



PRESIDENT'S MESSAGE

To our visitors from near and far, and to our own citizens of Rosaria, a most cordial welcome to Portland's fun-filled festival week. Your Portland Rose Festival Association in this forty-fifth year has endeavored to combine the best of the past with the finest of the new in outdoor sports and entertainment. Ours is a festival of the people and is dedicated as fully to the pleasure of participants as to the pleasure of those who watch. We are glad that you are taking part, and we thank each ticket book holder and each contributing member for his essential role in continuing the Rose Festival tradition.

George Henderson

GEORGE HENDERSON, President

1953 ROSE FESTIVAL ASSOCIATION

ASSOCIATE DIRECTORS

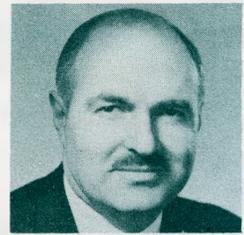
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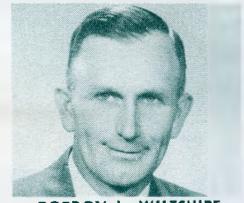
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*President
Portland Rose Society*

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45
Annual

Rose Festival

PORTLAND,
OREGON

PROCLAMATION



Portland "the City of Roses" has been richly endowed by nature. We have all about us snowcapped mountains, lively streams—with abundant fishing, ocean beaches nearby and evergreen forests; with ribbons of hard surface bringing these into our back yards. Plentiful sunshine and desirable rainfall combine to give us a mild, even temperature so that our valleys flow with "milk and honey".

But "the riches of a city are its people". Our annual Rose Festival puts our people on parade, giving us ample and welcome opportunities to demonstrate our friendliness—and it is our wish that you will often find it easy and convenient to return to us for we would share our joys with you.

Sincerely,

FRED L. PETERSON, Mayor

OFFICIAL PROGRAM

TUESDAY, JUNE 9

Honor guest bands from San Francisco, Hyrum (Utah), Bremerton (Wash.), and the Victoria, B. C., sensational girls drill team, will parade during the morning in downtown Portland.

10 A.M.—17-Gun Salute by U.S.S. Helena, for Secretary of Interior, Douglas McKay, as he visits ship.

Rose Displays in public and private gardens throughout city during Rose Festival week.

WEDNESDAY, JUNE 10

Navy ships berthed at sea wall, between Burnside and Hawthorne bridges, open for public tours, 1:00-4:00 P.M. (daily).

8 P.M.—Queen Selection and Coronation ceremonies under the stars at Multnomah Civic Stadium. For the first time in Rose Festival history these two main events have been consolidated into one gala program featuring the traditional pageantry, music and entertainment staged by thousands.

THURSDAY, JUNE 11

12 Noon — 65th Annual Rose Show sponsored by the Portland Rose Society in cooperation with the Rose Festival Association. This is the largest and oldest Rose society in the world. Ceremonies are at Public Auditorium.

8 P.M. — Rose Festival Stadium Show and International Championship Ski Jumps featuring more than 20 of the world's greatest ski jump stars in competition, exhibition and comedy leaps . . . utilizing the world's largest man-made hill ever used for night ski jumping. Plus the outstanding honor guest bands featuring (1) St. Marys Mission Chinese Girls drum and bugle corps, from San Francisco, (2) South Cache High School band and drill team from Hyrum, Utah, (3) Bremerton, Washington High School band, and, (4) the sensational precision marchers from Canada, the Victoria, B. C., girls drill team. **Plus**, a grand, gala spectacle of fireworks.

(continued on following page)

Official Program

FRIDAY, JUNE 12

10 A.M. — Grand Floral Parade with Oregon's own Honorable Douglas McKay, Secretary of the Interior, as honorary Grand Marshal of one of the world's largest and most beautiful traditional parades. With more than 50 floral decorated floats, this will be the largest Rose Festival parade in history depicting the parade theme "Holidays." Judging and formation of parade, at Multnomah Stadium, 8 A.M.

Rose Show continuation at Public Auditorium, 9 A.M.-9 P.M.

8 P.M. — Rose Festival Stadium Show and International Championship Ski Jumps providing another evening of spectacular thrills to determine the individual championship ski jumper.

Entertainment by the honor guest bands and drill teams. FIREWORKS.

SATURDAY, JUNE 13

10:30 A.M. — Junior Rose Festival Parade with more than 10,000 youngsters strutting through Portland's Hollywood district.

12 Noon—Water Carnival. Scores of boats, water skiers, college crew competition, and other marine demonstrations on the Willamette River between the Burnside and Hawthorne bridges, 12 to 4 P.M.

1 P.M.—Art Festival, featuring a display and demonstration of Oregon's art and craft enthusiasts at Laurelhurst Park, 1 to 8 P.M.

Oregon Bow and Arrow Hunters will provide a demonstration of marksmanship, competition and skill at Washington Park; all day competition.

5 P.M.—Queen's Garden Party in International Rose Test Gardens at Washington Park.

SUNDAY, JUNE 14, 1953

1 P.M. — Golden Rose Ski Tournament, featuring the last major U.S. ski race for the year. Mt. Hood.

2:30 P.M. — Rose Planting and Devotional Services, Peninsula Park.
Oregon Bow and Arrow Hunters. Another display of marksmanship, skill and competition, all day.

ACKNOWLEDGEMENTS

Queen's Scepter—Roy and Molin Jewelry Inc.
Ski Jump Construction—Safeway Scaffolding Co.

Court Ski Sweaters—~~Plantzen Knitting Mill~~
Court Ski Clothes—White Stag
Public Address System—Rose City Sound
Ski Jump Lighting—Jaggar-Sroufe Co.

Marine Day Activities — Rose City Yacht Club, Columbia River Yacht Club, Portland Yacht Club, Oregon State College Rowing Club, University of Washington, U. S. Coast Guard, N. W. Outboard Racing Association, Portland Rowing Club.

Court Make Up — Darwin Jones and staff.

Stadium Facilities — Multnomah Civic Stadium, Multnomah Athletic Club.

Stadium Parade Ramp — Multnomah Kennel Club.

Mercury Automobiles (Junior Court) — Lyman Slack Motor Co.

Court Clothing — Chas. F. Berg.

Baldwin Piano — Oregon Music Co.

Parade Lunches — Ireland's.

Queen's Float — Portland Chamber of Commerce.

Decorations — Walter Johnson, Art Display.

Parade Refreshments—Portland Punch Co.
Ski Jump Tournament—Cascade Ski Club
Chrysler Automobiles (Rose Festival Court)—
Ralph Hoyt Motor Co.
Golden Rose Ski Race—Cascade Ski Club
Court Photos—Gladys Gilbert

IN ACKNOWLEDGMENT: United States Navy



Queen Selection and Coronation

PROGRAM

MULTNOMAH STADIUM

8:00 P.M.—June 10th

Announcer: Bob Franklin—Master of Ceremonies

John Griffith — Program Supervisor

PRE-CORONATION CONCERT 8:00 P.M.

All City High School Band — A. Vern Wilson, Director.

March El Capitan

Scenes from the Sierras

Selections from South Pacific

U. S. Marine Corps Drill Team from U.S.S. Helena, 1953 Championship Service Drill Unit.

PROCESSIONAL 8:30 P.M.

The introduction of the princesses and escorts.

All City High School Band will play each princess' high school song after she is introduced.

QUEEN SELECTION 9:00 P.M.

Each princess will be introduced by her high school student body president.

Each princess will give a short talk on subject of her own choosing.

Judges will retire to select the queen.

(For your Score Card turn page)

PORTLAND SYMPHONIC CHOIR 9:30 P.M.

1953 Holladay Bowl Preview — C. Robert Zimmerman, Director.

Excerpts from "New Moon," "Chocolate Soldier," "H.M.S. Pinafore" and "Bri-gadoon."

