaGrande, July 2
- Baker, July 2
- Ontario, July 1
- Boise, July 1

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GRAND FLORAL PARADE

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 non-commercial 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

MAYOR'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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Pacific State Bank—Lincoln City, Depoe Bay
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The heart of the matter is a 1.8 liter turbocharged overhead cam engine. This highly advanced turbo system features an on-board computer that electronically senses and controls all major functions of the turbo. Fuel is delivered by a multi-port fuel injection unit. In the intake chambers it meets the pressurized air being "blown" directly in from the turbocharger.

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Pontiac 2000 Sunbird Turbo. An exhilarating example of Pontiac innovation in action.

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