



50 GOLDEN YEARS

50th Annual
**PORTLAND
ROSE FESTIVAL**
Golden Anniversary

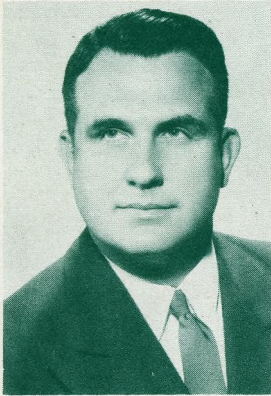
Official
Program **35¢**

JUNE 10th to 15th • 1958



WELCOME TO ROSARIA

PRESIDENT'S MESSAGE



I wish that every resident of Portland and every Rose Festival visitor could have had the privilege of serving on this year's Rose Festival board. If you could have seen the plans for this gigantic festival take shape - if you could have seen the patient effort and creative thinking that went into this event - you would have some conception of the truly fantastic scope of this year's Fiftieth Anniversary Rose Festival.

A great many innovations will greet those who attend one or more Festival events this year. It is

not possible to list them in this brief space. But everything has been done with one goal in mind - to make the Rose Festival as attractive and interesting as possible, and to make it even more representative of the great and growing City of Portland.

I therefore bid you welcome to the Kingdom of Rosaria, and trust that your visit will be pleasant, exciting and fruitful.

Cordially yours,

PRESIDENT

1958 ROSE FESTIVAL ASSOCIATION

WILLIAM B. BOONE
President
HAROLD WEISS
First Vice-President

W. R. MOORE
Second Vice-President
EDWARD L. CASEY
Secretary

AL MOLIN
Treasurer
L. W. MALLETT
Executive Manager

DIRECTORS

George Birkinshaw
Harry Buckley
Budd G. Burnie
Allen O. Carden
Don Chapman
Jonathon Edwards
Ralph Erickson

Gerald W. Frank
Ken C. Goodall
Larry Hilaire
Wm. W. Jewett
Frank Joseph
James A. Mount
Dr. Wm. A. Oliver

Gordon Orput
Verne Perry
J. Robert Ridehalgh
James M. Simmons
Estes Snedecor, Jr.
Walker M. Treece
William R. Wells

ACTIVE HONORARY DIRECTORS

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

George Halling
George Henderson
Howard Holman
C. P. Keyser
Frank E. McCaslin

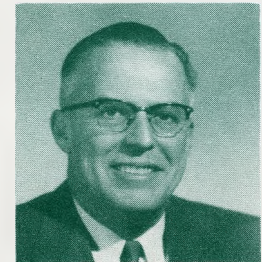
Milo K. McIver
Milton W. Rice
James J. Richardson
James D. Roberts
George Schoeffel

Harold Kelley
N. Thos. Stoddard
Jack Matlack and Hugh Scott - *Promotion and Publicity*

ASSOCIATE DIRECTORS



HARRY BUCKLEY
*Prime Minister
Royal Rosarians*



HAROLD DAVIDSON
President Rose Society

MAYOR TERRY D. SCHRUNK
CARVEL LINDEN

INDEX

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	12
Stadium Program	9	Festival Center	16
Merrykhana Parade	13	Associate Members	14-15



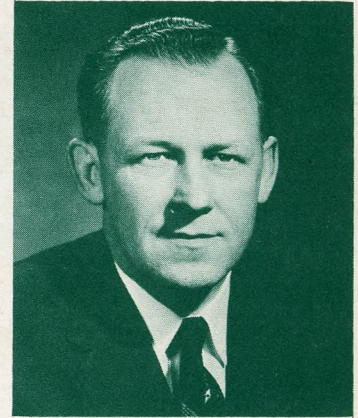
*Welcome
To the City of Roses*

One of my pleasantest duties as Mayor of Portland, Oregon, is to welcome our city's guests during Rose Festival Week. This year, when the Festival celebrates its 50th anniversary, the duty is doubly pleasant. Not only will the 1958 Festival be considerably bigger and better than any of the other 49, but the citizens of Portland seem to have caught a new spirit as time for the great event approaches.

To all of you, welcome! Enjoy the Festival to the fullest, and take occasion to see the other sights of Portland while you are here!

Sincerely,

Samuel J. Schumf
MAYOR



SCHEDULE OF EVENTS

TUESDAY, JUNE 10

- 12:00 noon OFFICIAL OPENING, NEW FESTIVAL CENTER... S.W. Park Blocks Band Concerts, Art Festival, Rose Show, Rose Displays, Nursery Exhibits, Travel Show, Park Bureau Shows, TV-Radio Broadcasts, Square Dancing, Street Dancing, BAR-B-Q Chuck Wagon Lunches, Midway Attractions, Rides and Concessions, Free Rides for Kiddies, Syncopated Waters (Color Illuminated Fountain).
- 8:00 p.m. MERRYKHANA PARADE — Portland's first FUN night parade for many years. Thru downtown area ending at Festival Center. Bands, clowns, electrically lighted floats.

WEDNESDAY, JUNE 11

- 10:30 a.m.-1:00 p.m. STRAWBERRY BREAKFAST and GARDEN TOUR of eleven private gardens, cost \$1.00. 3254 SE Crystal Springs Bl.
- 10:00 a.m. FESTIVAL CENTER OPENS... S.W. Park Blocks
- 2:30 p.m. U. S. NAVY SHIPS ARRIVE SEA WALL—HARBOR DRIVE... Sea Wall at Harbor Drive
- 6:30 p.m. Gates open at Multnomah Stadium for ROSE FESTIVAL QUEEN SELECTION and exciting SPECIAL PROGRAM
Multnomah Civic Stadium, 1844 S.W. Morrison St.
- 7:00 p.m. MODEL SAILBOAT REGATTA... Benson High School
- 8:00 p.m. QUEEN SELECTION AND CORONATION PROGRAM
Multnomah Stadium, 1844 S.W. Morrison St.

THURSDAY, JUNE 12

- 10:00 a.m. FESTIVAL CENTER OPENS... S.W. Park Blocks
- 12:00 noon KNIGHTING CEREMONY of distinguished guests... Festival Center
- 1:00 p.m.-9:00 p.m. 70th ANNUAL PORTLAND ROSE SHOW, Masonic Temple
- 1:30 p.m. MODEL SAILBOAT REGATTA... Westmoreland Pool
- 2:00 p.m.-5:00 p.m. KIDDIES' DAY—all Midway Rides 10c... Festival Center
- 6:30 p.m. Gates Open—"50 YEARS OF FUN AND MUSIC"—Spectacular Show with a cast of over 1000—outstanding fireworks display... Multnomah Stadium
- 8:00 p.m. "50 YEARS OF FUN AND MUSIC" Multnomah Stadium

FRIDAY, JUNE 13

- 9:00 a.m.-9:00 p.m. PORTLAND ROSE SHOW... Masonic Temple
- 10:00 a.m. FESTIVAL CENTER OPENS... S.W. Park Blocks
- 2:00 p.m. JUNIOR PARADE thru Hollywood District and ending at Grant Bowl... East Side, starts Sandy Blvd. at 52nd
- 7:30 p.m. RIFLE SHOOT, Portland Rifle Club vs. U. S. Navy Team... N.E. Hassala Range
- 8:00 p.m. "50 YEARS OF FUN AND MUSIC" Multnomah Stadium

SATURDAY, JUNE 14

- 10:00 a.m. GRAND FLORAL PARADE (Starting at Lincoln High School Field and ending at Washington High Field)
- 10:00 a.m. CITY ARCHERY TOURNAMENT... Washington Park
- 10:00 a.m. FESTIVAL CENTER OPENS... S.W. Park Blocks
- 2:00 to 10:00 p.m. BATON TWIRLING CONTEST... Lincoln High Field
- 4:30 p.m. ELKS FLAG DAY Ceremony... Festival Center

SATURDAY, JUNE 14 (Continued)

- 7:30 p.m.-1:00 a.m. LOMBARD BOOSTERS COMMUNITY STREET DANCE and BAND CONCERT (Parking Lot bounded by N. Lombard, Peninsular and Russett Sts.)
- 8:00 p.m. "50 YEARS OF FUN AND MUSIC" Multnomah Stadium
- 9:00 p.m. QUEEN'S BALL (Invitational) Rosarians, Masonic Temple
- 9:00 p.m. QUEEN'S BALL jointly sponsored by Moreland Com. Club, Sellwood Bus. Men's Club and Westmoreland Com. Club (public invited)... Moreland Masonic Temple
- 9:00 p.m. QUEEN'S BALL La Fete de la Rose—Columbia Edgewater Country Club (Invitational)... Marine Drive
- SUNDAY, JUNE 15 — MORNING CHURCH SERVICES**
- 10:00 a.m. CITY ARCHERY TOURNAMENT... Washington Park
- 11:30 a.m.-4:30 p.m. MARINE DAY... Swan Island
- 1:00 p.m. FESTIVAL CENTER OPENS... S.W. Park Blocks
- 1:00 p.m. GOLDEN ROSE SKI TOURN., Timberline... Mount Hood
- 1:00 p.m. KIWANIS ROSE FESTIVAL BOWLING TOURNAMENT FINALS... Columbia Bowl
- 2:00 to 5:00 p.m. BATON TWIRLING CONTEST... Lincoln High Field
- 3:00 p.m. YOUTH FOR CHRIST SACRED CONCERT (70 piece band and 40 member Youth for Christ Choir Washington Park Theatre, Rose Test Gardens)

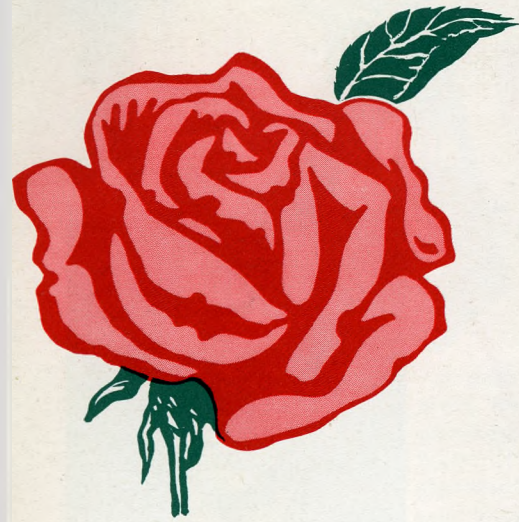
SPECIAL FEATURES DURING ROSE FESTIVAL WEEK

- U. S. NAVY SHIPS — OPEN HOUSE DAILY**
June 11 thru June 15, Sea Wall at Harbor Drive, 9-11 a.m. and 1-4 p.m.
- FAMOUS "GROOTE BEER" — OFFICIAL ROSE FESTIVAL QUEEN BARGE**
(Originally built for Hermann Goering.) On display at Sea Wall.
- 2nd ANNUAL JAYCEE CHUCKWAGON BAR-B-Q \$1.00**
Festival Center, S.W. Park Blocks, Tuesday, June 10, 5:30 p.m. and on Wednesday, Thursday, Friday, 11:30 a.m. to 1:30 p.m., and 5:30 p.m. and on Saturday, June 14, 11:30 a.m. and on
- LEWIS & CLARK COLLEGE — ROSE TEST GARDEN TOUR**
Lewis & Clark College, 10:00 a.m. to 5:00 p.m. Daily tours, June 9 thru June 15
- PACIFIC NORTHWEST INSTRUMENT SHOW**
Civic Auditorium Thurs. & Fri., June 12 & 13, 1:00 to 10:00 p.m.
- JUNIOR LEAGUE GARDEN TOUR AND TEA — S.W. HILLS**
Leaves from Festival Center at S.W. Jefferson
Daily June 11 thru June 13, 12:00 noon to 5:00 p.m.
- PHOTOGRAPHIC FUN SHOWS — Portland State College Pavilion**
S.W. Park at Montgomery, Daily June 11th thru June 15, 12 a.m.-9 p.m.
- JAZZ FESTIVAL — SHATTUCK SCHOOL FESTIVAL CENTER**
June 12 thru June 14, 8:30 p.m. 50 Years of Jazz featuring Charlie Barnet, Red Nichols and Buddy De Franco. Adults 75c, Children under 12, 50c
- PORTLAND CIVIC THEATRE, ROSE FESTIVAL WEEK**
"Oklahoma"—June 11, 12, 13, 14, 8:30 p.m. Tickets \$2.75, \$1.50
Main Stage, Portland Civic Theatre
"Miranda"—June 13, 14, 8:30 p.m. Tickets \$1.80, \$1.00
Blue Room, Portland Civic Theatre
Golden Rose Open Chess Tournament, June 14-15, YMCA