All four of the above musicals will be presented in their entirety during HOLLADAY BOWL series starting June 30 through August 22.

ROYAL ROSARIANS DRILL TEAM 9:45 P.M.

Accompanied by All City High School Band playing "Footlifter March".

CORONATION CEREMONIES 10:00 P.M.

Introduction of official dignitaries and 1952 Queen Jeanne I.

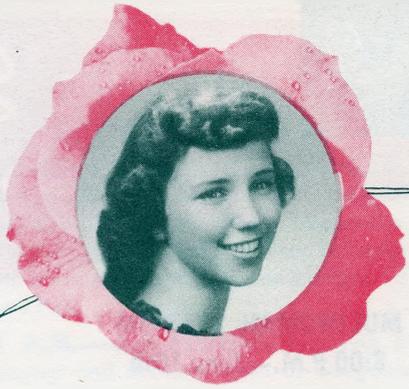
1953 Queen of Rosaria introduced by 1952 Queen.

Crowning of Queen by Royal Rosarians.

RECESSIONAL OF QUEEN AND HER COURT 10:30 P.M.

Accompanied by All City High School Band.

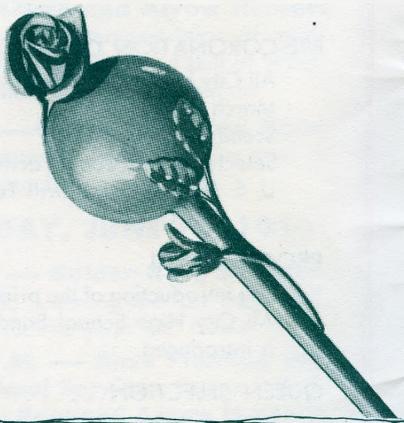
Complete Pictures of Court on next page.



Princess Donna



Princess Betty



Princess Mary



Princess Georgia

QUEEN SELECTION

*How would you rate them?	*Appearance Up to 40%
Princess Georgia Baker, CLEVELAND	
Princess Mary Ferguson, FRANKLIN	
Princess Betty Llanes, GIRLS POLY	
Princess Donna Marie Aaris, GRANT	
Princess Carrol Robinson, JEFFERSON	
Princess Nancie Williams, LINCOLN	
Princess Sandra Walker, ROOSEVELT	
Princess Joe Marie Roddy, WASHINGTON	

*The judges selection of the Queen is based
Up to 40% — Poise



Bygone Days

FESTIVAL HISTORY

THE PORTLAND ROSE FESTIVAL is 45 years old, but the history of one of the world's most beautiful pageants goes back to the romantic beginnings of rose culture in Oregon more than a century ago. The first rose bush to reach the Northwest was brought around the Horn in 1837 and presented to Anna Marian Pittman on the day she became the bride of Jason Lee, at Lee's Mission near Champoege. She planted it, but it is doubtful if Mrs. Lee ever saw the soft pink bloom with the light yellow center which characterizes the "mission rose". She died the next year, and soon thereafter the mission was destroyed by fire, the site abandoned, and the rose forgotten.



Years later John Minto found the bush growing in a wheat field near the site of Lee's cabin. He dug it up carefully and transplanted it to his own ground. It flourished there, and slips distributed around the countryside soon brightened many a frontier home.

Cuttings from this historic bush, after 110 years, bloom today in Champoege Park, on the Willamette University campus in Salem and in the pioneer rose garden in Portland.

Emigrant wagons brought other rose stock across the plains, and in the next decades the luxuriant growth and beautiful blossoms of these early plantings attracted wide attention. It was the ease with which all varieties of roses could be grown in western Oregon that astonished horticulturists. Soon it was generally accepted that favorable factors of soil and climate made the Portland area pre-eminent in the field.

Thus, through natural processes, Portland became today's "City of Roses", a community outstanding in America because of the roses that bloom in profusion in thousands of gardens, in parks and along driveways and curbs. Here experts produce buds equalled by few and surpassed by none in the showrooms of the world. Here—most important—the humblest cottage is on a par with the mansions of the wealthy in the enjoyment of the most beautiful of all flowering shrubs.

In due time Portland became the headquarters of the nation's first—and today the largest—rose society, the site of one of six international rose test gardens, and, finally, the sponsor of the nation's largest program dedicated to the beauty of the rose: the annual Rose Festival.

The Portland Rose Society held its first show in a tent in 1889, and in 1904 began what was called a "Fiesta" in connection with the annual exhibit. In a public address at the Lewis & Clark Exposition grounds the next year, Mayor Harry Lane suggested Portland's need for a "festival of roses". The phrase caught the public fancy, and in 1907 the first Rose Festival came into being.

In those "horse and buggy" days, the first Festival was a tremendous spectacle, modest though it was compared to the gorgeous pageants to follow. With its horse-drawn floats in the floral parade, aquatic events in the nearby harbor, and fireworks at night, the event was an enormous success.

Most significant was that it ushered in a new tradition in civic affairs. For the first time in America a large community had dedicated an annual festival to the beauty of a single flower.

A feature of that historic pageant of 1907 still twinkles radiantly in the memories of older citizens: the "electrical" parade. It was the most lavish spectacle of its kind on the continent—and fittingly so. Few of the present generation are aware that the world's first "long distance" power transmission line linked Oregon City with Portland, and that this city was among the first half dozen in the world to operate electrically-propelled trolleys.

To perpetuate the Festival as an annual event, the Portland Rose Festival Association was formed in 1908. It is a non-profit association devoted exclusively to staging and financing the event in cooperation with the Portland Rose Society and the Royal Rosarians. The latter group, organized in 1912, manage much of the program pageantry of the great spectacle.

Evolution has streamlined the Festival routine over the years. Beginning in 1908 the monarch of the pageant was jovial Rex Oregonus, whose identity remained a mystery until the culminating Queen's Ball, when his huge beard would be removed. In 1914 the King was overthrown and a Queen appointed by the association ruled "Rosaria". In 1930 the present and more democratic plan was adopted: eight "Princesses" are elected by the high school students, and the Queen is chosen from these eight in an elaborate and impressive ceremony.

Overshadowed only by the major pageant is the Junior Rose Festival. It began spontaneously in 1921, and has since developed into an important and colorful unit of the "big" program, with its own Queen, Prime Minister and court, and with thousands of school children participating.

Today's Rose Festival unfolds with almost military precision. The first formal event is the selection of the Queen, followed immediately by the Queen's Coronation. Thereafter, and until the culminating Queen's Ball, the ruler of Rosaria and her court appear in regal state in numerous events that have been designated by custom as being inseparable from Festival week.

The big event around which the Festival is built—the superlative, the orchestral climax—is, of course, the Grand Floral parade. It comprises some fifty floats, each completely covered by natural flowers. Thousands and even hundreds of thousands of individual roses make up some of the mass designs. Spacing and pacing the floats are uniformed bands, drum corps, "Rosarians", "Cherrians", "Berrians" and other gorgeous marching units, all moving in a stately procession that is miles long and which requires upwards of two hours to pass a given point.

The result is impressive beyond description. When the weather gods are kind, in fact, the streets of the world offer no more magnificent spectacle.

The Rose Festival now ranks as a permanent institution, having survived a generation, a depression and two global wars. It is made of durable ingredients. Flowers wither each season and the scepter of the Queen must pass from hand to hand, but the Grand Floral parade will probably roll on as long as men pay tribute to beauty on this troubled planet, as long as good soil endures and sunlight and showers fall gently on roses that bloom in Oregon.





65th Annual Rose Show

THURSDAY June 11th



PUBLIC AUDITORIUM

S. W. 3rd and Clay Streets

THURSDAY, JUNE 11

PRE-OPENING CEREMONIES. 12 NOON

Musical selections by South Cache High School band and choral group. (A Rose Festival honor band from Hyrum, Utah).

KNIGHTING CEREMONIES. . . 12:30 P.M.

