

# PORTLAND ROSE FESTIVAL ♦♦ 1964

56th ANNUAL PORTLAND ROSE FESTIVAL  
JUNE 5-14, 1964



**SOUVENIR PROGRAM 50c**





DEAR GUEST: Portland, the "City of Roses," is always happy to welcome visitors from out of town, and never more so than during Rose Festival Week, when the city is at its loveliest. Besides the fun and excitement of the Festival, there are many other things to see and do in Portland. You'll be pleased with the city's many parks, which offer a great variety of views and recreation. You'll enjoy our fine new zoo, with its four elephant babies, its penguin colony, and other attractions. Try a river cruise, or a ride on the zoo railway, for an unusual look at the city. And when you're hungry, you'll find we offer a number of interesting places to eat. Above all, enjoy yourself . . . and plan to come again!

*Gary D. Schumacher*  
MAYOR



The Portland Rose Festival grows a little, becomes a little more attractive every year. This year, for the first time, we are proud to present the Portland Rose Music Festival at the Memorial Coliseum. It will be an eagerly-awaited fixture of future Festivals, taking its place beside the Coronation, the Grand Floral Parade, and other old favorites. We sincerely hope you will enjoy and appreciate the entire "bill of fare" presented in this 56th annual Rose Festival program.

*Herb Boer*  
PRESIDENT,  
Portland Rose Festival Association

## SCHEDULE OF EVENTS

(All hours Pacific Daylight Saving Time)

### FRIDAY, MAY 29

8 p.m.—Junior Queen Selection and Coronation, Public Auditorium, S.W. 3rd and Clay.

### FRIDAY, JUNE 5

1 p.m.—Official opening of Festival Center at Holladay Park. Open until midnight. Band concerts, arts and crafts show, floral displays, stage shows, food booths, midway attractions, amusement rides.

### SATURDAY, JUNE 6

10 a.m. to 12 Noon—YWCA Strawberry Breakfast, Pittock Mansion.  
11 a.m. to Midnight—Festival Center open, Holladay Park.  
1 p.m.—Junior Olympic Track Meet, Grant Bowl.  
8 p.m.—Merrykhana Parade, beginning in Memorial Coliseum.

### SUNDAY, JUNE 7

9 a.m.—City Invitational Open Archery Tournament, Sherwood Field, Washington Park.  
11 a.m.—Junior Bicycle Race, Mt. Tabor Park.  
11:30 a.m.—Marine Day Boat Parade, Swan Island.  
12 Noon to 11 p.m.—Festival Center open, Holladay Park.  
1 p.m.—Senior 50-mile Bicycle Race, Mt. Tabor Park.  
1 p.m.—Marine Day Show and Racing Events, Swan Island.

### MONDAY, JUNE 8

11 a.m. to 8 p.m.—Sidewalk Cafe open.  
11 a.m. to 11 p.m.—Festival Center open, Holladay Park.  
8 p.m.—Queen Selection and Coronation Ceremony, Memorial Coliseum.

### TUESDAY, JUNE 9

11 a.m. to 8 p.m.—Sidewalk Cafe open.  
11 a.m. to 11 p.m.—Festival Center open, Holladay Park.  
7 p.m.—30th Annual Model Boat Regatta, Craftsmanship Judging, Benson High School.

### WEDNESDAY, JUNE 10

11 a.m. to 8 p.m.—Sidewalk Cafe open.  
11 a.m. to 11 p.m.—Festival Center open, Holladay Park.  
1 p.m.—30th Annual Model Boat Regatta, Sailing and Launching, Westmoreland Pool.  
3 p.m.—U.S. and Canadian subs and minesweepers arrive at Seawall, Harbor Drive.  
8 p.m.—First Annual Portland Rose Music Festival, Memorial Coliseum; Pat Boone, host.

### THURSDAY, JUNE 11

11 a.m. to 8 p.m.—Sidewalk Cafe open.  
11 a.m. to 11 p.m.—Festival Center open, Holladay Park.  
1 p.m. to 11 p.m.—Rose Show, Georgia-Pacific Room, Memorial Coliseum.  
3 p.m.—U.S. cruiser and destroyers arrive at Seawall, Harbor Drive.  
8 p.m.—First Annual Portland Rose Music Festival, Memorial Coliseum.

### FRIDAY, JUNE 12

9 a.m. to 11 p.m.—Rose Show, Georgia-Pacific Room, Memorial Coliseum.  
11 a.m. to 8 p.m.—Sidewalk Cafe open.  
11 a.m. to Midnight—Festival Center open, Holladay Park.  
11 a.m.—Knighting Ceremony, Washington Park.  
1:30 p.m.—Junior Rose Festival Parade, starting at N.E. 52nd Ave. and Sandy Blvd.  
8 p.m.—First Annual Portland Rose Music Festival, Memorial Coliseum.

