



DISNEYLAND IN FLOWERS

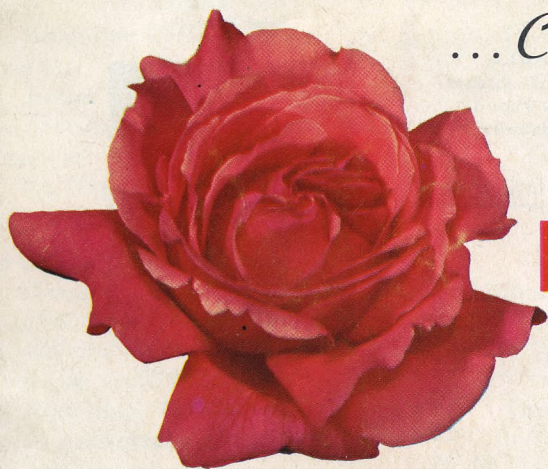
... Comes to the 48th Annual

**PORTLAND
ROSE FESTIVAL**

JUNE 6-10, 1956

Official Program

35^c





WELCOME TO ROSARIA

PRESIDENT'S MESSAGE



Sixty-eight 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 has transcended our own shores to the point that Portland is now universally known as the "City of Roses."

On this sixty-eighth 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.

1956 ROSE FESTIVAL ASSOCIATION

LEITH ABBOTT
First Vice-President

WILLIAM BOONE
Second Vice-President

L. W. (BUD) MALLETT
Executive Manager

A. W. MOLIN
Treasurer

HARRY BUCKLEY
Secretary

DIRECTORS

Henry E. Baldrige
George Birkinshaw
Edw. L. Casey
Don Chapman
Jonathon Edwards
Ralph Erickson

Gerald W. Frank
Ken C. Goodall
Larry Hilaire
Francis Hill
James A. Mount
W. R. Moore

W. A. Oliver
Gordon D. Orput
Milton W. Rice
James M. Simmons
Estes Snedecor, Jr.
N. Thos. Stoddard

Mitchell Tillotson
Walker M. Treece
Harold Weiss
Page Yaw, Jr.

ACTIVE HONORARY DIRECTORS

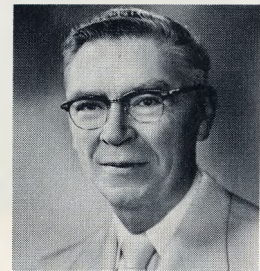
Chester R. Duncan
R. L. Eaton
Jesse J. Gard
Ray E. Garner

George Halling
George Henderson
Howard Holman

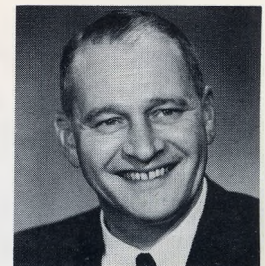
Reade M. Ireland
C. P. Keyser
Frank E. McCaslin

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

ASSOCIATE DIRECTORS



STEVE SMITH
*Prime Minister
Royal Rosarians*



HARRY BARRAGER
Portland Rose Society

GAR HURLEY
MAYOR FRED L. PETERSON
CARVEL LINDEN

I N D E X

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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 — JUNIORS \$1.00 (tax included)

Single Admission to Wednesday, Thursday, Friday, Saturday Stadium Shows \$1.50 and 50c

Wednesday, June 6

8:00 P. M.
Queen Selection and Coronation . . . Multnomah Stadium

Thursday, June 7

8:00 P. M.
"A Night of Disneyland" Multnomah Stadium

Friday, June 8

1:00 - 9:00 P. M.
Rose Show Civic Auditorium

1:00 - 8:00 P. M.
Art Festival* Laurelhurst Park

Noon
Knighting Ceremony Civic Auditorium

2:00 P. M.
Junior Rose Festival Parade East Side
(Starting at 52nd at Sandy Blvd.)

8:00 P. M.
"A Night of Disneyland" Multnomah Stadium

Saturday, June 9

10:00 A. M.
Grand Floral Parade Multnomah Stadium
(Same route as 1954-55, starting from Stadium
and ending at Benson High School)

9:00 A. M. - 9:00 P. M.
Rose Show Civic Auditorium

10:00 A. M. - 8:00 P. M.
Art Festival Laurelhurst Park

10:00 A. M.
City Archery Tournament Sherwood Field
(Sylvan Archers) (Washington Park)

Saturday, June 9 (Continued)

2:00 P. M.
State Junior Olympics Grant Bowl

9:00 P. M.
Queen's Ball Masonic Temple

Sunday, June 10

10:00 A. M.
City Archery Tournament Sherwood Field
(Sylvan Archers) (Washington Park)

10:00 A. M. - 8:00 P. M.
Art Festival* Laurelhurst Park

1:30 P. M.
Annual Shetland Pony Show . . . Multnomah County Fair
(Northwest Shetland Pony Club) Grounds, Gresham

1:30 P. M.
Marine Day Powers Park
(Willamette River between Sellwood Bridge
and Waverley Country Club)

1:30 P. M.
Golden Rose Ski Tournament Timberline Lodge
(Mt. Hood)

June 2 - June 11 (Every Day)

1:00 - 4:00 P. M.
Open House — Navy Ships Portland Harbor
(Ships will also be open to the public from 9:00-11:00 A. M. (Between Burnside and Morrison Bridges) on Saturdays and Sundays)

*Art Festival will stage an added attraction, "Artist's Paint Brush," at 3:00 p.m. each day (Friday, Saturday, Sunday).



QUEEN SELECTION
AND
CORONATION PROGRAM
MULTNOMAH STADIUM

Wednesday, June 6th, 1956

7:30 P.M.

Announcer:

JOHNNY CARPENTER, *Master of Ceremonies*

DR. WILLIAM OLIVER, *Program Director*

VERNE WILSON, *Musical Director*



Princess Gail

JEFFERSON



Princess Linda

ROOSEVELT



Princess Patricia

FRANKLIN



Princess Evelyn

GIRLS POLY

- 7:45 - 8:15 Benson High School Band
- 8:15 - 8:20 National Anthem and Announcements
- 8:20 - 8:25 Introduction of Past Courts
- 8:25 - 8:40 Arrival of Royal Court
- 8:40 - 8:45 Royal Rosarians
- 8:45 - 9:05 Processional — Introduction of Princesses
- 9:05 - 9:06 Explanation of Judging
- 9:06 - 9:45 Introduction of Student Body Presidents and Princesses
- 9:45 - 10:10 "Spotlight on Youth"
- 10:10 - 10:15 Royal Rosarian Drill Team
- 10:15 - 10:20 Presentation of Dignitaries and Judges
- 10:20 - 10:23 Introduction of Last Year's Queen Nancy and Presentation of Queen-elect
- 10:23 - 10:33 Coronation and Closing Ceremonies



Grandiflora Rose "Dean Collins" by Roseway Nurseries, Portland, Oregon; Color Photo by Chas. Conkling.

