

46th

annual PORTLAND
ROSE FESTIVAL



OFFICIAL PROGRAM
JUNE 9-13, 1954

25c



WELCOME TO ROSARIA

PRESIDENT'S MESSAGE



Sixty-six years ago Portlanders chose the Rose as the symbol of the beauty of their city, and conceived an Annual Festival of Roses as the means of firmly establishing this symbol in the hearts and minds of the American people. The tradition has grown stronger with the years. The fame of this uninterrupted annual civic effort dedicated, as it is, to the beauty of a flower has transcended our own shores to the point that Portland is now universally known as the "City of Roses."

On this sixty-sixth anniversary we welcome you, our visitors, to Portland's Annual Rose Festival.

Our Festival Week is filled with exciting, thrilling, never-to-be-forgotten events. As they unfold before your eyes we ask that you have a thought for the strength of a community that embraces such an effort, and for the greatness of a nation that makes such things possible for the enjoyment of its people. To our own wonderful citizens, thank you all for your contributions and ticket book purchases in support of the Rose Festival tradition.

N. Thos. Stoddard

1954 ROSE FESTIVAL ASSOCIATION

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FRANCIS HILL
Second Vice-President

L. W. (BUD) MALLET
Executive Manager

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Treasurer

DOUGLAS W. LOWELL
Secretary

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ACTIVE HONORARY DIRECTORS

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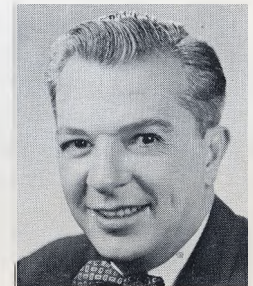
Reade M. Ireland
C. P. Keyser
Frank E. McCaslin

Milo K. McIver
James J. Richardson
James D. Roberts
George Schoeffel

ASSOCIATE DIRECTORS



F. V. MAGAURN
*Prime Minister
Royal Rosarians*



LARRY HILAIRE
Portland Rose Society

FRED L. PETERSON
CARVEL C. LINDEN

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*Welcome
To the City of Roses*

We very much want you to be supremely happy while in our midst, and we feel confident that the beauty of our out-of-doors, in any direction you may look or care to go, together with the demonstrated friendliness of our people will assure that.

Our greatest wish is that friendships formed here will be lasting and that they will enrich our lives.

Sincerely,

Fred L. Peterson
MAYOR



SCHEDULE OF EVENTS

TICKET BOOKS—ADULTS \$2.40—JUNIOR \$1.00 (tax included)

Single Admission to Thursday, Friday, Saturday Stadium Shows \$1.50 and 60c

Admission to Queen Selection by Ticket Book only!

Friday, May 28th

JUNIOR QUEEN SELECTION AND CORONATION at the Public Auditorium 8:00 P.M.

Sunday, June 6th

Portland Council of Churches has proclaimed this date as official Rose Sunday, to be observed by all Portland Churches.

Wednesday, June 9th

QUEEN SELECTION AND CORONATION 8:00 P.M. at the Multnomah Civic Stadium. **DANCING WATERS**, fabulous quarter of a million dollar fountain display. Designed and produced in Germany, makes its Northwest debut. Another Rose Festival **FIRST**. A water ballet set to music. Nineteen motors, activated from an electrically operated console played like an organ, force thousands of gallons of circulating water through more than 4,000 jets to a controlled height of 20 to 50 feet.

Thursday, June 10th

"STARLIGHT SERENADE" MC'd by "Toast of the Town" Ed Sullivan with a star studded cast of such celebrities as GORDON MACRAE, TEX RITTER with his western band, DAVID

ROSE conducting the Portland Symphony Orchestra, Oroc recording songstress EVELYN LYNNE. STAN FISHER, harmonica player who is sensation of sophisticated night clubs, MONTE BALLOU's Castle Jazz Band and RED DUNNING's orchestra. A musical smorgasbord plus "DANCING WATERS." Everything in music from Be-Bop to Bach.

Friday, June 11th

JUNIOR ROSE FESTIVAL PARADE. N. E. Portland Hollywood District—2:00 P.M.

Friday, June 11th

A completely different **STADIUM SHOW**, same cast, with HOMER WELCH, producer and director of show MCing. Former Portlander now with NBC, Hollywood, plus "DANCING WATERS."

Saturday, June 12th

Portland's world famous **GRAND FLORAL PARADE** will form in Multnomah Civic Stadium with the pre-parade show scheduled to get underway at 9 A.M. Parade starts at 14th and Salmon Streets 10:00 A.M. ROY ROGERS' and CHERYL ROGERS, and their horses Trigger and Buttermilk.

Friday and Saturday, June 11th and 12th

From 1:00 to 9:00 P.M. in the basement of the Public Auditorium the 66th annual **ROSE SHOW** sponsored by the Portland Rose Society. "Knighting" of distinguished visitors will immediately precede official opening of the Rose Show by Queen and Court on Friday afternoon at 1:00 P.M.