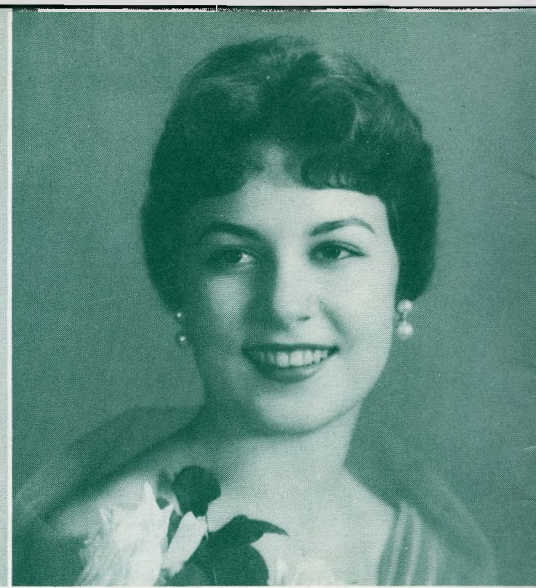
SEASON TICKET BOOKS: Adults \$2.40 • Juniors \$1.00 (tax included)

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

Reserved seats for Queen Selection and Coronation and "50 YEARS OF FUN AND MUSIC" \$2.40. Grand Floral Parade Bleacher Seats \$1.10 tax incl. Tickets available at J. K. Gill or by mail at Rose Festival Ticket Office, 420 S.W. 5th in Portland.



Princess Stephanie Ann Priddy, MADISON



Princess Janet Fischer, GIRLS POLY

Queen Selection

MULTNOMAH STADIUM

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 Stephanie Ann Priddy, James Madison				
Princess Janet Fischer, Girls Polytechnic				
Princess Gretchen Freed, Woodrow Wilson				
Princess Nadine Louise Trudell, Jefferson				
Princess Nancy June Springer, Cleveland				
Princess Karen Schultz, Lincoln				
Princess Cheryl Huetson, Franklin				
Princess Marilyn Griffith, Washington				
Princess Linda Irene Sloan, Roosevelt				
Princess Ruth Parrett, Grant				
Princess Roxanne Whitsell, Academy of the Holy Child				

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



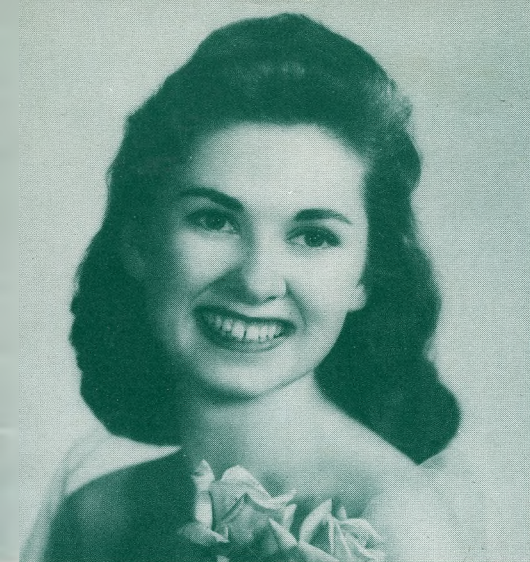
Princess Gretchen Freed, WILSON



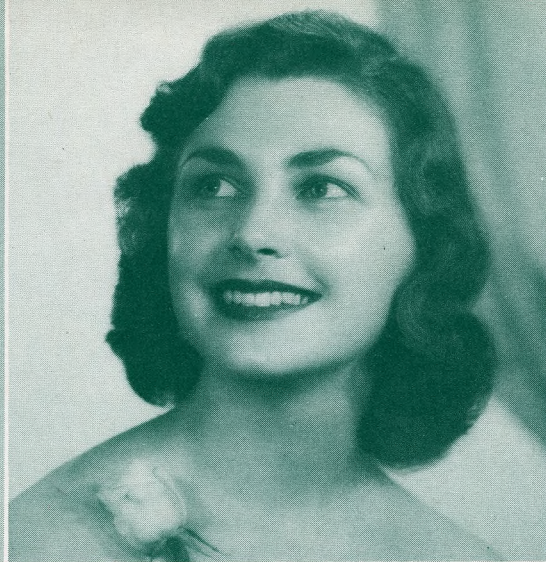
Princess Nadine Louise Trudell, JEFFERSON



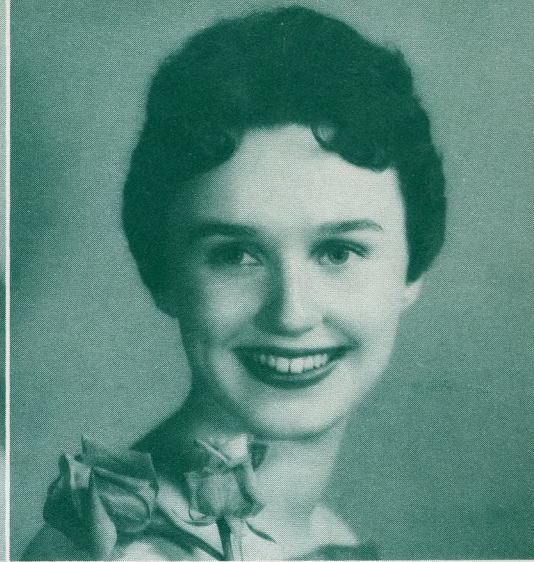
Princess Nancy June Springer, CLEVELAND



Princess Roxanne Whitsell, HOLY CHILD



Princess Ruth Parrett, GRANT



Princess Linda Irene Sloan, ROOSEVELT

and Coronation Program

• **Wednesday, June 11, 1958 – 8:00 p.m.**

8:00 p.m. Benson High School Band

8:20 p.m. Presentation of Dignitaries

8:30 p.m. National Anthem, Invocation
and Announcements

Introductions of past and
visiting Courts

The Royal Rosarians

Arrival of Royal Court

Processional – Introduction
of Princesses

Explanation of judging

Introduction of Student Body
Presidents and Princesses

All-City High School Band show

The Finest Portland Roses

Introduction and Presentation of
Queen-elect

Coronation

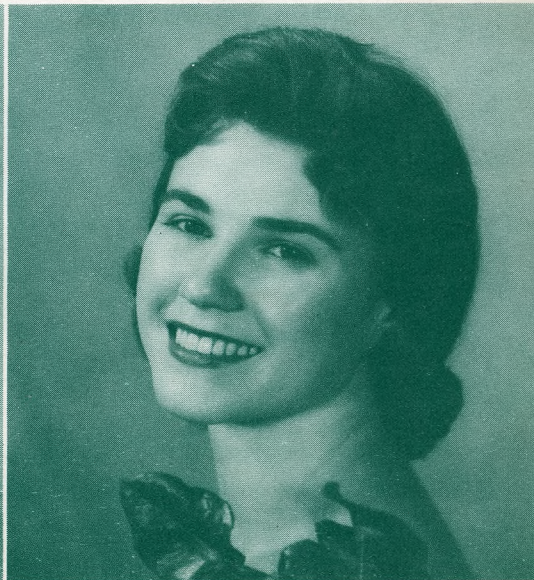
Closing Ceremonies



Princess Karen Schultz, LINCOLN

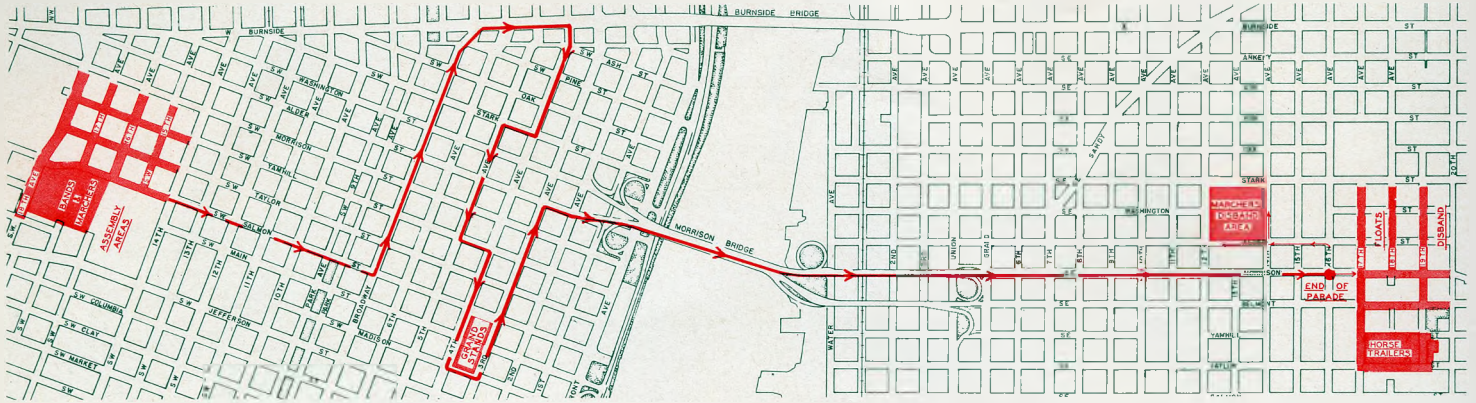


Princess Cheryl Huetson, FRANKLIN



Princess Marilyn Griffith, WASHINGTON

50th Annual PORTLAND ROSE FESTIVAL



**"Fifty
Golden Years"**

GRAND FLORAL PARADE

WILLIAM C. MILLER
General Chairman

DON CHAPMAN
Director

**10:00 a.m.
Sat., June 14**

ORDER OF MARCH

CLOWNS:

"The Clown of Tomorrow," "Wally, the Glamour Clown"
Langview Clowns, sponsored by Radio Station KWLK

Queen's Division — J. Walter Johnson, Marshal

- B-1 Portland Police Motor Escort—Capt. Pittenger
- B-2 Pocatello Senior High School Band, Pocatello, Idaho (85)
- B-3 U. S. Marine Corps Color Guard (4) and Mass Colors
- B-4 Royal Rosarian Drill Team (50)
- H-1 Portland Police Dept. Mounted Patrol
- B-5 Sumner High School Band, Sumner, Washington (65)

Grand Marshal — "Zorro" (Guy Williams)