Princess Roberta
CLEVELAND



Princess Ardys
LINCOLN



Princess Sharon
GRANT



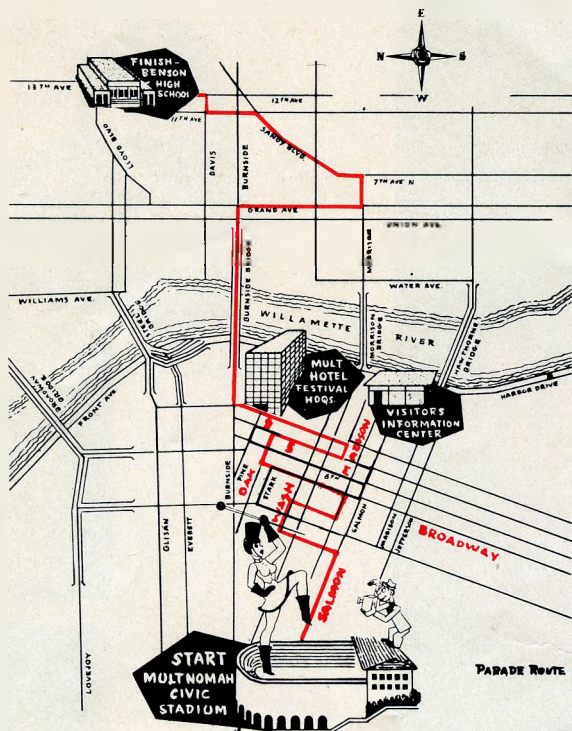
Princess Judy
WASHINGTON

JUDGE FOR YOURSELF QUEEN SELECTION JUDGING CARD

*How would you rate them?	Appearance Up to 40%	Poise Up to 40%	Speaking Ability Up to 20%	TOTAL
Princess Gail Rakhola, Jefferson				
Princess Linda Lee Peterson, Roosevelt				
Princess Patricia Hurita, Franklin				
Princess Evelyn Gross, Girls Poly				
Princess Roberta Breall, Cleveland				
Princess Ardys Elaine Urbigkeit, Lincoln				
Princess Sharon Frey, Grant				
Princess Judy Vollman, Washington				

*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.

48th Annual PORTLAND ROSE FESTIVAL



GRAND FLORAL PARADE DISNEYLAND IN FLOWERS

52 Floats 32 Marching Units 1,801 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 (45)
- B-3 . . . U. S. Marine Corps Color Guard (4)
- B-4 . . . Royal Rosarian Drill Team (45)
- H-1 . . . Portland Police Dept. Mounted Patrol
- B-5 . . . Minot, North Dakota State Teachers Band (90)

GRAND MARSHAL

- 1. . . . GOVERNOR ELMO SMITH
- H-2 . . . Governor's Guard
- 2. . . . MAYOR FRED PETERSON
- 3. . . . PRESIDENT HAROLD KELLEY, PORTLAND ROSE FESTIVAL ASSN.
- 4. . . . PRIME MINISTER STEPHEN E. SMITH, ROYAL ROSARIANS
- H-3 . . . Rose Franke Wilhelm
- H-3 . . . Benson High School Band (Will substitute for Queen's Band) (70)
- 5. . . . PORTLAND CHAMBER OF COMMERCE QUEEN'S FLOAT
- H-25 . . . Heck Harper

Division No. 1—Charles Paine, Marshal

- 6. . . . ALCOA (ALUMINUM COMPANY OF AMERICA)
- B-7 . . . Scotch Bagpipe Band (20)
- 7. . . . FIRST NATIONAL BANK OF PORTLAND
- H-24 . . . Jean Rutter
- 8. . . . KIWANIS CLUB OF PORTLAND
- B-8 . . . Anaconda High School Soldiers Memorial Band (80)
- 9. . . . OREGON CITY JUNIOR CHAMBER OF COMMERCE
- H-8 . . . Stanley Anderson
- 10. . . . MONTGOMERY WARD AND COMPANY

Division No. 2—Leslie Pool, Marshal

- B-9 . . . Washington High School Band (75)
- H-9 . . . Gene Teague
- 11. . . . HOLLYWOOD BOOSTERS CLUB
- 12. . . . PORTLAND GENERAL ELECTRIC COMPANY
- B-10 . . . Hillsboro High School Band (50)
- 13. . . . HILLSBORO JUNIOR CHAMBER OF COMMERCE
- H-10 . . . Clackamas County Sheriff Guard
- 14. . . . PORTLAND FIRE BUREAU ENGINE NO. 1

Division No. 3—Phillip E. Sullivan, Marshal

- B-11 . . . Roosevelt High School Band (60)
- H-11 . . . Clifford Wilhemson
- 15. . . . PORTLAND GAS AND COKE COMPANY
- 16. . . . KEEP OREGON GREEN ASSOCIATION
- H-12 . . . Alpenrose Dairy
- B-12 . . . Gresham High School Band
- 17. . . . GRESHAM CHAMBER OF COMMERCE
- 18. . . . ROBERTS BROTHERS DEPT. STORE
- H-13 . . . Ben E. Little

Division No. 4—Dr. Burgess Kelly, Marshal

- B-13 . . . Lincoln High School Band (70)
- 19. . . . GENERAL PETROLEUM CORP.
- H-14 . . . Multnomah County Sheriff Guard
- 20. . . . RELIABLE TRANSFER COMPANY
- B-14 . . . Girls Polytechnic High School Band and Drill Team (59)
- H-15 . . . Bud Weik
- 21. . . . UNITED STATES NATIONAL BANK
- 22. . . . PORTLAND RETAIL TRADE BUREAU

