73rd
ANNUAL
PORTLAND ROSE FESTIVAL
JUNE 5-14, 1981
DANCE THROUGH THE AGES
The Portland Rose Festival — A Proud Tradition

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## Official Souvenir Magazine

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Schedule of Events

FRIDAY, JUNE 5
Festival Fun Center
Junior Tennis Tournament
QUEEN SELECTION AND CORONATION

SATURDAY, JUNE 6
Festival Fun Center
Junior Tennis Tournament
Model Boat Races
Cub Scout 2x4 Derby
Woodcarving Show
YMCA-Bicycle Motorcross
Figure Skating Championships
Racquetball Tournament
Drag Races
Bicycle Track Races
Jr. Rosarian Knighting Ceremony
"Lil Briches Rodeo"
Gymnastics Tournament
STARLIGHT ROAD RUN
STARLIGHT PARADE

SUNDAY, JUNE 7
Festival Fun Center
Junior Tennis Tournament
GOLDEN ROSE SKI RACES
Bicycle Road Races
Figure Skating Championships
Woodcarving Show
Model Boat Races
Rally de Roses
Racquetball Tournament
Royal Rosarian Garden Contest
Boomerang Tournament
"Lil Briches Rodeo"
MILK CARTON BOAT RACES
Beavers-Rose Festival Baseball
Fireworks Night

MONDAY, JUNE 8
Festival Fun Center
Woodcarving Show
Royal Rosarian Garden Contest
Racquetball Tournament

TUESDAY, JUNE 9
Festival Fun Center
Woodcarving Tournament
Racquetball Tournament
American Legion Auxiliary Wheelchair Parade

WEDNESDAY, JUNE 10
Festival Fun Center
Woodcarving Show
Racquetball Tournament
U.S. Navy Coast Guard, Canadian Ships Arrive
PSU Women's Art & Entertainment Festival "Dream Machine" - Entertainment Fair
JUNIOR ROSE FESTIVAL PARADE STAGE BAND CLASSIC

THURSDAY, JUNE 11
Festival Fun Center
Hockey Tournament
Woodcarving Show
U.S. Navy Ships Arrive
PSU Women's Art & Entertainment Festival
Racquetball Tournament
Band Concerts "Dream Machine" - Entertainment Fair
ROSE SHOW
Motocross

FRIDAY, JUNE 12
Festival Fun Center
Hockey Tournament
G.I. JOE'S ROSE CUP SPORTS
CAR RACES
ROSE SHOW
Royal Rosarian Knighting Ceremony
Woodcarving Show
U.S./Canadian Ships
PSU Women's Art & Entertainment Festival
Racquetball Tournament
Band Concerts "Dream Machine" - Entertainment Fair
Ice Curling Bonspiel
Indian Pow Wow & Pageant
FESTIVAL OF BANDS
Square Dance

SATURDAY, JUNE 13
Festival Fun Center
Ice Curling Bonspiel
Hockey Tournament
PRE-PARADE SHOW
G.I. JOE'S ROSE CUP SPORTS
CAR RACES
Table Tennis Tournament
GRAND FLORAL PARADE
Woodcarving Show
ikebana Rose Show
U.S./Canadian Ships
PSU Women's Art & Entertainment Festival
Racquetball Tournament
Open Chess Tournament
Indian Pow Wow & Pageant "Dream Machine" - Entertainment Fair
Past Parade Float Display
Junior Olympics
OSCSA ALL-STAR BASKETBALL GAMES
TIMBERS-ROSE FESTIVAL CUP SOCCER MATCH
MICH MILLER/OREGON SYMPHONY POPS CONCERT

SUNDAY, JUNE 14
Festival Fun Center
Hockey Tournament
Ice Curling Bonspiel
G.I. JOE'S ROSE CUP SPORTS
CAR RACES
Past Parade Float Display
Table Tennis Tournament
ikebana Rose Show
Woodcarving Show
U.S./Canadian Ships
Racquetball Tournament
PSU Women's Art & Entertainment Festival
Open Chess Tournament
Indian Pow Wow & Pageant "Dream Machine" - Entertainment Fair
Junior Olympics
MICH MILLER/OREGON SYMPHONY POPS CONCERT
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Queen Selection and Coronation
Friday, June 5, 8 p.m., Civic Auditorium

Selection and coronation of the Queen of Rosaria each year marks the beginning of the 10 days of the Portland Rose Festival. This year’s selection and coronation is Friday, June 5, at 8 p.m. in Portland Civic Auditorium.

Since 1932, when the present system of choosing the princesses and queens was introduced, the Royal Court has consisted of girls from city high schools who are graduating. One princess from each of the thirteen schools is chosen by vote of her classmates.

The procedure to select princesses has been organized as a joint effort by the Portland Rose Festival Association and the Portland School Dist. No. 1.

By the express wish of the school district, a preliminary selection of princess candidates is made at each school by an outside panel of judges provided by the Rose Festival. These judges are representative of differing ages, sexes and ethnic backgrounds. Becoming a candidate is entirely voluntary with the girls.

The panel of judges reduces the original number to a field of finalists, usually six, although the number of finalists conforms to the wishes of that individual school. At that point, students vote on their choice as princess.

One of the princesses will be chosen queen. A panel of Queen Selection judges is carefully selected by one member of the Court Activities Committee. Selection of judges is made after all princesses are selected, to make certain no relatives, friends or close associates of Court members are included. Every effort is made to screen the panel of judges so there is no special interest, relationship or preference which might tend to weigh the outcome in favor of one princess over another.

Princesses meet the judges for personal interviews a few days before Coronation. Other activities are scheduled to allow the judges to see and hear the girls in various settings and situations.

The judges will consider these pre-Coronation contacts along with the Coronation night program in selecting the Queen. Judging is to be based on a maximum 100 points — 35 points for poise, 35 points for appearance and 30 points for speaking ability.

The Queen’s crown was designed by Charles Pennell, Portland jewelry craftsman, as a volunteer, after the Business and Professional Women’s Club of Portland undertook the raising of funds for the diadem, through the sale of miniature paper rosebuds.

The piece was finished in 1922 and has been worn by every queen since. The frame is made of 14-carat gold. A large blue zircon graces its tip and 650 white sapphires, accented by eight rare pigeon-blood rubies, blend into the colors of red and white most popular rose colors of the ’20’s. Like all royal crowns, its actual value is virtually impossible to ascertain. Its value in precious metals and stones is in excess of $5,000.

Each queen receives her own scepter, to keep. It is made of gold-plated spun copper and brass, entirely hand crafted. Upon the sphere or crown rest two golden rosebuds with stems twining around a long, polished rosewood handle. The queen’s name is inscribed on the sphere. Roy & Molin Jewelers have the assignment of coordinating scepter production and also cleaning and repairing the queen’s crown. The scepter is the work of 75-year-old Victor P. Kayser of Portland. Close examination will reveal one or more tiny metal bees on the scepter.

The Queen’s Bench is used only once a year, at the Coronation. It was presented to the Rose Festival Association in 1970 by the Mystic Order of the Rose, a Portland women’s organization. The upholstery is white velvet and the back and legs are of wood. The back is ornately carved with golden swirls around a central rose. Start Warrington, owner of a Portland furniture company, designed the patterns and one of his craftsmen, Leez Cegus, executed the carving.

The Royal Court is made up of the queen and the princesses. They travel and appear as a court before and throughout the festival. Each receives her extensive court wardrobe and a $1000 scholarship to the college of her choice. Many court members return year after year to the Coronation and many queens continue to ride floats in succeeding Grand Floral Parades.
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Princesses of the 1981 Rose Festival Royal Court

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St. Mary's

PRINCESS JOSIE WILLIAMS
Franklin

PRINCESS KARLA OVIATT
Adams

PRINCESS MOLLY MULLER
Washington-Monroe

PRINCESS JENNIFER CASSADY
Madison

PRINCESS WIEKE LIEM
Wilson

PRINCESS VANESSA SYKES
Jefferson

PRINCESS ANN JOSEPH
Lincoln

PRINCESS LAURA HANNAM
Grant

PRINCESS LORI STANTON
Roosevelt

PRINCESS LEESA DECKER
Jackson

PRINCESS NANCY SAKAMOTO
Cleveland

PRINCESS STACEY HUSTON
Marshall
Reach out and share your visit with someone back home. Just call.

Pacific Northwest Bell
The sixth annual Starlight Parade, which was introduced in the Bicentennial Year (1976), has become increasingly popular over the years. More than 100,000 spectators line the streets of downtown Portland for this parade of illuminated floats, bands, drill teams, car clubs, clowns and other specialty units.

This year's Starlight Parade will begin at 8:30 p.m. from the North Park Blocks of the city and traverse along a three-mile route to the disband area near Lincoln High School.

The parade begins later to take advantage of the darkness which will enhance the looks of the illuminated floats.

Among the float entries this year will be the Daffodil Festival from Tacoma, Wash. Daffodil Queen Cindy Kovalenko will ride this entry featuring two giant butterfly wings.

Other floats will include the Washington State Autumn Leaf Festival from Leavenworth, Wash.; Othello Community Festival from Othello, Wash.; Olympia Capitol Lakefair of Olympia; Marysville Strawberry Festival from Marysville, Wash.; and the Yakima SunFair from Yakima, Wash.

Drill teams come from far and near and this year include the Eagles Junior Drill Team of Seattle, Wash.; Rifle-Ettes of Spanaway, Wash.; LaGrande Girl Scouts Drill Team from LaGrande, Ore; LaSenorita Saber Team from Seattle, Wash.; and the Portland Kelly Kadet Korp.

The famed Anheuser-Busch Clydesdales will pull the Budweiser wagon in one of their many Rose Festival appearances.

Portland area high school bands will strut their stuff and include David Douglas High School, Glencoe Senior High School of Hillsboro and Lincoln High School of Portland.

