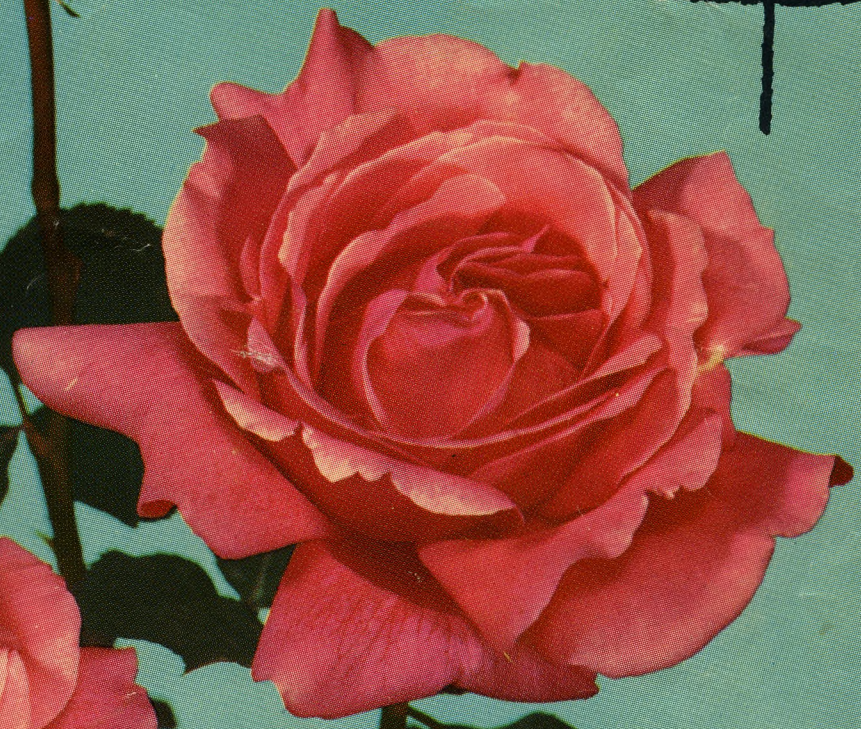
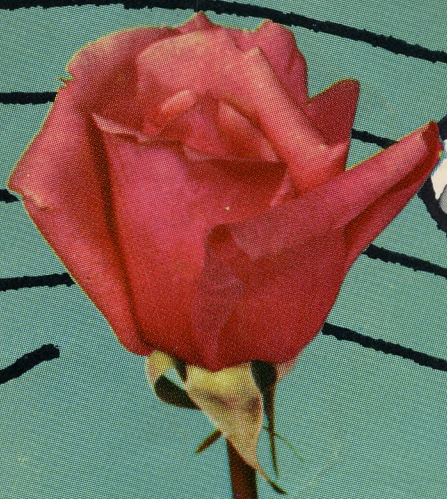


MELODIES IN FLOWERS



49th Annual
**PORTLAND
ROSE FESTIVAL**
JUNE 12-16, 1957

Official
Program **35¢**



WELCOME TO ROSARIA

PRESIDENT'S MESSAGE



Sixty-nine 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-ninth 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.

Leith Abbott

1957 ROSE FESTIVAL ASSOCIATION

LEITH ABBOTT
President

WILLIAM B. BOONE
First Vice-President

AL MOLIN
Treasurer

HAROLD WEISS
Second Vice-President

L. W. MALLETT
Executive Manager

HENRY W. BALDRIDGE
Secretary

DIRECTORS

George Birkinshaw
Harry Buckley
Budd G. Burnie
Edward L. Casey
Don Chapman

Jonathon Edwards
Ralph Erickson
Gerald W. Frank
Ken C. Goodall
Larry Hilaire
Wm. W. Jewett

W. R. Moore
James A. Mount
Dr. Wm. A. Oliver
Gordon D. Orput
Verne Perry
J. Robert Ridehalgh

James M. Simmons
Estes Snedecor, Jr.
Walker M. Treece
William R. Wells
Page Yaw, Jr.

ACTIVE HONORARY DIRECTORS

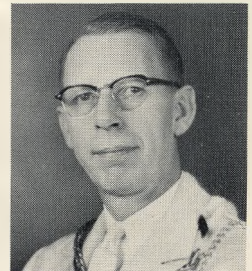
Chester R. Duncan
R. L. Eaton
Jesse J. Gard
Ray E. Garner

George Halling
George Henderson
Howard Holman
Harold Kelley

C. P. Keyser
Frank E. McCaslin
Milo K. McIver
Milton W. Rice

James J. Richardson
James D. Roberts
George Schoeffel
N. Thos. Stoddard

ASSOCIATE DIRECTORS



GAR HURLEY
*Prime Minister
Royal Rosarians*



VINTON D. SNEEDEN, M.D.
President Rose Society

MAYOR TERRY D. SCHRUNK
CARVEL LINDEN

I N D E X

Official Program	3	Parade Route, Grand Floral	6
Acknowledgments	13	Order of March, Junior Parade	11
Queen Selection Program and Your Judging Card	4, 5	Marine Day	12
Rose Show	10	Golden Rose Ski Tournament	16
Stadium Program	9	Art Festival	16
		Associate Members	13, 14, 15



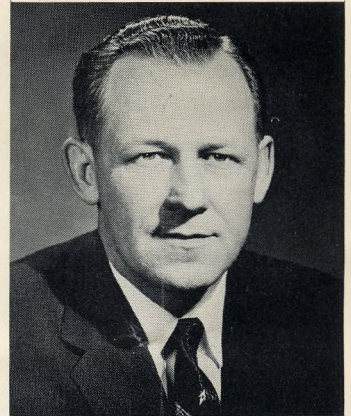
*Welcome
To the City of Roses*

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,

Henry A. Schrank
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 12

8:00 p.m.
Queen Selection and Coronation . . . Multnomah Stadium

Thursday, June 13

1:00-9:00 p.m.
Rose Show . . . Civic Auditorium

11:30 a.m.
Knighting Ceremony . . . Civic Auditorium

Noon
Hollywood Booster's Rose Festival . . . Paul Schatz
Luncheon (1905 N.E. 41st) . . . Furniture