### SATURDAY, JUNE 13

8 a.m. to 4 p.m.—Fifth Annual West Coast Rifle and Pistol Tournament, Camp Withycombe, Clackamas.  
8 a.m. to 8 p.m.—Sidewalk Cafe open.  
10 a.m.—Grand Floral Parade, starting at Memorial Coliseum and ending at Lincoln High School.  
11 a.m. to Midnight—Festival Center open, Holladay Park.  
11 a.m. to 3 p.m.—Rose Show, Georgia-Pacific Room, Memorial Coliseum.  
12 Noon—Rose Cup Sports car practice and time trials, Delta Park.

### SUNDAY, JUNE 14

8 a.m. to 5 p.m.—Fifth Annual West Coast Rifle and Pistol Tournament, Camp Withycombe, Clackamas.  
10 a.m.—Fourth Annual Rose Cup Sports Car Races, Delta Park.  
11 a.m.—Golden Rose Ski Tournament, Timberline Lodge.  
12 Noon to 10 p.m.—Festival Center open, Holladay Park.  
2 p.m.—Portland Elks Lodge No. 142's Annual Flag Day Services, Washington Park.

### TUESDAY, JUNE 16

8 p.m.—Queen's Command Baseball Game.

### SPECIAL FEATURES DURING ROSE FESTIVAL WEEK

U.S. and Canadian Navy ships—Open house daily while in port, 9:30 to 11:30 a.m. and 1 to 4:30 p.m.  
Lewis & Clark College Rose Garden.  
International Rose Test Garden, Washington Park.

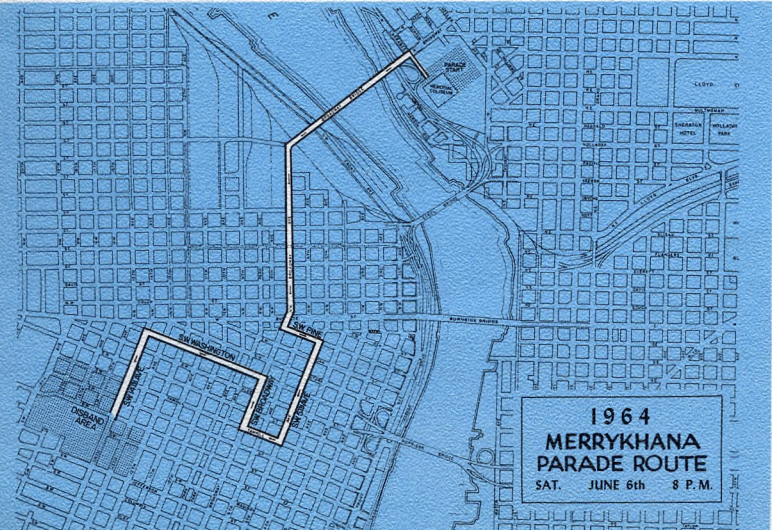




# MERRYKHANA PARADE

The first of the Festival's three parades, the fun-filled Merrykhana Parade, starts the Rose Festival on a note of happy laughter. From the Memorial Coliseum, the parade crosses over the Broadway Bridge to downtown Portland. Up Broadway come the clowns, zany floats, fierce cavemen and gunfighters, lusty-lunged bagpipers and hornblowers, baton twirlers, marching units and bands and, of course, a full quota of pretty girls. All this can be seen in the comfort of Coliseum arena seats, with tickets priced at \$2, \$1 and 50c available at the Portland Rose Festival Office and at the Memorial Coliseum. Just before the parade starts, the identity of the "Queen of Fun" is revealed and she comes forward to reign over the merriment.

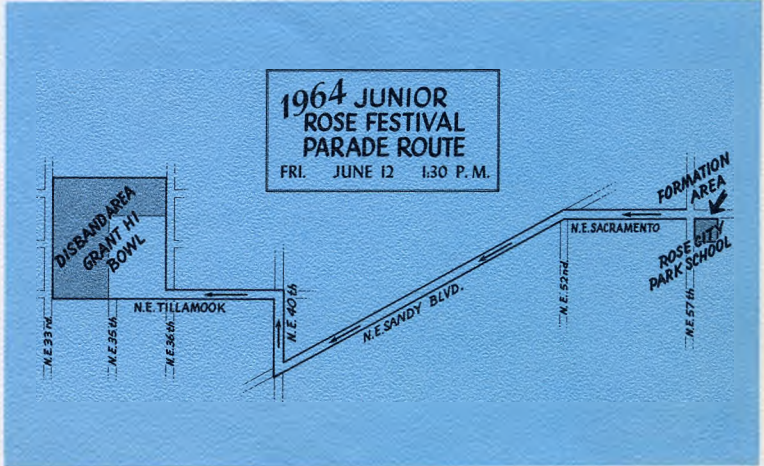
**SATURDAY  
JUNE 6  
8 p.m. DST**



# JUNIOR ROSE FESTIVAL PARADE

Portland's Junior Rose Festival Parade has become the largest parade of youngsters in the United States. More than 10,000 small fry apply their imagination to anything with wheels to turn out a fascinating assembly of decorated bikes, wagons, trikes and doll buggies. Some let the family dog ride as star of their float. The youngsters have the time of their lives and so do the spectators. Riding in the parade in places of honor are the Junior Rose Festival Court — Queen, Prime Minister, Princesses and escorts. The Parade will follow the same route as last year through Portland's Eastside Hollywood district, beginning at N.E. 52nd Ave. and Sandy Blvd. Leading the parade will be Grand Marshal.