1. GOVERNOR AND MRS. ROBERT D. HOLMES
H-2 Governor's Guard
2. MAYOR TERRY SCHRUNK
3. PRESIDENT WILLIAM B. BOONE AND FAMILY, PORTLAND ROSE FESTIVAL ASSOCIATION
4. PRIME MINISTER HARRY BUCKLEY, ROYAL ROSARIANS AND MRS. BUCKLEY
5. PRESIDENT HAROLD DAVIDSON, ROSE SOCIETY
MRS. RUSSELL COLWELL, CHAPERONE ROYAL COURT
H-3 Anita Thorson
B-6 Benson High School Band (will substitute for Queen's Band) (60)
6. PORTLAND CHAMBER OF COMMERCE QUEEN'S FLOAT
H-4 Abe Schiller

Division No. 1 — J. Penrad, Marshal

7. THE PACIFIC TELEPHONE & TELEGRAPH COMPANY
H-5 Heck Harper
B-7 Hillsboro High School Band (60)
8. HILLSBORO JUNIOR CHAMBER OF COMMERCE
H-6 John Beall
H-7 Francis J. Powell
H-8 Don Thorson
9. OREGON CITY JUNIOR CHAMBER OF COMMERCE
B-8 Wilson High School Band (68)

Division No. 2 — Elmer Colwell, Marshal

10. UNITED STATES MARINE CORPS RECRUITING—FOSTER BOOSTERS
H-9 Bernalon Flick
H-10 Ben Little
H-11 Mary Martin
H-12 Angie Turnacliff
11. PORTLAND GENERAL ELECTRIC COMPANY
B-9 Hudson's Bay Band (60)
12. VANCOUVER FLOAT COMMITTEE
13. FIRST NATIONAL BANK

Division No. 3 — George Jackson, Marshal

- H-13 Pendleton Round-Up Queen and Court
- B-10 Belt Valley High School Band, Belt, Montana (60)
14. PORTLAND BOTTLING COMPANY
H-14 Clackamas Sheriff's Posse
15. EAST SIDE COMMERCIAL CLUB (Junior Rose Festival Court)
H-15 Molalla Buckeroo Queen and Court
B-11 Grant High School Marching Unit (20)
Grant High School Band (80)
16. PORTLAND FIRE BUREAU, ENGINE No. 22
H-16 Arabian Horse Breeders Ass'n. of Oregon

Division No. 4 — Brooks Manchester, Marshal

17. PALESTINE DEMOLAY
B-12 Seattle Pipe Band (20)—Seafair Pirateers (30)—Seafair Pirates (20)
18. SEATTLE SEAFAIR
H-17 Oregon Ranch Girls of Portland
H-18 Ada County Sheriff's Mounted Posse
B-13 Jefferson High School Band (70)
19. U. S. COAST GUARD—LOMBARD BOOSTERS
B-14 West Bremerton Drill Team (26)
West High School Band, Bremerton, Wash. (70)
20. MONTGOMERY WARD & COMPANY

Division No. 5 — Fred Helbock, Marshal

- B-15 Beaverton Elks Drill Team (18)—Beaverton High School Band (98)
21. BEAVERTON JUNIOR CHAMBER OF COMMERCE
B-16 Oregon Cavemen, Inc., Grants Pass, Oregon (25)
B-17 Cleveland High School Band (76)
22. PORTLAND GAS AND COKE COMPANY
H-19 Lonnie Logsdon

- H-20 Robbie Bennett
- H-21 Floyd Wagner
- 23. MEADOWLAND DAIRY

Division No. 6 — D. Mott Erwin, Marshal

- B-18 Victoria Girl's Drill Corps (48)
24. CITY OF ROCKAWAY, ROCKAWAY COMMUNITY CLUB
H-22 Harney County Queen and Court
B-19 The Salem Cherrians Marching Unit (40)
Salem High School Band (75)
25. THE CITY OF SALEM, SALEM CHERRIANS
B-20 Girls Polytechnic High School Marching Unit (50)
26. THE UNITED STATES NATIONAL BANK OF PORTLAND
H-23 Yamhill County Sheriff's Posse

Division No. 7 — Joe Teresi, Marshal

- B-21 Astoria High School Band (70)
27. THE CITY OF ASTORIA—GREATER ASTORIA BOOSTERS
B-22 Sixth U. S. Army Pipe Band, Presidio of San Francisco, Calif. (16)
28. MEIER AND FRANK COMPANY, INC.
H-24 Portland Mounted Posse Auxiliary
B-23 East Multnomah County High School Band (80)
29. EAST MULTNOMAH COUNTY JAYCEES, GRESHAM, OREGON
H-24 Russell Hansen
H-26 Gloria Mack
30. HOLLYWOOD BOOSTER CLUB

Division No. 8 — Gus Kalberer, Marshal

- H-27 Kay Panzer
H-28 Kathy Beall
B-24 Lincoln High School Band (45)
31. STANDARD OIL COMPANY OF CALIFORNIA
H-29 St. Paul Rodeo Association
B-25 Newberg Berrians Marching Unit (28)
Newberg High School Band (50)
32. NEWBERG BERRIANS
B-26 American Legion Post 169—Leatherneck Drum & Bugle Corps (30)
33. PASADENA TOURNAMENT OF ROSES

Division No. 9 — Ray Martin, Marshal

- H-30 Washington County Sheriff's Posse
34. RELIABLE TRANSFER COMPANY
B-27 Lake Oswego High School Band (60)
35. LAKE OSWEGO JAYCEE'S
H-31 Clarettes
36. SHELL OIL COMPANY
B-28 Roosevelt High School Band (70)
37. PORTLAND FEDERAL SAVINGS & LOAN ASSOCIATION
H-32 Lane County Mounted Sheriff's Posse

Division No. 10 — Ted Kaser, Marshal

38. FAMILY TAX PLAN
B-29 The Eugene Highlanders Police Bagpipe Band (30)
39. THE EUGENE HIGHLANDERS BAGPIPE BAND AND THE EUGENE POLICE DEPARTMENT
H-33 Stanley Anderson
H-34 A. M. Minden
H-35 Carlene Johnson
40. PACIFIC POWER & LIGHT COMPANY
B-30 Washington High School Band (52)
41. KIWANIS CLUB OF PORTLAND

Division No. 11 — Ralph Kadderly, Jr., Marshal

- H-36 Evelyn Johnson
H-37 Sheryl Lee
H-38 Molly Clancy
H-39 Virginia Waldron
42. PORTLAND FIRE BUREAU, ENGINE No. 24
B-31 Battle Ground High School Band (50)
43. BATTLE GROUND BUSINESS MEN'S CLUB
H-40 Bronco Busters—4 H Horse Club
H-41 Orient Jr. Cavalry—4 H Riding Club
44. NAZARENE CHURCH
H-42 Salem Saddle Club
B-32 Franklin High School Band (75)
45. THE UNIVERSITY OF PORTLAND
H-43 Golden Spurs of Oswego
H-44 Saddle-Ites
46. CANNON BEACH—ELK CREEK STABLES
H-45 Beaverton Junior Saddle Club
47. ONTARIO MERCHANTS' DIAMOND JUBILEE COMMITTEE,
ONTARIO CHAMBER OF COMMERCE
B-33 James Madison High School Band (85)
Steven's Disaster Car
Portland Police, Traffic Division

B—Bands, H—Equestrians, 1-47—Floats

GRAND FLORAL PARADE

SATURDAY, JUNE 14 at 10:00 A. M.



ZORRO
GUY WILLIAMS

THIS SPACE RESERVED FOR AUTOGRAPH

35c

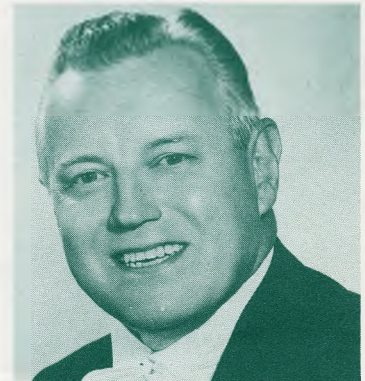


PROGRAM PERSONALITIES

EDWARD L. CASEY, *Director and General Chairman*



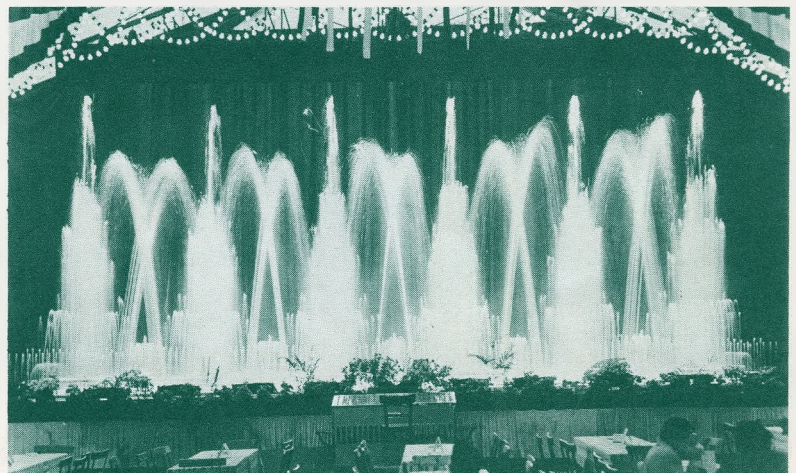
PURDUE VARSITY GLEE CLUB. This thrilling 54-voice singing group are hailed throughout the world as the finest choral ensemble on tour today. Directed by Albert P. Stewart. Accompanying them will be the 500-voice Indiana Women's Chorus. They will add to the spectacle of "50 YEARS OF FUN AND MUSIC."



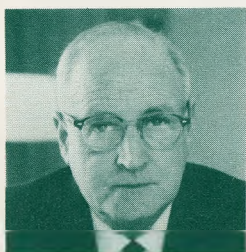
ALBERT P. STEWART. Famous director of the Purdue Glee Club and Indiana Women's Chorus. He has given to countless thousands, both here and abroad, great musical entertainment.



JERRY COLONNA. This ageless comedian will appear in "surprise" roles during the unfolding of "50 YEARS OF FUN AND MUSIC." A real treat indeed.



THE FABULOUS AND AMAZING "DANCING WATERS." A combination of water, electric power, lights, music, engineering know-how and showmanship . . . returns to our show by POPULAR DEMAND.



JOHN A. MCGEE, internationally recognized as one of the great showmen of this era. Producer of "50 YEARS OF FUN AND MUSIC."

OWEN "RED" DUNNING, *Musical Coordinator*

STADIUM PROGRAM

THURSDAY, FRIDAY and SATURDAY - JUNE 12, 13 and 14



GLORIA KRIEGER. The beautiful and talented star of "50 YEARS OF FUN AND MUSIC." Former 1951 Rose Festival Queen and now star of Television and Columbia Studios Motion Pictures. You will remember her as the singing sensation of the PHIL SILVERS "THIS IS BROADWAY" Television show two weeks ago.



TV's
ZORRO
*will be in the
program too!*

DAVID ROSE. Outstanding personality in the field of popular music returns this year to direct the "50 YEARS OF FUN AND MUSIC" Concert Orchestra. Star of Metro-Goldwyn - Mayer Pictures and MGM Records.

Always the Highlight of the Festival!
THE BIG STADIUM SHOW
packed with Entertainment! . . . Fun!
Music! . . . Fireworks!