Sunday, June 13th

MARINE DAY ON THE WILLAMETTE and **GOLDEN ROSE SKI TOURNAMENT** at Timberline Lodge on Mt. Hood. Both these Sunday events are scheduled to start at 1 P.M.

Friday, Saturday and Sunday, June 11th, 12th and 13th

ART FESTIVAL, Laurelhurst Park.

June 9th thru 13th

U. S. NAVY SHIPS IN HARBOR!!



QUEEN SELECTION AN

MULTNOMAH

PRE-CORONATION CONCERT 7:30 p.m.

The Benson High School Band and the Benson Gleemen in various selections.

The National Anthem.

PROCESSIONAL 8:20 p.m.

Arrival and introduction of the princesses and escorts.

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 what belonging to the Court of Rosaria means to her.

Judges will retire to select the queen.

(Your score card is at bottom of this page)

"SPOTLIGHT ON YOUTH" 9:40 p.m.

KOIN-TV "Spotlight on Youth" orchestra under the direction of Verne Preston and featuring talent from the "Spotlight on Youth" TV program: The Three Crane Sisters,



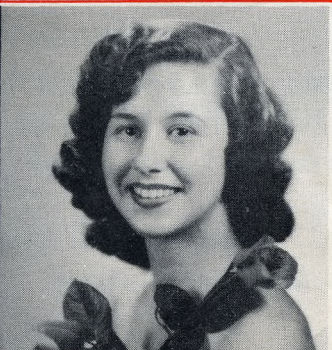
PRINCESS BARBARA
Jefferson



PRINCESS MARILYN
Roosevelt



PRINCESS ELAINE
Franklin



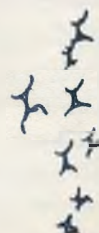
PRINCESS JOANNE
Girls Poly

7:30 P.M., Wednesday, June 9



JUDGE FOR YOURSELF

	*How would you rate them?	Appearance Up to 40%
Princess Barbara Manly, Jefferson	1.	<i>Impressive presentation</i>
Princess Marilyn Larson, Roosevelt	7.	<i>atg.</i>
Princess Elaine Lord, Franklin	5.	<i>Princess atg. presentation</i>
Princess Joanne Broome, Girls Poly	8.	<i>atg.</i>
Princess Donna Goode, Cleveland	2.	<i>atg.</i>
Princess Maureen Doherty, Lincoln	4.	<i>Simple presentation</i>
Princess Thelma Lowenthal, Grant	3.	<i>atg.</i>
Princess Jan Markstaller, Washington	6.	<i>atg.</i>



*The judges selection of the Queen is based on the following points:
Up to 40% on appearance ... Up to 40% on poise ... Up to 20% on speaking ability.

D CORONATION PROGRAM

STADIUM

baton twirlers from Cleveland high school; Joanne Hamilton, vocalist; Don Palmer, vocalist; Three Jacks, Don Arms, Mel Olds, Ron King in a trumpet trio; George Walker, vocalist, and Jean Marsh, vocalist.

ROYAL ROSARIANS DRILL TEAM 10:00 p.m.

Captain of the Guards, William Huckba in command, accompanied by the Benson High School Band.

DANCING WATERS SHOW 10:05 p.m.

CORONATION CEREMONIES 10:15 p.m.

Introduction of official dignitaries and 1953 Queen Nancie I. 1954 Queen of Rosaria introduced by 1953 Queen.

Crowning of Queen by Royal Rosarians.

Presentation of key to city to Queen by Mayor Peterson.

RECESSIONAL OF QUEEN AND COURT 10:30 p.m.

Accompanied by Benson High School Band.

Announcer: JOHNNY CARPENTER, Master of Ceremonies

DR. WILLIAM OLIVER, Program Director

DR. PAUL ERNST, Musical Director



PRINCESS DONNA
Cleveland



PRINCESS MAUREEN
Lincoln



PRINCESS THELMA
Grant



PRINCESS JAN
Washington



QUEEN SELECTION JUDGING CARD

	Poise Up to 40%	Speaking Ability Up to 20%	TOTAL



66th ANNUAL ROSE SHOW

PUBLIC AUDITORIUM, S. W. 3rd and Clay Streets
FRIDAY, JUNE 11 and SATURDAY, JUNE 12

The Portland Rose 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 the largest organization of its kind in the world.



PROGRAM

FRIDAY, JUNE 11

Pre-Opening Ceremonies—12 Noon

Musical selections by the Fairfield, Montana High School Band and the Royal Rosarian Choral Group.

Knighting Ceremonies—12:30 P.M.

Visiting dignitaries, Ed Sullivan, Gordon MacRae, David Rose, Roy Rogers and Dale Evans to be knighted by the Queen and Royal Rosarians.

Rose Show Opening—1:00 P.M.

Queen of Rosaria officially opens the 66th Rose Show by cutting the ribbon. Doors open 'til 9:00 P.M.

SATURDAY, JUNE 12

Rose Show open from 1:00 P.M. to 9:00 P.M.