The Oregon National Guard Reserve's Pipe and Drum band will march in the parade. This celebrated unit was selected to represent the entire Pacific Northwest during the inaugural ceremonies for President Ronald Reagan in January. They were one of only 25 bands to be selected from more than 400 applicants for this prestigious day in Washington, D.C.

Prizes are awarded to the outstanding floats and marching units in a variety of categories.

Members of local Lions Clubs assist parade officials by marshalling the event. This marks the fifth consecutive year the Lions have provided this help.
Enjoy “rose-colored” photos!

Capture all the loveliness of spring flowers on film during this year’s Rose Festival! It’s a sight you should save and enjoy year after year. And now Jafco is offering tremendous prices on photographic equipment and film, so you can save as well as remember the roses! Stop by Jafco today!

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Starlight Run
Saturday, June 6, 8 p.m., Downtown

The Starlight Run, which precedes the Starlight Parade, will begin at 8 p.m. from the Memorial Coliseum on the City's east side. From there, more than 5,000 runners will cross the Broadway Bridge onto the city streets. This third-annual Starlight Run is for the fun of running and entries of all sorts make the four-mile journey. After crossing the bridge the runners join the Starlight Parade route at Broadway and Flanders Streets, following the route to the finish line at Lincoln High School.

Portland radio station KGW (62) sponsors the run which has grown each year, primarily because of the audience which the participants run in front of along the route. More than 100,000 spectators line the streets to watch the runners, followed by the Starlight Parade.

Golden Rose Ski Races
Sunday, June 7, 9 a.m.
Timberline Lodge, Mt. Hood

The Golden Rose Ski Races, this year on Sunday, June 7, starting at 9 a.m., is the oldest sports event in the Rose Festival, dating back to 1936.

The Cascade Ski Club will host the annual ski races on the Palmer snowfield high above Timberline Lodge. Although skiers are categorized by classes, emphasis is placed on the “fun competition” for all who compete. The races, sponsored by Monte Shelton’s BMC, will feature a giant slalom for the elite class. The races will be on the spectacular Palmer glacier and the Magic Mile Runs, in full view for spectators.

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The Clydesdales

The famed Anheuser-Busch Clydesdales make their second consecutive appearance at the Portland Rose Festival this year. It also will mark the third time these popular horses have appeared and this year they will participate in the Starlight Parade and the Grand Floral Parade—along with numerous local showings around the city of Portland.

In earlier days, Anheuser-Busch used beautiful horses and brewery wagons to deliver beer. The echoing clip-clop of hooves on city streets was as much a part of the sound of those times as the streetcar bell and, later, the sputtering noises of the horseless carriage.

But prohibition changed all that. Since there was no beer to sell, the brewery closed its stables and diversified into other types of business activities . . . soft drinks, commercial yeast and a wide assortment of other products.

At heart, though, the Busch family remained brewers. Thus, when the repeal of prohibition became certain, August A. Busch Jr. planned a special way to commemorate the occasion. He secretly bought a team of Clydesdale horses and had them trained to pull a huge brewery wagon.

On April 8, 1933, one day after the repeal of prohibition, August Jr. asked his father to join him on Pestalozzi Street, outside the brewhouse, to see his new car. When they reached the street, August Sr. stopped in his tracks. Instead of the expected automobile, there stood the magnificent Clydesdale hitch with its eight horses—gleaming leather, brass harness and shining Budweiser wagon.

They are the most widely traveled team of horses in the United States, with their annual total approximating 40,000 miles. Two specially built 40 x 8-foot vans serve as homes for the horses while traveling, with a third van carrying the huge brass-trimmed wagon, portable stalls and necessary equipment.

Generally, ten Clydesdales are taken on each trip, although at most, only eight actually appear on any single occasion. A Budweiser Clydesdale goes on parade only when he's in peak condition.

Although Clydesdales are of pure Scotch ancestry, they are now also raised in the United States and Canada. When he first joins the hitch, a Clydesdale is usually three to four years old . . . mature enough to show his championship colors.

Each Clydesdale averages 2,100 pounds and stands 18 hands (each four inches). Their shoes are made from a 4½ pound piece of steel—two feet long and 1½ inches wide. The harness for the team costs $30,000.

In addition to the driver and assistant driver, four chauffeur grooms care for the horses and equipment.

An integral part of the unit is "Bud," a frisky Dalmatian who sits with the drivers. "Bud" enjoys his role aboard the Budweiser wagon, barking out his enthusiasm as the hitch moves along the parade route or as it circles the fairground.

Today, the Clydesdale hitch is seen from coast to coast in state fairs, horse shows and parades. In addition to their annual appearance in the Tournament of Roses Parade, they have become a fixture at Santa Anita Race Track. The Clydesdales have won hundreds of trophies and ribbons.

During an exhibition, the four-hitch, 8,000-pound team pulls a 2-ton wagon in a series of intricate maneuvers, with the driver holding four separate reins laced through the fingers of both his hands. This gives him individual control of each horse.

PLAQUE AWARDED BUDWEISER—Mrs. Frederick "Lotsie" Busch Giersch accepts award for Anheuser-Busch from 1980 Queen Robin Marks during Pasadena Tournament of Roses. The award was for Anheuser-Busch’s Budweiser float entry in the 1980 Portland Rose Festival Grand Floral Parade.
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Pepperoni, Beef & Canadian Bacon
Canadian Bacon & Fresh Tomatoes
Mushrooms & Sausage
All of the above!

KXL-Rose Festival
Stage Band Classic
Wednesday, June 10, 7:30 p.m.
Civic Auditorium

The 1st Annual KXL-Rose Festival Stage Band Classic will be held Wednesday, June 10, starting at 7:30 p.m. at Portland's Civic Auditorium and will feature five outstanding high school stage bands from the Portland metropolitan area and three out-of-state guest bands.

The lineup will consist of five local stage bands including Hillsboro, Sunset, Clackamas, Aloha and Jefferson high schools. The out-of-state entries this year will include Blaine, Minnesota; Roosevelt High of Honolulu, Hawaii; and Trinidad, Colorado.

The special guest entertainment will feature 13-year-old Henry Broderick Radke, and a 16-piece big band known as “H.B. And Friends” from Seattle, Wash. H.B.'s background is one of show business with his mother being singer Gina Funes and his father being trumpet player and band leader Fred Radke of Seattle.

This special group, which will not compete against the high school stage bands, is made up of youngsters from the ages of twelve to fifteen years. The group has been together for three years and has made numerous appearances in the Puget Sound area, as well as Canada.

Each of the competing high school bands will present a 15-minute show and will be competing for first, second and third place awards. Each will present a variety of musical programs.

The Stage Band Classic is sponsored by Portland radio station KXL.

(Further information on the Stage Band Classic and the Festival of Bands may be obtained in the special Festival of Bands/Stage Band Classic program, available at both musical events of the Portland Rose Festival this year.)

"H.B." Radke and his "Friends"
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Festival of Bands
Friday, June 12, 7:30 p.m., Civic Stadium

The Festival of Bands has grown each year and this will be the ninth edition of this spectacular music event at Portland's Civic Stadium. It has become one of the most enjoyable events for those of all ages.

Seven out-of-state bands compete with two local high school units for the coveted Fred Meyer Sweepstakes trophy. This year, the Festival of Bands will be held on Friday night, June 12, starting at 7:30 p.m. The event is co-sponsored by Fred Meyer, Inc.

As a special added attraction this year, the U.S. Navy's Steel Drum Band will present a special exhibition performance.

Beaverton, Ore., High School and Ft. Vancouver High School of Vancouver, Wash., are the local bands competing for the Fred Meyer Trophy. Last year, Alameda High School of Lakewood, Colo., won the sweepstakes trophy.

Each band will present a 12-minute field show of marching and playing at the Festival of Bands and then at the end, Dr. John K. Richards of Lewis and Clark College in Portland will direct a massed band presentation.

The visiting high school bands also will play noontime concerts at various locations throughout the City on Thursday, June 11, and Friday, June 12. Each also will march in the Grand Floral Parade on Saturday, June 13.

Beaverton High School last appeared in the Festival of Bands in 1977. This 90 member unit is under the direction of Lambert Morris and has an additional 16 member drill team and 16 member flag corps.

The Ft. Vancouver High School band is under the direction of Jim lafrati and has 55 members. The Trappers also include a 20-member drill team and 16-member flag unit.

The out-of-state bands include Foothill High School of Pleasanton, Calif. This is the third appearance in the Rose Festival for Foothill, under the direction of Bob Moorefield. Foothill captured the sweepstakes honors in 1976 and again in 1978 in the Festival of Bands and won top honors in the Grand Floral Parade in 1978, becoming the first double winner ever in the Rose Festival.

Another returnee this year is Roosevelt High School of Honolulu, Hawaii. Roosevelt participated in the 1976 Rose Festival, and now this 125-member band is under the direction of Riechel Yoshino.

The 110-member Royal Highland Brigade High School band from Simi Valley, Calif., is directed by Norman Bren. Other first time contestant bands will be Velva High School of Velva, North Dakota; Blaine High School of Blaine, Minn.; Trinidad High School of Trinidad, Colo.; and Kennedy High School of Seattle, Wash.

(Further information on the Festival of Bands and the Stage Band Classic may be obtained in the special Festival of Bands program, available at both music events this year.)

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<td>*400 ASA film 50¢ extra. C-41 Process only</td>
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Each of these advertised items must be readily available for sale at or below the advertised price in each Fred Meyer store, except as specifically noted in this ad.
<table>
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<td>Duane Dannewitz</td>
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When you try us, you'll see, we do more than just get you there, we get you there in style.

You'll like our style.
Grand Marshal

"Mitch Miller is the nearest thing to a musical Secretary of State," wrote one music critic in his review of a Miller concert.

There is little doubt that audiences everywhere would agree. Miller has put his stamp on American music in a variety of ways: he has been a noted classical oboist, a high-powered record company executive, a network television pace-setter, and today he is the ubiquitous symphony conductor, directing "pop" series with major orchestras throughout the country.