An evening the entire family will remember always

"50 YEARS OF FUN and MUSIC" Starring **GLORIA KRIEGER**

Golden-voiced 1951 Rose Festival Queen . . . now a Television and
Columbia Pictures Singing Star

**54-VOICE PURDUE VARSITY
GLEE CLUB**
and
INDIANA WOMEN'S CHORUS
of 500 voices

ALBERT P. STEWART, *Conductor*

**DAVID ROSE
CONCERT ORCHESTRA**

**12 Elaborate Fireworks Displays
plus . . . 200 Aerial Jubilee Bombs**
All New Dancing Waters — Pre-show Fun

MULTNOMAH CIVIC STADIUM

Show starts at 8:00 p.m. — Gates open at 6:30 p.m.
Adults \$2.40, Juniors \$1.00. Advance Tickets available at J. K. Gill or by
mail at Rose Festival Ticket Office, 420 S.W. 5th, Portland. Stadium Ticket
Office opens 6:30 p.m. daily.

35¢

**OFFICIAL PROGRAM
PORTLAND ROSE FESTIVAL ASSOCIATION**



70th ANNUAL ROSE SHOW

MASONIC TEMPLE, 1119 S. W. NINTH AVENUE
THURSDAY and FRIDAY - JUNE 12 and 13



ROSE SHOW AWARDS

The Grand Sweepstakes Award in the 70th Annual Portland Rose Show is open to all entries. It consists of the Zell Trophy – a Meissen China Vase valued at \$5,500.

FOR FURTHER INFORMATION:

HAROLD DAVIDSON
President
Yeon Building
CApitol 8-8588

STEPHEN SWAN
*First Vice-President and
General Show Chairman*
1608 S. E. 139th Avenue
ALpine 4-0237

ROSE SOCIETY ACTIVITIES

The Portland Rose Society is the oldest Rose Society in the United States. For the last 70 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 annual Portland Rose Show will be held in the Portland Masonic Temple in conjunction with the 50th annual Rose Festival.

Time of Shows:

Thursday, June 12 1:00 p.m. to 9:00 p.m.

Friday, June 13 9:00 a.m. to 9:00 p.m.

The Knighting Ceremony will be held at 11:30 a.m. on Thursday, June 12, 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 12.

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

At least six 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.

Consulting Rosarians, 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.

This is the largest Rose Show on this continent.

Welcome to Portland . . . The City of Beautiful Roses

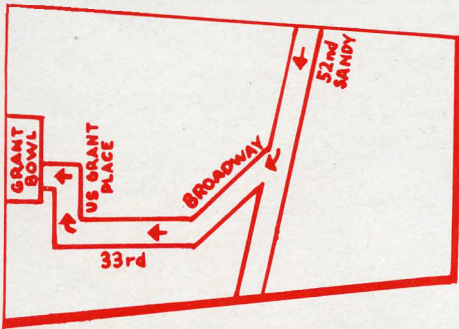


JUNIOR ROSE FESTIVAL PARADE

BUDD BURNIE
Director

DR. CARL LIEBE
Parade Chairman

Friday, June 13 – 2:00 p.m.



**Parade
Route**



ZORRO — PARADE MARSHAL

ORDER OF MARCH

The District that has Queen and Prime Minister will form on N. E. Sacramento with the head on N. E. Sandy Blvd.

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, AT 1-8341. This section forms on N. E. 52nd south of Sandy Blvd. with the head resting on Sandy Blvd. and Sacramento Streets.

DISTRICT No. 2—Schools: Astor, Assumption, Ball, George, Holy Cross, James John, Linnnton, Peninsula, Portsmouth, Sitton. *Chairman:* Mrs. Marvin Pullen, BU 5-6882. This section forms on N. E. 50th Ave., north side of Sandy Blvd. with the head resting on Sandy Blvd.

DISTRICT No. 3—Schools: Applegate, Beach, Blessed Sacrament, Boise, Chief Joseph, Eliot, Holladay, Immaculata, Kenton, Ockley Green, St. Cecilia. *Chairman:* Dr. Roland Sivyer, BU 5-6969. This section will form on N. E. 49th on the north side of Sandy Blvd. with the head resting on N. E. Sandy.

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, BE 6-2855. This section will form on N. E. 51st Ave., on the south side of Sandy Blvd., with the head resting on Sandy Blvd.

22nd ANNUAL JUNIOR ROSE PLANTING
Peninsula Park • Sunday, June 15, 1958

DISTRICT No. 5—Schools: Arleta, Creston, Gilbert, Gilbert Primary, Kelly, Kellogg, Lane, Lents, Lents Primary, Lewis, Marysville, Whitman, Woodmere, Woodstock. *Chairman:* Mrs. Harold Petrie, PR 1-6973. This section will form on N. E. 50th Ave., on the south side of Sandy Blvd., with the head resting on N. E. Sandy Blvd.

DISTRICT No. 6—Schools: Ascension, Atkinson, Binnsmead, Bridger, Buckman, Glencoe, Mt. Tabor, Richmond, St. Francis, St. Stephens, Youngson, Sunnyside. *Chairman:* Larry Bome, BE 4-7489. This section forms on N. E. 49th on the south side of Sandy Blvd. with the head resting on Sandy Blvd.

DISTRICT No. 7—Schools: Cherry Park, Clark, Glenhaven, Gregory Heights, Lee, Menlo Park, Parkrose Wygant, Parkrose Knott, Parkrose Prescott, Parkrose Sumner, Parkrose Thompson, N. Powellhurst, W. Powellhurst, St. Rita, Vestal, Russellville. *Chairman:* Harold Hughes, CA 8-7131, Gateway Branch 1st Nat'l. Bank. This section forms on N. E. 48th Ave. on the South side of Sandy Blvd. with the head resting on Sandy Blvd.

DISTRICT No. 8—Schools: Faubion, Highland, Holy Redeemer, Kennedy, Joseph Meek, Sabin, St. Andrew, St. Charles, Vernon, Woodlawn. *Chairman:* Marshall Gifford, AT 1-0015. This section will form on N. E. 48th Ave. on the north side of Sandy Blvd. with the head resting on N. E. Sandy Blvd.

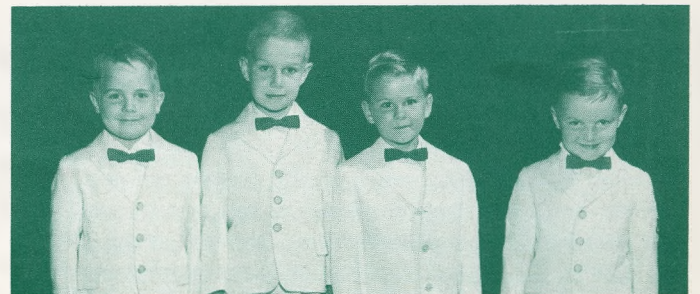
DISTRICT No. 9—Schools: Capitol Hill, Collins View, Fulton Park, Gray, Hayhurst, Maplewood, Markham, Multnomah, St. Claire, Terwilliger. *Chairmen:* Mr. and Mrs. Erwin Kalesse, CH 4-4660. This section will form on N. E. 47th Ave., on the north side of Sandy Blvd. with the head resting on N. E. Sandy Blvd.

DISTRICT No. 10—Schools: Ainsworth, Chapman, Couch, Failing, Shattuck, St. Lawrence, St. Patrick, Skyline, Sylvan. *Chairman:* Wes Johnson, CA 6-2121, The Oregonian Retail Adv. This section will form on N. E. 46th on the north side of Sandy Blvd. with the head resting on Sandy Blvd.

OPEN DIVISION—This section includes all schools outside of Portland Public Schools or Fraternal organizations, individuals from other cities, etc. *Chairman:* Jack Donin, AT 2-9801. This section will form on N. E. 45th on the north side of Sandy Blvd. with the head resting on Sandy Blvd.



1958 JUNIOR ROSE FESTIVAL COURT



JUNIOR ROSE FESTIVAL CORONATION COURT



MARINE DAY

SUNDAY, JUNE 15

FLOYD BENNETT
Chairman

WILLIAM JEWETT
Director

11:30 a.m. at Swan Island

OFFICIAL MARINE DAY TIMETABLE OF EVENTS

Sunday, June 15, 1958

- 11:30 a.m. Royal Court and Rose Festival guests board Queen's Yacht, *Groote Beer*, at Swan Island to lead pleasure craft parade.
- 11:30 a.m.-5:00 p.m. Open air public boat show - Swan Island.
- 11:30 a.m. Pleasure craft assemble off north end of Swan Island.
- 12:30 p.m.-4:30 p.m. Full outboard race program - Swan Island Lagoon.
- 12:30 p.m. Parade Start - Swan Island Channel.
- 1:30 p.m. Water Ski Pageant - Lake Oswego Water Ski Club.
- 2:00 p.m. Water Display by Portland Fire Bureau Fireboats.
Sea Scout Pulling Race.
Finish of Sailboat Race - Swan Island activity area.
- 2:20 p.m. Official burning of worn American Flags by U. S. Marine Corps.
- 2:45 p.m. Water Ski Pageant - Cypress Gardens Headline Act and novelty acts.
- 3:30 p.m. Helicopter air-sea rescue.
- 4:00 p.m. Dispersal after signal from control barge.



Golden Rose Ski Tournament

SUNDAY, JUNE 15

JAMES M. SIMMONS
Director

LYN PEARSON
Tournament Chairman

RACES START 1:00 P.M.

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. Plan a Sunday, June 15 trip to Mt. Hood for the action-packed Golden Rose Ski Tournament.



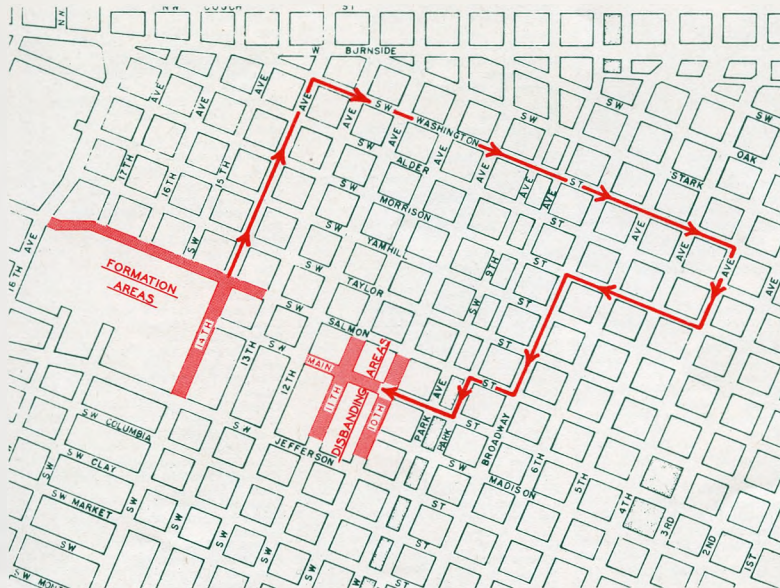


MERRYKHANA PARADE

TUESDAY, JUNE 10 - 8:00 P. M.