Division No. 5—George Heilig, Marshal

- B-15 . . . Long Beach Jr. Concert Band, Long Beach, Calif. (102)
- 23. . . . PASADENA TOURNAMENT OF ROSES ASSOCIATION
- H-16 . . . Molalla Buckeroo Association Guard
- 24. . . . FARMERS INSURANCE GROUP
- B-16 . . . Jefferson High School Band (78)
- 25. . . . EAST SIDE COMMERCIAL CLUB (Junior Rose Festival Court)
- 26. . . . HALL BUSINESS REALTY

Division No. 6—Bernard R. Gillaspie, Marshal

- B-17 . . . Tillamook Elks Drum and Bugle Corps (32)
- H-20 . . . Tillamook County Mounted Guard
- 27. . . . ROCKAWAY COMMUNITY CLUB
- 28. . . . BANK OF CALIFORNIA
- B-18 . . . Mitchell Rifles Air Force ROTC Drill Team (30)
- 29. . . . UNIVERSITY OF PORTLAND
- H-18 . . . Anita Thorson
- B-19 . . . Cleveland High School Band (82)
- 30. . . . MEIER & FRANK COMPANY

Division No. 7—Brooks Manchester, Marshal

- H-26 . . . Bernalou Flick
- 31. . . . PORTLAND POLICE BUREAU
- B-20 . . . Francis E. Warren A.F.B. Drum and Bugle Corps (96)
- 32. . . . PACIFIC TELEPHONE AND TELEGRAPH
- 33. . . . PORTLAND BOTTLING COMPANY
- H-19 . . . O. C. "Jess" Jessup
- B-21 . . . Beaverton High School Band (85)
- H-17 . . . Beaverton Saddle Club
- 34. . . . BEAVERTON JUNIOR CHAMBER OF COMMERCE
- 35. . . . SHELL OIL COMPANY
- B-22 . . . Seattle Chinese Girls Drill Team (45)
- H-27 . . . Monmouth Mounties
- B-23 . . . Albany High School Band (68)

Division No. 8—George Lord, Marshal

- 36. . . . ALBANY TIMBER CARNIVAL—ALBANY JAYCEES
- H-21 . . . Donna Lee Henry
- 37. . . . PORTLAND FIRE BUREAU, ENGINE NO. 7
- B-24 . . . Capitol Hill Pirates, Girls' Drill Team (19)
Commodores (40)
Seafair Pipe Band (16)
- 38. . . . SEATTLE SEAFAIR, GREATER SEATTLE
- 39. . . . ALBINA FUEL COMPANY

Division No. 9—George Gutfleisch, Marshal

- B-25 . . . Hudson's Bay High School Eagles Band, Vancouver, Wash. (40)
- 40. . . . VANCOUVER, WASHINGTON
- H-22 . . . Clarkettes
- 41. . . . ASSOCIATED RESTAURANTS OF OREGON
- B-26 . . . Grant High School Band (96)
- 42. . . . PORTLAND HOLLYWOOD RESTAURANT COLONY
- 43. . . . PALESTINE DEMOLAY
- H-4-5-6-7 . . . Lonnie Logsdon

Division No. 10—Dr. Bryant Alder, Marshal

- B-27 . . . Clan Macleay Pipe Band (20)
- 44. . . . PACIFIC POWER AND LIGHT COMPANY
- B-28 . . . Battle Ground, Washington High School Band (44)
- 45. . . . BATTLE GROUND, WASHINGTON
- 46. . . . MOLALLA BUCKEROO ASSOCIATION
- B-29 . . . Milwaukie Union High School Band (50)
- 47. . . . MILWAUKIE JUNIOR CHAMBER OF COMMERCE
- H-23 . . . Oregon Ranch Girls

Division No. 11—Ted Wilkins, Marshal

- B-30 . . . Pendleton Drum and Bugle Corps (48)
- 48. . . . PENDLETON CHAMBER OF COMMERCE
- 49. . . . OREGON INSTITUTE OF SOCIAL WELFARE
- B-31 . . . Franklin High School Band (93)
- 50. . . . ELK CREEK STABLES, CANNON BEACH
- B-32 . . . Marine Corps Reserve Drum and Bugle Corps (26)
- 51. . . . U. S. NAVY RECRUITING AND SELLWOOD-MORELAND
BUSINESSMEN'S CLUB
- 52. . . . TRAILER TILLICUM CLUB
STEVENS DISASTER CAR

1-52 — Floats
B — Bands or Marching Units
H — Equestrian

GRAND FLORAL PARADE

Honorary Grand Marshall — **THE MOUSEKETEERS**
and **JIMMIE DODD**
Saturday, June 9th



THIS SPACE RESERVED FOR AUTOGRAPH

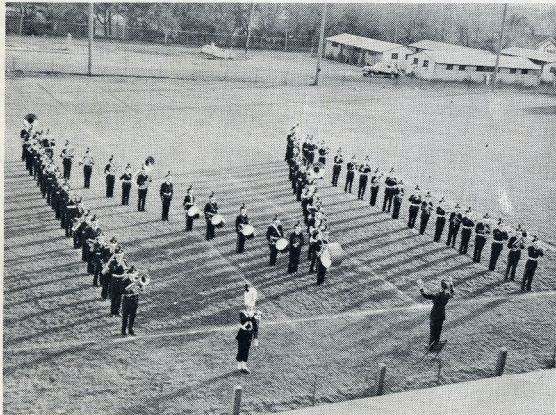
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THE MOUSEKETEERS



PROGRAM PERSONALITIES

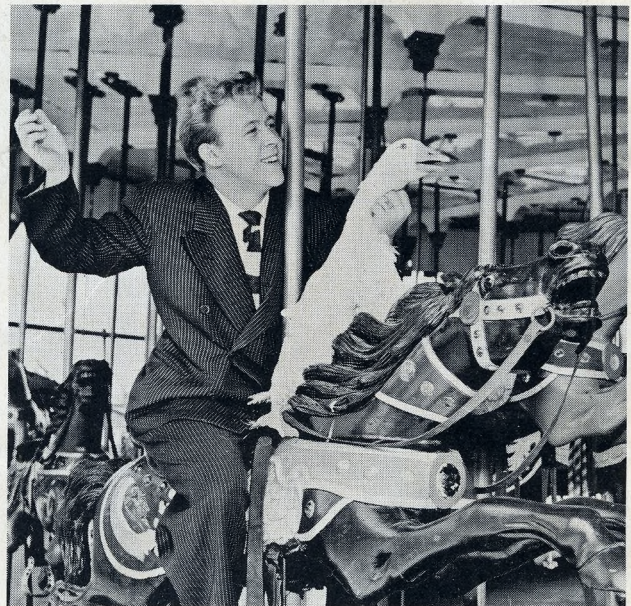
In keeping with the pomp and fun which has typified the Rose Festival in preceding years, a host of television and circus celebrities will lend their glittering light to Portland's pageant of the Rose. Headlining the star-studded cast of world-famous talent are The Mouseketeers, direct from The Mickey Mouse Club television program seen daily Monday through Friday on ABC-TV network. Other entertainers are pictured below and include stars from the Disneyland Circus.