Visiting dignitaries to be knighted by the Queen and Royal Rosarians.

ROSE SHOW OPENING. . . . 1:00 P.M.

Queen of Rosaria officially opens the 65th Rose Show by cutting the ribbon. Doors open till 9:00 P.M.

FRIDAY, JUNE 12

Rose Show open from 9 A.M. to 9 P.M.



PORTLAND ROSE SOCIETY

The Society held its first show in a tent in 1889, and this competitive showing of hobbyist-grown roses has since been held each year at Rose Festival time. Not only is the Portland Rose Society the oldest, but it is still the largest organization of its kind in the world.

The Portland Rose Society cordially invites you to visit the many private rose gardens throughout the city.

Listed below are addresses of typical hobbyist rose gardens:

8312 S. W. CANYON DRIVE

5620 N. E. CLEVELAND

1140 N. E. 42ND

3846 N. W. THURMAN

3600 S. E. CRYSTAL SPRINGS BLVD.

3380 S. E. 9TH

LEWIS & CLARK COLLEGE

For more rose garden addresses call or visit the information center at the Portland Chamber of Commerce.

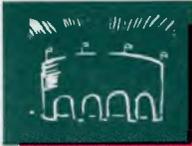
"OO PRETTY"



associate members

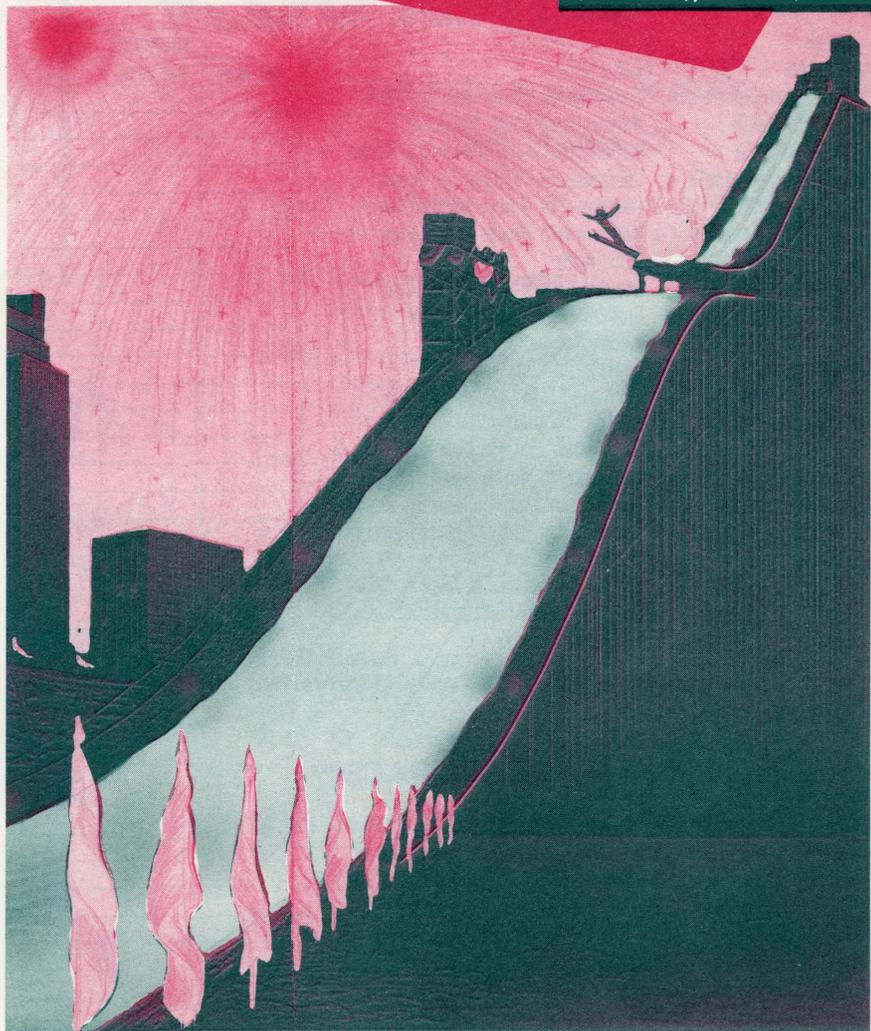
Associate members provide the advance financing which makes the Portland Rose Festival possible. The Grand Floral Parade, the Junior Rose Festival, the Water Carnival, and the other free Festival events are financed by these funds which supplement the income from season ticket book sales. The businesses and individuals listed below and on following pages provided this financing for the 1953 Rose Festival:

- Dr. Rae N. Foster
The Canadian Bank of Commerce
Durham & Bates
Continental Grain Co.
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The Big Seven
J. W. Copeland Yards
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Pacific Pumping Co.
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Hollywood Furniture Co.
Portland Road & Driveway Co.
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Colonial Mortuary
Northern School Supply Co.
Stan Terry
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The Super-Cold Northwest Corp.
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Portland Wholesale Nursery Co.
The Black-Clawson Co.
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Co.
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Frank A. Heitkemper, Inc.
Pownall, Taylor and Hays



STADIUM PROGRAM

THURSDAY & FRIDAY JUNE 11 & 12



OFFICIAL PROGRAM
PORTLAND ROSE FESTIVAL ASSOCIATION

25c

P ROGRAM

THURSDAY AND FRIDAY

June 11 and 12

JAMES SIMMONS
Chairman

JOHNNIE CARPENTER
Master of Ceremonies

7:45 Pre-program Concert
Bremerton High School Band

8:30 Opening Ceremonies
Queen and Rose Festival Court Arrives
Flag Raising — National Anthem

8:45 First Ski Jump
International Ski Jumping Competition

9:00 Victoria, B.C., Girls' Drill Team

9:15 Slalom Ski Exhibition
Cascade Ski Club

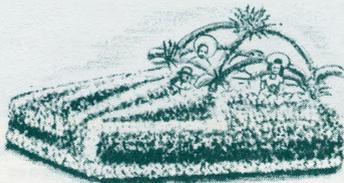
9:30 South Cache High School Band and Drill
Team (Hyrum, Utah)

9:45 St. Mary's Chinese Girls' Drill Corps
(San Francisco, California)

10:15 Second Ski Jump
International Ski Jumping Competition
Winner Awards will be made Friday Evening

10:30 Finale — Gigantic Fireworks Display

(Continued on Next Page)



PROGRAM Continued

ROSE FESTIVAL ASSOCIATION GUEST OF HONOR BANDS AND DRILL TEAMS

These bands and drill teams are among the nation's leading high school music and marching units. All are noted for their outstanding music ability and split-second timing in their precision marching.



A leading contender for the nation's best marching band is this unit from South Cache High School, Hyrum, Utah.



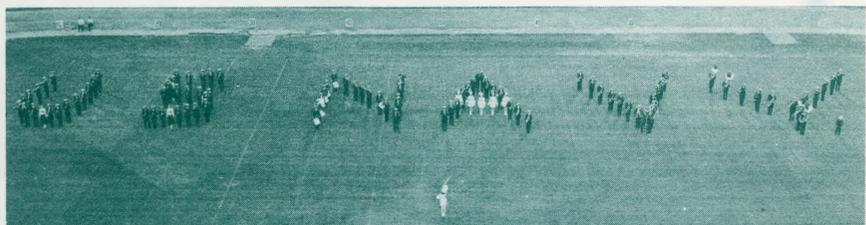
Accompanying the South Cache High School band are these Pep Club high-stepping lovelies. A symphony in drill marching.



Appearing in their native silks and demonstrating precision percussion are these lovely girls from San Francisco's St. Mary's Chinese Mission Drum Corps.



Canada's prize winning All Girls Drill Team from Victoria, British Columbia.