8:00 p.m.
Varieties of 1957 . . . Multnomah Stadium

Friday, June 14

9:00 a.m.-9:00 p.m.
Rose Show . . . Civic Auditorium

1:00-9:00 p.m.
Art Festival* . . . Laurelhurst Park

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

5:30 p.m.
Elk Flag Day Service . . . Washington Park

8:00 p.m.
Varieties of 1957 . . . Multnomah Stadium

Saturday, June 15

10:00 a.m.
Grand Floral Parade . . . Multnomah Stadium
(Same route as 1955-56, starting from Stadium
and ending at Benson High School)

12:00 Noon-8:00 p.m.
Jaycee Chuck Wagon Bar-B-Q . . . Mt. Tabor Park

1:00-9:00 p.m.
Art Festival* . . . Laurelhurst Park

Saturday, June 15 (continued)

10:00 a.m.
City Archery Tournament . . . Sherwood Field
(Sylvan Archers) . . . (Washington Park)

2:00-10:00 p.m.
Baton Twirling Contest . . . Farragut Field

9:00 p.m.
Queen's Ball . . . Masonic Temple

Sunday, June 16

10:00 a.m.
City Archery Tournament . . . Sherwood Field
(Sylvan Archers) . . . (Washington Park)

10:00 a.m.-9:00 p.m.
Art Festival* . . . Laurelhurst Park

1:30 p.m.
Annual Shetland Pony Jamboree . . . P. I. Building
(Sponsored by Northwest Shetland Pony Club)

1:30 p.m.
Marine Day . . . Willamette River

1:30 p.m.
Golden Rose Ski Tournament . . . Timberline Lodge
(Mt. Hood)

2:00-5:00 p.m.
Baton Twirling Contest . . . Farragut Field

June 12 to June 16 (Every Day)

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

*ART FESTIVAL will stage an added attraction, "ARTIST'S PAINT BRUSH," at 3:00 p.m. each day (Friday, Saturday and Sunday).



Queen Selection and

MULTNOMAH STADIUM

Wednesday, June 12, 1957—7:45 p.m.

Announcer:

JOHNNY CARPENTER, *Master of Ceremonies*

DR. WILLIAM OLIVER, *Program Director*

VERNE WILSON, *Musical Director*

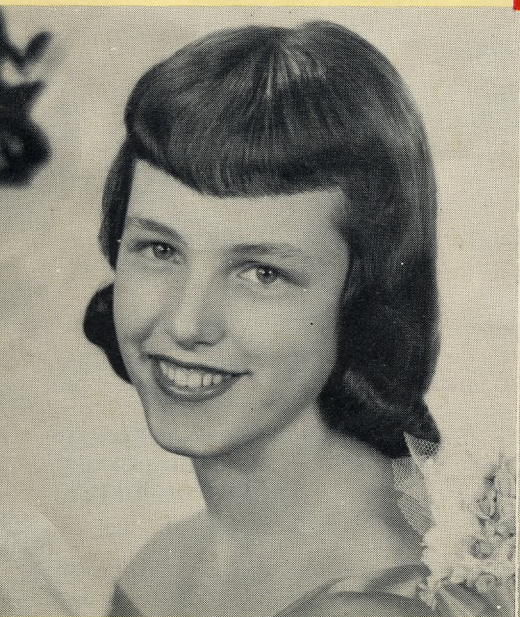


Princess Donna Rae, GIRLS POLY

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 Donna Rae Goodrich, Girls Poly	30	30	5	65
Princess Marsha Maguire, Cleveland	20	20	12	52
Princess Margaret Reedy, Grant	30	30	20	80
Princess Barbara Lee Nesting, Roosevelt	40	40	20	100
Princess Sylvia Marie Dodson, Franklin	20	30	15	55
Princess Delores Mezyk, Jefferson	20	10 <i>Horn!</i>	20	50
Princess Alice Kay Eastman, Lincoln	40	40	20	100
Princess Pat Holcomb, Wilson	30	30	20	60
Princess Nancy Ann Watts, Washington	20	20	12	52

*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.



Princess Marsha, CLEVELAND



Princess Margaret, GRANT



Princess Barbara Lee, ROOSEVELT

Coronation Program

- 7:45- 8:15 Benson High School Band
- 8:15- 8:20 National Anthem, Invocation 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 All-City Rose Festival Orchestra and Portland High School Talent
- 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 Sharon and Presentation of Queen-Elect
- 10:23-10:33 Coronation and Closing Ceremonies