Private residence gardens, hobbyist growers, contribute a great deal of beauty toward Portland's reputation of being the City of Roses. Rose gardens are carefully cultivated throughout the city and below are a few addresses which visitors to the Rose Festival are cordially invited to see:

- | | |
|----------------------------------|---|
| 8312 S. W. Canyon Drive | 3540 S. E. Crystal Springs Blvd. |
| 678 S. W. Burlingame Terrace | 3380 S. E. 9th |
| 1140 N. E. 42nd | LEWIS AND CLARK COLLEGE |
| 3846 N. W. Thurman | International Test Gardens
(Washington Park) |
| 3600 S. E. Crystal Springs Blvd. | PENINSULA PARK |

Welcome to Portland . . . The City of Beautiful Roses



BYGONE DAYS

FESTIVAL HISTORY



THE PORTLAND ROSE FESTIVAL is 46 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 Champog. 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 Champog 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 preeminent 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 demo-

cratic 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.

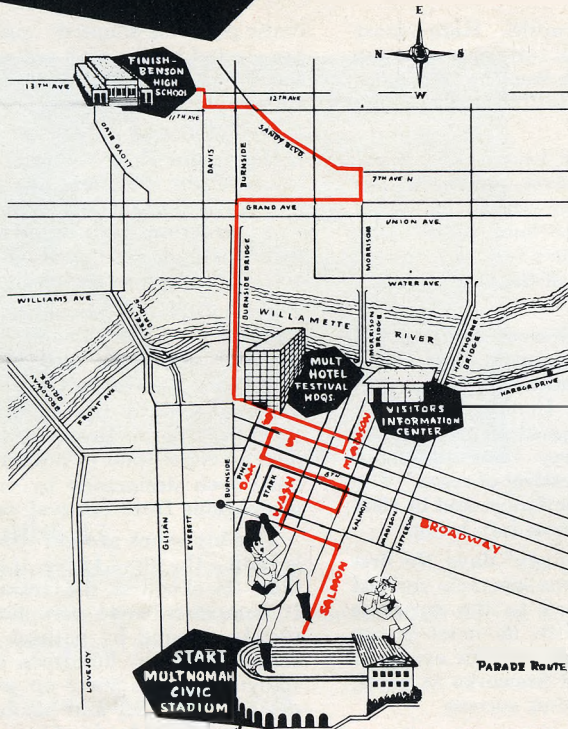




GRAND FLORAL PARADE

LEGENDS IN FLOWERS

53 Floats 34 Marching Units 2,050 Marching



ORDER OF MARCH

Queen's Division—J. Walter Johnson, Marshal

- B-1 Police Motor Escort—Capt. Richardson
- B-2 Portland Police Drum & Bugle Corps (40)
- B-3 U. S. Marine Corps Color Guard (4)
- B-4 U. S. Marine Corps Band (Dept. of Pacific) (42)
- H-1 Portland Police Dept. Mounted Posse
- B-5 Benson High School Band (Will substitute Queens Band) (75)
- H ROY ROGERS AND DALE EVANS, HON. GRAND MARSHALS
- B-6 Fairfield High School Band (Montana) (66)
- 1. GOVERNOR PAUL PATTERSON
- 2. MAYOR FRED PETERSON
- 3. PRESIDENT N. THOS. STODDARD, PORTLAND ROSE FESTIVAL ASSN.
- B-7 Royal Rosarians Drill Team
- 4. PORTLAND CHAMBER OF COMMERCE QUEEN'S FLOAT

Division No. 1—Hubert Goode, Marshal

- B-8 Washington High School Band (77)
- 5. PORTLAND GENERAL ELECTRIC CO.
- 6. ROBERTS BROTHERS DEPARTMENT STORE
- B-9 Hillsboro High School Band (60)
- B-10 Hillsboro American Legion Drum and Bugle Corps (40)
- 7. HILLSBORO JR. CHAMBER OF COMMERCE
- 8. ASSOCIATED RESTAURANTS OF OREGON

Division No. 2—Harvey Barragar, Marshal

- B-11 WAF Band
- 9. PORTLAND CENTRAL LABOR COUNCIL
- 10. PASADENA TOURNAMENT OF ROSES
- 11. PORTLAND KIWANIS CLUB
- B-12 Seattle Seafair Marching Unit (10)
- B-13 Seattle Highline High School Band (80)
- 12. SEATTLE SEAFAIR

Division No. 3—Chester Bell, Marshal

- 13. PACIFIC POWER & LIGHT CO.
- B-14 Roosevelt High School Band
- 14. MEIER & FRANK CO.
- 15. OREGON BAKERS ASSN.
- B-15 Central Catholic High School Band (80)
- St. Mary's Academy Marching Unit (40)
- 16. CATHOLIC ORGANIZATIONS

Division No. 4—Harry Buckley, Marshal

- 17. UNITED STATES NATIONAL BANK
- B-16 Newberg High School Band (40)
- B-17 Newberg Berrian Marching Unit (30)
- 18. NEWBERG BERRIAN FARMER CLUB
- 19. EAST SIDE COMMERCIAL CLUB
- B-18 Tacoma High School Band (54)
- Tacoma Patrolmen Motorcycle Unit
- 20. PUYALLUP VALLEY DAFFODIL FESTIVAL