STATE TEACHERS COLLEGE BAND from Minot, North Dakota . . . honors The Rose Festival with lively music and drills.



ANACONDA HIGH SCHOOL BAND from Anaconda, Montana . . . will strut their stuff during the five-day celebration including the stadium shows.



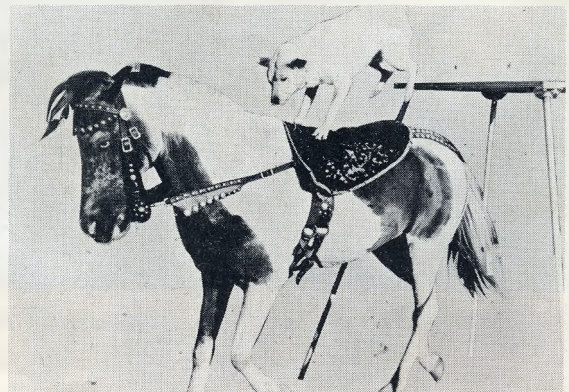
BOB AMSBERRY . . . colorful former Portlander and a man of numerous talents . . . will be Ringmaster for the DISNEYLAND CIRCUS and "A NIGHT OF DISNEYLAND." Bob is known on the Mickey Mouse Show as "Bob."



OWEN DUNNING . . . known to thousands as Red Dunning on the "Saddle Pals" program aired daily on KOIN-TV . . . will direct a symphonic "pop" orchestra playing all the favorite Disney music.



HOMER WELCH . . . former Portlander who is now producing Hollywood radio and TV shows . . . back home temporarily to lend his many talents to the 48th Annual Rose Festival.



DEDRICK'S DOGS AND PONIES . . . add to the hilarity with tricks to make you howl with glee.

STADIUM PROGRAM

THURSDAY AND FRIDAY, JUNE 7 AND 8



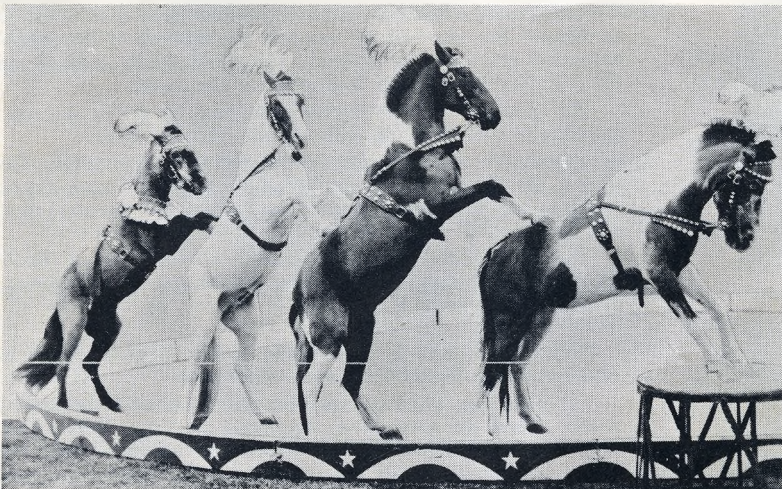
NATARNO, The Clown Prince . . . is one of many funny clowns in the show.

JIMMIE DODD . . . the "Big Mouseketeer," in a typical Western pose as he appears in Walt Disney's "Mickey Mouse Club" . . . will star in "A NIGHT OF DISNEYLAND."

"A NIGHT OF DISNEYLAND"



MOUSEKETEERS CUBBY AND KAREN . . . Cubby O'Brien and Karen Pendleton are two of nine Mouseketeers here to delight fans at the Stadium Shows June 7 and 8.



DEDRICK'S PONIES . . . a part of the Disneyland Circus . . . will delight the kiddies with their antics. They perform in the center ring.

9

35^c

**OFFICIAL PROGRAM
PORTLAND ROSE FESTIVAL ASSOCIATION**



68th ANNUAL ROSE SHOW

PUBLIC AUDITORIUM, S. W. 3rd and Clay Streets

FRIDAY, JUNE 8 and SATURDAY, JUNE 9



Rose Show Awards

The Nicholson Perpetual Challenge Bowl will be awarded at the National Rose Show. Entries consist of one rose each of eight varieties, each in a separate vase.

A new trophy, the Portland City of Roses Trophy, also will be awarded at the National Rose Show. Entries consist of seven roses all in one vase.

The above trophies are open to all American Rose Society members.

Participants in the Northwest District Show will compete for the J. Horace McFarland Trophy for six roses of different varieties, each in a separate vase.

The Schoen District Directors' Trophy will go to the best entry of six roses in one vase, with no more than two of any one variety, in the Northwest District show.

The latter two awards are open to American Rose Society members in the Pacific Northwest District.

The Grand Sweepstakes Award in the 68th Annual Portland Rose Show is open to all entries. It consists of the Zell Trophy—a Meisen China Vase valued at \$5,500.

The American Rose Society is holding its annual Spring Convention in Portland during Rose Festival Week. The convention dates are June 6, 7, 8 preceding the National Rose Show June 8, 9.

FOR FURTHER INFORMATION:

Harvey Barrager, *President*
Portland Rose Society
313 S.W. 5th Avenue
Tel. CA 3-6156

Dr. Vinton Sneed, *First Vice President and General Show Chairman*
Emanuel Hospital
Tel. AT 1-1281, Ext. 243 or
AT 4-5337

Three official rose shows will be held simultaneously in the Portland Civic Auditorium in conjunction with the 48th annual Rose Festival.

Time of Shows:

Friday, June 8 1:00 P.M. to 9:00 P.M.

Saturday, June 9 9:00 A.M. to 9:00 P.M.