Princess Nancy Ann, WASHINGTON



Princess Pat, WILSON



Princess Sylvia Marie, FRANKLIN

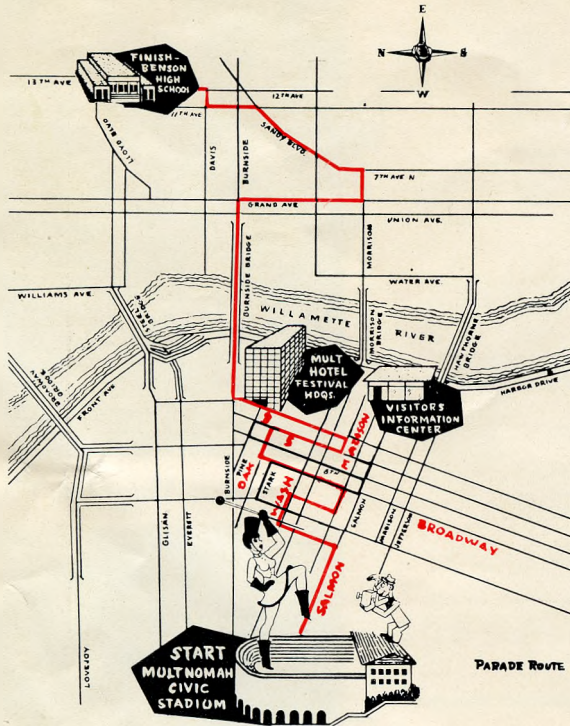


Princess Delores, JEFFERSON



Princess Alice Kay, LINCOLN

49th Annual PORTLAND ROSE FESTIVAL



GRAND FLORAL PARADE MELODIES IN FLOWERS

ORDER OF MARCH

Queen's Division—J. Walter Johnson, Marshal

- B-1 Police Motor Escort—Capt. Pittenger
- B-2 21st U.S. Army Band, Ft. Lewis, Washington (29)
- B-3 U.S. Marine Corps Color Guard (4)
- B-4 Royal Rosarian Drill Team (50)
- H-1 Portland Police Dept. Mounted Patrol
- B-5 East High School Band, Bremerton, Washington (84)
- GRAND MARSHAL**
- 1. GOVERNOR ROBERT HOLMES
- H-2 Governor's Guard
- 2. MAYOR TERRY SCHRUNK
- 3. PRESIDENT LEITH ABBOTT, PORTLAND ROSE FESTIVAL ASSN.
- 4. PRIME MINISTER GAR HURLEY, ROYAL ROSARIANS
- 5. PRESIDENT VINTON SNEEDEN, M.D., ROSE SOCIETY
- MRS. HARLOW DAVIS, CHAPERONE ROYAL COURT
- H-3 Deanea Fichtl
- B-6 Benson High School Band (Will substitute for Queen's Band) (75)
- 6. PORTLAND CHAMBER OF COMMERCE QUEEN'S FLOAT
- H-4 Stanley Anderson

Division No. 1—Alden Kreig, Marshal

- 7. SHELL OIL COMPANY
- B-7 Milwaukie High School Band (45)
- 8. MILWAUKIE JUNIOR CHAMBER OF COMMERCE
- 9. UNIVERSITY OF PORTLAND
- B-8 Tillamook Elks Drum & Bugle Corps (30)
- 10. ROCKAWAY COMMUNITY CLUB
- B-8-A Sixth Army Pipe Band, The Presidio, San Francisco, Calif. (17)
- 11. U.S. ARMY RECRUITING SERVICE—WOODSTOCK BOOSTERS

Division No. 2—George Heilig, Marshal

- B-9 Franklin High School Band (69)
- 12. U.S. AIR FORCE RECRUITING—HAWTHORNE BOOSTERS
- H-5 Doug-Etts, Sheriff's Mounted Patrol
- 13. PACIFIC POWER & LIGHT COMPANY
- B-10 U.S. Navy Official Band of the Cruiser-Destroyer Force, U.S. Pacific Fleet (25)
- 14. U.S. NAVY RECRUITING SERVICE—SELLWOOD-MORELAND BUSINESSMEN'S CLUB
- B-10-A Knights of Pythias Girls Drum & Bugle Corps, Roseburg, Oregon (45)
- 15. PORTLAND FIRE BUREAU, ENGINE NO. 9

Division No. 3—Joe Teresi, Marshal

- B-11 Grant High School Band (96)
- 16. THE UNITED STATES NATIONAL BANK OF PORTLAND
- H-6 Anita Thorson
- 17. PORTLAND RETAIL TRADE BUREAU
- B-12 Jefferson High School Band (66)
- 18. ALCOA—(ALUMINUM COMPANY OF AMERICA)
- 19. RELIABLE TRANSFER COMPANY

Division No. 4—Brooks Manchester, Marshal

- B-13 Cleveland High School Band (80)
- 20. PACIFIC TELEPHONE AND TELEGRAPH COMPANY
- H-7 Mary Martin
- 21. EAST SIDE COMMERCIAL CLUB (Junior Rose Festival Court)
- B-14 Lake Oswego High School Band (67)
- 22. LAKE OSWEGO JUNIOR CHAMBER OF COMMERCE
- H-8 Clackamas County Sheriff's Posse
- 23. PORTLAND REALTY BOARD

Division No. 5—George Gutfleisch, Marshal

- B-15 Girls Polytechnic Drill Team (39)
- B-15-A Girls Polytechnic High School Band (42)
- 24. MEIER AND FRANK COMPANY
- H-9 Clifford & Gifford Wilhelmson
- 25. KIWANIS CLUB OF PORTLAND
- B-16 Salem Cherrian Marching Unit (30)
- B-17 Salem High School Band (45)
- 26. THE SALEM CHERRIANS
- H-10-11 Abe Schiller—Floyd Wagner
- 27. HOLLYWOOD BOOSTERS

Division No. 6—Elmer Colwell, Marshal

- B-18 Lincoln High School Band (39)
- 28. THE FIRST NATIONAL BANK OF PORTLAND
- H-12 Washington County Sheriff's Posse
- 29. PASADENA TOURNAMENT OF ROSES ASSOCIATION
- B-19 Battle Ground High School Band (50)
- 30. BATTLE GROUND COMMUNITY ASSEMBLY
- H-13 Bronco-Busters
- 31. PORTLAND GAS AND COKE COMPANY

Division No. 7—Dr. Mott Erwin, Marshal

- B-20 Grants Pass High School Band (86)
- 32. MONTGOMERY WARD AND COMPANY
- H-14 Molalla Queen and Her Court
- 33. GRESHAM CHAMBER OF COMMERCE
- B-21 Roosevelt High School Band (63)
- 34. AVIATION COMMITTEE—PORTLAND JAYCEES
- H-15 Susie Murray & Birch Brothers
- 35. PORTLAND GENERAL ELECTRIC COMPANY

Division No. 8—Fred Helbock, Marshal

- B-22 Shrine Clown Cycle (10)
- B-23 Shrine Oriental Band (30)
- 36. SHRINE CIRCUS
- B-24 Shrine Drum Corps (30)
- 37. U.S. COAST GUARD—LOMBARD BOOSTERS
- H-16 Arabian Horse Breeders Association
- 38. PALESTINE ORDER OF DeMOLAY