Miller hails from upstate New York. He was born on the fourth of July, the son of a Russian-Jewish metal-working emigre who had settled with his seamstress wife in Rochester in the early part of the century. There was always music in their home—recordings by Leopold Stokowski, by Amelita Galli-Curci, by the young Jascha Heifetz, played on a wind-up Victrola. Miller's first musical instrument was the piano.

It was not until he was eleven, and then by accident, that he started to play the oboe. When he applied to study and practice on one of his junior high school's free instruments, only the oboe, apparently regarded as too difficult by other students, was left. Fortunately, Miller's home city, Rochester, was also the home of the world-renowned Eastman School of Music, and Miller took lessons in the Eastern Preparatory Department beginning at age 14.

The year after that he won a full-time scholarship to Eastman, where his talent as an oboist was immediately discerned. Soon he was playing first oboe with the Eastman School Symphony, and at the same time second oboe, professionally, with the Rochester Philharmonic Orchestra.

Shortly after leaving school, Miller moved to New York City. He took every job he could get, and reaped rewards both financially and culturally. He went on tour, for example, with an orchestra George Gershwin had put together; they traveled the country playing Gershwin's major works, like the Rhapsody in Blue and the Concerto in F, with the composer himself as piano soloist. "Even then Gershwin was a sick man," Miller recalls. "I think his doctors, who hadn't yet diagnosed the brain tumor (which was to cause his death a year or two later) thought the concert tour would be a good antidote to what they saw as chiefly a severe depression. It certainly could not have made money—he was carrying the equivalent of a whole symphony orchestra with him."

Despite Gershwin's precarious health, the tour held some stimulating moments for Miller with new experiences around every corner.

Still freelancing, Miller took jobs with other major musicians around the town. He played a series of matinee concerts in Town Hall on which Ossip Gabrilowitsch, whom he remembers as a towering musical intellect and an overwhelming pianist, was soloist in 22 concerti. The conductor for that series was Leon Barzin, a man Miller feels is not so much under-rated as unwarrantedly unfamiliar. Igor Stravinsky was another master who helped teach Miller what he calls "the language of the stick."

After several years of freelancing, with its long hours and undependable conditions, Miller took a full-time job with the Columbia Broadcasting Orchestra. These were still lean days in the economy, though; Miller estimates that with the extra calls he did, under such conductors as Andre Kostelanetz and Percy Faith, he worked from twelve to fifteen hours a day.

By a happy chance John Hammond, the recording industry pioneer, offered him the opportunity to produce some records for the then little-known label Mercury, and he jumped at it. The results made the entire record industry stare. Miller's genius for creating records had apparently been taking form in his head all along and it bloomed overnight. In no time he was producing hit tunes and hit artists, and Mercury's reputation and sales shot upwards.

Goddard Lieberson, then in charge of Columbia Records, had been a classmate of Miller's at Eastman School. Mercury's sales figures impressed him mightily, and he also recalled Miller's school reputation for fine musicianship and personal flair. He offered Miller a job.

Miller's tenure as head of popular records at Columbia is one of the industry's success legends. Not only did he introduce and promote to world adulation many of the big-name popular singers of the so-called "Singers' Decade" (he started with Columbia in 1950), but he altered the methods and the very sound of popular recording at its roots.

He invented new sounds for his arrangements; he used such unthought-of instruments as the harmonica, the French horn, bizarre combinations of percussion instruments such as wood blocks, celesta, and drums. Columbia's sales skipped higher and even higher. In two years their standing went from No. 4 to No. 1. Miller understandably became the darling of the record business, the music publishing business, and the artist management business.

While still at Columbia, Miller hit on the idea of recording some "sing-along" albums of standards and nostalgic songs, conducted by himself, for American home consumption. The popularity of the albums was instant and enormous. Altogether the series sold more than 20 million copies, making Miller the largest-selling album artist in the record business, a position he held until 1976. This lucrative and mass-oriented entertainment attracted the notice of television executives. The result was a three-and-one-half year bonanza called "Sing Along With Mitch." It took the country by storm. "Sing-Along" became a household word; "Mitch Miller" became a household name; Miller's jutting black van dyke became a household beard.

When the Sing-Alongs went off the air in 1967, cries of outrage arose throughout the land. Twenty thousand letters poured into NBC.
Welcome.

The 6,826 people who work for you at U.S. Bancorp hope you enjoy the Rose Festival. And, naturally, we hope you'll call us for any of your financial needs.
Grand Floral Parade
Saturday, June 13, Memorial Coliseum and City Streets, 10 a.m.

Pre-Parade Show
Memorial Coliseum, 9 a.m.

The premier spectacle of the Portland Rose Festival is the Grand Floral Parade, beginning this year at 10 a.m. from Memorial Coliseum on Saturday, June 13. A pre-parade show starting at 9 a.m. will entertain the thousands of spectators in the Coliseum.

The Grand Floral Parade, a two-hour, all floral production, also will be seen by millions on live television throughout the western United States, including Hawaii.

The theme this year, "Dance Through The Ages," is carried out in the intricate mechanical and floral design of the dozens of floats which move slowly through the Memorial Coliseum and out onto the streets of Portland.

The parade is strictly controlled as to participation. Only floats, equestrian units, bands, and other marching units are permitted. A few "special units" include festival guests and visiting royalty from other festivals around the country.

The Grand Marshal, famous conductor Mitch Miller, highlights the parade.

Much of the music is provided by the seven out-of-state honor bands and many local and area bands.

The Queen and her Court will ride a special float and so will the Junior Queen and her Court.

Floats will compete for 15 major awards with the Sweepstakes prize being the top award. Equestrian entries will be judged in five categories and the outstanding band will receive the 1938 Ralph Cake Award. Firsts also are given to the best high school bands from outside and from within Oregon.

The South Kitsap High School Band from Port Orchard, Wash., Lake Oswego High School Band from Lake Oswego, Ore.; and the Roosevelt High School Band from Honolulu, Hawaii, will perform prior to the Grand Floral Parade in the Memorial Coliseum's pre-parade show. The U.S. Coast Guard Drill Team from Alameda, Calif., also will perform.

The U.S. Coast Guard Band from Alameda, Calif., and the Jackson High School Band from Portland, Ore., will present the U.S. and Canadian National Anthems, prior to the Rose Festival Queen declaring the 1981 Portland Rose Festival's Grand Floral Parade is underway.
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Last Year's Winners
Trophy-Winning Floats of the 1980 Grand Floral Parade

SWEEPSTAKES
Most outstanding float in the parade
Portland General Electric Co.

GRAND PRIZE
Most outstanding commercial entry
Pacific Northwest Bell

QUEEN'S TROPHY
Most outstanding non-commercial entry
Aerospace Industries Lodge 751

THEME TROPHY
For best development of Parade Theme
Atlantic Richfield Co.

ROSE SOCIETY TROPHY
For most effective use of roses
Harold's Club

GOVERNOR'S TROPHY
Most outstanding entry from outside Portland
Farmers Insurance Group

INTERNATIONAL TROPHY
Most outstanding entry from outside the continental United States
Calgary, Alberta Tourist & Convention Assn.

LEITH ABBOTT AWARD
Float displaying best use of humor
Pasadena Tournament of Roses

JUDGE'S TROPHY
For exceptional merit in the non-commercial class
Reno-Sparks Convention Authority

GRAND MARSHAL'S TROPHY
For exceptional merit in the commercial class
U.S. National Bank

PRESIDENT'S TROPHY
Most outstanding commercial entry from the city of Portland
Portland Bottling Co.

MAYOR'S TROPHY
Most outstanding commercial entry from the Portland metropolitan area
Northwest Natural Gas Co.

ROYAL ROSARIAN TROPHY
For outstanding use of flowers by a commercial entry
First National Bank of Oregon

GOLDEN ROSE AWARD
Most outstanding commercial float under 33 feet in length
Riedel International

SILVER ROSE AWARD
Most outstanding non-commercial float under 33 feet in length
Battle Ground Chamber of Commerce
Times have changed. Today’s family is a lot different than yesterday’s. Even with the luxury of two salaries, your budget has never been tighter. And neither has your time schedule.

You’ve got to manage your money differently if you’re going to keep up. And that takes getting more from your bank than a traditional checking or savings account.

That’s where Oregon Bank comes in. We started breaking with the tradition of what banks “were” years ago.

First we pioneered paying higher interest on savings. Then we did away with inconvenient banker’s hours. We installed computers to speed up teller lines. And we brought Pay-by-Phone to Oregon.

Today other banks offer many of these same services. But they didn’t do it first. They followed our lead. And that’s our point. “More bank” means thinking a little more about what’s convenient for your budget. And your time schedule. Even before it’s convenient for us.

Now we’ve added a Financial Management Division to sit down and help you and your family plan finances, taxes and investments. There was a time when this kind of help was reserved for the elite. And, at most banks, it still is. But we’re not most banks. We’re more bank. A less traditional bank. Because that’s what it takes these days, more than ever, to help you manage your money better.

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And Mexicana can take you to so much more of this magical land than any U.S. airline. Because we fly from 10 cities across the United States to 25 of Mexico's greatest places.

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The Portland Rose Festival Association
Associate Membership

The Portland Rose Festival Association is a non-profit volunteer organization governed by 30 directors, a number of associate directors, honorary directors and directors-at-large. It self-supporting and receives no direct operating money from taxes, grants or other public funding. Most of its more than 40 events are free, including the three big parades. Besides maintaining and operating the annual programs, the Rose Festival also provides funding for a $1,000 college scholarship to each member of the Royal Court, by means of a related Scholarship Foundation.