**FRIDAY  
JUNE 12  
1:30 p.m. DST**



PROPERTY OF MARILYN AND CHARLIE CLINT



# Queen Selection

**MEMORIAL COLISEUM  
MONDAY  
JUNE 8  
8 p.m. DST**

## JUDGE FOR YOURSELF

## Queen Selection Judging Chart

How would you rate them?	Appearance up to 40%	Poise up to 40%	Speaking Ability up to 20%	TOTAL
Princess Marydith Dawn Hooker, Franklin				
Princess Marcia Ann Empey, Cleveland				
Princess Lona Lea Taylor, Girls' Polytechnic				
Princess Anne-Marie Katherine Niemi, Grant				
Princess Barbara Rae Hyden, Jefferson				
Princess Sharon Anne Langfitt, Lincoln				
Princess Darlene Joan Leu, Madison				
Princess Christine Marie Conner, Marshall				
Princess Sharon Ann Arneson, North Catholic				
Princess Nancy Ann Rather, Roosevelt				
Princess Susan Arlene Chaperon, Washington				
Princess Judith S. Parsons, Wilson				

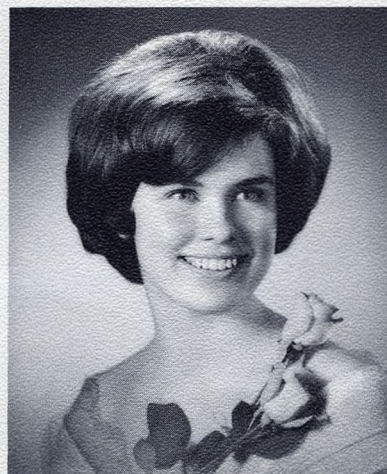
(Queen selection is based on the above points)



PRINCESS ANNE-MARIE  
Grant



PRINCESS LONA LEA  
Girls Polytechnic



PRINCESS SHARON  
North Catholic



PRINCESS SUE  
Washington



# Musical Program

To the Colors

ALL-CITY HIGH SCHOOL BRASS ENSEMBLE

Star Spangled Banner . . . . . *Francis Scott Key*  
AUDIENCE, ALL-CITY HIGH SCHOOL CHOIR and ALL-CITY ROSE FESTIVAL ORCHESTRA

Overture to West Side Story . . . . . *Leonard Bernstein*  
ALL-CITY ROSE FESTIVAL ORCHESTRA

Highlights from Brigadoon . . . . . *Alan Lerner and Frederick Loewe*  
ALL-CITY HIGH SCHOOL CHOIR and ALL-CITY ROSE FESTIVAL ORCHESTRA

We, the People . . . . . *Michael Cambren and Robert Armbruster*  
ALL-CITY HIGH SCHOOL CHOIR and ALL-CITY ROSE FESTIVAL ORCHESTRA

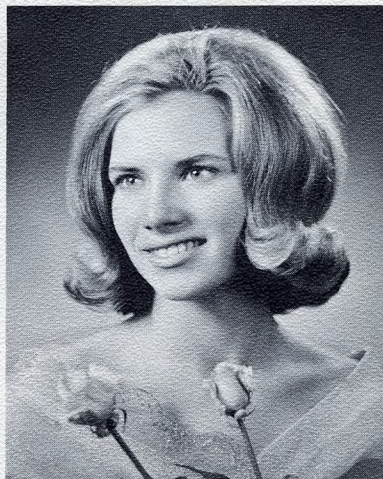
Fanfare for a Ceremonial Occasion . . . . . *Albert W. Ketelby*  
ALL-CITY HIGH SCHOOL BRASS ENSEMBLE

Recessional, Pomp and Circumstance . . . . . *Edward Elgar*  
ALL-CITY HIGH SCHOOL CHOIR and ALL-CITY ROSE FESTIVAL ORCHESTRA