EDWARD MAYES
Chairman

GEORGE HENDERSON
Director Special Events



LINE OF MARCH

No. 1 — Queen's Division

1. Portland Police Motor Escort—Capt. Pittenger
 - 1-B Belt, Montana High School Band
 - 2-B U. S. Marine Corps Color Guard (All U. S. Flags escort)
3. GOVERNOR ROBERT D. HOLMES
4. MAYOR TERRY SCHRUNK
5. IZETTA JEWEL
6. PRESIDENT WILLIAM B. BOONE AND FAMILY,
PORTLAND ROSE FESTIVAL ASSOCIATION
7. PRIME MINISTER HARRY BUCKLEY, ROYAL ROSARIANS
8. PRESIDENT HAROLD DAVIDSON, ROSE SOCIETY
 - 1-H Portland Police Poses
9. Miss Raindrop, the 1st Queen of Merrykhana and her Dewdrop Court
 - 3-B Victoria Girls Drill Team
10. Junior Rose Festival Court

B—Bands, H—Equestrians, 1-63—Floats

No. 2 Division

- 4-B Eagles Drill Team
- 11. Eagles Float
- 11a. Miss Victoria
- 5-B David Douglas High School Band

No. 3 Division

- 12-38. 27 Past Queens

No. 4 Division

- 6-B Shrine Band
- 39. Portland Gas & Coke Company
- 40. Carnation Milk Company
 - 2-H Anita and Don Thorson
- 41. Broadway Cab Co.
 - 7-B Sherwood Robin Hood Girls
 - 8-B Chinese Lion (20 men dancers)
- 42. Associated Restaurants
- 43. KEX (Big Seven)
 - B-9 Peasant Folk Dancers
- 44. Reedsport Fleet Day Queen
- 45. Harold Kelley's, Inc.
- 46. St. Paul Rodeo (Steam Engine)
 - 3-H Multnomah County Posse
 - 10-B Baker Red Devils
- 47. Boyd Coffee
- 48. Aloha Fire Department

No. 5 Division

- 49. Nalley's Valley
 - 11-B Blue Mountain Boys (La Grande, Oregon)
- 50. Elks Band (Float)
 - 12-B W.O.W. Ladies Drill Team
- 51. Al Kader Temple Cycle Corps
- 52. Multnomah County Road Department
- 53. Amato's Supper Club
- 54. The Gay 90's (Tacoma, Washington)
 - 13-B Milwaukie High School Band
- 55. Parkrose American Legion
- 56. Lee McCuddy Marina
 - 14-B Astoria Clowns
- 57. Campfire Girls Hayride
 - 15-B Clan McClay Pipe Band
- 58. Old Timers: 1934 Austin Roadster, 1926 Buick Ambulance, 1906 Oakland Touring Car, 1910 Renault Taxi Cab
- 59. Hollywood Lions
- 60. Lloyd Miller (Crane)
- 61. Main Street Cowboys (Pendleton)
 - 4-H Clackamas County Posse
- 62. Progressive Business Men's Club
- 63. Wallace Park Little League Baseball

ACKNOWLEDGMENTS

Queen's Scepter—Roy and Molin Jewelers.
 Public Address Systems—Rose City Sound Co.
 Lighting—Jaggar-Sroufe Co. and Hollywood Lights.
 Marine Day Activities—U. S. Coast Guard, Portland Harbor Police, Port of Portland Commission, Marine Dealers, U. S. Air Force, Oregon Motor Boat Racing Assn., Crown Zellerbach Corporation, Portland Fire Bureau, Boating & Yachting Clubs, U. S. Marine Corps, Lake Oswego Water Ski Club, Western Transportation Company.
 Stadium Facilities—Multnomah Civic Stadium, Portland Beavers.
 Court Clothing—Meier & Frank Company.
 Pianos—Sherman Clay & Company.
 Parade Lunches—Dale's Catering.

Queen's Float—Portland Chamber of Commerce.
 Decorations—Porterfield Displays.
 Parade Refreshments—Portland Punch Co.
 Oldsmobile Convertibles and Oldsmobile Fiestas (Rose Festival Court)—Oldsmobile Division, General Motors Corp.
 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 Silversmiths
 Foreign Cars (Junior Court)—Riviera Motors.
 In acknowledgment: United States Navy.
 Birthday Cake Floats—Allied Productions
 Street Decorations—Allied Arts.