Division No. 9—Ted Kaser, Marshal

- B-25 Fort Vancouver Trappers (42)
- 39. VANCOUVER ROSE FESTIVAL FLOAT COMMITTEE
- H-17 Ben E. Little
- 40. PORTLAND FIRE BUREAU, ENGINE NO. 21
- B-26 Washington High School Band (75)
- 41. U.S. MARINE CORPS—FOSTER BOOSTERS
- H-18-19-20-21 Lonnie Logsdon
- 42. OREGON CITY JUNIOR CHAMBER OF COMMERCE

Division No. 10—George Ford, Marshal

- B-27 Seattle Commodores and Pipe Band and Pirates and Pirateers (60)
- 43. SEATTLE SEAFAIR
- B-28 Beaverton High School Band (40)
- 44. BEAVERTON JUNIOR CHAMBER OF COMMERCE
- H-22 Beaverton Saddle Club

Division No. 11—J. Penrod, Marshal

- B-29 Hillsboro High School Band (50)
- 45. HILLSBORO JUNIOR CHAMBER OF COMMERCE
- H-23 Portland Mounted Posse Auxiliary
- 46. PORTLAND UNIT OF THE WHITE COLLIE CLUB
- 47. CANNON BEACH—ELK CREEK STABLES
- B-30 Wilson High School Band (64)
- 48. SHRINE CALLIOPE
- STEVENS DISASTER CAR

1-48 — Floats
B — Bands or Marching Units
H — Equestrian

GRAND FLORAL PARADE

SATURDAY, JUNE 15th



THIS SPACE RESERVED FOR AUTOGRAPH

35c



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.



SONNY JAMES

Fast becoming one of the nation's leading songsters, Sonny James, comes to the Portland Rose Festival direct from star appearances on all the major television shows as well as tremendous successes on records.



PAUL GILBERT

Familiar to Portland audiences, Paul Gilbert, is considered one of the nation's leading comics. He dances, sings and plays a host of musical instruments. Gilbert has been signed as the Master of Ceremonies for VARIETIES OF 1957.



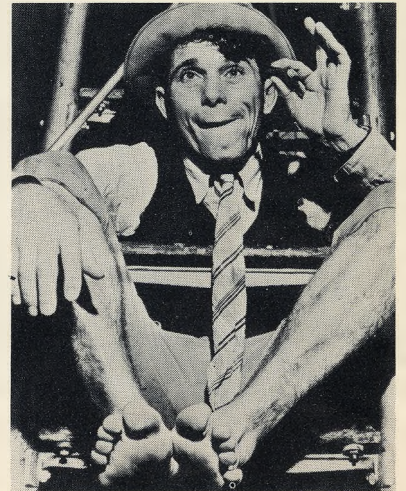
GIRL IN THE SKY

Marilyn Rich, death-defying aerialist in a thrill-a-minute stunt ride over the stadium hanging in mid-air from a helicopter. She is billed all over the world as the most daring attraction ever to thrill audiences.



OWEN DUNNING

Known to thousands as Red Dunning on the "Saddle Pals" program aired daily on KOIN-TV... will direct the symphonic "pop" orchestra.



WILEY KEO

America's favorite diving board clown. Devilish dexterity combined with exciting trampoline acrobatics.

STADIUM PROGRAM

THURSDAY AND FRIDAY, JUNE 13 AND 14

“VARIETIES OF 1957”

Starring

The LENNON SISTERS

SONNY JAMES

PAUL GILBERT

**AND A GALAXY OF THE NATION'S
LEADING ENTERTAINERS**

THE LENNON SISTERS

Four delightful girls who have made musical history as stars of the Lawrence Welk television show. Dianne 17, Peggy 15, Kathy 13, and Janet 10, have been taken to the hearts of families all over the country where they are headlining all the major shows this year.



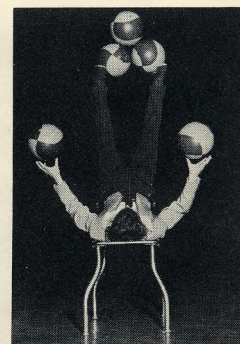
BERNIE KANE

Producer of the “VARIETIES OF 1957” Stadium Shows, Kane is a former band leader and presently one of the nation's outstanding show producers.



LES CARDINALS

Rose Festival fans have a real treat in store for them when this talented trio joins the fun with acrobatic gymnastics.



BASSIE TRIO

Les is one of three members of this entertaining trio of rumbling stars.

**OFFICIAL PROGRAM
PORTLAND ROSE FESTIVAL ASSOCIATION**

35c



69th ANNUAL ROSE SHOW

PUBLIC AUDITORIUM, S.W. 3rd and Clay Streets
THURSDAY AND FRIDAY, JUNE 13 AND 14



ROSE SHOW AWARDS

The Grand Sweepstakes Award in the 69th Annual Portland Rose Show is open to all entries. It consists of the Zell Trophy—a Meisen China Vase valued at \$5,500.

FOR FURTHER INFORMATION:

Dr. Vinton Sneed, *President*
Portland Rose Society
Emanuel Hospital
Tel. AT 1-1281, Ext. 243 or
AT 4-5337

Harold Davidson, *First Vice
President and General Show
Chairman*
Yeon Building
CA 8-8588

ROSE SOCIETY ACTIVITIES

The Portland Rose Society is the oldest Rose Society in the United States. For the last 69 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 on June 11 from 11 A.M.

The annual Portland Rose Show will be held in the Portland Civic Auditorium in conjunction with the 49th annual Rose Festival.

Time of Shows:

Thursday, June 13 1:00 P.M. to 9:00 P.M.
Friday, June 14 9:00 A.M. to 9:00 P.M.

The Knighting Ceremony will be held at 11:30 A.M. on Thursday, June 13, sponsored jointly by the Portland Rose Society and the Royal Rosarians.

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

Entries for the Rose Show will be accepted from 7:00 to 10:30 A.M. on Thursday, June 13.

to 8 P.M. A fine silver trophy has been donated by the Rose Society. It is the plan of officials to make this an annual affair.