Music Director A. VERNE WILSON, *Supervisor of Music, Portland Public Schools*



PRINCESS MARYDITH  
Franklin



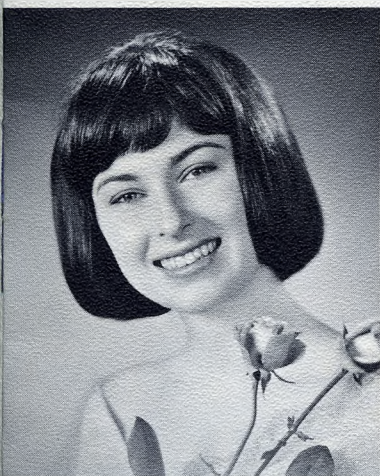
PRINCESS JUDY  
Wilson



PRINCESS NANCY  
Roosevelt



PRINCESS SHARON ANNE  
Lincoln



PRINCESS CHRIS  
Marshall



PRINCESS BARBARA  
Jefferson

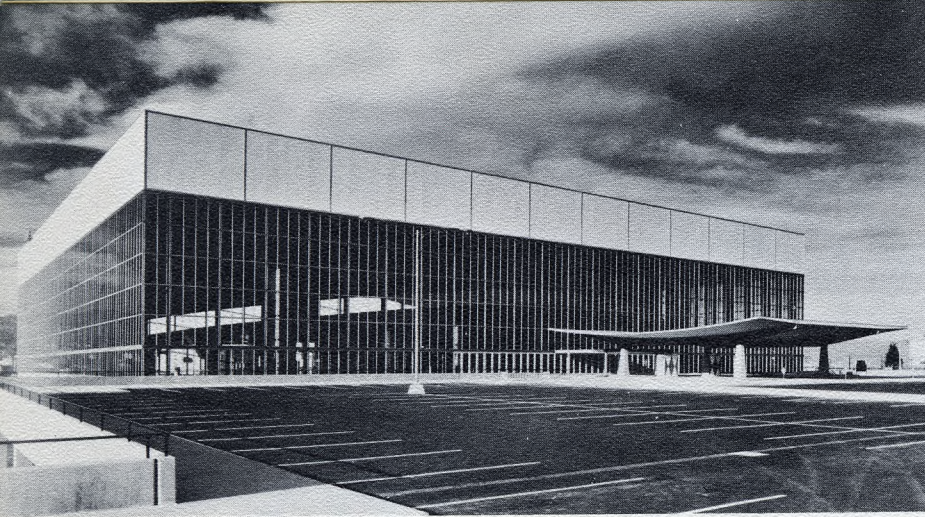


PRINCESS DARLENE  
Madison



PRINCESS MARCIA  
Cleveland

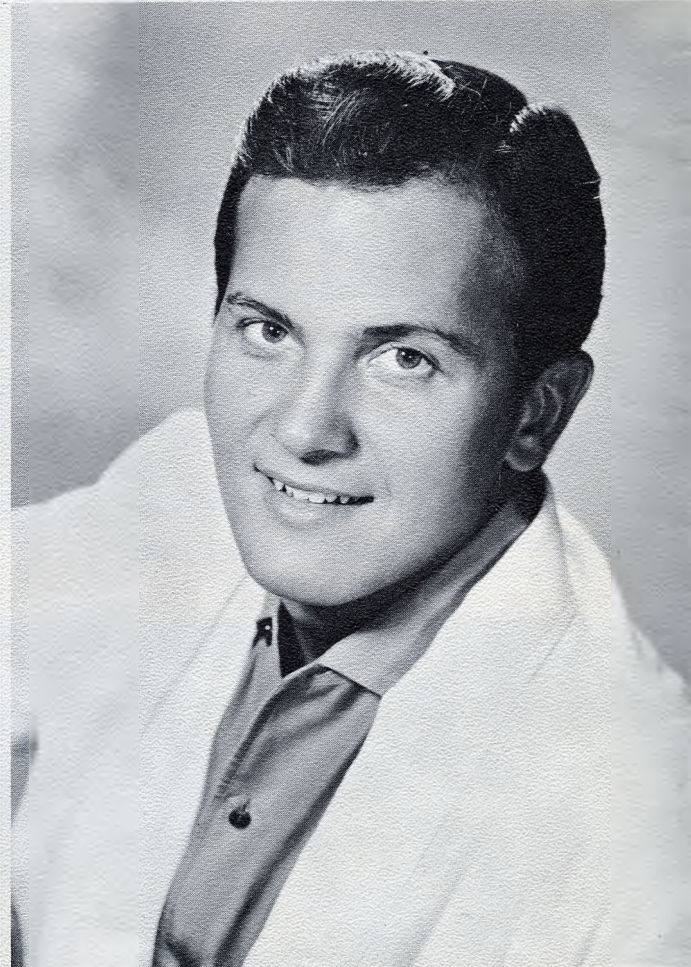




The Portland Rose Music Festival brings to the stage of the Memorial Coliseum the Northwest's top young talent . . . bands . . . stage bands . . . orchestras . . . instrumental soloists and vocalists . . . in a diversified program under the direction of Wayne S. Hertz, distinguished conductor and chairman of the department of music at Central Washington State College. Tickets for this first-of-its-kind-in-the-West event are on sale at the Memorial Coliseum box offices. Reserved seats are \$2.50 and \$2.00; general admission \$1.50 for adults and 75 cents for children under 18.

*First Annual*

# PORTLAND ROSE



## **PAT BOONE**

Popular young singing star who has appeared in 11 movies and who has been at the top of the entertainment world since his first records were made in 1955, Pat Boone will sing several numbers and act as host for the Memorial Coliseum show.



# THREE NIGHTS ONLY

WED., THUR. and FRI.