- List of Shows: 68th Annual Portland Rose Show
Pacific Northwest District Rose Show
National Rose Show

All three shows are sponsored by the Portland Rose Society.

Knighting Ceremony will be held at 12:00 noon, Friday, June 8, sponsored jointly by the Portland Rose Society and the Royal Rosarians.

Admission to the Knighting Ceremony and the Rose Shows is covered by a ticket in your Rose Festival Ticket Book. Single admission tickets can be purchased for 50 cents for adults and 25 cents for children high school age or under.

Entries for all three rose shows will be accepted from 7:00 to 10:30 a.m. Friday, June 8.

ROSE SOCIETY ACTIVITIES

The Portland Rose Society is the oldest Rose Society in the United States. For the last 68 years it has sponsored an annual Rose Show for amateur rose growers. The Portland Rose Show has been the mecca of Rose lovers from all over the world.

The goal of the Rose Society is to keep up public interest in rose growing so that Portland will stay the "City of Roses."

One of the many innovations of the Rose Society was the inclusion in the Rose Show of the 4-H Club entries. This encourages the youth of the community to raise and exhibit the grandest of all flowers, the Rose. Hundreds of children participate each year.

The Rose Society is also sponsoring a Rose Show at Benson Polytechnic High School. A fine silver trophy has been donated by the Rose Society and it is the plan of officials to have this an annual affair.

The Portland Rose Society also has a fall Rose Show which is usually held in Meier & Frank's Auditorium.

At least four meetings are held each year which are open to the public. These are instructive, not social meetings. Rose experts from all over the world have given lectures and advice at these meetings.

District directors are spotted all over the community who are at the service of amateur rose growers for advice and instruction on care and planting. Portland is host city to the American Rose Society this year. The Society has been a great help outside of Portland in furnishing vases, stands and judges for their shows. The Rose Society is composed of people of all ages and conditions of life. No one is barred from joining because of race, color, religion or financial standing. At present there are more than 1178 members in the Portland Rose Society.

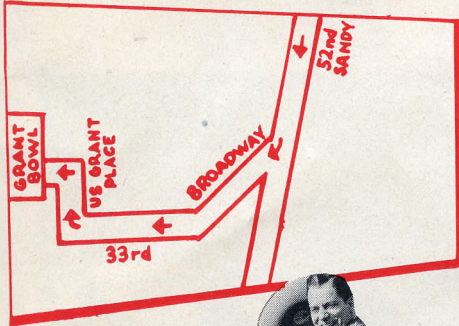


JUNIOR ROSE FESTIVAL PARADE

Friday, June 8th — 2:00 p.m.

N. E. Sandy Boulevard

Parade Route



FOREMAN (HECK) HARPER
with his horse Jodie

ORDER OF MARCH

Queen's Division (District No. 5): Schools: Arleta, Binnsmead, Atkinson, Creston, Jim Bridger, Kellogg, Gilbert, Kelly, Lents, Marysville, Richmond, St. Peter, Whitman, Woodmere, St. Ignatius, Youngson. (Mrs. Harold Petrie, Chairman)

Section No. 2 (District No. 6): Schools: All Saints, Ascension, Buckman, Clark, Kerns, Glencoe, Glenhaven, Sunnyside, St. Stephen, Lee, West Powellhurst, Immaculate Heart, Holladay, Vestal, Menlo Park, Cherry Park, Russellville, Mt. Tabor, Laurelhurst. (Eugene Cecchini, Chairman)

Section No. 3 (District No. 1): Schools: Alameda, Beaumont, Fernwood, Gregory Heights, Harvey Scott, Irvington, Joseph Meek, Parkrose, Rigler, Rose City Park, Sabin, St. Rose, Kennedy, St. Rita, Sacajawea. (John Bojinoff, Chairman)

Section No. 4 (District No. 4): Schools: Abernethy, Brooklyn, Duniway, Grout, Holy Family, Hosford, Lane, Llewellyn, Lewis, Our Lady of Sorrows, Sacred Heart, Sellwood, St. Agatha, St. Philip Neri, St. Francis, Woodstock. (Mrs. Wesley Sundeleaf, Chairman)

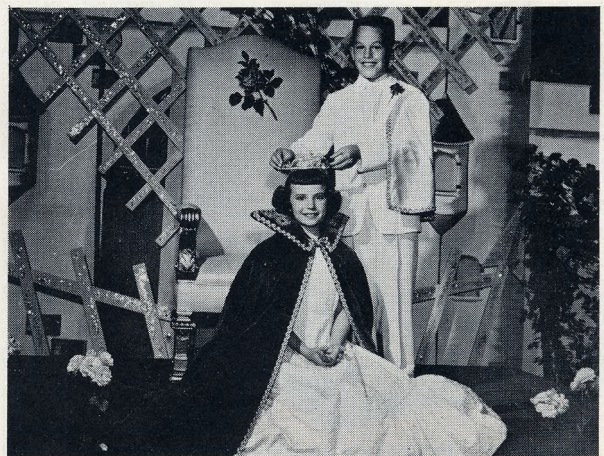
Section No. 5 (District No. 3): Schools: Beach, Boise, Blessed Sacrament, Eliot, Faubion, Highland, Holy Redeemer, Ockley Green, St. Andrew, St. Charles, Vernon, Woodlawn. (Marshall Gifford, Chairman)

Section No. 6 (District No. 7): Schools: Capitol Hill, Collinsview, Edwin Markham, Fulton Park, Multnomah, Maplewood, Robert Gray, Hayhurst, St. Clare. (Erwin Kalesse Chairman)

Section No. 7 (District No. 8): Schools: Ainsworth, Couch, Chapman, Failing, Shattuck, St. Lawrence, St. Patrick, Skyline, Sylvan, Terwilliger. (William Moore, Chairman)

Section No. 8 (District No. 2): Schools: Applegate, Assumption, Chief Joseph, George, Holy Cross, James John, John Jacob Astor, John Ball, Linnton, Portsmouth Peninsula, Sitton, St. Cecilia, Kenton. (Mrs. Marvin Pullen, Chairman)

Section No. 9 (Open and Fraternal Division): Outside of Portland Schools. All Fraternal divisions. Open to all children not covered by the above schools. (Jack Donin, Chairman)



QUEEN JULIE AMACHER PRIME MINISTER JEFF GRAHAM



1956 JUNIOR ROSE FESTIVAL COURT AND ATTENDANTS



MARINE DAY

SUNDAY, JUNE 10

HENRY BALDRIDGE
Chairman

BOB FRANKLIN
Announcer

PROGRAM

OFFICIAL MARINE TIMETABLE OF EVENTS

11:30 a.m. Formation of C.R.Y.A. North of Sellwood Bridge.