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

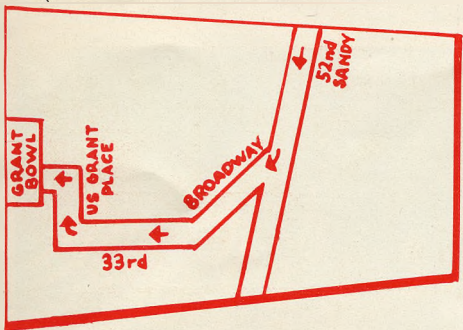
At least four meetings are held each year which are open to the public. These are instructive, not social meetings. Rose experts from all over the world have given lectures and advice at these meetings.

District Directors, who are at the service of amateur rose growers for advice and instruction on care and planting, are spotted all over the community. 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 over 1178 members in the Portland Rose Society.



JUNIOR ROSE FESTIVAL PARADE

Friday, June 14th — 2:00 p. m.



Parade Route

Section No. 5 (District No. 2)—Schools: Astor, Assumption, Ball, George, Holy Cross, James John, Linnton, Peninsula, Portsmouth, Sitton. (Chairman: Mrs. Marvin Pullen)

Section No. 6 (Open and Fraternal Division)—This section includes all schools outside of Portland schools. (Chairman: Jack Donin)

Section No. 7 (District No. 9)—Schools: Capitol Hill, Collins View, Fulton Park, Gray, Hayhurst, Maplewood, Markham, Multnomah, St. Claire, Terwilliger. (Chairman: Erwin Kalesse)

Section No. 8 (District No. 6)—Schools: Ascension, Atkinson, Binnsmead, Bridger, Buckman, Glencoe, Mt. Tabor, Richmond, St. Francis, St. Stephens, Youngson, Sunnyside. (Chairman: Eugene Cecchini)

Section No. 9 (District No. 10)—Schools: Ainsworth, Chapman, Couch, Failing, Shattuck, St. Lawrence, St. Patrick, Skyline, Sylvan. (Chairman: William Daniels)

Section No. 10 (District No. 5)—Schools: Arleta, Creston, Gilbert, Kelly, Kellogg, Lane, Lents, Lewis, Marysville, Whitman, Woodmere, Woodstock. (Chairman: Mrs. Harold Petrie)

Section No. 11 (District No. 8)—Schools: Faubion, Highland, Holy Redeemer, Kennedy, Meek, Sabin, St. Andrew, St. Charles, Vernon, Woodlawn. (Chairman: Marshall Gifford)

Section No. 12 (District No. 3)—Schools: Applegate, Beach, Blessed Sacrament, Boise, Chief Joseph, Eliot, Holladay, Immaculata, Kenton, Ockley Green, St. Cecilia. (Chairman: Emil Lackenmeier)



LENNON SISTERS—Parade Marshals

ORDER OF MARCH

(Note: The queen, when selected, will move with her division to head of parade.)

Section No. 2 (District No. 4)—Schools: Abernathy, Brooklyn, Duniway, Grout, Holy Family, Hosford, Llewellyn, Sacred Heart, Sellwood, St. Agatha, St. Philip Neri, Our Lady of Sorrows. (Chairman: Mrs. Wesley Sundeleaf)

Section No. 3 (District No. 7)—Schools: Cherry Park, Clark, Glenhaven, Gregory Heights, Lee, Menlo Park, Wygant Parkrose, Knott Parkrose, Prescott Parkrose, Sumner Parkrose, N. Powellhurst, W. Powellhurst, Russellville, St. Rita, Vestal. (Chairman: Jack Stambaugh)

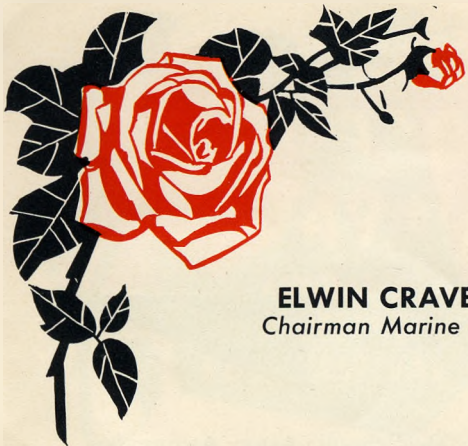
Section No. 4 (District No. 1)—Schools: Alameda, All Saints, Beaumont, Fernwood, Irvington, Kerns, Laurelhurst, Rigler, Rose City, Rose City Primary, Sacajawea, Scott, St. Rose. (Chairman: Lane Lewis)