JUNE 10, 11 and 12

8 p.m. DST

Memorial Coliseum

The following college and high school musical groups will appear on the nights indicated:

### WEDNESDAY, JUNE 10

Olympia, Wash. High School orchestra  
Cleveland High School band, Portland  
Redmond, Ore. High School band  
Renton, Wash. High School choir  
Milwaukie, Ore. High School stage band  
Franklin High School choir, Portland

### THURSDAY, JUNE 11

Enumclaw, Wash. High School choir  
Grants Pass, Ore. High School band  
Lewis and Clark College choir, Portland  
Parkrose High School band, Portland  
Madison High School orchestra, Portland  
West Bremerton, Wash. High School stage band

### FRIDAY, JUNE 12

Central Washington State College choir  
West Bremerton, Wash. High School band  
Astoria, Oregon High School Band  
Clover Park High School choir, Tacoma  
Corvallis, Ore. High School orchestra  
Central Washington State College stage band

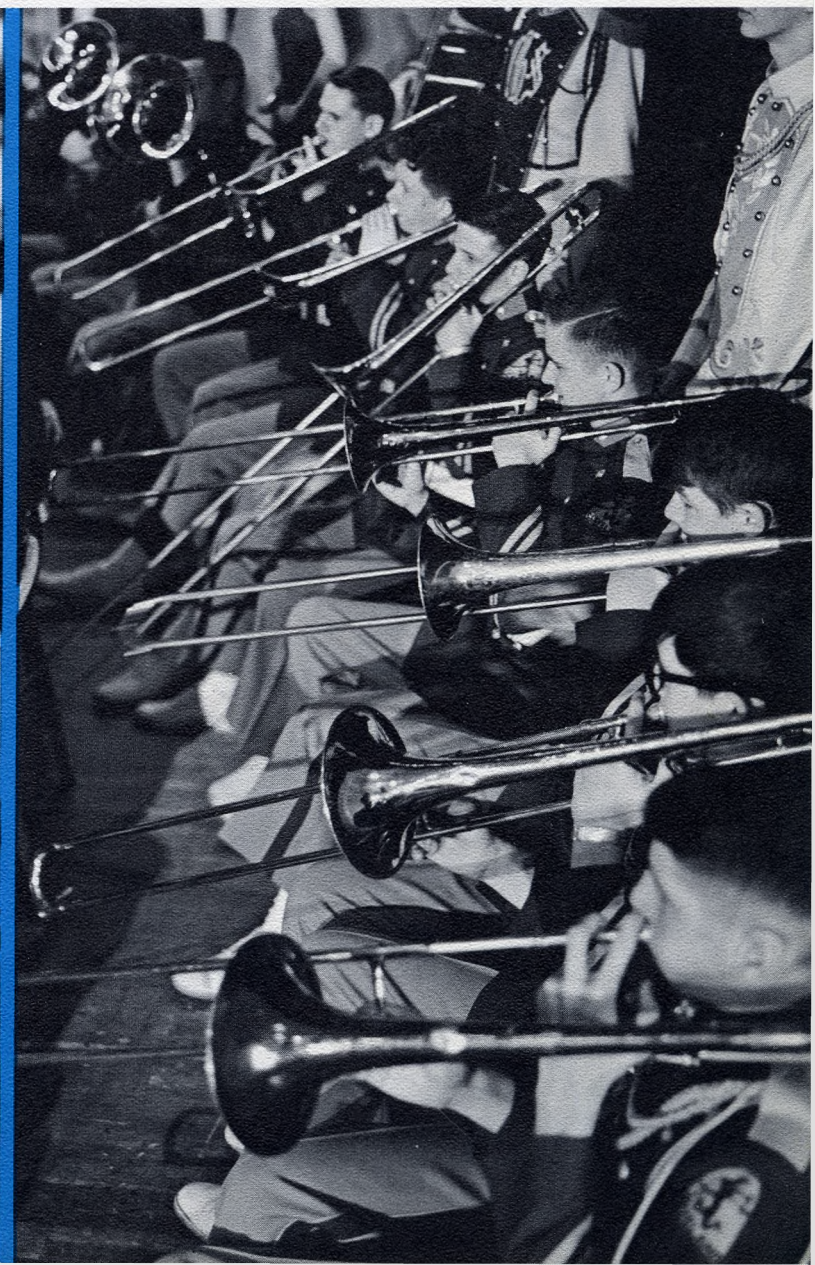
Plus two audition winners each night

Director: DR. WAYNE S. HERTZ, Ellensburg, Wash.

Host and Guest Artist: PAT BOONE

Guest Instrumentalist: CARL "DOC" SEVERINSEN

# MUSIC FESTIVAL





# 1964 OFFICERS AND DIRECTORS

## Portland Rose Festival Association

### OFFICERS

HENRY BALDRIDGE, President

CLYDE R. RICHARDSON, First Vice President

FLOYD BENNETT, Second Vice President

ROBERT H. HAZEN, Secretary

GEORGE BUCHANAN, Treasurer

### DIRECTORS

HERB BALLIN JR.

CECIL L. BROWN

CARROLL W. BRISSENDEN

HARRY BUCKLEY

JACK CAMPBELL

FRANZ B. DRINKER

ROBERT E. FRANKLIN

GEORGE E. FRECK

MARSHALL B. GIFFORD

ROSS R. HAMMACK

CHARLES R. HOLLOWAY JR.