A large part of the financing of this annual community-wide celebration comes from Associate Memberships in the Portland Rose Festival Association. Individual memberships are $25, business and organization memberships $50 and up. During the year leading up to this Rose Festival, the following civic-minded individuals and organizations became paid members of the Association. Your enjoyment of many of the events is due in part to their generosity. This membership list is current as of publication deadline date.
It is with great pride that I welcome you to the City of Roses for the 73rd Annual Portland Rose Festival. This is a special year for Portland as we celebrate our 130th anniversary as a major northwest port city.

Portland is proud of its citizens, its parks and its reputation for being one of the most livable cities in the nation. The Rose Festival adds to that reputation.

There are three new events this year. They include: a youth fair called The Dream Machine to be held at the Memorial Coliseum, the Stage Band Classic and the Oregon High School Coaches Association's All-Star Basketball Games. The Beavers Rose Festival Fireworks Night, the Rose Festival Hockey Tournament and the docking of 19 U.S. and Canadian Navy ships round out a week that promises Portlanders and visitors the fun and excitement that Rose Festival is famous for.

I extend a warm welcome to all as we join together to celebrate our greatest civic event, Rose Festival.

---

FRANCIS J. IVANCIE
Mayor
City of Portland

Mayor Francis J. Ivancie began his political career as an executive assistant to Portland Mayor Terry Schrum in January of 1957. He was with Mayor Schrum until 1966 when he was elected as City Commissioner. Mayor Ivancie was re-elected to the Portland City Council in 1970 and again in 1974 and 1978. He served as commissioner of public affairs, public safety and public utilities. He was elected Mayor of Portland in Nov. 1980. His major bureau assignments as a city commissioner also included those with the Parks, Fire, Planning Commission, Human Resources, Regional Energy Services, Workforce Development, and the Office of General Services. Mayor Ivancie was graduated from the University of Oregon with a Bachelor of Arts Degree in sociology and the University of Oregon with a Master of Arts in Education. He was a teacher and school administrator prior to his political career. Mayor Ivancie and his wife, Eleen, have 10 children - five daughters and four sons - and are the grandparents of two children.
Welcome to the 1981 Portland Rose Festival! Thousands of volunteers have been hard at work all year to insure that this 73rd edition of our Festival continues its distinguished tradition of excellence. We are expanding this year’s Festival by adding several new events that reflect our diversified appeal for persons of all ages. We have designed this Festival for you! Wish you an enjoyable and exciting time as we "Dance Through The Ages."

Mr. Burnett is Vice President-Executive Director of the Union Pacific Railroad. Both he and his wife, Effie, are native Oregonians and live in S.W. Portland. He served on the Festival Association in 1974 and has served on the Board of Directors of the Boy Scouts, National Alliance of Business Industry, Oregon Historical Society, Portland Performing Arts Center, Portland Rose Festival Association, Oregon Independent College Foundation, National Conference of Christians and Jews and the Western Forestry Center.

C. HOWARD BURNETT
President
Portland Rose Festival Association
History of the Portland Rose Festival

The Portland Rose Festival began in 1907. It has a direct ancestry dating back to a rose show in a tent in 1889. The rose-growing enthusiasts who presented that first show have presented one every year since and in 1902 organized themselves as the Portland Rose Society. In 1904 the Rose Society expanded the show to include a Rose Fiesta complete with a floral parade of 20 automobiles, horses, bicycles and a variety of wagons, carriages and other vehicles.

In 1905, at the close of the successful Lewis and Clark Exposition in Portland, Mayor Harry Lane proposed that some way be found to carry the exposition spirit and the promotional impact over into an annual celebration which could be a festival of roses. Meanwhile, the Rose Fiesta continued through 1906.

In 1907, civic leaders took up the challenge and presented the first annual Rose Festival, Carrie Lee Chamberlain, daughter of the governor, became "Queen Flora," and a plaque to her reign commences the Queen's Walk in the International Rose Test Garden in Washington Park. A leading attraction of that first festival was an illuminated parade of twenty floats on flat cars carried on the rails of Portland's electric trolley system. Pictures of that year show a floral parade as well, with horse-drawn and motor-drawn floats and thousands of marching children.

From 1908 to 1913 a King Rex Oregonus ruled over the Rose Festival, supposedly coming from the waters, masked and mantled in mystery, only to reveal his true identity when he removed his huge beard at the festival's annual ball.

At the close of the 1913 Rose Festival it was announced that King Rex would abdicate in favor of a Queen of Rosaria, to be chosen by popular vote. Candidates represented various businesses and clubs and the winner was Thelma Hollingsworth. Queen Thelma still lives in Portland and frequently rides a float in the Grand Floral Parade.

From then through 1929, the Queens were generally young socialites. Since 1930 the Queen has been a Portland high school senior girl. One princess is selected by the student body of each participating school, with the number of princesses varying according to the number of schools. This year the Court numbers 13.

The Royal Rosarians, a separate organization which takes part in many Rose Festival events, dates back to 1912. Administration and planning of the Rose Festival is directly carried out by the Portland Rose Festival Association, a volunteer non-profit corporation composed mainly of businessmen and women.

The Rose Festival has been presented every year since 1907 except two. In 1918 it was canceled because of America's entrance into World War I and in 1926 because of construction at Civic Stadium, site of the festival's major activities of that period.

All other years the Rose Festival has gone on, in spite of war, depression and even natural disaster. The Memorial Day flood of 1948 shattered the community, but it was decided to go on with the Rose Festival. It was a restricted basis as a community rallying point, and a curtailed Grand Floral Parade was held on the East Side.

In a way, the hiatus of 1918 became the inspiration for the Junior Rose Festival and the Junior Parade. Some kids in the Hollywood District decided they wanted a Rose Festival parade anyway, so they banded together and formed a small parade. The event grew over the years and in 1936 the Junior Rose Festival was made an official part of the Portland Rose Festival.

Since its beginning, the Rose Festival has continually grown and expanded until now it encompasses 10 days and more than forty events. It has provided enjoyment of a wholesome nature to millions through the years and has exalted the beauties and advantages of Portland throughout the world.
Things have changed since "the good old days."

Except for a few nostalgic occasions, such as a special run for rail fans of our old "8444," the days of picturesque steam locomotives are gone.

Now the world's most powerful diesels highball our Union Pacific Fruit Express as well as western grain, cotton, lumber, coal and chemicals for the needs of our nation's homes and industries.

And our modern "piggyback" trailer and container service speeds produce and products to market quickly, dependably, economically.

With our increasing international trade activities, to and from the Far East, we also serve more major west coast ports than any other railroad.

While our interests range from coast to coast—and beyond—the "Union Pacific West," from the Missouri to the Pacific, is still our home.

And home is where the heart is.

We can handle it.
the Union Pacific railroad people
Grand Floral Parade—Order of March

Saturday, June 13, 10 a.m., Coliseum-Downtown

Numbers F-1, F-2, F-3, etc., indicate floats
B-1, B-2, B-3, etc., indicate bands
H-1, H-2, H-3, etc., indicate equestrian units
S-1, S-2, S-3, etc., indicate special units

Special Dignitaries
Certain dignitaries ride in the parade immediately ahead of the float which wins the award in their honor. For example, Vic Atiyeh, Governor of Oregon, will appear just before the float that has won the Governor's Trophy. The same practice is followed for Mayor Francis J. Ivancie; C. Howard Burnett, Rose Festival President; Mel Pihl, Royal Rosarian Prime Minister; John Lauer, Rose Society President; and Mitch Miller, Grand Marshal.

F-1 Portland General Electric
"When Swing Was King"—The Rose Festival Grand Floral Parade swings into action with the tradition of awarding the number one parade position to last year’s Sweepstakes Trophy winner. Through extensive use of black magnolia leaves, PGE’s entry presents a striking black and white night dance from the swing era. A dynamic fountain stands as the center of activity. Four “Deco Art” rectangular trees complete the beauty of this night scene. Built by Festival Artists.

S-1 Portland Police Motorcycle Escort
S-2 U.S. Coast Guard Color Guard
B-1 U.S. Coast Guard Band & Drill Team, Alameda, Calif.
H-1 King County Mounted Police, Seattle, Washington

F-2 Lloyd Center Merchants Association
"Kabuki"—Lloyd Center’s 20th consecutive entry in the Grand Floral Parade represents the beauty and grace of the Japanese dance theatre Kabuki (pron: Ko-boo-key). A floral figure of the traditional dancer stands on top of gladiola petal-covered base which takes the form of transparent fans. Float riders are attired in the Kabuki dance costumes. Built by Erv Lind Florist.

B-2 Foothill High School Band, Pleasanton, California (Guest Band)
S-4 Lions International Flag Unit

F-3 Calgary Tourist & Convention Association
"Calgary Stampede, Greatest Outdoor Show on Earth"—With a bucking bronco at the head of the float, Calgary’s tribute to its annual Stampede Show features a giant 12-foot high spur. Murals made up of 10 different types of flowers and seeds are embedded in the spur. The mural reveals majestic mountain scenes, towering skyscrapers and Conestoga wagons. Four foot high letters spell out the word, “Calgary.” Built by Pasadena Decoration Company.

H-2 Larry Waldow, Oregon City
H-3 Barbara Ann Leeder, Beaver Creek, Oregon
S-5 "Jingles" The Clown, Barnum Festival, Bridgeport, Connecticut

B-3 Trinidad High School Band, Trinidad, Colorado (Guest Band)

F-4 Aerospace Industrial District Lodge #751
"Freedom Dance U.S.A."—The colors of Old Glory stand out in this ballroom balcony setting. All drapes and the center flag depicts the stars and stripes of the American flag, hanging above six young ladies who are members of family of District #751 workers. American Red Roses accent the giant “Freedom Ribbon” located in the center. Aerospace Industrial won the 1980 Queen’s Trophy for best non-commercial float. Built by Fanfare Arts.

F-5 Ridel International
"An Aquatic Ballet"—Neptune, King of the Sea, presides over this underwater ballet. Three giant lion fish circle a center orb, in a float decorated with pom pom mums, pink peonies, orange gladiolas and a variety of dry flowers and seeds. Built by Commercial Floats.