1957 JUNIOR ROSE FESTIVAL COURT AND ATTENDANTS



Junior Rose Festival Coronation Court



MARINE DAY

SUNDAY, JUNE 16

ELWIN CRAVEN
Chairman Marine Day

DON CHAPMAN
Chairman Special Events

KEN LOMAX
Announcer

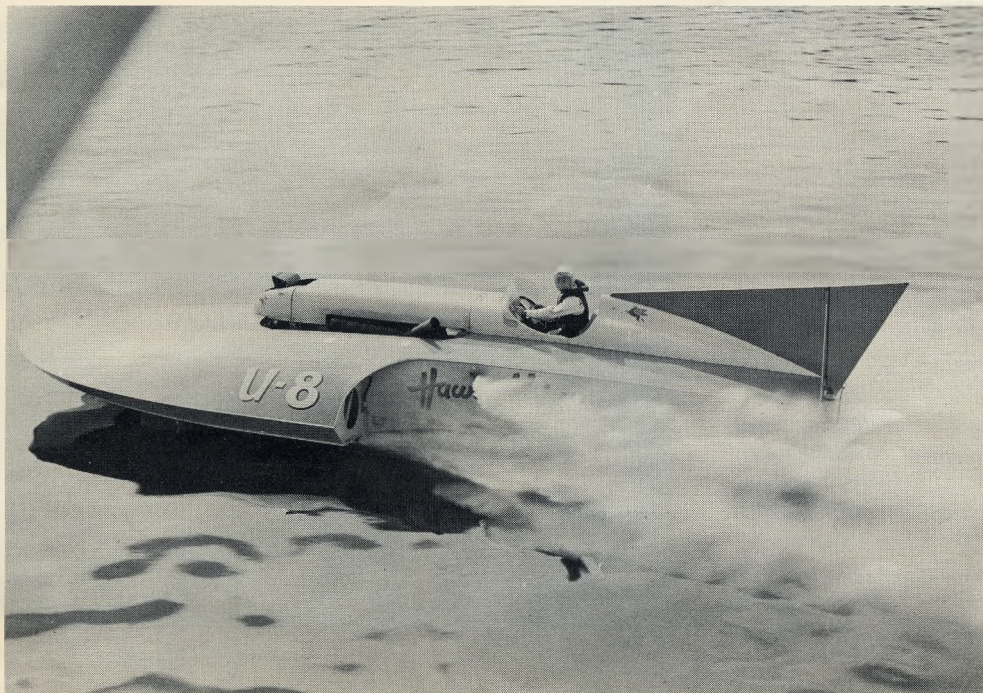
OFFICIAL MARINE DAY TIMETABLE OF EVENTS

- 11:00 a.m. Daughters of Neptune and guests of Rose Festival Association meet at Coast Guard Base, Swan Island, to be transported by boat to U. S. C. G. C. KLAMATH, anchored in river off south end of Swan Island.
- 11:30 a.m. Pleasure craft assemble off north end of Swan Island for parade. Floyd O. Smith, President Columbia River Yachting Association, is Chairman; assisted by Fleet Captains of Clubs.
- 12:30 p.m. Parade starts up channel beside Swan Island, headed by boat carrying King Neptune and Daughters of Neptune. Circle past spectators at south end of Swan Island and reviewing stand on fantail of U. S. C. G. C. KLAMATH.

ORDER OF CLUBS IN PARADE

- | | |
|--------------------------------|---------------------------------------|
| 1. Portland Small Craft Club | 9. Dolphin Yacht Club (Camas) |
| 2. Willamette River Yacht Club | 10. Longview Yacht Club |
| 3. Portland Yacht Club | 11. St. Helens Yacht Club |
| 4. Tyee Yacht Club | 12. Astoria Yacht Club |
| 5. Columbia River Yacht Club | 13. The Dalles Yacht Club |
| 6. Rose City Yacht Club | 14. Eugene Yacht Club |
| 7. Riverside Yacht Club | 15. Other Clubs and unorganized boats |
| 8. Vancouver Yacht Club | |

- 1:30 p.m. Judging of decorated boats by committee on U. S. C. G. C. KLAMATH. Rose Festival theme "MELODIES IN FLOWERS", carried out by floral-decorated craft will be given priority in judging, although non-floral decorations will receive due consideration. All pleasure craft are eligible for awards. First, second and third awards to cruisers; one award to sailboats; first, second and third awards to outboard boats.
- 2:00 p.m. Outboard races. First heats for classes AU and B racing hydros.
- 2:30 p.m. Sailing races, classes—Lightnings and Flatties; Sea Scout pulling race; fireboat drill.
- 3:00 p.m. Final heats of outboard races, classes AU and BRH.
- 3:30 p.m. Water Skiing demonstrations by Oswego Water Ski Club team. Presentation of awards to winners of all events.
- 4:00 p.m. Demonstration runs by HAWAII KAI III, unlimited hydroplane owned by Edgar F. Kaiser.
- 4:30 p.m. Dispersal after signal given from control barge.



Featuring HAWAII KAI III

Owned by Edgar F. Kaiser of Oakland, Calif., the "Hawaii Kai III" is maintained in Seattle, in charge of Crew Chief L. N. (Mike) Welsch, a Boeing electrical engineer and Driver Jack Regas.

"Hawaii Kai III" has been a leading contender in top unlimited hydroplane racing events, including Gold Cup Races in Detroit in 1956, won by "Miss Thriftway" of Seattle. "Hawaii Kai III" has participated in recent races on Lake Chelan, Wash., and will participate in Gold Cup Races in Seattle in August 1957.