Division No. 5—Art Kohanek, Marshal

- 21. PALESTINE CHAPTER ORDER OF DEMOLAY
- B-19 Franklin High School Band (78)
- 22. PACIFIC TELEPHONE CO.
- 23. HOLLYWOOD BOOSTERS
- B-20 Lincoln High School Band
- 24. MILWAUKIE JR. CHAMBER OF COMMERCE

Division No. 6—Dr. R. M. Erwin, Marshal

- 25. PORTLAND BUREAU OF FIRE
- B-21 Tigard High School Band (60)
- 26. TIGARD ROSE FESTIVAL ASSN.
- 27. B'NAI BRITH LODGE NO. 65
- B-22 Beaverton Drum Corps (25)
- B-23 Beaverton High School Band (60)
- 28. BEAVERTON JR. CHAMBER OF COMMERCE

Division No. 7—George W. Heilig, Marshal

- 29. FIRST NATIONAL BANK OF PORTLAND
- B-24 U. S. Air Force Drum & Bugle Corps, Fairchild AFB, Washington (40)
- 30. SHELL OIL COMPANY
- 31. PORTLAND TRACTION COMPANY
- B-25 Vancouver High School Band (97)
- B-26 Vancouver Marching Unit
- 32. VANCOUVER, WASHINGTON

Division No. 8—Charles Paine, Marshal

- 33. GENERAL PETROLEUM CORP.
- B-27 Grant High School Band (83)
- 34. MULTNOMAH KENNEL CLUB
- 35. PORTLAND BUREAU OF FIRE
- B-28 Cleveland High School Band (90)
- 36. PORTLAND REALTY BOARD

Division No. 9—Ray Sandford, Marshal

- 37. ALUMINUM COMPANY OF AMERICA
- B-29 Knights of Pythias Drum & Bugle Corps (40)
- 38. KNIGHTS OF PYTHIAS LODGE DIST. NO. 1
- 39. PORTLAND RETAIL TRADE BUREAU
- B-30 Portland Bag Pipe Band
- 40. PORTLAND BUREAU OF POLICE

Division No. 10—Roy Morris, Marshal

- 41. RELIABLE TRANSFER CO.
- B-31 Girls Poly Band (85)
- 42. LAUNDRY INDUSTRY—DRY CLEANING INDUSTRY
- 43. MIXERMOBILE DISTRIBUTORS, INC.
- B-32 R. O. T. C., Oregon State College (25)
- 44. MEADOWLAND DAIRY