Paying tribute to the Navy which has made Bremerton, Washington a second home to thousands of "gobs," is the Bremerton High School band, nationally famous for its music and marching ability.

associate members

- Grandma Cookie Co.
 The United Contracting Co.
 Phil Grossmayer Co.
 Wymore Transfer Co.
 Wells & DeLap
 Oregon Erecting Co.
 Geltman Spanging Corp.
 King, Wood, Miller, Anderson
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 Dr. Leo J. Meienberg
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 Dr. Lester T. Jones, Lewis Jordan
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 Rutherford P. Boyd
 Fick Distributing Co., Inc.
 Remington Rand
 KPTV
 Van Waters & Rogers, Inc.
 Wonder Bakery
 Lutz Marble Co.
 Palace Laundry Co.
 Jantzen Beach Park
 Penn C. Crum, Opt. Dept.
 Pacific Abstract Title Co.
 Retail Credit Assn. of Portland,
 Inc.
 Paulsen & Roles
 E. L. Purdy
 Copenhagen & Co.
 International Brotherhood of
 Electrical Workers Loc. No. 48
 Donald H. Goetz
 Crawford & Dougherty Foundry
 Co.
 Standard Oil of California
 Dr. H. Victor Adix, Jr.
 Portland Bottling Co.
 Miller Products Co.
 Whittier & Fritsch
 Kerr Gifford & Co., Inc.
 Jolly Joan
 Bend Portland Truck Service
 Montgomery Elevator Co.
 Heathman Hotel Drug Co.
 Peter's Office Supply Co.
 Tops All Foods, Inc.
 United Air Lines
 Sherman Clay Co.
 Neptune Meter Co.
 Arden Farms Co.
 Young's Gown Shop
 The Autzen Foundation
 The Gorton Co.
 Grayson-Robinson Stores, Inc.
 Kalberer Hotel Supply Co.
 Northwest Industrial Laundry
 Co.
 Chown Hardware Co.
 Atlas Sheet Metal Works
 Appliance Wholesalers
 John T. Carson Co., Inc.
 Gilmore Steel & Supply Co., Inc.
 Rose City Pie Co.
 Farmers Market
 Louis W. Poulos
 Laurelhurst Cleaners
 Robert's Fine Foods
 Leveton's Thrifty Drugs
 Fred Christensen, Inc.
 Belmont Floral Co.
 Dr. Sid G. Noles & Associates
 Roberts Brothers
 California Ink Co., Inc.
 Hood Sales Co.
 Marsh & McLennan Ins.
 The Curtain Store
 A. W. Mortensen
 Northwest Plywoods
 Auto Paint Service
 James Richardson
 Charles H. Lilly Co.
- J & J Building Materials Co.
 Frank Stepanek & Co.
 Dr. Gunnar E. Nelson
 Wayside Gift Shop
 Ketell Construction Co.
 Garbade's Bakery
 Howard I. Bobbitt
 Director Furniture Co.
 Milner Hotels, Inc.
 The Picture Mill
 Boquist, Clark & Swivel
 Gevurtz Furniture Co.
 Drake Lumber Co.
 Multnomah Hotel Pharmacy
 Best-Ever Doughnut Shop
 The Irwin-Hodson Company
 Braley & Graham
 Pacific Trailways
 Howard C. Ritter
 Bede-Hibbitt, Inc.
 V. M. Pilip & Son
 Francis Motor Car Co.
 Hotel Eaton
 Lang-Senders & Co.
 Jennings's Furniture Co.
 Arthur Bowman, Inc.
 Clow Roofing Co.
 Portland Dog & Cat Hospital
 Benroy's Home Cooking
 United Grocers, Inc.
 Lee Cosart Motor Co.
 McCann Erickson, Inc.
 Lerner Shops of Oregon, Inc.
 D. K. MacDonald & Co.
 National Hospital Assn.
 Luckenbach Steamship Co., Inc.
 Philip H. Hulley
 Dan & Louis Oyster Bar
 Industrial Specialties Co.
 Woodbury & Company
 Hostess Malted Milk Shops
 Portland Traction Co.
 Harry C. Visse
 First National Bank
 Fibreboard Products, Inc.
 Harris Supply Co.
 Grand Rapids Store Equipment
 Co.
 Thomas Johnson
 Auto Wheel Service
 George B. Wallace Co.
 J. C. Penney Co., Inc.
 Mannings, Inc.
 Donald C. Sloan & Co.
 Floyd L. Bowers
 McCulloch, Rockwood & Davis,
 Attorneys
 Knappont Towboat Co.
 The Broiler
 Firestone Tire & Rubber Co.
 Blake, Moffitt & Towne
 M & M Wood Working Co.
 Hilaire's Restaurant
 Kerry's Restaurant
 Dr. Henry H. Dixon
 Personal Finance Co. of Portland
 W. P. Stalnaker
 W. Bruce Morrison
 Bethlehem Pacific Coast Steel
 Corp.
 Harold C. Barchus
 Pacific Power & Light Co.
 Anderson Willys Co.
 The Dickinson Co.
 Portland Rose Motel
 East Side Tool & Die Works
 Estate of Henry Failing
 Old Country Kitchen
 Gates Rubber Company
 Harry A. Herzog



GRAND FLORAL PARADE

FRIDAY JUNE 12th



OFFICIAL PROGRAM
PORTLAND ROSE FESTIVAL ASSOCIATION

25c

GRAND FLORAL PARADE

Theme
"HOLIDAYS"

53 Floats

34 Marching Units

2,050 Marching

ORDER of MARCH

QUEEN'S DIVISION — Walter Johnson, Marshal

Police Motor Escort, Captain Richardson
Portland Police Drum and Bugle Corp.
U. S. Marine Color Guard
Mass—U. S. Color Guard (5 in group)
United Nations Flag (solo)
Flags of the United Nations (61 in number)
(Wagon Wheelers and Multnomah County
Sheriffs Posse)
Benson High School Band (Will substitute
Queen's Band)
Hon. Douglas McKay, Secretary of Interior
(Guard included)
South Cache, Utah High School Band
Governor Paul Patterson
President, George Henderson, Portland Rose
Festival Association
Mayor Fred Peterson
Royal Rosarians
Portland Chamber of Commerce Queen's Float

DIVISION NO. 1 — Hubert Goode, Marshal

Cleveland High School Band
First National Bank
Mixermobile Mfg. Co.
Beaverton High School Band
Beaverton Jr. Chamber of Com. Drum Corps
Beaverton Jr. Chamber of Commerce
Boyd Coffee Company

DIVISION NO. 2 — Roy Morris, Marshal

Roosevelt High School Band
Aluminum Co. of America
Portland Police Bureau (Marching unit of four)
St. Mary's Mission Chinese Girls Drum Corps
(San Francisco)
Portland Fire Bureau, Engine No. 7
Wentworth & Irwin

Bremerton High School Band
Salem Cherrians Marching Unit
Salem Cherrians

DIVISION NO. 3 — Joe Battaglia, Marshal

Shell Oil Co.
Puyallup High School Band
Puyallup Valley Daffodil Festival
Palestine DeMolay
Girls Polytechnic High School Band and
Marching Unit
Meier & Frank Co.
Knights of Pythias

DIVISION NO. 4 — Irving T. Erickson, Marshal

Al Kader Temple (All units)
U. S. National Bank
Portland Fire Bureau, Engine No. 21
Newberg Berrians Marching Unit
Newberg High School Band
Newberg Berrians
Hollywood Boosters

DIVISION NO. 5 — Chester Bell, Marshal

Franklin High School Band
Portland Retail Trade Bureau
East Side Commercial Club
Victoria Girls Drill Team
American Red Cross
Reliable Transfer Co.