ASSOCIATE MEMBERS

- Kelly's Olympian Co.
United Pacific Ins. Co.
J. M. Vranizan Co.
Wilcox Invest. Co.
A. McMillan
Portland Cutlery Co.
Williams & Co.
Gilmore Steel & Supply
Lincoln Memorial Park
Portsmouth Motors
Miller's Mercantile Co.
Butterfield Brothers
Valley Decorating Co.
John Valberg Lbr. Yards
Drs. Earl D. DuBois &
Russell L. Baker
Williamson & Bleid, Inc.
Terminal Flour Mills Co.
Archer Blower & Pipe Co.
Kerr Conserving Co.
C. B. Sterson Lbr. Co.
American Pipe & Construction Co.
Charles W. Sexton Co.
Zilka, Smither & Co., Inc.
North Coast Elec. Co.
Oliver & Thompson
American Associated Ins. Co.
Portland Furniture Mfg. Co.
Richard G. Montgomery
& Associates
D. N. & E. Walter & Co.
Pacific Carbide & Alloys Co.
Jerome Margulis
C. Louise Clancy, M.D.
Chase Bag Co.
Braley's Inc.
The Sherwin Williams Co.
Caldwell Finance Co.
New Heathman
Portland Laundry & Dry Cleaners
Metal Processing Co.
Collins & Erwin Piano Co.
Kuhnhausen's
Selling Bldg. Pharmacy
Pacific Machinery & Tool Steel
Roosevelt Hotel
Meek's Belmont Pharmacy
I. L. (Jack) Hawk
Macon Ehrman & Co.
Automatic Oil Co.
C. M. Corkum Co.
Feenoughy Machinery Co.
Harold Embree
Teply House of Furs
Pacific Trailways
Dr. W. C. Shearer
Tower Oil Co.
Portland Lodge No. 142, B.P.O.E.
Dr. Norman C. Hall
Wayside Gift Shop
Terminal Ice & Cold Storage
Bates Motoramp Garage Inc.
Pacific Greyhound Lines
White Rock Bottling Co.
M. Trumbo Co.
Columbia Tractor and Implement
Co.
Pownall, Taylor & Hays
Columbia Food Co.
Davey's Locker
Lou Johnson Co., Inc.
White Motor Co.
Morningside Hospital
Monroe Food Machinery, Inc.
James G. Faruos
Walter J. Widmer
National Corporation of America
Dr. O. Wherry
Dr. Martin A. Howard
Mr. Hood Radio and Television
Brady-Hamilton Stevedore Co.
Halton Tractor Company
Ceba's Market
National Hospital Assn.
Equitable Savings & Loan
Mrs. George Gerlinger
Crossett Bros., Inc.
Lakeside Lumber Co.
Western Machinery Corporation
Haskins & Sells, CPA
Northern Wholesale Hardware
Benj. Franklin Federal Savings
& Loan
Drs. Besson & McGowan
Sherman Clay & Co.
Lido Restaurant
Ray Grimshaw
Amalgamated Lithographers of
Amer.
Coolwy-Wolsborn
Leveton's Thrifty Drugs
Riggs Pharmacy
Murphy Lumber Co.
Hercules Powder Co.
A. L. Kuntz
Oris Elevator Co.
Mr. and Mrs. Lewis Pfeifer
Pay Less Drug Store
Hollis Johnston & Koch Architects
Cascade Pacific Lbr. Co.
Multnomah Hotel
William J. Collins & Co.
Newport Construction Co.
Lloyd Corporation Ltd.
Pendleton Woolen Mills
Carlton Logging Co.
A. W. Williams Inspection Co.
Vines Credit Jewelers, Inc.
Dooley & Co.
Asthma Nefrin Co. Inc.
Paul B. McKee
Builders Hardware & Supply Co.
Goodyear Tire and Rubber
Noise Control of Oregon, Inc.
The Bank of Portland
Campbell & Robbins
William R. Deutsch
Jewel Ice Cream
Blue Mountain Hide, Wool & Fur
Co.
Southwood Shoes
Andrew D. Hrestu
John Carson Oil Co., Inc.
The Lippman Co.
Blyth and Co. Inc.
Construction & General Laborers
Union No. 320
Richfield Oil Corp.
- Monte Brooks Production
Sinclair & Valentine
Drew Engineering Co.
F. J. Gomersall
The Texas Company
Glendoveer Golf Course
A. Young & Son Iron Works
R. H. Brown & Co.
Buck Ambulance Service
General Motor Parts, Inc.
Drs. Davis and Hopkins
H. B. Davis
Flynn's Office Supplies Co.
Portland Home Builders Assn.
Dr. Howard C. Steatns
Pacific Meat Co. Inc.
Charlton Laboratories
Radio Cab Co.
Norris, Bergs & Simpson
Birkenwald Co.
Armo Drainage & Metal Products,
Inc.
Wallace D. Johnson
Kneeland & Kneeland
Western Electric Co., Inc.
Oliver & Harris
Skidmore Pharmacy
T. W. Fryout
Pioneer Fruit Distributors
Hawley Gilbert Co.
Merck Sharp & Dohme
R. Burke Mordem
Builders Appliance Supply
Paul Ail
Standard Oil Co.
Employers Mutual of Wausau
Joe Battaglia
Munnell & Sherrill, Inc.
Kelcy A. Allen, Jr.
Arrow Printing Co.
Harry A. Pallady
F. D. Lucas
Maywood Motel
Hamilton Hotel
Frank J. Cobbs
Pue Carbonic Co.
Morris Levin
Mark Weaver
Safeway Stores, Inc.
Plastimay Products Corp.
Russellville Fruit Market
Johnston Bros.
Conrad Veneers, Inc.
Wolf & Zimmer, Architects
Charles B. Ely
Woodward, Draper and Stepp
Liberty Fuel & Ice
Portland Baseball Club
Frank Nau
Lester J. Harding
Portland Electric and Plumbing
Totem Transit Co.
Stanton, Boles, Maguire and
Church
C. H. Watzek
Herber Malarky
Union Oil Co. of Calif.
J. C. Penney Co.
Columbia River Pilots
John T. Casey
Dr. C. G. Peterson
Spr. Beverage Co.
Alernite Co. of the Northwest
States Marine Lines
Palaske's Hillville
Frank M. Davis
F. E. Bennett Co.
F. W. Woolworth Co.
W. H. Boscole
Transpacific Transportation
West Coast Paper Co.
Lutz Marble Co.
Estate of Henry Failing
Lord Bros, Contractors
Westmoreland Drug Co.
Wayly Mfg. Co.
Hunt Transfer Co.
J. H. Langley
Herry Harrington Co., Inc.
A. H. Barbour & Son, Inc.
McKesson & Robbins, Inc.
9th and Alder Pigeon Hole
Parking
General Petroleum Corp.
The Caples Co.
The Carnival
Jesse J. Gard
Glaser Bros.
Joseph A. Hill
Riviera Motors, Inc.
Kitchen Craft Co. of Oregon
Receptionist School of Oregon
Troy Laundry
Allen's Dyeing & Cleaning
Carter, Rice & Co. of Ore.
Commercial Iron Works
Westerners Incorporated
V. W. Crosswhite
Harold Faunt
Isaac D. Hunt
Guy F. Atkinson Co.
Blitz Weinhard Co.
Mr. Howard J. Steib, Auto Dealers
Assn.
Edison Brothers Stores, Inc.
Hills Brothers Coffee, Inc.
Paul B. Emerick, Sr.
Libbey Hotel
Philip V. W. Fry
The Shake-A-Ply Co.
Drs. Henry H. Dixon &
Herman A. Dickel
Poole, McGonigle & Dick
Goodall Oil Co.
Sears, Roebuck & Co.
Shuler, Sayre, Winfree & Rankin
Louis Gellous, Original Coney
Island
William Volker & Co.
Ann Palmer Bakeries, Inc.
Abbey Rents
Holland Furnace Co. (Bud Spezza)
Henry Thiele
Portland Distributing Co.
John R. Leach
McCormick & Baxter Creosoting Co.
Bemis Bro. Bag Co.
Gladding, McBean & Co.
- Progressive Business Women's Club
Central Labor Council
KPFM Broadcasters
Harry Buckley
Williamette View Manor, Inc.
Burns, Bear, McNeil & Schneider
M. B. Hinds
Portland Williamette Co.
C. C. Arveson
Ferry Mail Advertising Service
Robert H. Shiom, M.D.
Clyde Equipment Co.
George Lawrence Co.
Dr. Adalbert G. Bettman
Jones Lumber Corp.
American Guaranty Life Ins. Co.
The Portland Machinery Co.
Eccles Electric
Auto Wheel Service
Garbade's Bakery
M. & H. H. Sichel
The Simms Co.
Ben Medofsky
Reed Madsen
George W. Ormsby & Asso.
Henry Heiser
KGON Radio Station
George Lage
Gordon Orpur
Portland Dental Lab
Commonwealth, Inc.
American Lumber Co.
Gabriel Klepe
E. J. Barrells Co.
Holman J. Barnes
The Cupboard
Carl W. Hopp
Miss H. D. Petsch
Mrs. Harold E. Kiehl
Everett L. Wiggins
Portland Woman's Club
Hocks Laboratories
L. D. Heater Music Co.
Metropolitan Printing Co.
Morris P. Kirk & Son, Inc.
R. W. Neighbor & Co.
Pacific Telephone & Telegraph Co.
Rosenblatts
The Virginia Cafe
Portland Stevedoring Co.
Nu-Way Printing & Envelope Co.
Central Distributors
Rainier Brewing Co.
Director Furniture Co.
A. B. C. Auto Supply
Carl J. Klein, Inc.
Garvel Linden
Town Talk Food Market
Olds & King
Mutual Loan Co.
Mr. A. J. Ranzau
Garnett E. Cannon
James J. Richardson
Swift and Company Hatchery
Supreme Builders Inc.
Electric Steel Foundry Co.
East Side Motorcycle Co.
Eaton Hotel
Portland Allied Printing Trades
Council
Fred C. Leibold
Byron Hoyt's Sheer Music Service
Rose City Transit Co.
Dr. Charles E. Gurney
Fowler Manufacturing Co.
H. J. Stoll & Sons, Inc.
Jack Bronleewe, Moreland Heights
Arthur C. Jones, M.D.
K. C. Poole
Oregon Gift Shop
Robert Coates
Carnation Company
Chester A. Weber
The Amalgamated Sugar Co.
Bun 'n' Burger Restaurant
Coleyator Motor Sales Co.
Kingsley Lumber Co.
J. H. Langley Electric Construction
Covey's U Drive
Mrs. F. H. Gerspach
Mikeworth's Peninsula Funeral
Home
Oregon Portland Cement Co.
Dennis Uniform Mfg. Co.
C. H. Wheeler
Living Enns
Christensen Oil Co.
West Coast Trans-Oceanic
Steamship Line
Piggly Wiggly Co.
Thompson Metal Fab
Keystone Steel & Wire Co.
Schmitz Steel Co., Inc.
Palmer's Appliance Store
Big Seven Tavern
I. D. Wood and Co.
Oregon Erecting Co.
Norman Brothers
Rock Wool Insulating Co.
Stark Davis Co.
Portland Concrete Pipe and
Products Co.
Port Investment Co.
W. G. Rovang, Inc.
Irwin-Hodson Co.
Roswell H. C. Bennett
McBrians Restaurant
Ariyah Bros, Inc.
Dental Arts Co.
Tillamook Portland Auto Freight
Units
James Mcl. Wood
Mrs. Mary E. Paker
Murphy Publications
Continental Can Co.
Oregon Garage, Inc.
Burkhardt's Fine Flowers
R. E. Chapman
Doris Smith
Empire Building Material Co.
Miler Products Co.
Broadway Deluxe Cab Co.
The Bedell Store
Huber's Restaurant
Francis Motor Car Co.
Carl Diebold
Bethlehem Pacific Coast Steel Corp.
Ken R. Humke Co.
G. W. Paulson Co.
- Oregon Egg
Swift and Company
Armishaw's Shoes
May Hardwar Co. Inc.
Henry Hausch
Boulevard Garage
Goodat Crane Service
J. L. Krauser Co.
Portland Wholesale
Reid Strutt Co. Inc.
Bruno Studio
Mathis, Inc.
E. W. Scott
Earl J. Knutson
Masters, Mates & Pilots of America
B. F. Shearer Co.
Tri-State Tractor Parts, Inc.
Chase Gardens
Orr's Friction Materials Inc.
Charles Wakefield
Nils Teren
Maryland Pacific Cone Co.
Bell's Tropical Fish Shop
Oregon Voter
Ireland's Co.
E. Thomas
Moss Adams & Co.
Knickerbocker Motor Hotel
Fabri-Valve Co. of America
Harold S. Jones
A. B. Boyd Co.
McAllister Carpet & Furniture
Cleaners
Evelyn G. Larson
J. A. Robertson
R. E. Lance
Douglas Guardian Warehouse
Corp.
Van Duyn Chocolate Shops
Canton Grill
H. I. Case Bldg.
Multnomah Hotel Pharmacy
Portland Trailer Court
Harry J. Hegar, Bellevue Mfg.
Co.
Nottingham's
Calif. Packing Corp.
Adolph L. Bloch
R. A. Hungerford
La Grand Industrial Supply
Oregon Railroad Association
First National Bank of Portland
Great Western Malting Co. Inc.
Robert F. Johnson & Assoc.
Edgar C. Ordway
Frank Perleman, M.D.
Maguire, Shields, Morrison, Bailey
& Kester, Attorneys
McCall Oil Co.
Johnson & Olsen Feed Co.
Bradley's Pies
Club Portland
Oldsmobile Division of General
Motors Co.
Merrifield Mitchell Agency
Taylor & Co.
Gallenkamp
Alberta Furniture Co.
William R. Wells
Mrs. George T. Gerlinger
Air Mac, Inc. of Oregon
The Gray Line
Langendorf United Bakeries, Inc.
Portland Stamp & Seal Co.
Edgar Freed
Portland No. 297, Women of the
Moose
D. P. Thompson Co.
International Business Machines
Peerless Trailer and Truck Serv.
American Can Co.
W. Rich Warrington, M.D.
Hanchett Mfg. Co.
Winter Products Co.
F. R. McKeever
Hunter C. Parker
M. A. Vollrecht-Corvek Medical
Equip. Co.
Henry O. Ennen
Field & Co., Inc.
Warren Northwest Inc.
Western Air Lines, Inc.
F. M. Tarbell Co.
C. W. Walls, Ins. Adjusters
East Moreland Garden Club
Unit III
Miss Cora M. Miller
C. W. Fisher, Paramount Pest
Control
Vern L. Wenger Co.
Hyster Sales Co.
Oregon Typewriter & Recorder Co.
John Welch Dental Depot, Inc.
J. W. Huserik & Son
Portland High School Association
Blaesing Granite Co.
Paper Mills Agency of Oregon
J. J. Walker
Edwin O. McKeen
The Black Clawson Co.
Yergon and Meyer
A. McGill & Son
Everett Mitchell
Mike DeCicco & Son
Portland Wire & Iron Works
Multnomah Hotel
Jayvee Brand Inc.
Radiator Service Co.
A. J. Rose & Son
The Beebe Co.
Lerner Shops
Henry C. Fixott, Jr.
Portland Realty Board
George & Son Cutlery & Grinding
Dr. Sherman J. Deur
Ben Huenegard
U. S. National Bank
Los Angeles Motor Express
Mrs. M. DeV. Brunkow
Mrs. Ida E. Pettinger
S. H. Kress & Co.
Oregon Steel Mills
Milton L. Gumbert
Four Roses Distillers
Progressive Business Mens Club
Rogers Machinery Co., Inc.
Hugh L. Barzee
- Gifford's Flowers
Swift and Company
Multnomah Typographical Union
No. 58
Columbia Basin River Operators
Ye Olde Towne Crier
Robert W. Done, M.D.
Dr. H. Victor Adix, Jr.
Francis Lincoln Mercury
KEX Westinghouse Broadcasting
Harbor Motor Co.
Jake's Famous Crawfish
Dorion Club
Willison's Chip Steak, Inc.
Fahy-Brockman
Porter Vett, Jr.
John Helmer
Ed W. Eggen, Attorney
National Cash Register Co.
House of Carpets
Frank Fink Co.
Rev. Edward Terry
Lang-Senders and Co.
Roberts' Fine Food
W. E. Finzer & Co.
Medical Arts Building
Matthew F. Anderson
Sunny Brook Farms
Garrett Freightlines, Inc.
Arden Farms Co.
Iron Fireman Mfg. Co.
Joseph R. Gerber Co.
Kalberer Hotel Supply Co.
Campbell Crane & Trucking
Service, Inc.
Northwestern School of Commerce
Gladys Gilbert Studio
Ideal Cement Co.
Northern School Supply Co.
Northwest Airlines, Inc.
D. K. McDonald & Co.
J. J. Newberry Co.
North Coast Seed Co.
Peterson & Derring Rose Growers
Polly Ann Grille
Oregon Retired Teachers Assn.
Advertising Displays, Inc.
May J. Nordin
Henry Hausch
Culbertson Glove Co.
Instrument Sales and Service
Cascade Co-Optical
Bede-Hibbert, Inc.
The Florsheim Shoe Store Co.
Amato's Supper Club
Portland Towers Corporation
Olsen Roe Transfer Co.
Roberts Fine Food
Bruce M. Cox
Priestly Oil Co.
Roy T. Norton
Lustre Lane Greeting Card Co.
Printing Pressmen's Union No. 43
Cecil J. Ross, M.D.
Church & Tours, Inc.
Clyde P. Carroll Machinery Co.
Janzen Inc.
Albers Milling Co.
Hardboard Processing
Edwards Furniture Co.
Six Robbles' Inc.
National Realty Co.
Painting and Decorating Contractors
Ernest E. Hall
Foothill Broiler
Kiwanis Club of Montavilla
Holiday Motel
Mr. S. Palmer
Goodman & Bader
H. A. Herzog
H. C. Graham
The House of Harlow
Beltrone Hearing Center
Alice D. Jones
Calef Furniture Co.
Duplicating Products, Inc.
Cascade Construction Co.
Shannon and Company
Federal Log Co.
Luther's Stop and Shop
Pacific Imported Cars, Inc.
Young Women's Christian
Association
Niedermeyer-Martin Co.
Howard Cooper Corp.
Sandycrest Terraces
Dr. W. H. Horan
Billings & Cronn
Goldstein's & Co.
Lipman Wolfe & Co.
Oregon Laundry & Dry Cleaners
Phurst Siberian Shop
Hertz Renta Car
Nalley's Inc.
Arnold E. Last
Mrs. Frederick S. Allyn
Fitzpatrick's, Inc.
B. A. Kliks and Dorothy
Gerlinger, Richards & Arnold
E. O. Sinnard dba
O.K. Rubber Welders
Dr. C. R. Kneib
Hammel's Pharmacy
Smith Auto Parts Co.
Sandberg Mfg. Co.
Anita's Secretarial Service
William Moore
The Clock
Irvin Layton
Coast Lee & Eastes, Inc.
Flightcraft, Inc.
Nutrition Food Center
Pacific Transfer and Storage
Time Oil Company
Dr. DeNorval Unthank
Pomeroy's
George W. Schoeffel
Christal & Grady
Laurence E. Nye
Beauticians Supply Co.
Coast Mirror Co.
American Engraving Co.
Monarch Forge & Machine Works
Mr. W. F. Hollenbeck
Fruehauf Trailer Co.
Heacock Door Mfg. Co.
Rose City Unit No. 35
Forest Fiber Products Co.
Tractor Training Service