H-4 Washington County Diamond Rodeo Court, Queen Debbie Spencer, Hillsboro, Oregon
H-5 Appa-Jack Queen, Lisa Scott, Hillsboro, Oregon
B-4 Blaine High School Band, Blaine, Minnesota (Guest Band)
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...And check out our facilities. Located downtown on the Willamette River is the largest hotel in Oregon. The new Portland Marriott. With an indoor pool, health club and sauna rooms. Four fine restaurants and lounges. And complete catering and convention facilities. Every service to pamper the traveler. For reservations, call toll free 1-800-228-9290 (in Portland, call 226-7600).

Portland/Marriott Hotel
1401 S.W. Front Avenue, Portland, Oregon 97201. (503) 226-7600
Grand Floral Parade—Order of March

F-6 Fred Meyer
“Dance of the Hours”—This jungle fantasy features two high-stepping pink hippos leading a dance. Accompanying them are two dancing ostriches and three marching alligators. The surrounding jungle trees are dressed in orchids and pom mums. Built by Commercial Floats.

H-6 Al Kader Shrine Mounted Patrol, Portland, Oregon
B-5 Kennedy High School, Seattle, Washington (Guest Band)

F-7 Reno-Sparks Convention Authority
“High Sierra Ballet”—In this mountain wonderland setting, three graceful deer leap across a rushing Sierra stream, and dance lightly over the snow covered crags of white catalaya orchids. The float glows of the clean feeling of winter in the high country. Riders on the float include float sculptor Chuck Janac and his daughter, former Festival princess Marjorie Janac. Built by Fiesta Floats.

H-7 National Queen, American Paint Horse Association, Valerie Spino, Ocala, Florida
H-8 Oregon Queen, American Paint Horse Association, Lori McGlohn, Medford, Oregon
B-6 Velva High School Band, Velva, North Dakota (Guest Band)

F-8 Safeway Stores
“Cinderella/Home From the Ball”—Cinderella rushes out of the castle at the stroke of midnight. The prince, having found the lost glass slipper, calls for her. Her entourage of coachmen and coach are now four simple little mice and a pumpkin. Characters are portrayed by Safeway Store personnel. Built by Commercial Floats.

H-9 Oregon State University Mounted Drill Team, Corvallis, Oregon
B-7 Jackson High School Band, Portland, Oregon

F-9 Hyack Festival, New Westminster, B.C.
“112th Annual May Day Dance Festival Ceremonies”—The Hyack Festival’s entry features Queen Becci Dewinetz waving from an elevated gazebo in the middle. To either side of her are princesses Frances Barone and Karie Willemsen. All stand in a garden accented in pink, white and red roses and fuschia representing the annual Hyack Festival Celebration in New Westminster, B.C. Built by Fantaire Arts.

H-10 Miss Northwest Rodeo 1981, Diane Elverud, Cornelius, Oregon
H-11 Mabel Baker, Eagle Creek, Oregon
S-6 Disneyland Ambassador, Willie Van Der Zwaag
B-8 Royal High School Band, Simi Valley, California (Guest Band)

F-10 Pasadena Tournament of Roses
“Dancing with Friends and Neighbors”—Dozens of beautiful floral arrangements surround a garden party. Three formally attired couples enjoy dancing beneath a gazebo and arched trees, dancing in the garden and sitting on an ornate wrought iron bench. Topiary trees of solid roses rise up at the front of the float. The country’s only other major floral parade presents a float in the Rose Festival Parade for the 45th year. Built by C. E. Bent & Son.

H-12 Lyle H. Cobb, Beaverton, Oregon
H-13 Gilliam Company Rodeo, Fair & Races Court, Queen Dodi Webb, Condon, Oregon

F-11 Anheuser Busch/Budweiser Clydesdales
“The Beer Barrel Polka”—The familiar lettering “Budweiser” adorns the float drawn by the more familar Clydesdale hitch. Guided by two drivers, the team pulls a scene of dancers in a garden that contains a checkered cloth picnic table with benches, a gazebo and two trees, wrapped in cocoa palm bark and carrying various flowers. Built by Flatmasters.

B-9 Roosevelt High School Band, Honolulu, Hawaii (Guest Band)
FOR ALL YOU DO...
THIS BUD’S FOR YOU.
Grand Floral Parade—Order of March

H-18 Rancho El Rocco, Peruvian Paso, Rider RoxAnn Gibson, Hillsboro, Oregon
H-19 Rancho La Paz, Peruvian Paso, Rider Jane Corvilli, Tigard, Oregon

F-15 Portland Chamber of Commerce
“Caribbean Dance Rhythms”—Three island type huts, surrounded by stylized palm trees suggest a Caribbean beach settlement. To complete the Caribbean style of dance and music, the U.S. Navy Steel Drum Band plays a number of island selections while riding on this island paradise. The float is decorated with orchids, blue irises, pink mums and peonies, gladiolas, and is topped off with birds of paradise forming the bouquets. Built by Commercial Floats.

F-16 KEX-Golden West Broadcasters
“KEX Salutes the Junior Court”—Riding a heart motif float is the Rose Festival Junior Court, led by Queen Erin Neill. Other Court members include Arissa Oliveros, Kathy Kovach, Jaine Naylor, Shannon Koch, Lori Perkins, Tiffany Elliott and Andrea Frasca. A large sculptured heart set in a mass of smaller floral hearts and mixed Summer bouquets bring up the rear of the float. Built by Erv Lind Florist.

F-17 Farmers Insurance Group
“Shall We Dance”—1980 Rose Festival Queen Robin Marks oversees a famous ballroom scene from the film, “The King And I.” On a dance floor of daisies, two dancers in Siamese costumes perform inside a gazebo. Two smaller gazebos are located in the front and rear of the Siamese architectural setting. Color theme includes white with accents of yellows and pinks. Built by American Decorating.

H-14 Mrs. Bert Crowshaw, Seattle, Washington
H-15 Hillsboro JayCees PeeWee Rodeo Court
B-10 Ft. Vancouver High School Band, Vancouver, Washington

F-13 Vancouver, Washington
“Mexican Hat Dance”—Three lovely young Senoritas, chosen from three Vancouver high schools, ride in front of a large black Sombrero covered with dry magnolia leaves. An embossed red rose highlights the sombrero, and is surrounded by white scrolls setting on top of a bouquet of red roses. Clad in the traditional China Pobleno dress, Anna Jones, Nikki Schlepp and Rhodora Esligoy are escorted by young caballero Mark Scheil. Built by the Vancouver Float Committee.

H-16 Vale Fourth of July Rodeo Junior Queen Kim Smith, Ontario, Oregon
H-17 Columbia River Appaloosa Horse Club Court, Queen Rhonda Rulo, Longview, Washington

F-14 Pacific Coca Cola
“Queen’s Float”—A horse drawn cariage made of white chrysanthemums and gladiola petals carry the 1981 Royal Court of Rosaria. The carriage, built 30% larger than life, is flanked on each side by a floral portrait of the crowned Queen of Rosaria. Pink roses accent the wheels of this huge carriage. Built by Festival Artists.

H-20 Miss Rodeo Oregon 1981, Janice Healy, Heppner, Oregon
H-21 Blue Mountain Riders, Walla Walla, Washington
B-12 Clan Macleay Pipe Band, Portland, Oregon

F-12 Benjamin Franklin Federal Savings & Loan
“Swingin’ to the Sound of the 40’s”—This accumulation of big band instruments around a giant juke box reminds the viewers that Benjamin Franklin Savings & Loan is sponsor of the annual “Sound of the 40’s” concert, Aug. 15-17 in the Washington Park Bowl. The base structure is made up of three drums, accompanied by oversized drum sticks, a saxophone and clarinet. The multi-colored juke box provides the sound for bobbysoxers and military personnel dancing atop the drums. Built by Erv Lind Florist.

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H-22 Ft. Dalles Rodeo Queen Chelle Johnson, The Dalles, Oregon

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H-22 Ft. Dalles Rodeo Queen Chelle Johnson, The Dalles, Oregon
Last year, Delta flew more passengers in the U.S. than any other airline.

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

To help you get to all these places, we have over 30 people working for you in the Portland area. They're the Delta professionals. People who go all-out for you every mile of the way.

Next trip, fly Delta. For reservations, see your Travel Agent or call Delta at 228-2128. You can charge your tickets on any major general-purpose credit card.
Grand Floral Parade—Order of March

H-23  Washington County Sheriff's Posse, Hillsboro, Oregon
B-13  Sunset High School Band, Beaverton, Oregon

F-18  Harolds Club
"Jackpot Dance for Joy"—Harolds Club has hit the jackpot in Grant Floral Parade awards the past three years. This year's theme describes a covered wagon on a western trail, led in front by pioneer trailhands and two leaping black steers. Suddenly, each side of the covered wagon opens up to reveal Harolds Club employees dressed in western costumes, jumping and waving for joy after hitting a jackpot. A dancing Indian in the rear of the wagon shares the celebration. Built by Fanfare Arts.

H-24  Pendleton Round-Up, Queen Susan Koch, Pendleton, Oregon
H-25  Happy Canyon Princesses, Pendleton, Oregon

F-21  Wenatchee Apple Blossom Festival
"Apple Dandy Hoedown"—The Apple Blossom Festival's first entry since 1975 features a train made up of apple cars, an apple engine and a caboose. Queen Trina Damish rides atop the engine while her two princesses prefer to be passengers in the apple cars. The dominating red, white and green colors are accented with fresh apples. Built by Fanfare Arts.