Formation of Parade

Cruisers will form in a single line North of Sellwood Bridge. Outboard Cruisers shall form alongside of Cruiser. Parade will parade on Starboard side of Cruiser Parade. All boats shall proceed at slow bell.

LINEUP OF YACHT CLUBS FOR PARADE

- | | |
|--------------------------|-------------------------------|
| 1. St. Helens Yacht Club | 7. Columbia River Yacht Club |
| 2. The Dalles Yacht Club | 8. Willamette Yacht Club |
| 3. Portland Yacht Club | 9. Hood River Yacht Club |
| 4. Astoria Yacht Club | 10. Longview-Kelso Yacht Club |
| 5. Riverside Yacht Club | 11. Rose City Yacht Club |
| 6. Tyee Yacht Club | 12. Non-Affiliated |

12:00 p.m. Start Cruiser Parade up west side of course back to Sellwood Bridge and tie up to log booms provided on East side of river.

1:00 p.m. Class "B" Runabout, 1st heat

1:10 p.m. Class "D" Runabout, 1st heat

1:20 p.m. Class "B" Runabout, 2nd heat

1:45 p.m. Class "D" Runabout, 2nd heat

2:05 p.m. Portland Water Ski Club. Portland Fire Boat to perform just South of bridge.

2:45 p.m. Class "B" Hydroplane, 1st heat

2:55 p.m. Class "D" Hydroplane, 1st heat

3:05 p.m. Class "B" Hydroplane, 2nd heat

3:20 p.m. Class "D" Hydroplane, 2nd heat

3:30 p.m. SPECIAL EVENT - Oregon Motor Boat Racing Association

3:45 p.m. Cruisers hail for their home moorage.



WATER SKIERS . . . will exhibit their talents during the MARINE DAY festivities.



48th

**ANNUAL
PORTLAND
ROSE FESTIVAL**

GOLDEN ROSE SKI TOURNAMENT

SUNDAY, JUNE 10

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 12 trip to Mt. Hood for the action-packed Golden Rose Ski Tournament.

RACES START 1:00 P.M.





48th
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 capitol 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 Jewelers.
Public Address Systems—Rose City Sound Co.

Lighting—Jaggar-Sroufe Co.

Marine Day Activities—Rose City Yacht Club, Columbia River Yacht Club, Portland Yacht Club, U. S. Coast Guard, Northwest Outboard Racing Association, Portland Water Ski Club.

Stadium Facilities—Multnomah Civic Stadium, Portland Beavers.

Court Clothing—Meier & Frank Company.
Steinway Pianos—Sherman Clay & Company.

Parade Lunches—Ireland's.

Queen's Float—Portland Chamber of Commerce.

Decorations—Walter Johnson; Chas. L. Wakefield, Decorators.

Parade Refreshments—Portland Punch Co.
Dodge Convertibles (Rose Festival Court)—Lee Cosart Motor Co., Alford's, Portland; Gordon Swan, Gresham; Dick Niles, Oswego; Cady Motor, Hillsboro.

Golden Rose Ski Race—Cascade Ski Club.
Court Photos—Gladys Gilbert.

Stage Construction—Beatty Safway Scaffold Co. of Oregon.

Junior Queen's Scepter—Art Craft Silver-smiths.

Nash Ramblers (Junior Court)—Wentworth & Irwin.

In acknowledgment: United States Navy.
Photos—Gladys Gilbert.