ASSOCIATE MEMBERS

- C. P. Keyser
H. A. Weiss
Commerce Investment Inc.
Gerald W. Frank
Granning & Trece Finance Co.
Dorthea Lensch
Multnomah Athletic Club
Northwest Press Clipping Service
Joseph Lucas Music Mart
Hilaire's Restaurant
James M. Simmons
Babler Bros. Inc.
Harold Kelley's
Acme Metal Works
Yaw's Top Notch
The Little Chapel of the Chimes
E. L. Purdy
Belmont Floral Co.
Drs. Boylen, Miller & Gilmore
Roy and Molin, Inc.
Albina Engine & Machine Works, Inc.
Archdiocese of Portland in Oregon
Beatty Sawfay Scaffold Co.
American Hardware Mutual Ins. Co.
Manchester-Chandler Co.
Budd G. Burnie, Pacific Title Ins. Co.
Dean Writter & Co.
Dr. B. A. Alder
Archer-Daniels
Agency Lithograph Co.
American Sheet Metal Works
American Linen Supply Co.
Ace Electric Co.
Bissinger & Company
Fick Distributing Co. Inc.
Doug Gerow Finance Co.
Henry S. Gray
Eastman Kodak Stores Inc.
Morrison Oil Co.
Joseph A. Minott
D. M. McClintock Lumber Co.
Fred Christensen
Leopold R. Hussa
Howard C. Emmerson, M.D.
Hugh B. Cammell
Polson Implement Co. of Oregon
E. Hofer & Sons
MacDonald Andrews Co.
Haack Laboratories, Inc.
Kendall Lumber Mill
Don H. Burcham
Howard Cooper Corp.
General Motors Acceptance Corp.
Helman Transfer Co.
Columbia Steel Casting Co.
Bergman's Jacqueline Shops
Gundersen Bros. Engineering Corp.
Clow Roofing & Contracting Co.
Coast Transport, Inc.
Northwest Livestock Production Credit Assn.
Campbell Norquist & Co.
Davidson Baking Co.
Crown Mills
Tom Ogle Prescriptions
McPherson Furnace & Supply Co.
John Deere Plow Co.
Kuckenberg Construction Co.
Cole, Clark & Cunningham
Ross B. Hammond Co.
Loggers & Contractors Machinery Co.
Goebel-Pratt Co.
Mrs. S. A. McAllister
Georgia-Pacific Corp.
Nicolai Door Manufacturing
Northwest Electric Supply Co.
Barnard Motors Inc.
Gevurtz Furniture Co. Inc.
Dant & Russell, Inc.
Dan & Louis Oyster Bar
Dirks and Co.
Monson & Sivers Co.
W. J. Burke & Co.
P & C Tool Co.
Francis Bros.
Dwyer Lumber Co.
Portland Wire & Steel Warehouse
Portland Wire & Iron Works
Alexander & Baldwin, Ltd.
Industrial Hospital Assoc.
Grigby Bros.
The Bank of California
Kerr Grain Corp.
Dickson Drug Co.
R. L. Greene General Contractor
A. D. Ford & Son
Dealers Supply Co.
Patrick Lumber Co.
Fields Chevrolet Co.
Dohmann Hotel Supply
Porter Scarpelli Macaroni Co.
Jensen Investment Co.
Pear Marwick, Mitchell & Co.
Hollywood Furniture
Helen Bernhard
The Old Country Kitchen
Owens Illinois Glass Co.
Charles E. McCulloch
Crawford & Doherty Foundry Co.
Dr. Rae N. Foster
Page & Page Co.
Bohemian Restaurant Inc.
Malloy Hotel
Blake, Moffitt & Towne
Phillips, Coughlin, Buell & Phillips
Oregon Automobile Ins. Co.
Gould & Gould Inc.
National Shirt Shops Inc.
Hoffman Construction Co.
Douglas Lowell, Inc.
Soule Steel Co.
Niedermeyer-Martin Co.
Henry M. Mason Co.
New York Merchandise Co.
Hyster Co.
Dairy Cooperative Association
The Ringside
Kupp Motor Co.
Farmers Ins. Exchange
Portland Woolen Mills
Broadway Amusement Co.
Oregon Film Service
Smith Bros. Office Outfitters
Lynn P. Sablin
Briggs Gething
Sandy's Camera Shop
Ray Smythe Co.
Roedel Title Contracting Co.
The Congress Hotel
The Kirby Co.
Wilgus D. Smith
Diamond Lumber Co.
Plaza Hotel
P. S. Lord Mechanical Contractor
Electrical Distributing Inc.
Cramer Machinery Co.
Portland Road & Driveway Co.
Touche, Niven, Bailey & Smart
Dr. Edward K. Kloos
Emerson Hardwood Co.
Edgar P. Hoener
Gas Heat, Inc.
Kraft Foods Co.
Pacific First Federal Savings & Loan
Blue Bell Potato Chip Co.
Portland General Electric Co.
Dean Vincenty Inc.
Aubrey R. Warzek
United Radio Supply Co.
Pietock Block
Lotus Cafe & Card Room
Honolulu Meat Co.
Botsford, Constantine & Gardner
Midway Lumber Supply
Norene Fire & Battery Co.
Wentworth and Irwin, Inc.
Ogden and Gravelle
Chipman Chemical Co. Inc.
Timber Structures, Inc.
Carozian Bros. Inc.
United Contracting Co.
Lumber Products
Dr. R. F. Kenaga
Russ Chamberlin Inc.
Northwest Grocery Co.
Storey Tool & Die Works
City Center Motel
United Parcel Service
Olympia Brewing Co.
Charles F. Berg
Lee Gosart Motor Co.
Wesway Petroleum Co.
Columbia Hudson Lumber
J. E. Haselnie & Co.
Pacific Metal Co.
Lewis Riffel Inc.
White Stag Mfg. Co.
Roy Sheen
Artistic Cleaners
Hoch & Selby Co.
Triangle Milling Co.
Pacific Building Materials Co.
Northwest Copper Works Inc.
Tops All Foods, Inc.
Tucker Emmrich Co.
Western Auto Supply Co.
St. Johns Planning Mill
Ireland, Guild & Simms
United Finance Co.
Palisades Market
Collins & Wilmes Cigar Co.
California Container Corp.
The Portland Outdoor Store
The Rt. Rev. Benjamin D. Dagwell
Fred F. Holcomb
Willamette Valley Lumber Co.
Williams Bros. Mfg. Co.
Portland Radio Supply Co.
Dr. Ross H. Elliott
Edw. Holman and Son
Nob Hill Pharmacy
George M. McGreest
Truman W. Gollins
Shangri La Motel
J. K. Gill Co.
N. Van Hevelingen
E. C. Sammons
Jewett Barton Leavy & Kern
Grand Metal Products Corp.
Smith Phillips Co.
Western Dairy Equipment Co.
Stan Terry & Co.
Tuma Service Stations
J. W. Copeland Yards
King, Miller, Anderson, Nash & Yerke
Great Western Printing Ink Co.
E. W. Shields
Wheeler Boyd & Co.
Portland Bottling Co.
Hyland's Book Store
Bon Marche
Republic Cafe
Piedmont Hardware Co.
Benjamin C. Fleischman
Anderson Bros.
Robert S. Kinoshita, M.D.
Silver Eagle Co.
Western Transportation Co.
Loyd F. Carter
Dr. Norman L. Bline
Strauffer Chemical Co.
C. J. Monroe & Sons
Consolidated Dairy Products
Van Waters & Rogers Inc.
United States Bakery, Inc.
Mitchell Brothers Truck Lines
Pierce Auto Freight Lines, Inc.
Sprouse-Reitz Co. Inc.
International Harvester Co.
Nordstrom's
North Pacific Grain Growers, Inc.
Package Containers, Inc.
Moffatt, Nichol & Taylor
Burchard & Fiskien, Inc.
Portland Seed Co.
Patterson Dental Supply Co.
Northwestern Drug Co.
Collins Pine Co.
Meier and Frank Co.
Cascades Plywood Corp.
Fulton Transfer & Storage
Raymond G. Clifford
Dr. Ronald P. Neilson
Dr. Duncan R. Neilson
Neighbors of Woodcraft
Associated Commercial Co. Ltd.
Holland Feed Store
Waitress' & Cafeteria Women's Local No. 305
Sterling Furniture Manufacturers
Baker Fentress & Co.
Dr. Vinton D. Sneeden
Wadole's Restaurants
General Mills Inc.
Nicholas Ungar
George Rogstad
Sefton Fibre Car Co.
Nick's Flower Shop
Grandma Cookie Co.
Mailliard & Schmiedell
Koerner, Young, McCulloch & Benzendorf
Oregon Journal
J. A. Freeman & Son
Mail Well Envelope Co.
Physicians Optical Service
Stadler Fixture Co.
Portland Orthodontic Group
Knappton Towboat Co.
Morgan S. Odell
Price Waterhouse & Co.
Baker-Barkon Co.
Daily Journal of Commerce
A. A. Hallander & Co.
Ray F. Becker Co.
Colonial Mortuary
Hymore Transfer Co.
Bales for Food
Beaver Engraving Co.
Dr. Susan E. Nelson
Leland F. Hess
Hicks, Davis & Tongue
National Mortgage Co.
Oregon Iron & Steel Co.
Teamsters, Auto Truck Drivers & Helpers Local No. 162
Sandycrest Terraces
The Gable Funeral Home
Ben H. Hazen
Campbell Court Hotel
Brice Mortgage Co.
Eoff Electric Co.
Young's Gown Shop
Northwest Industrial Laundry Co.
Sawyers Inc.
Wagner Electric Corp.
The Portland Clinic
Neptune Meter Co.
Harris Supply Co.
Lawrence, Tucker and Wallman
W. H. Hutchens, M.D.
J. Neils Lumber Co.
Fibreboard Paper Products Corps.
Walford Motor Co.
Kleenair Furniture Co.
Klenarth Purnace Co. Inc.
W. Bruce Morrison
Sunset Fuel Co.
Osmund & Co.
Glisan Lumber Co.
V. M. Phipp & Son, Inc.
C. R. Tulley
Donald H. Goetz
Mary S. Young
Robertson Factories Inc.
Hood Sales Co.
Ward L. Mayer
Columbia Brick Works
Jack Matlack Promotions
McCracken Bros. Motor Freight
Sharg Surgical Co.
Ernest J. Burrows
Sutherland Electric Co.
Nudelman Brothers
Imperial Hotel
Crown Zellerbach Corp.
Nilsson's Paint and Wallpaper
Pacific Northland Hotel
Ramsay Signs, Inc.
Portland Federal Savings & Loan
Continental Grain Co.
Goss, Dr. Walter A.
June S. Jones & Co.
Kelly-Clarke Co.
Carl's Shoe Stores, Ltd.
Union Ave. Motel
Dr. Lester T. Jones & Lewis Jordan
Schmeer Ins. Agency
Rodda Paint Co.
Sawtell, Goldrainer, Carmichael & Swanson
Miller Paint Co., Inc.
William P. Hutchinson & Co.
Portland Printing House, Inc.
Al Jensen
Plumbing & Heating Engineering Co., Inc.
Cooper Lumber Co.
R. B. Howell
The Fashion Bootery
Byers Color Laboratory
Fred H. Slate Co. of Oregon Ltd.
Harr, Spencer, McCulloch, Rockwood & Davis
W. R. Norre Co.
Portland Memorial
Wanke Panel Co.
W. J. McCready Lbr. Co.
Duc, Fast Oregon Co.
E. Carl Schiewe
Columbia Sand & Gravel Co.
Multnomah Fuel Co.
Dr. Wm. L. Corbin
Paul Schatz Furniture Co.
Harold P. Drake
Avondale Construction Co.
Oregon Asphalt Paving Co.
H. J. Sandberg Co.
L. S. Siner & Sons
Oregon Blue Print Co.
Sugar Crest Doughnut Co.
Haack Bros.
Pierce Trailer & Equip. Co.
Bekins Moving & Storage Co.
Drs. Isenhart, Raines & Shipp
Bullier & Bullier
William S. Turner & Co.
Loomis Armored Car Service, Inc.
Edgar W. Smith
William J. Sheehy
Lewis & Dalin Inc.
Leggett Paper Co.
Northwest Plywoods
Western Wood Mfg. Co.
Demme Bros., Inc.
J. C. Milne
W. J. Jones & Son, Inc.
L-M Equipment Co.
Shaver Transportation Co.
Kienow's Food Stores
Pacific Inland Tariff Bureau
Retail Credit Association
Carl M. Halvorson, Inc.
Niklas & Son
MacMillan & Bloedel, Ltd.
Magnus Metal Division
Sharff & Sons
Pepsi-Cola Bottling Co.
Medical Clinic
Ross City Paper Products Co.
DeTemple Co.
The Dean Rectal and Colon Clinic
The Skookum Co., Inc.
Cyrus Electric Co.
Beneficial Finance Co.
Goodman Concrete Burial Vaults
The Picture Mill
Aluminum Company of America
Fisher Flouring Mills Co.
Consolidated Freightways Inc.
KXL Radio Station
Oregon Saw Chain Corp.
International Harvester Co.
Stevens Ness Law Publishing Co.
Robert Arneson, Sales Agent
Hot Coffee Service, Inc.
C. H. Savage Co.
Urdike & Johnson
Farmer's Market
Washington Hotel
Bronson Insurance Agency
Sharp & Young
Sicco Asbestos & Supply Co.
Cecil L. Brown
Larry Hilaire
Grayson Robinson Stores, Inc.
Colonial Height Appliance Center
Paulsen & Roles Laboratories
Hennessey, Goetsch & McGee
Western Novelty Co.
King Tower Inc.
Portland Trust Bank
Local Loan Co.
Fitzgibbon Glass Company
Marsh & McLennan Cosgrove & Co.
Portland Women's Forum
Logan Oldsmobile Co.
Portland Candies Company
American Brush Co.
Western Waste Specialty
Packaging Division
Merrill Lynch, Pierce, Fenner & Beane
Wilson Sporting Goods
Armour and Company
Simonds Saw and Steel Co.
Mrs. M. A. Barr
Posey Lumber Co.
Barham & Bates Agencies, Inc.
Tom Stoddard & Co.
Archie Goldsmith & Bro.
Peter's Office Supply Co.
Evelyn Gibson Gowns
Zell Bros.
Title and Trust Co.
Columbia Hat Co.
North Pacific Canners & Packers, Inc.
Star Machinery Co.
Seaport Manufacturing Co.
Portland Machinery Co.
Ken Wilcox Agency
Power Brake Equipment Co.
Continental Baking Co.
Palleter, Fisher & Carlo, Inc.
International Brotherhood of Electrical Workers Local No. 48
Oregon Marine Supply Co.
Carl Creve Jeweler
T. G. McDougall, M.D.
Roberts Motor Co.
Risberg's Truck Line
Sweet & Crawford
Jones Photo Laboratory
John Hamrick's Portland Theatres
Northwest Tube & Metal Fabricators
A. V. Petersen Co.
United Air Lines
Frank A. Heitkemper, Inc.
KGW Pioneer Broadcasting Co.
Zukor's
Cole & Weber
The Canadian Bank of Commerce
Foster & Kleiser Co.
American Steel Warehouse Co.
Benson Hotel
D. A. Davidson Co.
Best Auto Spring Co.
J. E. Brown Co.
Mrs. Edwin E. Mayer
Shipley and Co. Agency
U. S. Rubber Co.
Rogers Construction Co.
Windolph Pontiac Co.
Portland Fish Co.
Dr. Noles
G. Spencer Hinsdale
Edmund Hayes
Drake Lumber Co.
Howard H. Holland
KFTV
Chown Electric Supply Co.
Cohn Bros.
Barbers Union, Local No. 75
Berkheimer's
Allan A. Smith
United Adjusters Inc.
BoDine Cantril Clinic
Permanente Cement Co.
H. J. Heintz Co.
Rich Manufacturing Co.
Burgess Kelly
George B. Wallace
Brod McClung
Fairview Farms
Coast Auto Supply Co.
Zellerbach Paper Co.
Minneapolis-Honeywell Regulator
Perit Bedding Co.
Jones & Chamberlain
Jolly Joan
Valsetz Lumber Co.
Templeton, Herbert A. Foundation
Oregon Transfer Co.
Newcomer's Service
Stardill Co.
Bollou & Wright
North Coast Canvas Products Co.
Employees Finance Co.
Col. Kenneth D. Hauser
Giesy & Greer
Bungalow Courtel
T. S. Barnes
Badgley Mfg. Co.
Alexander Motor Co.
Sweeney, Krist & Dimm
Pein Box Co.
Dr. Ira E. Gaston
Robert E. Duniway
Wells Reed Insurance Co.
Chester A. Sheppard
East Asiatic Co. Inc.
Thriftee Markers
Dun & Bradstreet, Inc.
Dr. John P. Trommald
Klingbeil & Oeinger
Gar G. Hurley
Interstate Tractor & Equipment Co.
Ed's Electric Service Inc.
Dr. Leo J. Meinenberg
Northwest Marine Iron Works
Columbia Distributing Co.
Securities Intermountain, Inc.
Ralph A. Baer Co.
Skidmore, Owings & Merrill
Electrical Products Corp.
The Prime Rich
Cascade Manufacturing Co.
Grand Motor Freight
Phil Grossmayer Co.
Lembcke's Wood Shavings Co.
Verner V. Lindgren, M.D.
F. B. Packard, M.D.
S. & W. Fine Foods Inc.
Holt W. Berni
Fraser Paper Co.
Henry L. Pitcock
Santiam Lumber Co.
Swender Blue Print Co., Inc.
White Star Concentrates Co.
Signal Oil Co.
Arthur Stromberg
Thompson & Georgeson, Inc.
Maytag Northwest Co.
Portland Gas & Coke Co.
Pacific Pumping Co.
Simpson Logging Co.
Fred Meyer
Bridgmon Bros. Poultry
Schmidt Lithograph Co.
Allen E. Meier
Interstate Training Serv.
Posey Lumber & Inc.
California Spray-Chemical Corp.
A. K. Wilson Timber Co.
Electrical Construction Co.
Asbury Transportation Co.
Mr. Scott Drug Co.
Western Tax Associates, Inc.
Ross Island Sand & Gravel Co.
Pope and Taylor, Inc.
Joslyn Pacific Co.
Mrs. Ross McIntyre
Automotive Equipment Co.
Howard C. Ritter
Riverview Abbey Mausoleum
The Pagoda
Walston & Co., Inc.
The Autzen Foundation
Standard Insurance Co.
Ames Harris Neville Co.
Pacific Power & Light Co.
Columbia Bifocal Co. Inc.
Kilham Stationery & Printing
Rudie Wilhelm Warehouse Co. Inc.
Henry Coffey & Associates
Beall Pipe and Tank Corp.
Coast Salesbook Co.
Valsetz Lumber Co.
Portco Corp.
Luckenbach Steamship Co.
Leupold & Stevens Instruments Inc.
Bausch & Lomb Optical Co.
Boyd Coffee Co.
Perry and Hutchinson Co.
Business Men's Assurance Co.
Arnold W. Yoemans
Chinese Village
Star Quil, Italian Village
Dimitre Electric Co.
The Canada Life Assurance Co.
Woolach Bros.
In. Scller Co.
Imperial Garages, Inc.
Hotel Garages
Freightliner Corp.
Marshall Wells Co.
American Building Maintenance Co.
Annand, Boone & Lei
Tracy & Co. Inc.
Rose Manor Motel
L. E. Crouch, Attorney
Herbert W. Roberts
R. M. Wade & Co.
Dr. C. Elmer Carlson
Rutherford Triple XXX
Philip E. Sullivan
Kick Tok
S. J. Pounder Realty Co.
Rodgers Five and Ten Cent Stores
Phoenix Mutual Life Ins. Co.
Del Monte Meat Co.
The Oregonian
L. R. Geisler
Portland Supply Co.
Manning's Inc.
Shell Oil Co.
Abbott, Kerns & Bell Co.
Northwestern Ice and Cold Storage
Arthur L. & Amy C. Fields
Coca-Cola Bottling Co.
John B. Yeon Co.
Tuerck MacKenzie Co.
Oregon Physicians' Service
G. Dwyer Wilson
Musicians Mutual Assn. Local No. 99
Zeller Funeral Chapel