RALPH HOLSAPPLE

DOUGLAS P. HUEGLI

WILLIAM P. HUTCHINSON

MELVIN MARK JR.

EDDIE MAYS

W. A. OLIVER

ROSS W. PORTER

JAMES RATHBUN

JAMES M. SIMMONS

ROBERT G. SWAN

WALKER M. TREECE

### ACTIVE HONORARY DIRECTORS

LEITH ABBOTT

WILLIAM B. BOONE

EDWARD L. CASEY

DON CHAPMAN

R. L. EATON

JESSE J. GARD

GEORGE HENDERSON

HOWARD HOLMAN

HAROLD KELLEY

FRANK E. McCASLIN

W. R. MOORE

MILTON W. RICE

JAMES J. RICHARDSON

GEORGE SCHOEFFEL

HAROLD WEISS

(All the above are past presidents)

### ASSOCIATE DIRECTORS

MARK O. HATFIELD,  
Governor

TERRY D. SCHRUNK,  
Mayor

DR. R. MOTT ERWIN, JR.  
Prime Minister, Royal Rosarians

HAROLD L. DAVIDSON,  
Portland Rose Society

DONALD V. McCALLUM,  
President, Portland Chamber  
of Commerce

DR. MELVIN W. BARNES,  
Superintendent of Schools

### DIRECTORS AT LARGE

ALLEN O. CARDEN

GERALD W. FRANK

RAY E. GARNER

C. P. KEYSER

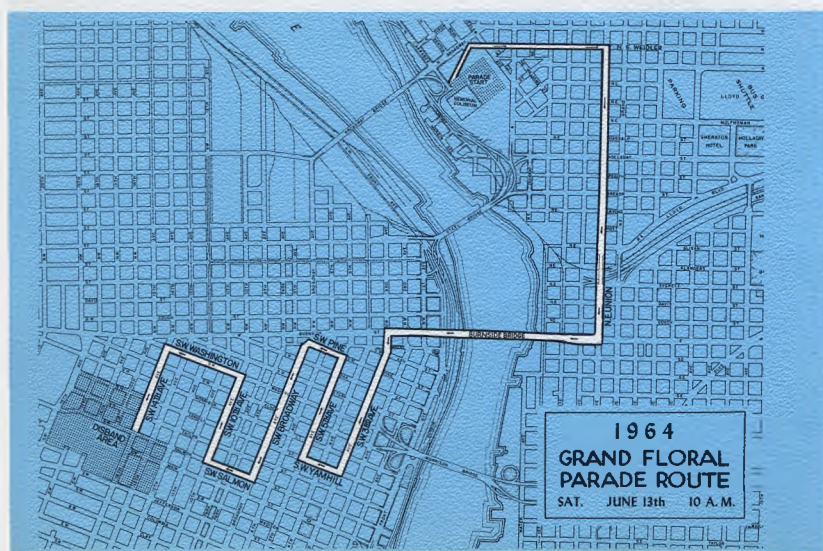
LEA PHILLIPS

### STAFF

L. W. (BUD) MALLETT,  
Executive Director

BOB BRYANT,  
Assistant Director

HUGH A. SCOTT,  
Promotion and Publicity Director



# Grand

## ORDER OF MARCH

Code:

1-45 Floats; B—Bands; H—Equestrian Units

**QUEEN'S DIVISION—DIVISION No. 1**  
Richard H. Lord, Marshal

B-1 Portland Police Motor Escort

B-2 West Bremerton, Washington  
High School Band

B-3 U.S. Marine Corps, Color Guard (4)  
and Mass Colors

H-1 King County Sheriff's Posse—  
Seattle, Washington (16-20)

B-4 Royal Rosarian Marching Unit (60)

**GRAND MARSHAL—STEWART H. HOLBROOK**

1. GOVERNOR HATFIELD, MRS. HATFIELD,  
AND FAMILY

H-2 Oregon Mounted Posse—Color Guard—  
Governor's Guard (5)

2. MAYOR AND MRS. TERRY D. SCHRUNK

H-3 Portland Mounted Posse—Color Guard (5)

B-5 Clan Macleay Pipes and Drums (25)

3. PRESIDENT HENRY E. BALDRIDGE AND  
MRS. BALDRIDGE, PORTLAND ROSE  
FESTIVAL ASSOCIATION

4. PRIME MINISTER ROYAL ROSARIANS  
DR. R. MOTT ERWIN, JR.

H-4 Ike Whitely

5. PRESIDENT ROBERT O. CASE,  
PORTLAND ROSE SOCIETY  
MRS. EVELYN STOLL,  
CHAPERONE ROYAL COURT

B-6 Benson Polytechnic High School  
Band (87)

6. THE PORTLAND CHAMBER OF  
COMMERCE QUEEN'S FLOAT

**DIVISION No. 2—Dr. Burgess F. Kelly, Marshal**

H-5 Gene Teague

B-7 Gresham High School Band (100)