Division No. 11—Dr. Fred Ebel, Marshal

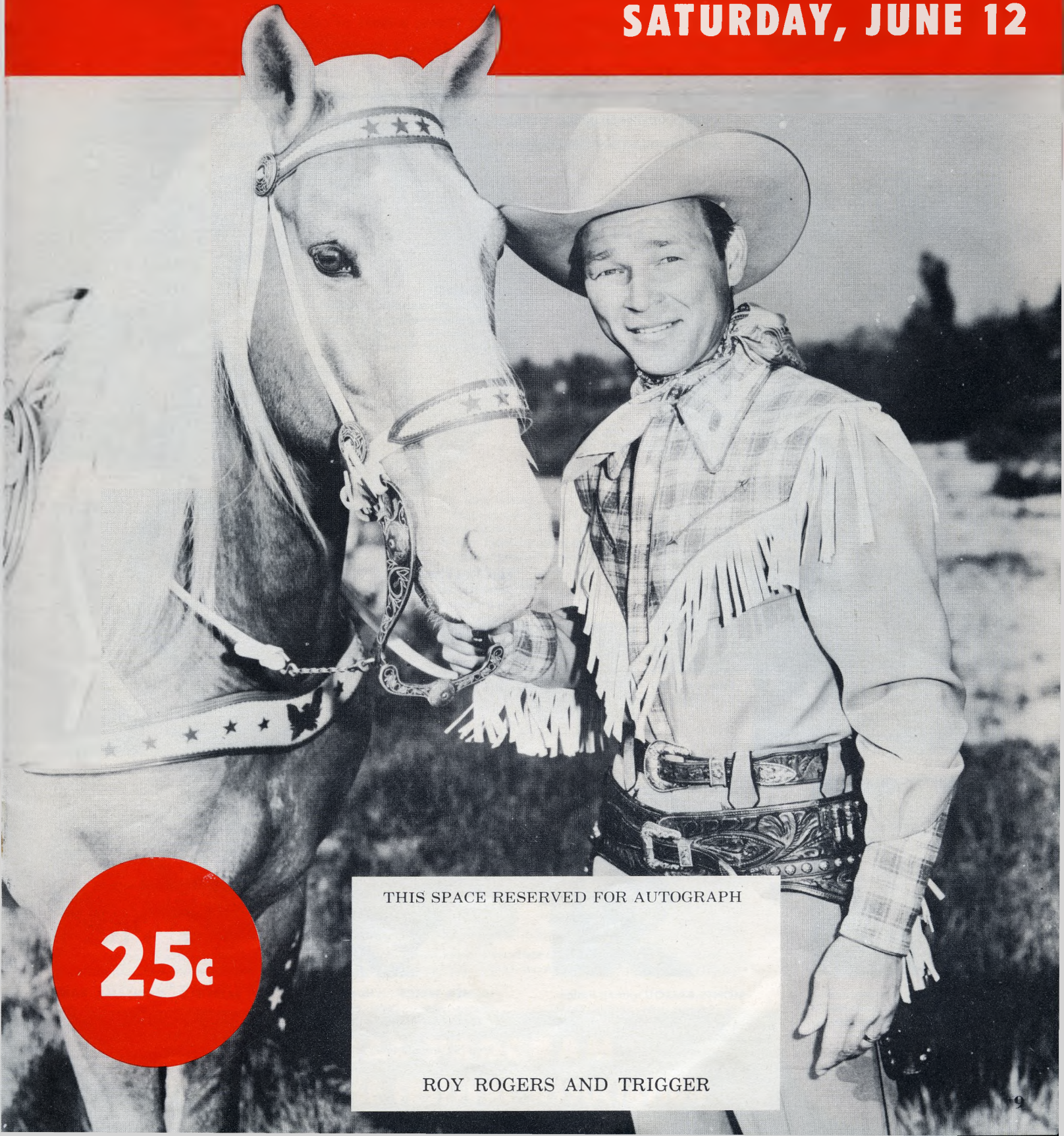
- H-15 Multnomah County Sheriff's Posse (Full posse with color guard) & 16
- 45. BELMONT CLEANERS
- 46. BIXBY'S OREGON SOIL CLINIC
- B-33 Jefferson High School Band (77)
- 47. MOLALLA BUCKEROO
- 48. CANNON BEACH
- 49. STEVENS DISASTER CAR
- H-1 Portland Mounted Posse (Full posse and color guard) & 2
- H-3 Wilhelmson, Gifford C.
- H-4 Waack, (Miss) Carol E.
- H-5 Marion County Sheriff's Posse (Color guard)
- H-6 Roads, Rocky
- H-7 Washington County Sheriff's Posse (Color guard)
- H-8 Howard, Anita
- H-9 Columbia County Sheriff's Posse (Color guard)
- H-10 Logsdon, Lonnie
- H-11 Clackamas County Sheriff's Posse (Color guard)
- H-12 Mayer, Mrs. Harry
- H-13 Nudelman, Marilyn
- H-14 Wilhelm, Rose Franke
- H-15 Multnomah County Sheriff's Posse (Full posse with color guard) & 16
- H-17 Weik, Bud

Numerals indicate floats.
 "B" Numbers indicate bands and marching units.
 "H" Numbers indicate Equestrian Divisions.

GRAND FLORAL PARADE

HONORARY GRAND MARSHAL... ROY ROGERS

SATURDAY, JUNE 12



25c

THIS SPACE RESERVED FOR AUTOGRAPH

ROY ROGERS AND TRIGGER



PROGRAM PERSONALITIES

In keeping with the pomp and pulchritude which has typified the Rose Festival in preceding years, a host of celebrities will lend their glittering light to Portland's pageant of the Rose. Headlining the Star-studded cast of world-famous talent is Ed Sullivan, host of CBS-TV's "Toast of the Town" with David Rose conducting the Portland Symphony Orchestra. Other entertainers in the Starlight Serenade program are pictured below:



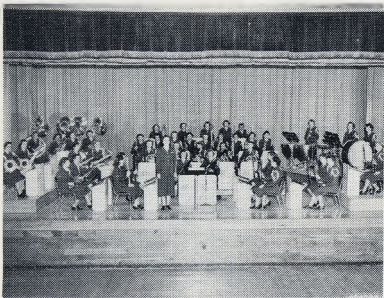
U. S. MARINE BAND . . .

Winner of more than 75 first place awards at civic functions and parades, will provide lively military airs.



TEX RITTER . . .

"Oscar" award-winning Western singer will be on hand with his band.

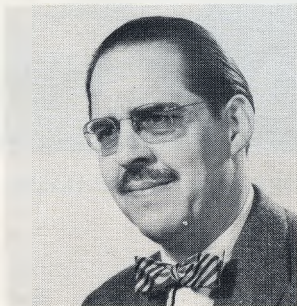


WAF BAND . . .

Under the command of Captain Marybelle Nissly will strut their stuff through Rose Festival week. From Lackland Air Force base in San Antonio, Texas.



RED DUNNING . . . long a local favorite over KOIN radio and TV will be on hand with his orchestra to entertain.



MONTE BALLOU and his nationally famous and unique Dixie Jazz Band will delight Festival goers this year.



HOMER WELCH . . . former Portlander who is now producing Hollywood radio and TV shows . . . back home temporarily to lend his many talents to the 46th Annual Rose Festival.



DAVID ROSE . . .

Internationally renowned orchestra leader who will lead the Portland Symphony orchestra in the Rose Festival "Starlight Serenades."



EVELYN LYNNE . . .

Recording star for Orico records and featured vocalist with "name" bands, will sing popular "Starlight Serenades."