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Bend-Portland Truck Service
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Wabash Hotel
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Lutz Marble Co.
Magnus Metal Division
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North Pacific Grain Growers, Inc.
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Associated Commercial Co. Ltd.
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Ben Medofsky
The Gable Funeral Home
L. V. Belknap, M.D.
Broadway Cab Co.
Alder Laundry & Cleaners
Southwood Shoes
Mathis, Inc.
F. A. Rodgers 5 & 10 Stores
Meek's Belmont Pharmacy
Yellow Cab Co.
The Gray Line Co.
Tuerck-MacKenzie Co.
General Drafting Service
MacMillan & Biedel Ltd.
Western Wirebound Box Co.
Van Waters & Rogers, Inc.
Portland Seed Co.
Chase Gardens
Whittier & Fritch
Bradley's Pies
Koolie, McGeigle & Dick
States Batteries, Inc.
Hotel Eaton
Lloyd Corporation, Ltd.
Riggs Pharmacy
Troy Laundry
Aly's Dry Cleaning
Standard Oil Co. of California
Dairy's Supply Co.
William J. Sheehy
A. Young & Son Iron Works
Peerless Trailer and Truck Service Inc.
Sears-Roebuck and Co.
Weimer Hardware and Furniture Store
Pacific Powers
Dr. Ira E. Gaston
Hal Short & Company, Inc.
West Coast Airlines, Inc.
R. E. Chapman
Edgar M. Burns
Santiam Lumber Co.
Herbert W. Roberts
Dr. B. A. Alder
C. W. Walls, Insurance Adjusters
Roy Sheen
Dr. H. Victor Adix, Jr.
Shipyard Wood Co.
Employees Finance Co.
Mixermobile Distributors Inc.
Colin Livingston
William Swindells
James McI Wood, West & Co.
Keystone Investment Co.
- Atiyeh Bros., Inc.
Chown Electric Supply Co.
Bangalore Courtey
Mr. and Mrs. Edward Moore
Oregon Erecting Co.
McCall Oil Co.
Ed's Auto-lectric Service Inc.
Brod & McClung
Dickson Drug Co.
Dr. Earl G. Mack
Zellerbach Paper Co.
Oregon Pump Co., Inc.
National Corp. of America
Baker Fentress & Co.
Woodbury Co.
First National Bank of Portland
Pacific Power & Light Co.
Burchard & Fiske, Inc.
Glendale Cafe
Ames-Harris-Nevill Co.
Montag Stove & Furnace Works
Marshall-Wellis Co.
Gar G. Hurley
R. F. Watson
William S. Turner & Co.
Dr. R. F. Kenaga
H. J. Heinz Co.
The Oregonian
Beck Sash & Door Co.
Dr. Earl R. Abbett
Portland General Electric Co.
Columbia River Pilots
Miller Products Co.
Lang Senders & Co.
Andrew D. Hrestu
Walston & Co. Inc.
Sanderly Terraces
Hyster Sales Co.
Portland Baseball Club
Beard Construction Co.
W. P. Stalner
Ben Rybke
Scotchmen of Portland
Kraft Foods Co.
Sinclair & Valentine Co.
Builders' Hardware & Supply Co., Inc.
Nilsson Wall Paper Co.
Fraser Paper Co.
Howard C. Emmerson, M.D.
Estate of Henry Failing
Osmund & Co.
Frank J. Cobbs
Wilcox Investment Co.
Portland Supply Co.
I. L. (Jack) Howk
Wells Delap & King
Port Investment Co.
Wayside Gift Shop
Grand Rapids Store Equipment Co.
Imperial Gardens, Inc.
D. K. MacDonald & Co.
Union Oil Co. of California
Janzen Bear & Park
Van Durn Chocolate Shops, Inc.
Kenneth R. Wilcox
Joseph B. Knapp Co.
H. A. Schmitt
Jewel Ice Cream
Jolly Joan
Manning's Inc.
The Autzen Foundation
Frank A. Heitkemper, Inc.
Howard Brewton
K. H. Uyesugi
Goldstein's & Co.
Amalgamated Lithographers
American Guaranty Life Insurance
XXL Broadcasters
Smith Auto Parts Co., Inc.
Dooly & Co.
Lewis & Dalin, Inc.
J. W. Huserik & Son
John Welch Deal Depot, Inc.
Belmont Floral Co.
N. Van Hevelingen
William Volker & Co.
Sugar Crest Doughnuts
Dr. Walter H. Griesinger
Parker-Schram Co.
R. A. Hungerford
Auto Paint Service
Donald M. Drake Co.
Posey Lumber, Inc.
P & C Hand Forged Tool Co.
Rosenblatts
Coca-Cola Bottling Co.
Arthur Bowman, Inc.
Nebi Beverage Co.
Vines Credit Jewelers, Inc.
Safeway Stores, Inc.
Electrical Products
Jones Lumber Corp.
Dr. Adalbert G. Bettman, M.D.
F. W. Woodworth Co.
California Spray Chemical Corp.
Standard Insurance Co.
Dr. Noles, Optometrists
General Petroleum Corp.
General Electric Supply Co.
Northern Wholesale Hardware Co.
City Center Motel
Steam Fitters Union No. 235
Arthur Stromberg
Midgets Deluxe Cabins
L. F. Newton
Edison Brothers Stores, Inc.
Freightliner Corp.
Beneficial Finance Co.
Morris P. Kirk & Son, Inc.
New Heatman Hotel
West Coast Steamship Co.
The Texas Company
Fairview Farms
Birkenwald Co.
Raymond Concrete Pile Co.
Columbia River Tariff Bureau
Portland Gas and Coke Co.
Multnomah Hotel Pharmacy
Harry B. Buckley
Dolan Building Material
Barroughs
Lipman Wolfe & Co.
McKesson & Robbins, Inc.
Oregon State Nurses Assn.
Chase Bag Co.
Corbett Investment Co.
Jayvee Brand, Inc.
- F. B. Packard, M.D.
Merrill Lynch, Pierce, Fenner
& Beane
Commodore Hotel
Tide Water Associated Oil Co.
Miller's for Men
Keystone Steel & Wire Co.
Multnomah Typographical
Union No. 38
Shipyard Wood Co.
Electrical Products
Johnson & Olsen Feed Co.
Shell Oil Co.
Sinclair & Valentine Co.
East Side Motorcycle Co.
Hauser Construction Co.
Kenneth D. Hauser
W. L. May Co., Inc.
Schmeer Insurance Agency
Nu-Way Printing & Envelope Co.
Kneeland & Kneeland
Portland Laundry & Dry Cleaners
Stadler Fixture Co.
Kalberer Hotel Supply Co.
Business Printing Co.
Smith-Phillips Co., Constructors
Nelson Equipment Co.
Oregon Portland Cement Co.
Skeen Electric Works
The Penzoil Co.
Dr. Albert G. Kantor
E. W. Scott
Kennell-Elis
Garbade's Bakery
Baggage & Omnibus Transfer
Co., Inc.
Dr. Roderick C. Blatchford
Pacific Trailways
Electro Metallurgical Company
Logan Oldsmobile Co.
Mt. Hood Radio & TV
Broadcasting Co.
Polly Ann Grill
Reimers & Jolovette
Bridgman Bros. Poultry
Richard Brown
Pomeroy's
Lotus Cafe & Card Room
Western Air Lines
Noise Control of Oregon Inc.
Bernard Italic, Inc.
Dr. Guy A. Woods Jr.
A. C. Dutton Lumber Corp.
Burkhardt's Flowers
Mike DeCicco & Son
Maytag Northwest Company
Pacific Supply Cooperative
Electrical Construction Co.
Heathman Hotel Drug
Glaser Bros.
The George Lawrence Co.
E. J. Bartells Co.
Nicholas Ungar
Vic's Sundries and Toiletries
Robertson, Hay & Wallace
Northwest Electric Supply Co.
Herman Hotel Apt.
Pacific Brokerage Co.
Albina Fuel Co.
Oregon Steel Mills
Haakon I Bottner Well Drilling
Weimer's
M. Jacoby
Kalberer Hotel Supply Co.
Mothers Favorite Cookie Co.
Office Equipment Corporation
Fowler Manufacturing Company
Dan Burns
Portland Realty Board
Lido Restaurant
Monte Brooks Attractions
Pointer Willamette Co. Inc.
L. C. Smith & Corona Typewriters
Roy Burnett Motors, Inc.
Industrial Hospital Association
Cascade Pacific Lumber Co.
Caruso Produce
Sears, Roebuck & Company
Alda Jourdan
Phirst Siberian Shop
Continental Can Company
T. S. Barnes
Feenaughty Machinery Co.
C. L. Koster
A Bit of Sweden
Electrical Products Corp.
Dr. George W. Taylor
C. V. Redfield
Tik-Tok
American Pipe and Construction Co.
Purdy Brush Company
Olsen-Roe Transfer Co.
J. K. Poppe, M.D.
Dr. Laura D. Ladd
Mr. R. Geisler
Pacific Machinery & Tool Steel Co.
Brazelton's Antioch Shoe Shop
A. L. Kuntz
John Helmer
Norman Brothers
William C. Fry
C. W. Walls
Nat. McDougall Co.
Columbia Garment Co.
Bates Motoramp Garage Inc.
The Lippman Co.
Sav-On Drugs
Ben H. Hazen
Jacobs Furniture Co.
The Ringside
Granning & Treece Finance Co.
Western Novelty Co.
Honolulu Meat Co.
W. H. Hutchens, M.D.
Nick's Auto Home
West-Holiday Co. Inc.
Newcomer's Service
Kelly's Olympia Co.
Holland Feed Store
North Coast Seed Co.
Swender Blue Print Co., Inc.
Woods Bros.
Dr. John P. Trammald
McCracken Bros. Motor Freight
Cummings Motel
J. E. Haseltine & Co.
- W. J. McCready Lumber Company
Dependable Pattern Works, Inc.
Dr. E. Norval Unthank
Beautician Supply Co. Inc.
Dr. Marlowe Dittbrandt
Dr. N. C. Hall
Standard Stationery & Printing Co.
McCulloch and Sons
Mr. E. C. Pratt & Rollin Lumber Co.
Palace Laundry Co.
Richard Billings
Picards Furniture Co.
Smithwick Concrete Products
H. Richard Seller Advertising
Monarch Forge & Machine Works
Portland Punch
Gifford's Flowers
Willamette Iron and Steel Co.
Business Men's Assurance Co.
Westway Petroleum Co.
Stauffer Chemical Company
Field & Co. Inc.
Frostick Ice Cream Co.
Gumerson Bros. Engineering Corp.
California Packing Corporation
Oregon Nevada California Fast
Freight, Inc.
Painting and Decorating Contractors
of America
Weisfield's
Dr. C. L. Brown
Photo Art Commercial Studios
Vaughn's Apparel Shop
Bruno Art Studio
Schulz Bros. San. Serv.
Harbor Motor Co.
American Lumber Co.
Badgley Mfg. Co.
Fred Meyer
Iron Fireman Mfg.
Town Talk Market
Omar C. Palmer
Western Electric Co.
Bell's Optical Fish Shop
Northwest Grocery Co.
Mitchell Bros. Truck Lines
Hertz Rent-A-Car Stations
The Dickinson Co.
J. E. Lawrence Co.
Zukor's
Julia M. Compton
The Virginia Cafe
Banner Builders, Inc.
Blazer Machinery Co.
Glady Gilbert Studio
Milton L. Gumbert
Holman Transfer Co.
China Lantern
Joe Battaglia
Pacific Stationery
Murphy Lumber Co.
May Hardware Co.
Gates Rubber Co.
Bates, Lively & Pearson
Fred Shearer & Sons
Oregon Laundry & Dry Cleaners
Bariatric Corp.
Portco Corporation
Portland Stamp & Seal Co.
Augie Wights Super Valu Food Stores
Alma Reynolds
George Lewis Cafe
Portland Dental Laboratory
Victor's Cafe
Drs. Besson & McGowan
Vaughn's Apparel Shop
Portland Trust Bank
Stark-Davis Co.
J. W. Copeland
White Stag
Cummins Diesel Sales of Oregon
Upjohn Company
Gerow & Anderson Industrial Loan Co.
Gates Rubber Co.
Darcil Feed Co.
Robert L. Eaton
Payne & Faust, Inc.
Jensen Investment Co.
Lewenson's
Monarch Forge & Machine Works
Dr. W. C. Shearer
A. J. Rose & Son
Ralph Hoyt Co.
Amerata & Schram
Dr. Burgess F. Kelly
C. Y. Harry & Company
Henry Hausch
J. L. Krauser Co.
Construction and General
Laborers Union
Dad's Root Beer
American Engraving
Sylvan Brick Co.
Lighthouse Oysters
Dr. R. Geisler
Dental Arts Co.
Tower Oil Company
Peters Metal Fabricating Co.
Dr. W. F. Hollenbeck
James J. Richardson
Fay Lumber Co.
Riesler R. Meyer
Triangle Milling Co.
R. H. Hancock & Associates
Pownall, Taylor & Hays
Ward Cook, Inc.
Benjamin G. Fleischman
A. W. Petersen Co.
U. S. Rubber Co.
Alexander & Baldwin, Ltd.
Joseph R. Gerber Co.
Best-Ever Doughnut Shop
Portland Printing Pressmen and
Assistants Union Local No. 43
Nick's Auto Co.
Allen E. Meier
Irvington Machine Works
Pepsi-Cola Bottling Co. of Portland
B. P. John Furniture Corp.
Koldkist Ice
Dr. C. Wherry
Jones Photo Laboratory
Huber's Cafe
Fenwick Feed Store