H-26  Northwest Buckskin Club Court and Queen Michelle Jackson, Tigard, Oregon
B-15  Lake Oswego High School Band, Lake Oswego, Oregon

H-27  Wild Buffalo Bill Lane, Riverbank, California

SPECIAL PARADE GUESTS
The Chamorro Rosarian Foundation of the Mariana Islands, headquartered in Guam, pays special tribute to the Rose Festival with this mainland visit. Two floral bedecked floats carry the theme "By the Beautiful Sea of the Marianas," with their queens and courts riding the floats.
Queen Chamorro Rose Lola Elaine Cruz, Queen Sirena Rose Sylvia Roberto and Queen Chamorrita Rose Patty Mendiola, along with the Junior Queens and Courts, are royalty of the Foundation.
The 30-member Guam Youth Band, under the direction of George Toal, provides musical entertainment of this special guest section. The youngsters represent all of the Mariana Islands.

F-19  Chamorro Rosarian Foundation Junior Royalty
B-14  Guam Youth Band
F-20  Chamorro Rosarian Foundation Senior Royalty

F-22  United States National Bank of Oregon
"Swan Lake"—The most popular ballet in the world inspired this entry from U.S. National Bank. A huge swan covered in Gladiola petals, intertwined with a graceful tree, dominates the scene. Float riders depicting the ballet's black and white swan ballerinas dance upon a base of giant water lillies. The pastel shaded lillies were grown especially for this float. Built by Erv Lind Florist.

H-28  Snake River Stampede Queen Kelly Ann Miller, Jerome, Idaho
H-29  Clackamas County Sheriff's Posse, Wilsonville, Oregon
B-16  Clackamas High School Band, Milwaukie, Oregon
S-8  Austin Aqua Festival Queen Carol Covert, Austin, Texas

F-23  Pacific Northwest Bell
"Cha-cha-cha"—A Latin atmosphere is graced with figures Carmen Miranda and her escort, dancing the "cha-cha" atop a brick and mortar inlaid dance floor. Macaw birds, found in the lush outdoors of South America, are highly detailed with yellow mums, gladiola petals, carnations and Vanda orchids. Both the birds and the dancers are native South Americans who enjoy a unique South American dance. Built by Festival Artists.
We feature GM cars like this Chevrolet Malibu.

2 LONG-STEMMED TRADITIONS:
Portland's Rose Festival and National's low rates.

After you experience all the color and pageantry of this year’s fabulous Rose Festival, explore Portland and beyond with the comfort and convenience of a rental car from National.

A National car sets you free to enjoy all the area has to offer...at your own pace. And it costs less than you think. We offer special weekend and weekly rates plus our regular low daily rates on top-condition GM cars. In addition, we offer valuable S&H Green Stamp certificates on rentals in all 50 U.S. states.

With a National car you can take the Skyline Drive for breathtaking views. Tour this bustling city and watch as ocean-going vessels go up the Columbia River to unload their worldwide cargo. Take a spectacular Pacific coastline drive. See majestic Mt. Hood and the timberland greenery, lakes and scenery that make Oregon one scenic drive after another.

So enjoy thorn-free service at petal-soft prices during the Portland Rose Festival. Call either of the convenient locations below for reservations.

Portland Int'l. Airport 620 West Burnside
249-4900 228-6637

National Car Rental
Grand Floral Parade—Order of March

H-30 Vickie Willis, Tillamook, Oregon
H-31 University of Oregon Club Sports Equestrian Team, Eugene, Oregon
B-17 Salvation Army Band, Portland, Oregon

F-24 Reliable Transfer
"Barn Dance"—The float changes with every theme, but the Reliable Transfer strawberry roan Shetland Ponies are a constant participant in the Grand Floral Parade. This horse team, with Allen Pfeifer as the driver, pulls an open barn with hay bales and two pairs of dancers. Green and yellow bouquets decorate each corner of the barn. Self built.

S-9 Sun Bowl Queen Janene Marie Costa, El Paso, Texas

F-25 Jantzen, Inc.
"Dancin' at Jantzen"—A swing down memory lane is offered by Jantzen's Golden Canopy Ballroom. Local employees of Jantzen dance to the sound of big band music underneath the canopy. A saxophone and trombone together are the centerpieces of the ballroom. At either side of the canopy is a set of drums and a piano, shaded by flowing musical scores made from an assortment of seeds. A scroll located on top of the canopy declares the title of the ballroom, while the float's theme is written in its base. Built by Huserik Company.

H-32 Miss Sheridan Rodeo Barbara Jean Best, Sheridan, Oregon
H-33 Arabian Horse Breeders Association of Oregon, Silverton, Oregon
B-18 Oregon City High School Band, Oregon City, Oregon

F-26 Seattle Seafair
"Popeye—Dancing a Sailor's Jig"—Popeye, the famous spinach eating sailor, is presented in part by 7-Eleven Stores of Oregon and the annual Seafair, July 25 through Aug. 9. The 40-foot Popeye is secure with his spinach as well as with friends Olive Oyl, Sweet Pea, the Sea Hag and Wimpy in his shark-surrounded boat. At the stern of the boat is the lovely Seafair Queen of the Seas, Brigitte Grossreider, who is dressed as a mermaid on a giant Skipper's helm. Built by Fantale Arts.

S-10 Seattle Motorcycle Police Drill Team, Seattle, Washington
B-19 South Kitsap High School Band, South Kitsap, Washington

F-27 Pacific National Exhibition
"PNE Showtime Spectacular Train"—Five individual float units are combined to form an exciting chain of movement, color and sound. An engine spitting bubbles out its stack powers the following cars: The original Wurlitzer Band organ car, complete with animated conductor and clown; a giant revolving PNE symbol; a bear and zebra stating actual dates of the event; and a giant drum, exclaiming "PNE Showtime '81," held in late August, with band members holding trumpets. Built by Emerald Florists.

H-34 Oregon Pinto Breeders & Exhibitors Association Court, Queen Karen Shirley, Salem, Oregon
H-35 Afifi Temple, Yakima Valley Shrine Mounted Patrol, Morton, Washington
B-20 Centennial High School Band, Gresham, Oregon

F-28 Union Pacific Railroad
"Fred & Ginger"—America's most famous stage and film dancing team is honored in an art deco motif identifying with the Astaire and Rogers' films of the 1930's. Under a floral canopy of stars, floral reproductions of Fred and Ginger slowly revolve. The figures are surrounded by art deco panels, giant palms and showgirls in authentic reproductions of the outfits of the era. Built by Erv Lind Florist.
While the costumes may have changed and the steps become more complicated, dance remains the universal language; uniting young to old, family to family, nation to nation.

All of us at United Airlines wish everyone connected with the Portland Rose Festival the best of luck in getting the 1981 celebration off on the right foot.

Fly the friendly skies of United.
**Grand Floral Parade—Order of March**

H-36 Molalla Buckeroo Rodeo Court, Molalla, Oregon
H-37 Doug-ettes, Sheriff’s Mounted Patrol, Roseburg, Oregon
B-21 Barlow High School Band, Gresham, Oregon
H-38 Dave Willoughby, Boring, Oregon
H-39 Tillamook County Equestrian Court, Queen Becky Jacob, Tillamook, Oregon

F-29 Erv Lind Florist

"Water Ballet"—A most unusual form of ballet is exhibited through a floral show of two dolphins pulling a water skiing ballerina. Framed in a huge floral sea shell, the ballerina is surrounded by eight-foot tall tropical fish and exotic undersea plant life. Sea Foam Statice, along with a variety of other flowers, brings this water fantasy from the seas to the Portland mainland. Built by Erv Lind Florist.

B-22 Battle Ground High School Band, Battle Ground, Washington

F-30 Battle Ground, Washington, Chamber of Commerce

"Roaring Through the Twenties"—A park scene out of the Roaring Twenties is transformed into a miniature dance pavilion. While dancers in flapper costumes perform the "Charleston," another couple arrives in their 1927 Rolls Royce. Gas lights brighten the path from the street to the pavilion. This marks the 26th consecutive year of participation in the Grand Floral Parade by the City of Battle Ground. Built by citizens from Battle Ground.

H-40 St. Paul Rodeo Court, St. Paul, Oregon
H-41 Galloping Gossips Drill Team, Vader, Washington

F-31 First Interstate Bank

"Dancing on the Nile"—Gliding along a floral reproduction of the Nile River is an elegant barge with its brow shaped into a massive mythological animal’s head. A floral canopy on the barge shades Queen Cleopatra and a dancer. Four maidens holding fans are dwarfed by towering pillars, while three oarsmen, portrayed by actual members of the Oregon State University Crew Team, "propel" the barge down the river. Built by C. E. Bent & Son.

H-42 Denette Wachter, Milwaukie, Oregon
H-43 Toppenish Rodeo & Pow-Wow Court, Queen Barbara Davidson, Toppenish, Washington
B-23 Beaverton High School Band, Beaverton, Oregon

F-32 Meier & Frank

"Sleeping Beauty Ballet/The Awakening"—Both a fantasy fairy tale and Sleeping Beauty come to life when the prince awakens her with a kiss. The evil witch flees the castle of moss, silverleaf and white gladiola petals, covered with climbing wild roses. The good fairy godmothers have gone to awaken the rest of the sleepy castle tenants to complete the storybook tale. Built by Commercial Floats.

H-44 Northwest Peruvian Horse Club, Kent, Washington
H-45 Darcy Wright, Oregon City, Oregon
B-24 Reynolds High School Band, Troutdale, Oregon

F-33 Northwest Natural Gas

"Minuet"—This stately dance of the 17th and 18th centuries is enjoyed by dancers dressed to match the times. A royal couple, dressed in velvet and satin, dances to a string quartet playing the scores of Mozart and Boccherini. Northwest Natural Gas employees portray both the royal couple and four Carrara marble statues holding urns. The musical quartet are members of the Metropolitan Youth Symphony. A variety of floral arrangements create the fabulous garden setting of the French chateau. Northwest Natural Gas won the 1979 Sweepstakes Award. Built by Erv Lind Florist.

H-46 Oregon Mounted Governor’s Guard, Salem, Oregon
"Smoked in my Chinese oven, an old boot would taste great."