7. MEIER AND FRANK COM

H-6 Clackamas County Sheriff

8. THE UNITED STATES NA  
BANK OF OREGON

B-8 Beaverton High School Ba

B-9 Beaverton High School R  
Marching Unit

9. BEAVERTON AREA JR. C  
OF COMMERCE

H-7 Washington County Sherif  
Color Guard (5)

B-10 Victoria Girls Drill Team (

10. NORTHWEST NATURAL

**DIVISION No. 3—Fred L. Helb**

H-8 Joe Cousins

B-11 U.S. Marine Corps Marchi

B-12 Pacific First Fleet Band—  
U.S. Navy—(22)

11. U.S. NAVY

H-9 Edward Roberts

12. HOYT HOTEL

H-10 Gresham Elks Mounted Co

B-13 Hudson's Bay High Schoo  
Vancouver, Wash. (100)

B-14 Hudson's Bay Bayonettes

13. VANCOUVER, WASHINGTON

H-11 St. Paul Rodeo Court (3)

14. PALESTINE DE MOLAY

**DIVISION No. 4—Stanley J. Po**

H-12 Evelyn Chambers

B-15 Wilson High School Band

15. BOYD COFFEE COMPANY

H-13 Lebanon Saddle Club—Co

16. HOLLYWOOD BOOSTERS

H-14 Lyle Cobb

H-15 Mrs. Lyle Cobb





## GRAND FLORAL PARADE JUDGING RULES

1964 PARADE THEME:  
"Between the Bookends"

Judges consider artistic arrangements and harmonious use of natural flowers together with the general artistic effect. Floats must be entirely covered with natural flowers. Artificial flowers are prohibited. Natural ferns, brakes, vines, etc., may be used but in competition for prizes, flowers of beauty and quality, appropriately and harmoniously arranged to depict the theme will receive the greatest consideration by the judges. Floats may not exceed 12 feet in height, 15 feet in width and 35 feet in length, unless special permission is obtained, to avoid entanglement with overhead traffic signals and clearance en route. No advertising may be used on any float other than the name of the sponsor or symbolic trademark. Lettering of the name of the sponsor must be in flowers and will be a factor in judging. Judges take into consideration the appropriateness of the dress of participants on the float and the drivers and their effect in interpreting the theme.