ART FESTIVAL

LAURELHURST PARK • PORTLAND, OREGON

June 8, 9, 10

Friday, 1 till dark; Saturday, 10 till dark; Sunday, 10 till 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.

Programme

FRIDAY

- 2:00 Coppelia (Bureau of Parks and Public Recreation)
- 2:30 Queen's Visitation
- 3:00 Castle Jazz Band (Monte Ballou)
- 4:00 Artist's Paint Brush (Theater Workshop)
- 5:00 Combo Rhythm (Robert Crowley)
- 5:30 Peasant Dancers

SATURDAY

- 2:00 Coppelia (Bureau of Parks and Public Recreation)
- 3:00 Castle Jazz Band (Monte Ballou)
- 4:00 Artist's Paint Brush (Theater Workshop)
- 5:00 Peasant Dancers

SUNDAY

- 2:00 The Artist's Paint Brush (Theater Workshop)
- 3:00 Light Opera Selections (Portland Civic Chorus)
- 3:30 Dance of the Hours (Ballet Workshop)
- 4:00 Castle Jazz Band (Monte Ballou)
- 5:00 Peasant Dancers

Exhibiting Organizations

Portland Potters
Artists Equity Association, Oregon Chapter
Portland Junior Museum
Portland Handweavers
Arts and Crafts Society
Allied Arts and Metal Guild
Artist Membership, Portland Art Association
Oregon Society of Landscape Artists
Oregon Society of Artists
Oregon Camera Club
Museum Art School



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