DIVISION NO. 6 — Dr. Fred Ebel, Marshal

Lake Oswego High School Band
Lake Oswego High School
Aplet Cotlet, Seattle Seafair
Vancouver High School Band
City of Vancouver
Bnai Brith

YOUR 1953 ROSE FESTIVAL TICKET BOOK PROVIDES YOU WITH A GRANDSTAND

MULTNOMAH CIVIC STADIUM

DIVISION NO. 7 — George W. Heilig, Marshal

Lincoln High School Band
Pacific Power & Light Co.
Junior Order of the Eagles of Bend
American Legion Post No. 1 Drum Corps
American Legion Band
American Legion
Jantzen Knitting Mills

DIVISION NO. 8 — Joe Ruble, Marshal

Tigard District High School Band
Tigard District
Portland General Electric Co.
Canby High School Band
Clackamas County 4H Club
Milwaukie Jr. Chamber of Commerce

DIVISION NO. 9 — Aard Ady, Marshal

Central Catholic High School Band
Central Catholic Marching Unit
Catholic Organizations
Pacific Telephone & Telegraph Co.
Grant High School Band
Pasadena Tournament of Roses Association
State Laundry

DIVISION NO. 10 — Chas. L. Paine, Marshal

Hillsboro High School Band
Hillsboro Jr. Chamber of Commerce
Hillsboro American Legion Drum & Bugle Corp
Kiwanis Club of Portland
Associated Restaurants of Oregon
Jefferson High School Band
Corbin Optical Co.
Portland Bottling Co.

DIVISION NO. 11 — Cecil L. Brown, Marshal

Washington High School Band
Odd Fellows Marching Unit
Odd Fellows Lodge
Park Rose
Meadowland Dairy
Al Kader Temple
Stevens Disaster Car



HONORARY GRAND MARSHAL

HON. DOUGLAS MCKAY
Secretary of Interior

HONORARY GUEST BANDS

South Cache, Utah
High School Band
Bremerton, Washington
High School Band
St. Mary's Mission
Chinese Girls' Drum Corps
San Francisco, Calif.
Victoria, B. C.
Girl's Drill Team





JUNIOR Rose Festival Parade

SAT.
JUNE 13th 10³⁰a.m.



QUEEN JANET I. BENDELIN

PRIME MINISTER DAVID
GOLDFOOT



GRAND MARSHAL
"UNCLE" BOB AMSBERRY



1953 JUNIOR ROSE FESTIVAL COURT AND ATTENDANTS

ORDER OF MARCH

Queen's Division (Dist. No. 4): Schools — Abernethy, Brooklyn, Duniway, Grout, Holy Family, Llewellyn, Lewis, Our Lady of Sorrows, Sacred Heart, Sellwood, St. Agatha, St. Philip Neri, Woodstock.

Section No. 2 (Dist. No. 8): Schools — Ainsworth, Couch, Chapman, Failing, Fulton Park, Shattuck, St. Lawrence, St. Patrick, Skyline.

Section No. 3 (Dist. No. 5): Schools — Ascension, Arleta, Binnsmead, Creston, Franklin Primary, Glenhaven, Kellogg, Lane, Lents, Marysville Richmond, St. Peter, Woodmere, Jim Bridger.

Section No. 4 (Dist. No. 6): Schools — All Saints, Buckman, Glencoe, Holladay, Hosford, Kerns, Mt. Tabor, North Powellhurst, Sunnyside, St. Francis, St. Stephen, Gilbert, South Powellhurst, Vestal.

Section No. 5 (Dist. No. 2): Schools — Assumption, Chief Joseph, George, Holy Cross, James

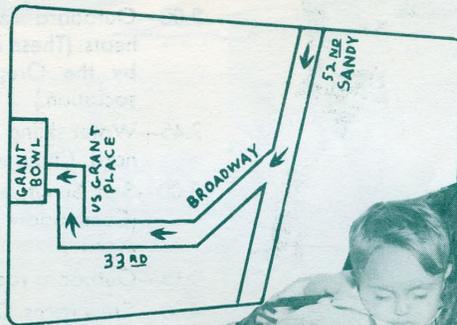
John, John Jacob Astor, John Ball, Linnton, Oregon Ship, Portsmouth, Peninsula, Sitton, St. Cecilia.

Section No. 6 (Dist. No. 1): Schools — Alameda, Beaumont, Fernwood, Gregory Heights, Harvey Scott, Irvington, Laurelhurst, Parkrose, Rigler, Russellville, Rose City Park, Sabin, St. Rose, St. Ignatius.

Section No. 7 (Dist. No. 3): Schools — Beach, Boise, Blessed Sacrament, Faubion, Highland, Holy Redeemer, Kenton, Kennedy, Ockley Green, St. Andrews, St. Charles, Vernon, Whitaker, Woodlawn.

Section No. 8 (Dist. No. 7): Schools — Capitol Hill, Collinsview, Edwin Markham, Markham Annex, Multnomah, Maplewood, Sylvan, St. Clare, Terwilliger.

Section No. 9 (Open Division): Outside of Portland Schols. All Fraternal divisions. Open to all children not covered in the above schools.



"Little man you've had a busy day."



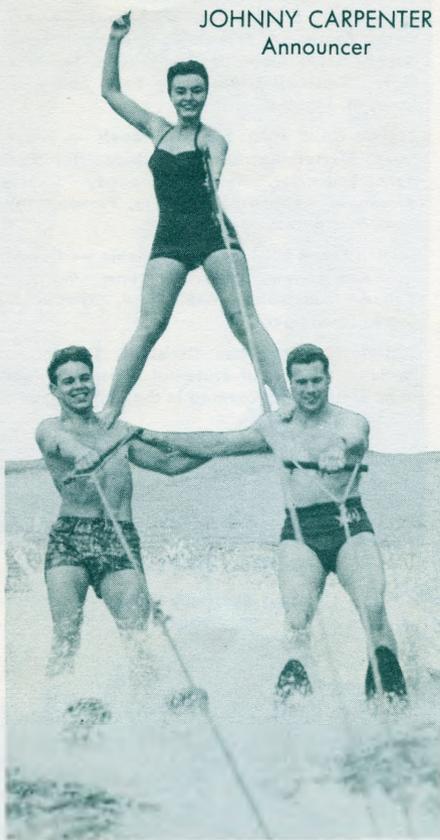
Water Carnival

MARINE
DAY

SATURDAY JUNE 13th

WILLIAM B. BOONE
Chairman

JOHNNY CARPENTER
Announcer



11:30—Judging of decorated pleasure boats at Swan Island.

12:00—Parading of decorated cruisers between Burnside and Ross Island Bridges.

1:30—U. S. Coast Guard cutter "Bluebell" with Queen and Court aboard anchor at Morrison Bridge.

1:30—Pleasure boat judged best decorated will go alongside "Bluebell" to receive award from Queen.

2:00—Outboard races — elimination heats. (These races are conducted by the Oregon Outboard Association.)

2:45—Water skiing exhibition. (Buss Renard, Chairman.)

3:00—Sea Scout whaleboat races. (Commodore Carl H. Hall, Chairman.)

3:15—Outboard races — final heat.

4:00—Crew races. OSC Rowing Club vs. University of Washington (light-weight crew.)

4:15—Water skiing demonstration.