ASSOCIATE MEMBERS

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- Queen's Scepter—Roy and Molin Jewelers.
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 Court Photos—Gladys Gilbert.
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Gunderson Bros. Engineering Corp.
Hollis Johnston & Koch Architects
Harry Buckley
Kalberer Hotel Supply Co.
Sweetarts, Inc.
Keystone Steel & Wire Co.
Pacific Fruit & Produce Co.
Herman Hotel Apts.
Wadhams & Co.
D. K. MacDonald & Company
Alberta Furniture Co.
Oldsmobile Division of
General Motors Corp.
Pacific Trailways
Broadway Hotel
- Hauser Construction Co.
Picards
Sutherland Electric Co.
Rock Wool Insulating Co.
The Embers
H. A. Schmitt
Boulevard Garage
J. H. Langley Electric Construction
Hartfield Stores
Peerless Trailer and Truck Service Inc.
Weimer Hdw. & Furn. Store
Troy Laundry
Birkenwald Co.
E. W. Scott
Allyn's Dyeing & Cleaning
Establishment
Painting & Decorating Contractors
F. W. Woolworth Co.
Ireland's
Maytag Northwest Company
K. H. Uyesugi
Johnson & Olsen Feed Co.
Radio Cab Co.
William Volker & Co.
West Coast Air Lines
Gladys Gilbert Studio
Portland Home Builders Association
D. M. McClintock Lumber Co.
Harold Embree. Rex Owl Drug Co.
Stoddard & Company
Burkhardt's Fine Flowers
Ben Rybke
Risberg's Truck Line
New Heathman Hotel
Calef Furniture Co.
The Arthur Leonard Pipe Shop
Henry C. Fixott, Jr., D.M.D.
Nu-Way Printing & Envelope Co.
Norman Brothers
Automatic Oil Co.
Abstract & Title Ins. Co.
Fahey-Brockman
Oregon Music Co. Inc.
Arthur Murray School of Dancing
Lakeside Lumber Co.
Crawford & Doherty Foundry Co.
Blitz-Weinhard Co.
Continental Can Co. Inc.
The George Lawrence Co.
A. W. Williams Inspection Co. Inc.
Pacific Stationery & Printing Co.
Rosenblatts
Swett & Crawford
Peterson & Dering Rose Growers
Ernest E. Hall
Van Waters & Rogers Inc.
Northwestern Transfer Co.
American Lumber Co.
Western Auto Supply Co.
Standard Insurance Co.
Yellow Taxicab Co.
Mrs. George T. Gerlinger
Monarch Forge & Machine Works
Laurelhurst Cleaners
Multnomah Typographical Union No. 58
California Spray Chemical Corp.
A. Young & Son Iron Works
The E. J. Bartells Co.
Amalgamated Lithographers of America
Electrical Products Corp.
Portland Lodge No. 142, BPO Elks
Palisades Market
McKesson & Robbins, Inc.
Campbell Crane & Trucking Service, Inc.
Portland Gas & Coke Co.
Safeway Stores, Inc.
Columbia Equipment Co.
Gar G. Hurley
Colyear Motor Sales Co.
Burroughs Corp.
Dr. Noles, Optometrists
Dr. W. G. Homan
Brady-Hamilton Stevedore Co.
Six Robblees' Inc.
Photo Art Commercial Studios
Avondale Construction Co.
Columbia Basin River Operators
Edw. Holman and Son
Shell Oil Company
Tide Water Associated Oil Co.
Signal Oil Co.
Oregon Garage, Inc.
Olds, Wortman & King
General Petroleum Corp.
The Florsheim Shoe Store Co.
Briggs-Gething
Penn C. Crum
- Beauticians Supply Co. Inc.
R. A. Hungerford
Chase Gardens
Pacific Machinery & Tool Steel Co.
Mr. Rex Delong
Cascade Pacific Lumber Co.
Natt McCougall Co.
Beatty Safeway Scaffold Co.
Donald C. Sloan & Co.
Belmont Floral Co.
Jake's Famous Crawfish
The Broiler
Fraser Paper Co.
Edison Brothers Stores, Inc.
King Tower, Inc.
International Business Machines Corp.
F. B. Connelly Co. of Oregon
R. H. Brown & Company
H. A. Herzog
J. W. Huserik & Son
McCall Oil Co.
Freightliner Corp.
W. P. Fuller & Co.
Northwest Electric Supply Co.
Rudie Wilhelm Warehouse Co. Inc.
Lloyd Corp. Ltd.
Kraft Foods Co.
Dr. F. Walter and Jessie L. Brodie
John L. Jersey
Stark-Davis Co.
Al Jensen
Sinclair & Valentine Co.
The Texas Co.
Pointer Willamette Co. Inc.
Electroencephalographic Laboratory
Oregon Egg Producers
Leveton's Thrifty Drugs
Dooley & Co.
Broadway Dyers & Cleaners
Dickson Drug Co.
Lerner Shops of Oregon, Inc.
Albert Stromberg
Manning's Inc.
G. Spencer Hinsdale
White Rock Bottling Co.
Estate of Henry Failing
The Irwin-Hodson Co.
Pacific Carbide & Alloys Co.
Nilsson's Paint & Wallpaper
Rogers Ins. Agency, Inc.
Mt. Hood Radio & Television
Broadcasting Corp.
Newport Construction Co.
William J. Sheehy
Auto Wheel Service
Bronson Ins. Agency
A. J. Rose & Son
M. Trumbo Company, Inc.
Chase Bag Co.
Jones Lumber Corp.
Posey Lumber, Inc.
Garbade's Bakery
Joseph B. Knapp Co. Inc.
John Helmer
Tektronix, Inc.
LaRoy Jewelers
The Gray Line Co.
Clyde Equipment Co.
Palmer's Appliance Co.
Schmeer Ins. Agency
First National Bank of Portland
McCann-Erickson, Inc.
Acme Metal Works Inc.
Wilcox Investment Co.
Teply House of Furs
Rose City Upholstery
Gaittens Plumbing & Heating Service
Portland Laundry & Dry Cleaners
Tillamook-Portland Auto Freight, Inc.
Caldwell Finance Co.
John Welch Dental Depot, Inc.
Arthur Bowman, Inc.
C. W. Wells, Ins. Adj.
Dr. Adalbert G. Bettman, M.D.
James McI. Wood, West & Co.
Van Duyn Chocolate Shops, Inc.
Western Wood Mfg. Co.
American Bldg. Maintenance Co.
Lipman Wolfe & Co.
Valsetz Lumber Co.
First Federal Savings & Loan Assn.
Mike DeCicco & Son
The Oregonian
Marshall-Well's Co.
Drake Lumber Co.
Braley & Graham
Ames Harris Neville Co.
- Grand Rapids Store Equip.
Dr. Frank Mihnos
Union Oil Co. of California
Kerr Grain Corp.
Columbia Sand and Gravel Co.
Imperial Garages, Inc.
Coca-Cola Bottling Co.
Mrs. Ross McIntyre
Mrs. Besson & McGowan
Herb W. Ehrsam
Pacific Supply Corp., Chemical Division
Industrial Spray Painting Corp.
Collins & Erwin Piano Co.
Masters, Mates & Pilots of America
Burgess F. Kelly, D.S.C.
Rose City Transit Co.
Hilaires Restaurant
M. & H. H. Sichel
Encore Restaurant
W. G. Rovang, Inc.
Liberty Fuel & Ice Co.
Donald M. Drake Co.
Hungerford Hotel Co. Inc.
Merck Sharp & Dohne
Rainier Brewing Co.
Director Furniture Co.
Van Duyn Chocolate Shop, Inc.
Dean Witter & Co.
Pabco Products Inc.
Monte's Mfg. Co.
Clow Roofing & Contracting Co.
Star Quil
Northwestern School of Commerce
Portland Supply Co.
Ray Grimshaw
National Cash Register Co.
Glisan Lumber Co.
Consolidated Dairy Products Co.
Hollywood Ford Motors
Guy F. Atkinson Co.
Bingham Pump and Willamette Iron
Gabriel Kleppe
George C. Clark Spray Painting Co.
The Virginia Cafe
D. C. Wax Office Equip. House
H. Richard Sellar Advertising
L. R. Geisler
Karl's Shoe Stores, Ltd.
Henry Hausch
Westway Petroleum Co.
Shipley and Co. Agency, Inc.
Omar C. Palmer
Artistic Cleaners
Columbia River Pilots
Peat Marwick, Mitchell & Co.
United Airlines
Langendorf United Bakeries, Inc.
Joslyn Pacific Company
Western Electric Company, Inc.
National Hospital Assn.
George Rotegard
National Tank & Pipe Plant
Simpson Logging Co.
Automobile Dealers Assn.
Builders Hardware & Supply Co. Inc.
Edwards Furniture Co.
Roberts Fine Foods
Edmund Hayes
Lang Sanders and Co.
Phoenix Mutual Life Ins. Co.
Frank Nau
The Autzen Foundation
Raymond Concrete Pile Co.
Portland Screw Co.
Mary Irene McGonigle
Lanson Mobilift Corp.
Coast Transport, Inc.
Electro Metallurgical Co.
Swender Blue Print Co.
Fowler Mfg. Co.
Chester A. Sheppard
Field & Co., Inc.
Allan A. Smith
Pittock Block, Inc.
Hotel Ockley
California Container Corporation
Northwest Airlines, Inc.
KGON Radio Station
Dad's Root Beer
J. C. Milne
Iron Fireman Mfg. Co.
Luther's Stop and Shop
North Pacific Cannery & Packer, Inc.
Dolan Building Material Co.
C. E. Riggs, Inc.
Polly Ann Grille
Lowenson's
- Dr. R. F. Kenaga
Zenner Bros. Seed Co.
Milton L. Gumbert
Oregon Portland Cement Co.
I. D. Wood and Company
Hart, Spencer, McCulloch, Rockwood
& Davies
Economy Oil Co.
Bell Sand & Gravel Co.
Gill Brothers Seed Co.
J. L. Krauser Co.
Monte Brooks Productions
A Bit of Sweden
Shelley's Restaurant
Milner Hotel, Perkins & Hoyt Hotel
Howard H. Holland
Carl L. Davis
Southwood Shoes
Mrs. S. A. McAllister
Auto Paint Service
Palace Laundry Co.
KEX
Frank Harding & Son
John T. Casey
Henry C. Fixott, Jr. D.M.D.
Unthank, DeVorval, Dr.
Blue Bell Potato Chip Co. Inc.
Wood Tractor Co.
Dental Arts Co.
Commodore Hotel
Joseph A. Minott
Bliss Baking Co.
Irvington Machine Works
California Packing Corp.
Jolly Joan
Dr. W. F. Hollenbeck
Northwest Grocery Co.
Pomeroy's
J. C. Corbin Co.
Parker-Schram Co.
Gabriel Boiler Co.
Bun and Burger
Holman Transfer Co.
Broadway DeLuxe Cab Co.
W. R. Norte Co.
Aluminum Co. of America
Hamilton Hotel
Electrical Construction Co.
Blyth and Co., Inc.
Georgia-Pacific Corp.
Walter J. Pearson & Co.
Portland Stamp & Seal Co.
Harry C. Visse
Urban Plumbing and Heating Co.
Joe Battaglia
Bungalow Courtel
Sandycrest Terraces
Fay Lumber Co.
Colin Livingston
Pihl Transfer & Storage Co.
Charles L. Wakefield
Fruehauf Trailer Co.
Nelson Equipment Co.
Robert L. Eaton
Cascade Construction Co.
Harry S. Hill Co.
Amerata & Schram
Olsen-Roe Transfer Co.
Smith Auto Parts Co.
Norpac Shipping Co., Inc.
McDonald, Gattie & Co.
Dr. O. Wherry
Burgard Finke Co.
Mt. Scott Drug Co.
Bohemian, Uptown
City Center Motel Hotel
Sandycrest Terraces
Roosevelt Hotel
Bohemian Restaurant Inc.
Norene Tire & Battery Co.
Hyland's Old Book Store
Robert S. Kinoshita, M.D.
Fulton Transfer & Storage
Williams Bros. Mfg. Co.
Kneeland & Kneeland
Dr. Mabel M. Akin
Clara Frances Hansen,
Multnomah Flower Shop
Pacific Hardware & Electric Co. Inc.
Robert E. Duniway
Barnard Motors Inc.
The Portland Outdoor Store
Employers Mutuals of Wausau
Farmers' Market
Coast Auto Supply Co., Inc.
United Parcel Service
Agency Lithograph Company