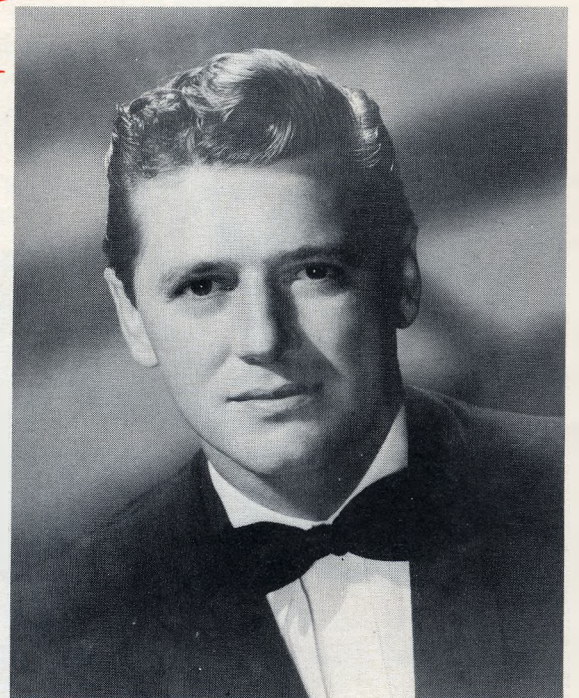
FAIRFIELD, MONTANA BAND . . . another famous, high-stepping band to fill the stadium with their spirited music.

STADIUM PROGRAM

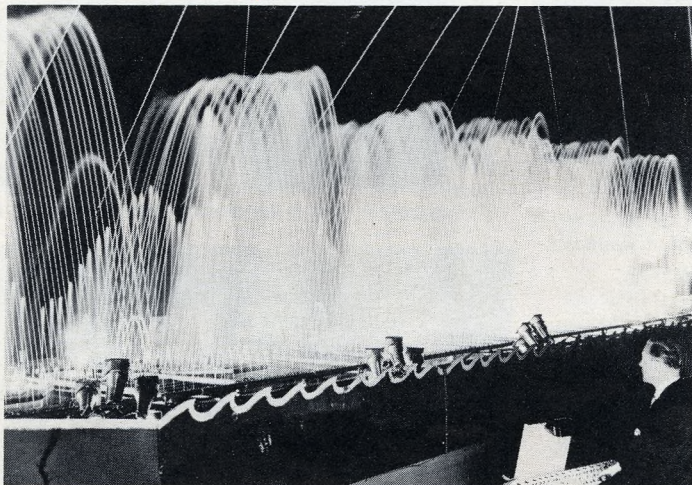
THURSDAY AND FRIDAY, JUNE 10 AND 11



ED SULLIVAN, star of TV's "Toast of the Town" will be master of ceremonies for the festival's "Starlight Serenade," a musical extravaganza featuring the world's top vocal and instrumental talent.



GORDON MacRAE, star of stage, screen and featured singer on NBC's "The Railroad Hour," is one of a glittering galaxy of stars in the 1954 "Starlight Serenade."



DANCING WATERS, a lavish, unique fountain display, is controlled by an electrically controlled console, played like an organ which activates 19 motors that force streams of water through thousands of jets in a maze of pipe. Display is only one of its kind in the world.



25c

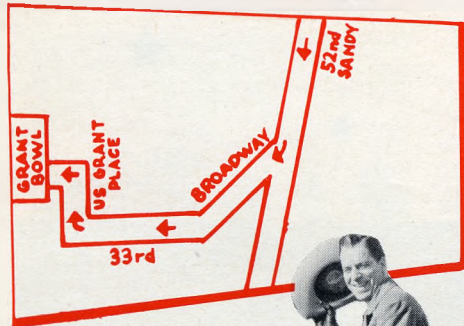
**OFFICIAL PROGRAM
PORTLAND ROSE FESTIVAL ASSOCIATION**



JUNIOR ROSE FESTIVAL PARADE

Friday, June 11th—2:00 p.m.

N. E. Sandy Boulevard



Parade Route

Section No. 6 (District 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 (District No. 3): Schools—Beach, Boise, Blessed Sacrament, Faubion, Highland, Holy Redeemer, Kennedy, Ockley Green, St. Andrews, St. Charles, Vernon, Whitaker, Woodlawn, Immaculate Heart.

Section No. 8 (District No. 7): Schools—Capitol Hill, Collinsview, Edwin Markham, Multnomah, Maplewood, St. Clare, Terwilliger, Fulton Park.

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



GRAND MARSHAL FOREMAN (HECK) HARPER
with his horse Jodie

ORDER OF MARCH

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

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

Section No. 3 (District No. 5): Schools—Ascension, Arleta, Binnsmead, Creston, Glenhaven, Kellogg, Lane, Lents, Marysville, Richmond, St. Peter, Woodmere, Jim Bridger, Atkinson, Clinton Kelly.

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

Section No. 5 (District No. 2): Schools—Assumption, Chief Joseph, George, Holy Cross, James John, John Jacob Astor, John Ball, Linnton, Portsmouth, Peninsula, Sitton, St. Cecilia, Kenton.