"Listen, I've been cooking all my life. But I've never seen anything that can do for meat what a Chinese oven can. I put one in my very first Trader Vic's restaurant, and in every one since. It's the wood smoke that does it. And the marinades and sauces we use.

"Together, they seep into the meat while it cooks and, well, you just wouldn't believe it.

"I never found a recipe for boot. But I bet I could cook one just right."

TRADER VIC'S
In The Benson at SW Broadway and Oak — 228-9611
Junior Parade

Wednesday, June 10, Hollywood District, 2 p.m.

The Junior Rose Festival Parade, the largest children’s parade in the country, boasts floats, bands, decorated bikes with costumed riders and over 10,000 participants. The parade began as a neighborhood affair over 60 years ago and has been an official part of the Rose Festival since 1936.

Milk Carton Boat Races

Sunday, June 7, Westmoreland Park, 1 p.m.

An exciting event for kids of all ages is the Milk Carton Boat Races. Participants build boats using only sealed half-gallon milk cartons for the boat’s flotation. The Southland Corporation’s 7-Eleven Stores co-sponsor this event, now in its ninth year as a part of the Portland Rose Festival.

Other Events

Many events are scheduled for kids during the Rose Festival including the 'Lil Briches Rodeo (Saturday and Sunday, June 6-7, at Alpenrose, 1 p.m.), the Cub Scout 2x4 Derby (Saturday, June 6, Mt. Tabor Park, 9 a.m.), the YMCA-Bicycle Motocross (Saturday, June 6, Meldrum Park, Gladstone, 10 a.m.) and the Junior Olympics (Saturday-Sunday, June 13-14, Madison High School, 1:30 p.m.). There also is gymnastics, figure skating, tennis and even a boomerang tournament. These and other events for juniors provides a diversified array of activities for youngsters, both to participate and spectate in during the 10 days of the Festival.

Special Guest

WILDE VAN DER ZWAAG

Twenty-two-year-old Willie Van Der Zwaag of Ontario, Calif., is Disneyland’s 1981 Ambassador to the World and will be a special guest at the 1981 Portland Rose Festival. She will participate in the Rose Festival Junior Parade on Wednesday, June 10, and the Grand Floral Parade on Saturday, June 13.

Willie has the distinction of representing Walt Disney’s Magic Kingdom throughout the year. She attends California Polytechnic University at Pomona. She plans a career in the medical field as a pediatrician or medical technologist. Willie began her career at Disneyland as a tour guide in the guest relations area where she has been for the past three years.
On June 8, Alaska Airlines expands its Southern California service with a new destination.

ONTARIO,
SAN BERNADINO,
RIVERSIDE,
POMONA, COVINA,
BREA, LÁ HABRA,
WHITTIER, ANAHEÍM
AND FULLERTON
ARE ALASKA CITIES.

Beginning June 8, we’re adding service to the Los Angeles metropolitan area with daily flights to convenient Ontario Airport from Portland, Seattle and Alaska. So, if you’ve got business or pleasure in L.A.’s bustling east side or Orange County, fly with our happy face to Ontario. And, don’t forget our daily Burbank service for minutes closer access to downtown Los Angeles, Glendale, Pasadena and the entire San Fernando Valley.

Call your travel agent for reservations.

Alaska Airlines
Fly with a happy face.
Mitch Miller, one of the most popular musicians and conductors, will direct the Oregon Symphony Pops Concert orchestra in two performances, Saturday, June 13, 8 p.m. and Sunday, June 14, 3 p.m., at Portland's Civic Auditorium.

This is the Rose Festival's major entertainment attraction and is sponsored by the Oregon Symphony Association.

Miller is not new to Portland. He has conducted several concerts in the past.

Miller loves symphonic conducting, and shows. The energy pours out of his baton as it does out of his body; orchestral players get tremendous empathic pleasure out of playing with him, not only for his scrupulous musicianship but for his zealoum about music and about playing and audiences.

"I'm trying to reach people. What else would I be doing it for? My reward is to look out and see faces come alive."

He accepts invitations from city after city to conduct fund-raising concerts, appear on telethons, donate rare records from his own collection or holidays at his vacation home... anything to raise money for the cause of good music and deserving musicians. He feels government too should take responsibility: "Music is just as important as education or health... and a lot more important than a bunch of new highways!"

Much as Miller loves conducting, he can hardly conceive of it as work. "You know," he said, "I met Erich Leinsdorf a while ago—I've known him for a long time... and he asked how I was doing. I told him I was having a ball, and he said, 'Whatever you do, Mitch, don't tell anyone how easy it is.' That's just the way I feel about it! What a life!"

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"At der Rheinlander, the food comes first. But there are also singing waiters and strolling musicians to enjoy. It's hearty German food and gemütlichkeit at 5085 NE Sandy Blvd. Call 228-5503."

"Tivoli Garden is a bit of Scandinavia in downtown Portland. And while you'll enjoy the lovely garden setting, it's what happens in the kitchen that will delight you. It's superb Continental fare at 111 SW Columbia. Call 222-4894."

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PORTLAND, OREGON

694-1022
VANCOUVER, WASHINGTON
Royal Rosarian Knighting Ceremony

Friday, June 12, Washington Park Garden Amphitheatre, 10 a.m.

It is a timeless tradition for the queen to bestow knighthood on reputable and honorable men. In a ceremony reminiscent of an age gone by, the new Queen of Rosaria performs one of her most important tasks when she touches her scepter on the shoulders of visiting and local notables. The annual Royal Rosarian Knighting Ceremony is one of the most beautiful parts of Rose Festival.

The Royal Rosarians are the official greeters for the City of Portland. Over 200 businessmen form the body, which welcomes many distinguished visitors to the city throughout the year. They also travel to other festivals and occasions outside of Portland and Oregon to represent the city.

The Rose Festival is also helped by the Royal Rosarians in many ways. They help solicit floats and assist in fund raising. During the festival, they can be seen in their white suits and straw hats marshalling, escorting the courts and providing hospitality to visiting dignitaries.

Mariana Islands Visitors

Dignitaries and Queens from the Chamorro Rosarian Foundation of the Mariana Islands, with headquarters in Guam, will be special visitors to the Portland Rose Festival in 1981. This is their first ever visit. Approximately 200 will make up the group that will include queens and princesses, and a youth band.

The Chamorro Rosarian Foundation is headquartered in Agana, Guam, and promotes education, science and agricultural research in the improvement of the Chamorro Rose Cultivars. Guam, a United States Trust Territory, is located 3,000 miles west of Hawaii. It takes up an area of 209 square miles.

The group will have two floats in the Grand Floral Parade, as well as an entry in the Starlight Parade. The 30-member Guam youth band and the junior royalty also will make an appearance in the Junior Parade as well as the Starlight and Grand Floral Parades.

The delegates and ambassadors of the Foundation will participate as spectators and be involved throughout the entire 10-day Portland Rose Festival.

Queen Chamorro Rose
Lola Elaine Cruz

Queen Sirena Rose
Sylvia Roberto

Queen Chamorrita Rose
Patty Mendiola

Queen Elaine, 31, is executive secretary of the Director of Public Health & Social Services in Mangilao. She is the mother of three boys and a girl. She is from Yigo, Guam.

Queen Sylvia, 41, is a member of the Mangilao Municipal Council, secretary of the Department of Public Works Employees Association and Public Works Bus Driver for elementary and secondary schools. Hobbies are softball, tennis and swimming.

Queen Patty, 19, is a graduate model of the Barbizon Modeling School in Hawaii, and currently is a student at the University of Hawaii. She was 1979 Queen of Rota's Patron Saint, San Francisco de Borja. She is from Songsong, Rota (Marianas).
Visiting Royalty

Each year, queens and other royalty and representatives from festival observances throughout the United States visit the Portland Rose Festival, participating in various activities. This is significant because it is recognition that the Portland Rose Festival is more than a local or regional celebration. It is a major event which attracts attention throughout the country. This same attention helps draw new visitors to the state, frequently new residents, new industries, and new payrolls. The Rose Festival greets those visiting dignitaries warmly and wishes them the best of good times here. All will participate in the events of the Festival, including visiting royalty riding in the Grand Floral Parade.

CAROL COVERT
1981 Austin Aqua Festival Queen
Austin, Texas

Carol Covert, 19, is from Austin where she was graduated from Anderson High School. She currently is a sophomore at the University of Texas, majors in education. She won the National Honor Society Trustee Award.

JANENE MARIE COSTA
1981 Sun Bowl Queen
El Paso, Texas

Janene Marie Costa, currently a sophomore science major at Southern Methodist University, is from El Paso, where she was selected from a field of 20 Sun Princesses. The 19-year-old Ms. Costa is an accomplished dancer.

LAURA LEMAN BUDD
1981 Sungoddess
St. Petersburg, Florida

Laura Leman Budd, 19, currently is a sophomore at Appalachian State College, Boone, N.C. She was named 1981-82 Sungoddess of the St. Petersburg Festival of Flowers in April. She is active in bicycling, water and snow skiing and other outdoor sports.

The Complete List of Past Rose Festival Association Presidents

1912 Ralph Hoyt
1913 Ralph Hoyt
1914 C.G. Colt
1915 Emery Gilmstead
1916 John D. Dundore
1917 E. E. Lammore
1919 L. L. Riggs
1920 Eric V. Hauser
1921 O. W. Meike
1922 O. C. Bortzmeyer
1923 Eric V. Hauser
1924 O. W. Meike
1925 O. W. Meike
1927 Frank C. Riggs
1928 O. B. Caldwell
1929 Hugh J. Boyd
1930 John A. Lang
1931 Philip L. Jackson
1932 Philip L. Jackson
1933 Walter W. R. May
1934 Hillman Lueddemann, Sr.
1935 Hillman Lueddemann, Sr.
1936 Arthur L. Fields
1937 A. E. Burkitt
1938 Ralph Cake
1939 Frank E. McCasin
1940 Ted R. Gamble
1941 Chester A. Moores
1942 George Schoettell
1943 James D. Roberts
1944 Reade M. Ireland
1945 Milo K. Movery
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 Abbott
1958 William Boone
1959 Harold Weiss
1960 Ed Casey
1961 O. W. Mielke
1962 William R. Moore
1963 Don Chapman
1964 Henry Baldrige
1965 Clyde R. Richardson
1966 Floyd Bennett
1967 George Freck
1968 Frank Drinker
1969 James Simmons
1970 James Rathbun
1971 Webb Hamilton
1972 Herb Bolin, 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. Norderlander
1981 Austin Aqua Festival Queen
Austin, Texas

Carol Covert, 19, is from Austin where she was graduated from Anderson High School. She currently is a sophomore at the University of Texas, majors in education. She won the National Honor Society Trustee Award.