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ART FESTIVAL

LAURELHURST PARK - PORTLAND, OREGON
JUNE 14, 15, 16

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.

Friday, 1 till 10 p. m.
Saturday, 10 till 10 p. m.
Sunday, 10 till 8 p. m.

EXHIBITING ORGANIZATIONS

- Portland Potters Artists Equity Association—Oregon Chapter
- Portland Junior Museum
- Portland Handweavers
- Arts and Crafts Society
- Allied Arts and Metal Guild
- Artists Membership—Portland Art Association
- Oregon Society of Artists
- Oregon Camera Club and Portland Photographic Society
- Museum Art School

37" 14" 48"

PROGRAMME friday

- 2:00 Recorders—Community Music Center
- 2:45 Queen's Visitation
- 3:00 Castle Jazz Band—Monte Ballou
- 4:00 "And How" (Theatre Workshop)
- 7:00 Peasant Dancers

saturday

- 2:00 Recorders—Community Music Center
- 3:00 Castle Jazz Band—Monte Ballou
- 4:00 Portland Chapter of SPEBSQSA
- 4:30 Artist's Paint Brush—Third Edition, Theatre Workshop
- 7:00 Square Dance

sunday

- 2:00 String Orchestra—Community Music Center
- 3:00 Light Opera Selections—Portland Civic Mastersingers
- 3:30 Castle Jazz Band—Monte Ballou
- 4:30 Sleeping Beauty—Bureau of Parks and Public Recreation
- 5:30 Peasant Dancers
- 7:00 "My Fair Lady"—Theatre Workshop

AGENCY LITHOGRAPH CO.



GOLDEN ROSE SKI TOURNAMENT

SUNDAY, JUNE 16th

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

RACES START 1:00 P.M.