FESTIVAL CENTER

13 PARK BLOCKS OF FUN

JAMES A. MOUNT

Director

ALLEN O. CARDEN

Coordinator

The fun, the gaiety, the beauty, the talent of a host of Rose Festival events will be gathered together this year for the very first time in the Festival Center in Portland's Park Blocks, extending south for 13 blocks from Salmon Street. There'll be something doing every minute of the day and evening - from 10 a.m. to midnight - for the entire period of the Festival. Information about the Festival - tickets to Festival events - exhibits, live shows, Midway rides, band concerts, barbecues - these are just samples of the activities which will make the Festival Center a real beehive for six days.

The Festivities Start Tuesday June 10th through June 15th



- BAND CONCERTS • FLORAL EXHIBITS • ART FESTIVAL
- KIDDIES FREE RIDES • PARK BUREAU ROSE DISPLAYS
- JR. CHAMBER PUBLIC BAR-B-Q • ROSE SHOW
- TRAVEL SHOW • SYNCOPATED WATERS
- PARK BUREAU SHOWS • ACROBATICS
- TELEVISION & RADIO BROADCASTS
- MIDWAY RIDES • GARDEN TOURS
- PHOTOGRAPHIC FUN SHOW
- ART MUSEUM EXHIBITS
- SQUARE DANCING
- STAGE SHOWS



CHARLIE BARNET



RED NICHOLS



BUDDY DE FRANCO

featuring
JAZZ FESTIVAL
 THURSDAY-FRIDAY-SATURDAY
 JUNE 12-13-14

"50 Years of Jazz"

Starring
CHARLIE BARNET
RED NICHOLS
BUDDY DE FRANCO

8:30 p.m., Shattuck School yard in the Festival Center.
 Admission: Adults 75c, Children under 12, 50c.