JANENE MARIE COSTA
1981 Sun Bowl Queen
El Paso, Texas

Janene Marie Costa, currently a sophomore science major at Southern Methodist University, is from El Paso, where she was selected from a field of 20 Sun Princesses. The 19-year-old Ms. Costa is an accomplished dancer.

LAURA LEMAN BUDD
1981 Sungoddess
St. Petersburg, Florida

Laura Leman Budd, 19, currently is a sophomore at Appalachian State College, Boone, N.C. She was named 1981-82 Sungoddess of the St. Petersburg Festival of Flowers in April. She is active in bicycling, water and snow skiing and other outdoor sports.

The Complete List of Past Rose Festival Association Presidents

1912 Ralph Hoyt
1913 Ralph Hoyt
1914 C.G. Colt
1915 Emery Gilmstead
1916 John D. Dundore
1917 E. E. Lammore
1919 L. L. Riggs
1920 Eric V. Hauser
1921 O. W. Meike
1922 O. C. Bortzmeyer
1923 Eric V. Hauser
1924 O. W. Meike
1925 O. W. Meike
1927 Frank C. Riggs
1928 O. B. Caldwell
1929 Hugh J. Boyd
1930 John A. Lang
1931 Philip L. Jackson
1932 Philip L. Jackson
1933 Walter W. R. May
1934 Hillman Lueddemann, Sr.
1935 Hillman Lueddemann, Sr.
1936 Arthur L. Fields
1937 A. E. Burkitt
1938 Ralph Cake
1939 Frank E. McCasin
1940 Ted R. Gamble
1941 Chester A. Moores
1942 George Schoettell
1943 James D. Roberts
1944 Reade M. Ireland
1945 Milo K. Movery
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317 S.W. Alder, Suite 750, Portland 97204
The annual Portland Rose Society's Rose Show is the oldest and largest of its kind in the United States. The Rose Show actually is older than the Rose Festival and this year celebrates its 93rd anniversary on Thursday and Friday, June 11-12, at the Lloyd Center Ice Arena.

The Rose Festival Queen officially opens the show at 12:30 p.m., Thursday, but the show continues through Friday evening.

The public is invited to bring their best roses to the show between 6:30 a.m. and 10 a.m. on the opening day. Judging usually takes place from 10 a.m. to 12 noon. The viewing public will be admitted beginning at 1 p.m.

NIKE is just as Oregon as the Douglas fir, the Willamette Valley, Tillamook cheese and the Trail Blazers.

You may not have known it, but NIKE was born and bred in the Beaver state. Today, after only 11 years, we're one of Oregon's largest companies and the makers of the number one running shoes in America.

It's good to call Oregon our headquarters, but even better to know it's our home.
G.I. Joe's Rose Cup Races

Friday, June 12 through Sunday, June 14
9 a.m.-6 p.m.
CRC Trans-Am Feature, Sunday June 14

The Portland Rose Festival is off to the car races for three days of exciting action beginning Friday, June 12. G.I. Joe's sponsors the annual Rose Festival Sports Car Races on the 1.3-mile road course at Portland International Raceway.

Trans-Am drivers from across the continent will compete for $30,000 in total prize money. Custom made autos also will be a part of 12 different category races, including the featured Trans-Am event. The Seventh Annual Trans-Am race will be sponsored by CRC Chemical Company for the second straight year.

Last year the Rose Cup races enjoyed its 20th anniversary. California driver Mark Pielsticker drove his Monza from the third qualifying row to win the Rose Cup's featured race. Local favorites Monte Shelton (three time winner) and Herschel McGriff finished third and fourth respectively behind Pielsticker and John Bauer.

The Trans-Am event at PIR is part of a nine-stop circuit. Racers will make a stop at Charlotte, N.C., before journeying to Portland. Other classifications of auto racing along with the Trans-Am time trials will precede Sunday afternoon's featured event.

Various marque clubs around the state congregate around the track and invite spectators to view their immaculate cars. From the Austin Healy Club of Oregon to the statewide Trans-Am Club, these organizations exhibit their autos and gladly answer questions that curious onlookers have to offer.

The excitement of Sunday's race will be carried by simulcast over the PIR public address system and Radio KLIQ. A team of broadcasters will cover every turn, every spill and every thrill as they pull racers from the track for a first hand account of Sunday's races.

Rose Cup programs are on sale at PIR and at all G.I. Joe's locations during Rose Festival Week. Parking at the track is free on all days of Rose Festival racing.

Past Winners of the Rose Cup

1961 Jerry Grant, Yakima, Wash. (3-Litre Ferrari)
1962 Jerry Grant, Yakima, Wash. (Ferrari Testa Rosa)
1963 Bill Stephens, Vancouver, B.C. (Lister Corvette)
1964 Pierre Phillips, Portland, Ore. (Lotus 23B)
1965 John Hall, Vancouver, B.C. (Porsche RS) 
1966 David Phelan, Portland, Ore. (Ford Cobra)
1967 Bill Amick, Portland, Ore. (McLaren Mark 11)
1968 Stan Burnett, Seattle, Wash. (Burnett Mark 11)
1969 Jan Millichip, Mountain View, Calif. (Brabham Ford Formula 11)
1970 Mill Minter, Los Angeles, Calif. (Porsche Carrera)
1971 Herb Caplan, Los Angeles, Calif. (Corvette)
1972 Monte Shelton, Portland, Ore. (Lola)
1973 Bill Cuddy, Hidden Hills, Calif. (McLaren M8E)
1974 Monte Shelton, Portland, Ore. (Corvette)
1975 John Greenwood, Troy, Mich. (Corvette)
1976 Monte Shelton, Portland, Ore. (Porsche RS)
1977 George Holmer, Hermosa Beach, Calif. (Porsche 934)
1978 Tuck Thomas, Minneapolis, Minn. (Chevy Monza)
1979 John Paul, Lawrenceville, Ga. (Turbo Porsche)
1980 Mark Pielsticker, Oxnard, Calif. (Chevy Monza)

Rose Festival Sports

Gymnastics Invitational
Saturday, June 6
Portland Community College, 7 p.m.

The Portland Gymnastics Center Boosters sponsors this gymnastics event, now in its fifth consecutive year. Competition is expected to include 14 of the top female gymnasts in North America. PCC is located at the Mt. Sylvania Campus in Southwest Portland.

Drag Races
Saturday, June 6
Portland International Raceway, 12 noon
The quarter-mile track will be buzzing at West Delta Park for the 21st annual Festival Drag Races. Qualifying will run through the day with eliminations starting at 7 p.m.

Bicycle Road Races
Sunday, June 7
Mt. Tabor Park, 9:30 a.m.
The oldest bicycle race in the state of Oregon winds its way through scenic Mt. Tabor Park on Portland's eastside. This 1.3-mile course has been used since 1962 for the races.

Bicycle Track Races
Saturday, June 6
Alpenrose Velodrome, 12 noon
The International Bicycle Track Racing competition will be held on the 14-year old Velodrome track at 6141 S.W. Shattuck Road. This is a national circuit event for bicycle track racers and is sanctioned by the U.S. Cycling Federation.

Beavers-Rose Festival Fireworks Night
Sunday, June 7
Portland Civic Stadium, 6 p.m.
The Rose Festival welcomes the Pacific Coast League's Portland Beavers in a special doubleheader baseball game against the Albuquerque Dukes which will be followed by a gigantic fireworks display.

Hockey Tournament
Thursday-Sunday, June 11-14
Valley Ice Arena, 8 a.m. daily
Formerly known as the Cam-Am Hockey Tournament, the Festival welcomes for the 14th year this exciting ice hockey tournament involving some of the finest amateur teams from around the country.

All-Star Basketball Games
Saturday, June 13
Memorial Coliseum, 6 p.m.
This Oregon High School Coaches Association event, co-sponsored by the Oregon Sports Writers and Sportscasters Association and the Rose Festival Association, will feature the most outstanding high school boys and girls in a doubleheader.

Timbers-Rose Festival Cup Match
Saturday, June 13
Portland Civic Stadium, 7:30 p.m.
The Portland Timbers, of the North American Soccer League, challenge their Pacific Northwest rival, the Seattle Sounders, in the fifth annual RF Cup Match. The Timbers hold a 3-1 edge in the series against Seattle.
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...it's worth a second cup.

Rich, rich Yuban® coffee. Yuban ground coffee is made from a special blend of 100% Colombian beans. The first cup is so enjoyable, you'll love seconds. That pleasure also goes for Yuban instant with its rich special blend. You'll have another cup? Mmm, of course.

Yuban. Richness worth a second cup.
The most exclusive Rose Parade souvenir you can buy.

A 1981 Pontiac J-Car

We, the Pontiac dealers listed below, are proud once again to supply the 1981 Rose Festival and Grand Floral Parade with its official cars. All of them are beautiful 1981 Pontiacs. Sports cars. Hardtops. Sedans. And Station Wagons and J-Cars. We hope you enjoy the Parade. And if you'd like to remember it with a really exclusive souvenir, come visit any of us afterward, and we'll be happy to offer you special savings on one of the 1981 Pontiac Rose Festival official cars. Then you can have your own private little Rose Parade. Every day of the year.

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