ACKNOWLEDGMENTS:

The Portland Yacht Club
Columbia River Yacht Club
Rose City Yacht Club
Commodore Gerald Lampkin
Lieutenant Berlin Yeoman
Captain Greeley (USCG)
Carl Drlica (Coach, OSC)
Marsh Davis
Wade Cornell
Henry Leffingwell
Mildred Barbour



ASSOCIATE MEMBERS

Ames Harris Neville Co.
Dr. R. B. Dillehunt
McCulloch & Sons
Crown Zellerbach Corp.
The Simms Co.
The Portland Clinic
Hicks, Davis & Tongue
Blitz Weinhard Co.
Pihl Transfer & Storage
The Studebaker Corporation
A. Young & Son Iron Works
Berg's Chalet
Henry M. Mason Co.
Glendale Cafe
W. J. Burke & Co.
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Williamson & Bleid
National Credit Card, Inc.
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Braley's, Inc.
Northwest Buildings, Inc.
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Bates Motoramp Garages, Inc.
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Arthur Leonard Pipe Shop
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Nendel's
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Dean Witter & Co.
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Kenneth Jones
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Riggs Pharmacy
Hall Short Co.
J. J. Newberry Co.
Republic Cafe
Lowey & Co.
Ellsworth L. Purdy
Marshall Wells Company
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Co.
Oregon Portland Cement Co.
Pacific Meat Co., Inc.
Office Equipment Corp.
E. H. Crosby
Beck Sash & Door Co.
General Electric Supply Corp.
Columbia Food Co.
McBride Woolen Co., Inc.
J. L. Krauser Co.
Ken R. Humke Co.
Northern Wholesale Hardware
Co.
The Peters Co.
Albert Stromberg
Jack Converse
Bressie Appliance Service Co.
Van Duyn Chocolate Shops
Benj. Franklin Savings & Loan
Zellerbach Paper Co.
Commodore Hotel
American Junior Aircraft Co.
Coast Salesbook Co.
Haack Bros. Prescription
Pharmacy
Claude G. Kent & Associates
La Grand Industrial Supply Co.
Cooley & Rinehart
Lowenson's
Arthur Murray School Dancing

Dun & Bradstreet, Inc.
Monroe Dairy Machinery, Inc.
Avondale Construction Co.
Clyde Equipment Co.
Dr. Carl Liebe
Pennington's Coffee Shop
L. E. Hinman
Huber's Cafe
Flowers, Tommy Luke
John Helmer
Day Music Company
Schafer-Wright, Inc.
P. S. Lord
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Mutual Benefit Agency
China Lantern
Poole, McGonigle & Dick
Hollywood Ford Motors
W. J. Stelling
Cecil L. Brown
Morgan S. Odell
J. R. Williston
Imperial Furniture Co.
Harper-Meggee, Inc.
Keystone Steel & Wire Co.
Portland Punch
Duvelle's Pacific Coast Div.
L. L. (Jack) Howl
Mr. and Mrs. Lyle F. Watts
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The Sherwin-Williams Co.
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Maytag Northwest Co.
Francis Bros.
C. V. Redfield
Gattens Plumbing & Heating
Service
Container Corp. of America
Annand, Boone & Lei
M. Trumbo Company, Inc.
Pacific Chain & Mfg. Co.
American Steel Warehouse Co.
McKesson & Robbins, Inc.
Fowler Manufacturing Co.
Feenaughty Machinery Co.
Cohn Brothers
Internatoinal Business Machines
Mrs. F. G. Gerspach
Ed Hamilton Furs, Inc.
Richard Brown
A. D. Ford & Son
Kendall Lumber Mill
Weiners
American Brush Co.
Osmund & Co.
F. B. Packard, M.D.
Palisades Market
Koldkist Ice
Wayne C. Stookey Jewelers
Nehalem Valley Motor Freight
Oyster Loaf Restaurant
Wesley J. Gould
Pacific Greyhound Lines
Brighter Homes Paint Store
Safety Stores
Kennell-Ellis
Dr. Earl R. Abett
Klingbeil & Oetinger
Oregon Egg Producers
Lundberg Parkery
Empire Building Materials
Cretoria Thompson

Inland Motor Freight
R. S. Peters Sales & Service
Wymore Transfer Co.
The National Cash Register Co.
LaRoy Jewelers
Tik Tok Drive-In
Sharp & Dohme
Painting & Decorating
Contractors of America
Feltman & Curmie
Edison Brothers Stores, Inc.
Burkhardt Florists
Contractors Equipment Corp.
N. Van Hevelingen
Smith-Lyons Motor Co.
Portland Gas & Coke Co.
General Petroleum Corp.
Omar C. Palmer
Krauss Trimmings Co., Inc.
The Virginia Restaurant
Benjamin G. Fleischman
Fuller Brush Company
Union Oil Co. of California
Dr. Marlowe Dittbrandt
Miller's For Men
Tide Water Associated Oil Co.
Dr. William L. Corbin
Ralph & Horwitz
A. J. Rose & Son
Standard Outfitting Co.
Heathman Hotels
Sunset Logging Co.
Portland Laundry & Dry
Cleaners
Kerr Conserving Co.
C. Harold Palmer, M.D.
Portland Seed Co.
Robertson, Hay & Wallace
East Side Motorcycle Co.
Wilcox Investment Co.
Collins & Wilmes Cigar Co.
Radio Cab Co.
Deluxe Motor Service
Mrs. Besson & McGowan
R. A. Hungerford
John Valberg Lumber Yards, Inc.
Jensen & Davenport
J. A. Freeman & Son
Lido Restaurant
Weimer Hdw. & Furniture Store
Zonta Club of Portland
Portland Women's Forum
World Insurance Co.
C. M. Corkum Co.
Coastwise Line
International Harvester Co.
Joe Fisher
John H. Burgard & Co.
Crown Mills
Jones Lumber Corp.
Nu-Way Printing & Envelope Co.
Loomis Armored Car Service, Inc.
Mailliard & Schmieidell
Electroencephalographic
Laboratory
Northwest Foundry & Furnace
Co.
Doesn't Want Name Revealed
Town Tavern
Northwest Advertising, Inc.
H. W. Bragg
Commercial Iron Works
Western Seat Cover Co.
Insurance Service Co.
Lind Florists
Automatic Oil Co.
Dr. Ira E. Gaston
Dr. Adalbert G. Bettman
Porter Rasmussen Co.
Oregon Nev. Calif. Fast Freight
Norene Tire & Battery Co.



GOLDEN ROSE Ski Tournament

**MT. HOOD,
OREGON**

Sunday June 14th

55 miles . . . 1½ hours
from Portland — East on S. E.
Powell Blvd. — Oregon Highway No. 50

The Golden Rose Ski Tournament, last major ski meet held in the United States each year, is also the final event on every Rose Festival program. Internationally famous ski stars assemble on the slopes of Mt. Hood to provide mile-a-minute downhill race thrills for the excited gallery of summer ski race spectators. The "finish" line is but a short distance from luxurious Timberline Lodge. A light wool sweater usually provides sufficient warmth — you'll need boots or galoshes to keep dry feet. Ride the fabulous "Skiway", world's largest and longest aerial tramway, from Government Camp to the threshold of Timberline Lodge. Plan a Sunday, June 14, trip to Mt. Hood for the action-packed Golden Rose Ski Tournament.

RACES START 1:00 P.M.

Presentation of Awards by Rose Festival Queen and Court — 3:30 P.M.



A feature of nearly every Golden Rose downhill race is the long schuss into the finish line. From the start of the course, the race drops quickly over fast corn snow through a succession of wide, high speed gates. For an afternoon of thrills, spills and sheer excitement, don't miss the Golden Rose Ski Tournament.