QUEEN MARILYN KIRIGIN | PRIME MINISTER GERRY NIZICH



1954 JUNIOR ROSE FESTIVAL COURT AND ATTENDANTS



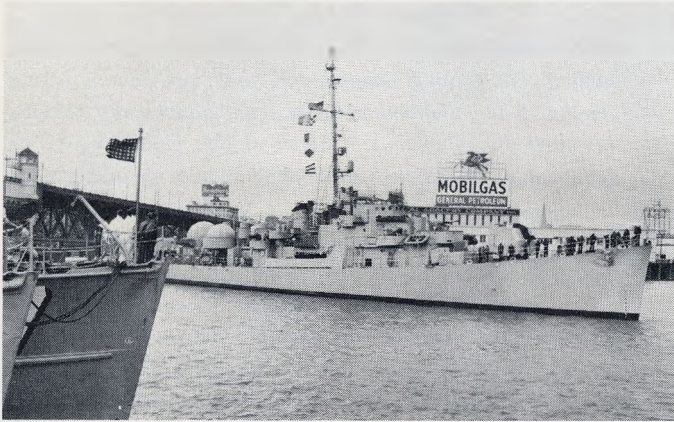
MARINE DAY

SUNDAY, JUNE 13

DON CHAPMAN
Chairman

JOHNNY CARPENTER
Announcer

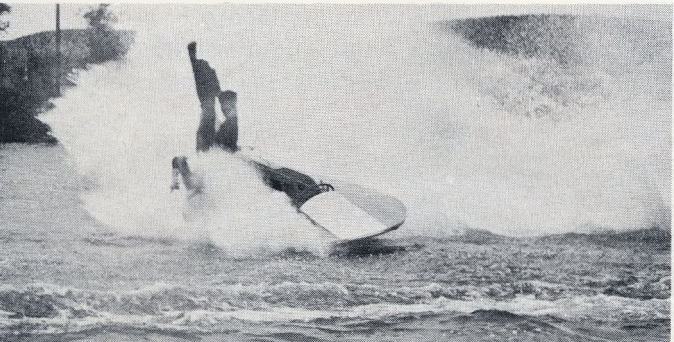
PROGRAM



CAPTAIN WILLIAM A. COCHELL, commander of the Navy's Heavy Cruiser, U. S. S. Toledo, extends a cordial invitation to all Rose Festival goers to visit his ship. Visiting hours are: 9:00 a.m. to 12 noon; from 1:00 p.m. to 4:00 p.m. weekdays and on Saturdays and Sundays. Also moored between the Burnside and Hawthorne bridges during Rose Festival week will be the Navy submarine, U. S. S. Gudgeon and four Navy Minesweepers which may be visited during the above hours.



TOP ATTRACTION in the water skiing exhibitions is Diane Spencer, 21-year-old former Oswego, Oregon ski ace now appearing in the Aquatic Follies which has been playing daily to capacity crowds at Cyprus Gardens, Florida. All participating water skiers are members of the Portland Water Ski Club.



EIGHT THRILLING SPEEDBOARD races will be part of the water Carnival with several of the world's record holders participating. Each race will be for five laps over a buoy marked course from pits near the Morrison Bridge to near the Burnside bridge to near the Hawthorne bridge.

11:00 to 12:00—Judging of decorated pleasure boats at Swan Island.

12:00—Formation and start of parade upriver.

12:30—The Yacht "Caprice" with the queen and court aboard anchors near Morrison St. bridge.

1:00—Pleasure boat judged best decorated will go alongside "Caprice" to receive award from Queen.

1:00 to 1:10—Outboard races, five laps, elimination heats. (Races conducted by Oregon Outboard Assn.)

1:10 to 1:15—Water Skiing exhibition by Portland Water Ski club.

1:15 to 1:25—Outboard races, five laps, second heat.

1:25 to 1:55—Colored Water Demonstration by Portland Fire Bureau Boat No. 1.

1:55 to 2:05—Outboard races, five laps, third heat.

2:05 to 2:15—Outboard races, five laps, fourth heat.

2:15 to 2:30—Water Ski spectacle, Stunts.

2:30 to 2:50—Frogmen in diving exhibitions and speedboat pick-ups.

2:50 to 3:00—Outboard races, five laps, fifth heat.

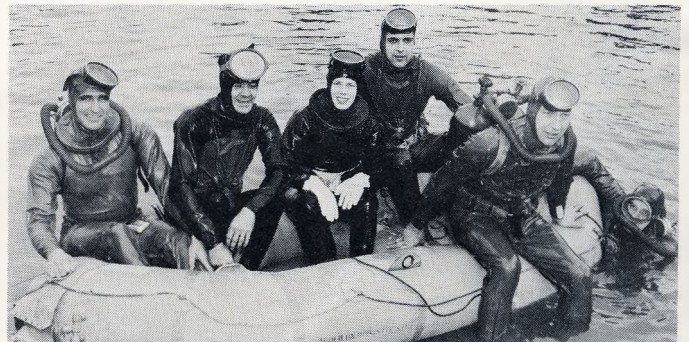
3:00 to 3:10—Water Skiing exhibitions.