ASSOCIATE MEMBERS

- Edmund Hayes
Del Monte Meat Co.
Ramsay Signs, Inc.
Aubrey R. Watzek
A. B. C. Letter Co.
Sandycrest Terraces
Northwestern Drug Co.
Wolford Motor Co.
L. R. Hussa
A. V. Petersen Co.
Interstate Tractor & Equip. Co.
Nordstrom's
Ross Island Sand & Gravel Co.
Neidermeyer-Martin Co.
Farrington Service
Dental Arts Co.
Roedel Tile Contracting Co.
New England Mutual Life Ins.
Co.
Consolidated Dairy Products Co.
Honolulu Meat Co.
United States Bakery, Inc.
William S. Turner Co.
Marks Furniture & Appliance Co.
Griffith, Phillips & Coughlin
Lumber Manufacturers, Inc.
Swift & Company
Goodman & Bader
Nunn Bush Shoe Store
Multnomah Trunk & Bag Co.
Covey's U-Drive Service
J. S. Klingner
Paul Neils Lumber Co.
Karl's Kustom Made Shoes
The Bank of California
C. D. Johnson Lumber Co.
Hugh B. Campbell
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Goldstein's & Co.
Ogden & Gravelle
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E. M. Adams & Co.
L. E. Crouch
Langendorf United Bakeries, Inc.
Ben-Hur Products, Inc.
Willamette Iron and Steel Co.
Ben H. Hazen
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Simonds Saw & Steel Co.
Leslie Scott
Max Hirsch
White Stag Mfg. Co.
Ray Carr Co.
Mallory Hotel
Dr. R. F. Kenaga
Dr. Mabel M. Akin
Fahey-Brockman
Curtis Lumber Co.
Lyon Van & Storage Co., Inc.
Briggs-Gething
Northwest Poultry & Dairy
Products Co.
Blagen Mill Company
Meier & Frank Co.
A. A. Hallander & Co.
Portland Concrete Pipe and
Products
Kingsley Lumber Co.
Ward & Greene
Multnomah Typographical Union
No. 58
Western Wirebound Box Co.
S & W Fine Foods, Inc.
Ellison-White Bureau
Kneeland, Johnson & Noce
Campbell Court Hotel
- Dr. Walter A. Goss
Archer-Daniels-Midland Co.
American Bldg. Maintenance Co.
Kelly's Olympian Co.
Helen Bernhard
Ray F. Becker Co.
Club Portland
Lawrence, Tucker & Wallmann
Dirks & Company
Rosenberg Bros. & Co.
Joseph & Lucas Music Mart
McPherson Furnace & Supply Co.
Loggers & Contractors Machinery
Wilson Sporting Goods Co.
Washington Hotel
Western Waxed Paper Co.
Oregon Automobile Ins. Co.
The Oregonian
Granning & Treece
Kraft Foods Co.
Rudy Taggesell Motors
Columbia River Tariff Bureau
Sears, Roebuck & Co.
P & C Hand Forged Tool Co.
Lincoln Memorial Park
Thriftee Market
Robert Arneson
Portland Fish Co.
Brice Mortgage Company
Bullier & Bullier
Grigsby Bros.
Archie Goldsmith & Brothers
Claude I. Sersanaus
Sand, Charles E. Plywood Co.
Archdiocese of Portland
Columbia Door Co.
Jaggar-Sroufe Co.
A. McMillan & Co.
Dr. Howard C. Emmerson
Portsmouth Motors
Blue Mountain Hide, Wool &
Fur Co.
Shannon & Co.
Haack Laboratories, Inc.
Charles Bruning Co., Inc.
Roy Burnett Motors, Inc.
Blasing Granite Co.
The J. K. Gill Co.
C. B. Stetson Lumber Co.
Jewett, Barton, Levy & Kern,
Inc.
MacWilkins, Cole & Weber
Harold P. Drake
Mail Well Envelope Co.
Oregon City Woolen Mills
Monarch Forge & Machine Works
Title and Trust Co.
Pacific Metal Co.
Columbia Brick Works
Commonwealth, Inc.
Nicolai Door Mfg. Co.
Shaver Transportation Co.
Bekins Moving & Storage Co.
Fred H. Slate Co.
Joseph R. Gerber Co.
Multnomah Hotel
Babler Brothers
John B. Yeon Co.
Wood Products Co.
Mathis, Inc.
Atiyeh Bros. Inc.
Dan Marx & Co.
Nat'l. Restaurant Supply Co.
Oliver & Thompson
California Spray-Chemical Corp.
Collins & Erwin Piano Co.
Riverview Abbey Mausoleum Co.
Bradford Clothes Shop
- Lee V. Crain & Son
Billings & Cronn
Hoch and Selby
Columbia Hat Co.
Armishaw's Shoes
Sandy's Camera Shop
Oregon Worsted Co.
Central Supply Co.
Patterson Dental Supply Co.
E. Hofer & Sons
Dr. John P. Trommald
Rogers Construction Co.
John L. Jersey, Gen. Contractor
Zoss Construction Co.
Drs. Earl D. Dubois & Russell
Baker
Portland Fed. Savings & Loan
United Adjusters
Ireland Guild and Simms
F. M. Tarbell Co.
Church Newberry & Reehr
Sawtell, Goldrainer & Co.
Roberts Motor Company
Selling Building Pharmacy
Stratford, Visse & Co.
National Laundry Co.
Portland Printing House, Inc.
Drs. Boylen, Miller & Gilmore
Standard Insurance Co.
Benz Spring Co.
Pacific Coast Stamp Works
Carl's Garage
Lyman Slack Motors
Raphael Motor Co.
Star Machinery Co.
Western Machinery Corp.
American Associated Ins. Co.'s
Sharff & Sons
L. S. Siner & Sons
Wanke Panel Company
Nudelman Brothers
Bausch & Lomb Optical Co.
Port Investment Co.
Vancouver-Portland Bus Co.
Rodda Paint Co.
Local No. 99 Musicians Mutual
Assn.
Smith-Phillips Co.
Charles F. Berg
Pepsi-Cola Bottling Co.
Pacific First Federal Savings &
Loan
Gallen Kamp's
Oregon Leather Co.
Weyerhaeuser Line
Interstate Terminals
Terminal Flour Mills Co.
Albina Engine & Machine Works,
Inc.
Portland Wire & Iron Works
Century Co.
The Imperial Hotel
Johnson Auto Co.
United Finance Co.
S & J Meat Co.
Timber Structures, Inc.
Caldwell Finance Co.
Al Jensen
Tillamook-Portland Auto Freight
Portland Trust Bank
Bradley's Pies
Cascade Mfg. Co.
Joseph B. Knapp Co.
J. H. Sandberg Co.
Rawlinson's
Williams & Company
Dr. Howard C. Stearns & Dr.
Clifford Pearl



*

ART Festival

SATURDAY - SUNDAY

10 A.M. to 8 P.M.

June 13 and 14

Laurelhurst Park, S.E. Oak Street at 35th

This year, for the first time in Rose Festival history, Portland will have a full-scale outdoor art festival. Working together, the Rose Festival Association, the City of Portland, and nine art and arts and crafts groups have made this possible. Here you will find exciting examples of painting, sculpture, prints, pottery, weaving, metal arts, and craft work of all kinds. This is your chance to see art on display — and being produced by skilled artists and craftsmen. Art is an important part of your life. Enjoy it — and yourself — at the First Annual Portland Art Festival.



EXHIBITING ORGANIZATIONS

Allied Arts & Metal Guild
Artist Membership, Portland Art Association
Artists Equity Association, Oregon Chapter
Arts & Crafts Society
Museum Art School
Oregon Ceramic Studio
Portland Advertising Artists Guild
Portland Handweavers
Portland Potters

PROGRAM

- 12:45 P.M. Queen's Entrance (June 13 only)
3:00 P.M. Ballet — Mt. Scott Community Center
4:00 P.M. International Folk Dances. The International Folk Dancers of Portland
5:00 P.M. Choral Numbers, Portland Civic Chorus
5:30 P.M. Modern Dance, Portland Modern Dance Group
6:00 P.M. Square Dance, Hello Club



"Self-Portrait as a Royal Rosarian" by Jack McLarty

*NUDE WITH 2 APPLES - D.O.

associate members

- Empire Construction Co.
 Bungalow Courtel
 Christal & Grady
 Gilbert A. Stearns
 Muirhead & Murhard Co.
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 Portland Screw Co.
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 Portland Supply Co.
 Norman Brothers
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 Reimers & Jolivette
 Holman Transfer Co.
 Dr. C. J. Dean Clinic
 Arthur M. Mears
 California Spray-Chemical Corp.
 Bartells Co.
 John C. Albright
 Gladys Gilbert Studio
 Barde Steel Co.
 Balzer Machinery Co.
 Oregon Music Co.
 Troy Laundry
 Ireland's, Inc.
 Reid-Strutt Co.
 Oregon Laundry & Dry Cleaners
 Smithwick
 Wells-Reed Insurance
 William Heller Ehrman
 Beall Pipe & Tank Corp.
 Bruno Art Studio
 Blanchard Lumber Company
 Northwestern School of
 Commerce
 Robert M. Robson
 Photo Art Commercial Studios
 Sandberg Mfg. Co.
 Bronson Insurance Agency
 J. C. Corbin Co.
 William J. Sheehy
 C. W. Walls & Son
 John C. Banks & Co.
 Ken Wilcox Agency
 Columbia Steel Casting Co.
 Continental Can Co.
 L. D. Heater Music Co.
 Clyde R. Richardson
 Oregon Journal
 Sears Rexall Drug Company
 Fraser Paper Co.
 Simmons Credit Co.
 Dr. F. Walter Brodie & Jessie
 L. Brodie
 Oregon Casket Co.
 Superior Biscuit Co.
 Fruehauf Trailer Co.
 Dooly & Co.
 Newcomer's Service
 United Brokers Co.
 L. H. Hoffman
 Harold M. Kupp
 California Bag & Metal Co.
 Florsheim Shoe Store Co.
 Carlton Hotel
 L. A. Seattle Motor Express, Inc.
 Paul F. Murphy, Inc.
 S. H. Kress
 Bergman's Jacqueline Shops
 Heating Equipment Co.
 Hertz Drivervself Stations, Inc.
 Peerless Pacific Co.
 North Pacific Grain Growers, Inc.
 Frank Fink Co.
 Gordon Wiltshire
- Charlton Laboratories
 Carl B. Wintler
 Colyear Motor Sales Co.
 Nu-Built Furniture Stores
 Acme Metal Works, Inc.
 Mr. Frederick B. Bickel
 Pearson Company
 Field & Co., Inc.
 Pierce Trailer & Equip. Co.
 Butler Construction Co.
 Lynn P. Sabin
 Steam Fitters Union No. 235
 Merrill, Lynch, Pierce, Fenner &
 Beane
 William Volker & Company
 Dari-Del Foods Company
 Western Golf Course Supply Co.
 Lipman Wolfe & Co.
 Edwards Furniture Co.
 Mr. and Mrs. Lewis Pfeifer
 Edwards Furniture Co.
 Pure Carbonic, Inc.
 Collis Johnson
 Smith Brothers
 Pettit Bedding Co.
 Western Airlines
 Portland Cutlery Co.
 Star Drilling Machine Co.
 Hungerford Hotel
 Purdy Brush Company
 Joe Battaglia
 M. Jacoby
 Gunderson Brothers Engineering
 Corp.
 Gresham Berry Growers
 Signal Oil Company
 Bickford Construction Co.
 Palmer's Appliance Store
 Rock Wool Insulating Co., Inc.
 North Coast Seed Company
 W. L. May Company, Inc.
 Charles W. Sexton Co.
 F. A. Rodgers 5 and 10 Stores
 Peterson & Dering Rose Growers
 Ralph Hoyt Co.
 Skookum Co.
 F. W. Woolworth Co.
 The Texas Company
 Office Supply Company
 Portland Doctors Exchange
 Service
 Dr. F. R. Hunter
 Hotel Benson
 Stevens & Thompson Engineers
 Lloyd Corporation, Ltd.
 General Drafting Service
 Construction & General Laborers'
 Union No. 320
 Quality Pie Shop
 Eldridge Food Sales
 The Stevens Corporation
 Monte's Manufacturing Co.
 Powers Furniture Co.
 Kubli-Howell Co.
 Kruse Motors
 Western Transportation Co.
 O. Korber
 The George Lawrence Co.
 Portland Realty Board
 Ideal Cement Co.
 W. J. McCready Lumber Co.
 Frank L. McGuire
 Triangle Milling Company
 Chase Gardens
 Alexander Motors Co.
 American Pipe & Construction
 Company
 Smallen & Classen
 Nilsson Wall Paper Co.
 Hodgen-Brewster Centennial
 Flouring Mills Co.
- Best Auto Spring Co.
 Plaza Hotel
 Sylvan Brick Co.
 Knight Shoe Co.
 Marine By-Products Fertilizer Co.
 Pillsbury Mills, Inc.
 Dickson Drug Co.
 Nu Bora Soap Co.
 Enke's City Dye Works
 Albert B. Reynolds
 Mrs. J. Donaldson
 Nicholas Ungar
 Otis Elevator Co.
 LeRoy's Fountain Lunch
 J. W. Huserik & Son
 Vines Credit Jewelers
 Wagner Electric Co.
 Hollis Johnston
 Ruff's R. H.
 J. E. Lawrence Co.
 Nick's Flower Home
 National Organization Masters,
 Mates & Pilots
 Atkins Saw Division of Borg-
 Wagner Corp.
 Day Lite Meat Co.
 Oregon Transfer Co.
 Urban Plumbing & Heating Co.
 General Teamsters, Auto Truck
 Drivers and Helpers
 Cummins Diesel Sales of
 Oregon, Inc.
 Iron Fireman Mfg. Co.
 Hal H. Moor
 Reynolds Metals Co.
 Northwest Airlines, Inc.
 Robert T. Stevens & Co.
 Eastman Kodak Stores, Inc.
 Jerome Margulis
 Monte Brooks
 Mrs. Ross McIntyre
 The National Corp. of America
 Musicians Mutual Assn.
 The Pagoda
 Jack B. Godfrey
 D. N. & E. Walter & Co.
 Industrial Hospital Assn.
 Shaw Surgical Co.
 Milton L. Gumbert
 Howard Brewton
 Mitchell Bros. Truck Lines
 E. E. Schenck and Co.
 N. C. Dimick, Motion Pictures
 Giffords Flowers
 Hyland's Old Book Store
 Don H. Burcham Co.
 Dr. D. C. Burkes
 Candy Products Co.
 Porter W. Yett
 Gill Bros. Seed Co.
 The Cubhard (Cupboard)
 John LaPorte
 Dairy's Supply Co.
 Fairview Farms
 Portland Candies Co.
 Wiggins & Co.
 Altrusa Club
 Coca Cola Bottling Co.
 Carl Greve Jeweler
 Western Golf Course Supply
 Polly Ann Grille
 Harry B. Buckley
 Braeger's Oregon Seed Co.
 Dan Hay
 Hotel Broadway
 Mercantile (Miller) Co.
 Tucker-Emmrich Co.
 Dr. W. F. Hollenbeck
 McAn Shoe Co.
 Portland Furniture Mfg. Co.
 Hills Bros., Coffee

1851

CITY OF ROSES HISTORICAL HIGHLIGHTS

PORTLAND, OREGON

The first ship built and launched in Portland was the Star of Oregon, constructed by Joseph Gale and associates on Swan Island in 1841. Ten years later the city was thrilled by the arrival of the brig Amazon, its first visitor from the Orient, having sailed from Whampoa, China. Portland's growth as a prosperous and expanding seaport had begun.

In 1872 Portland suffered a disastrous fire that wiped out many blocks of stores and buildings. The city quickly rebuilt and continued its efforts of expansion.

By 1884 Portland was linked to the East by rail and three years later with California.

The Lewis and Clark fair in 1905 aided materially in the growth of the city by bringing many visitors into the area, many of whom stayed, or returned as settlers.

During World War I Portland achieved an enviable record in meeting all its obligations in raising troops, subscribing to war loans and in building ships. In World War II the city made an equally fine record, winning many efficiency awards, over-subscribing all war loans, and constructing a wide variety and a large number of war-needed vessels in record time.





For Complete Travel Information

VISITOR'S INFORMATION CENTER

Portland Chamber of Commerce
1020 S. W. Front Street
Portland 4, Oregon

OR TRAVEL AND INFORMATION DEPT.

Oregon State Highway Commission
Salem, Oregon