3:10 to 3:20—Inboard races, five laps, sixth heat, 48-in. inboards.

3:20 to 3:30—Hydroplane races, five laps, seventh heat.

3:30 to 3:40—Inboard races, five laps, eighth heat, 48-in. inboards.

3:40 to 4:00—Water Skiing Finale.



TWENTY FROGMEN will feature diving demonstrations as well as taking to the water and being picked up by speed boats. Divers are all members of Oregon Skin Divers club.



GOLDEN ROSE SKI TOURNAMENT

SUNDAY, JUNE 13



MT. HOOD, OREGON

55 miles . . . 1 1/2 hour drive from Portland. Drive East on S. E. Powell boulevard, on Oregon highway No. 50.

The Golden Rose Ski Tournament, last major ski meet held in the United States each year, provides a fitting climax to the 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. A light wool sweater usually provides sufficient warmth — you'll need boots or galoshes to keep feet dry and dark glasses to cut snow glare. Ride the fabulous "Skiway," world's largest and longest aerial tramway, from Government Camp to the threshold of Timberline Lodge. Plan a Sunday, June 13 trip to Mt. Hood for the action-packed Golden Rose Ski Tournament.

RACES START 1:00 P.M.



A R T F E S T I V A L

FRIDAY, JUNE 11, 2:00 P.M. 'TIL DARK

SATURDAY, JUNE 12, 10:00 A.M. 'TIL DARK

SUNDAY, JUNE 13, 10:00 A.M. 'TIL DARK

Now a permanent part of the gala Rose Festival program, is the outdoor art festival. Here, in one of Portland's most beautiful city parks, you'll see a continuing three-day program of actual demonstration of painting, sculpturing, spinning, weaving, metal-working, jewelry-making, wood cutting, block printing . . . all produced by skilled artists and craftsmen.

EXHIBITING ORGANIZATIONS

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

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

PROGRAM

FRIDAY, JUNE 11

- 3:00 p.m. Operettas in a Nut Shell (Knott St. Community Center)
- 3:15 p.m. Queen's visitation
- 4:00 p.m. The Fairfield High School Band
- 5:00 p.m. WAF Band (Lackland Base, Air Force, San Antonio, Texas)
- 6:00 p.m. International Folk Dancers

SATURDAY, JUNE 12

- 2:00 p.m. Ye All Come Square Dance
- 3:00 p.m. Castle Jazz Band (Monte Blew)
- 4:00 p.m. Operettas in a Nut Shell (Knott St. Community Center)
- 5:00 p.m. WAF Band
- 6:00 p.m. International Folk Dancers

SUNDAY, JUNE 13

- 2:00 p.m. Ye All Come Square Dance
- 3:00 p.m. Musical Comedy Time (Portland Civic Chorus)
- 4:00 p.m. Castle Jazz Band
- 5:00 p.m. Operettas in a Nut Shell (Knott St. Community Center)
- 6:00 p.m. International Folk Dancers



**46TH
ANNUAL
PORTLAND
ROSE FESTIVAL**

WHILE YOU'RE HERE . . .
Visit the rest of Scenic Oregon

Astoria
Site of first American commercial settlement on Pacific Coast in 1811.

Seaside
End of Lewis and Clark exploration trail of 1805.

Salem
Beautiful capital city of Oregon.

Crater Lake
In Southern Oregon's Cascade mountains, lies in volcanic cone of ancient Mt. Mazama.



The Vista House
and the deep Columbia River Gorge.

Pendleton
Site of World-famous Pendleton Round-Up.

Mt. Hood
11,245-foot mountain. It's rhododendron time near Oregon's crowning beauty.

Kiger Gorge
Huge basin formed by ancient glacial action in Southeastern Oregon's Steens Mountains.

**FOR COMPLETE TRAVEL INFORMATION
VISIT OR CALL**

Visitor's Information Center

Portland Chamber of Commerce

1020 S. W. Front Street

Portland 4, Oregon

Atwater 9411

OR TRAVEL INFORMATION DEPT.

Oregon State Highway Commission, Salem, Oregon

Acknowledgments

Queen's Scepter—Roy and Molin Jewelry, Inc.

Public Address System—Rose City Sound. Lighting—Jaggard-Stroufe Co.

Marine Day Activities—Rose City Yacht Club, Columbia River Yacht Club, Portland Yacht Club, 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 (Jr. Court)—Lynman Slack Motor Co. Program Editor—Rolland J. Gabel.

Court Clothing—Chas. F. Berg. Baldwin Piano—Oregon Music Co. Parade Lunches—Ireland's. Queen's Float—Portland Chamber of Commerce. Decorations—Walter Johnson, Allied Arts. Parade Refreshments—Portland Punch Co. Lincoln-Mercury (Rose Festival Court)—Francis Motor Co. Golden Rose Ski Race—Cascade Ski Club. Court Photos—Gladys Gilbert. Stage Construction—Beatty Safway Scaffold Co. of Oregon. In acknowledgment: United States Navy.