**SATURDAY  
JUNE 13  
10 a.m. DST**

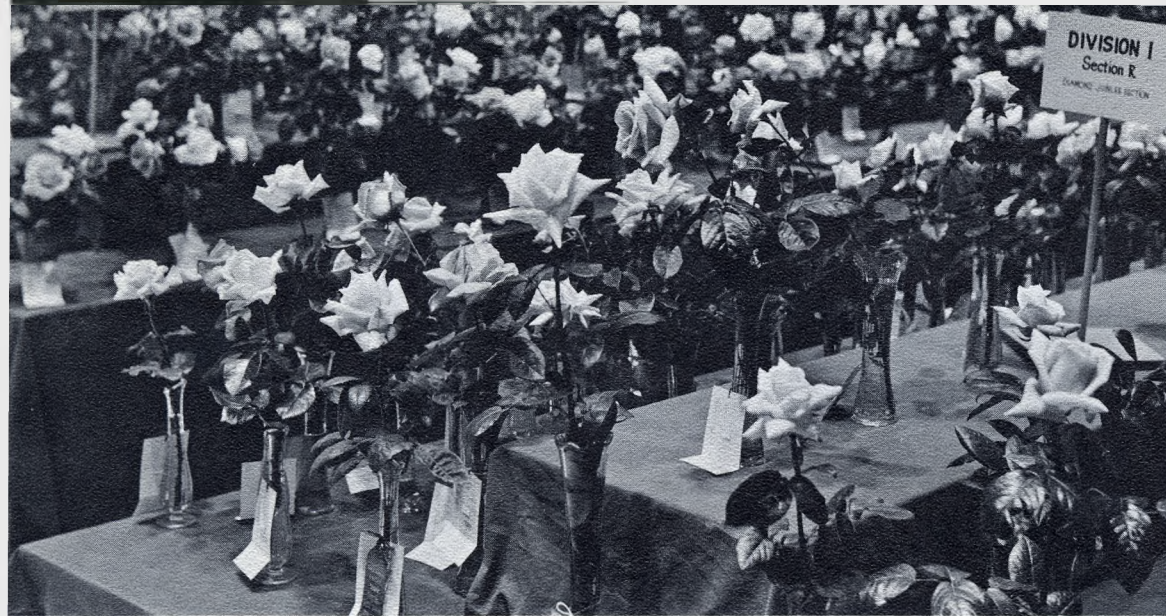
# GRAND FLORAL PARADE

- COMPANY  
Sheriff's Patrol (17)  
NATIONAL  
Band (130)  
Rhythm B's
- R. CHAMBER  
Sheriff's Posse—  
m (60)  
AL GAS COMPANY  
elbeck, Marshal  
ching Group (18)
- 1 Color Guard (5)  
hool Band—  
00)  
tes (32)  
GTON  
3)  
Y
- Pounder, Marshal**
- nd (88)  
ANY  
-Color Guard (5)  
RS CLUB
- B-16 Hillsboro High School Band (70)  
17. HILLSBORO, OREGON  
H-16 Morrow County Fair and Rodeo  
Royal Court (5)  
B-17 Madison High School Band (82)  
18. RELIABLE TRANSFER COMPANY
- DIVISION No. 5—Dr. Richard C. Godfrey, Marshal**  
H-17 Westernettes (16)  
B-18 Marshall High School Band (86)  
19. THE FIRST NATIONAL BANK OF OREGON  
H-18 Malheur County Sheriff's Posse  
B-19 Neighbors of Woodcraft Drum Corps (26-28)  
B-20 Neighbors of Woodcraft Marching Unit (6-8)  
20. NEIGHBORS OF WOODCRAFT  
H-19 Anita Howard Thorson  
21. LLOYD CENTER  
H-20 Afifi Temple Mounted Patrol—Yakima, Washington (20)  
B-21 Roosevelt High School Band (73)  
22. PACIFIC N.W. BELL TELEPHONE COMPANY
- DIVISION No. 6—H. Stockton Boyd, Marshal**  
H-21 Molalla Buckeroo Rodeo Court (3)  
23. THE PORTLAND RETAIL TRADE BUREAU  
B-22 Al Kader Shrine Temple Drum Corps (25)  
B-23 Al Kader Shrine Temple Marching Unit (2 units—60)  
B-24 Al Kader Band (40)  
24. AL KADER SHRINE TEMPLE  
H-22 Al Kader Mounted Patrol (17)  
H-23 Heck Harper

25. SEVEN-UP BOTTLING COMPANY—JUNIOR COURT  
B-25 Custer High School Band—Miles City, Montana (107)  
26. MILES CITY, MONTANA
- DIVISION No. 7—August F. Kalberer, Marshal**  
H-24 Multnomah County Sheriff's Posse—Color Guard (5)  
27. THE BANK OF CALIFORNIA, N. A.  
H-25 John E. Beall  
B-26 Grant High School Band (95)  
28. STEVENS & SON, JEWELERS  
H-26 Pendleton Round-up Rodeo Court (5)  
29. RIVER QUEEN RESTAURANT  
H-27 Sheri Lynn Miethe  
B-27 Albany High School Band (80)  
30. ALBANY CHAMBER OF COMMERCE
- DIVISION No. 8—Donald H. Goetz, Marshal**  
B-27 Girls Polytechnic Drillettes and Drum Corps (49)  
31. PORTLAND GENERAL ELECTRIC COMPANY  
H-28 Clatsop County Rodeo Court (3)  
H-29 Clatsop County Sheriff's Posse—Color Guard (5)  
32. CHURCH OF THE NAZARENE  
B-29 Battle Ground High School Band—Battle Ground, Washington (65)  
B-30 Battle Ground Marching Unit (19)  
33. BATTLE GROUND BUSINESSMEN'S CLUB  
H-30 Washoe County Sheriff's Posse—Reno, Nevada (20)  
34. RENO, NEVADA
- DIVISION No. 9—Dr. Charles E. Smith, Marshal**  
H-31 Mabel Baker  
B-31 Cleveland High School Band (89)

35. FARMERS INSURANCE GROUP  
H-32 Salem Saddle Club—Color Guard (5)  
B-32 Salem Cherrians Marching Unit (24)  
B-33 North Salem High School Band  
36. SALEM CHERRIANS  
H-33 Ruth Adams  
37. PASADENA TOURNAMENT OF ROSES  
H-34 Arabian Horse Breeders Association—Color Guard (5)  
B-34 Washington High School Band (47)  
B-35 U.S. Air Force Marching Group (14)  
38. U.S. AIR FORCE AND EAST SIDE COMMERCIAL CLUB
- DIVISION No. 10—Wesley L. Lentz, Marshal**  
H-35 Lonnie Logsdon  
39. PACIFIC POWER & LIGHT COMPANY  
H-36 Bob Strohecher  
B-36 Jefferson High School Band (57)  
B-37 Seattle Pirateers (32)  
B-38 Seattle Buddhist Boy Scout Drum and Bugle Corps  
40. GREATER SEATTLE, INC.  
H-37 Laurence Strohecher  
B-39 ICOA Insurance Company Drum Corps  
B-40 ICOA Insurance Company Marching Unit  
41. ICOA LIFE INSURANCE COMPANY  
H-38 Laton Kirk  
B-41 Lincoln High School Band (60)  
42. KIWANIS CLUBS OF PORTLAND AREA
- DIVISION No. 11—Ronald R. Spence, Marshal**  
43. MEADOWLAND DAIRY  
B-42 Franklin High School Band (89)  
44. THE PORTLAND FIRE DEPARTMENT  
H-39 Mrs. Jack Miethe—Miss Leah Nordland  
45. ALPENROSE DAIRY





Roses of every variety are seen at the peak of perfection as they compete in the Portland Rose Show, the nation's oldest rose show and one of the top of its kind. This year the blooms will be on display for three days in the Memorial Coliseum June 11, 12 and 13.

## A WEEK OF FUN AND FROLIC IN THE



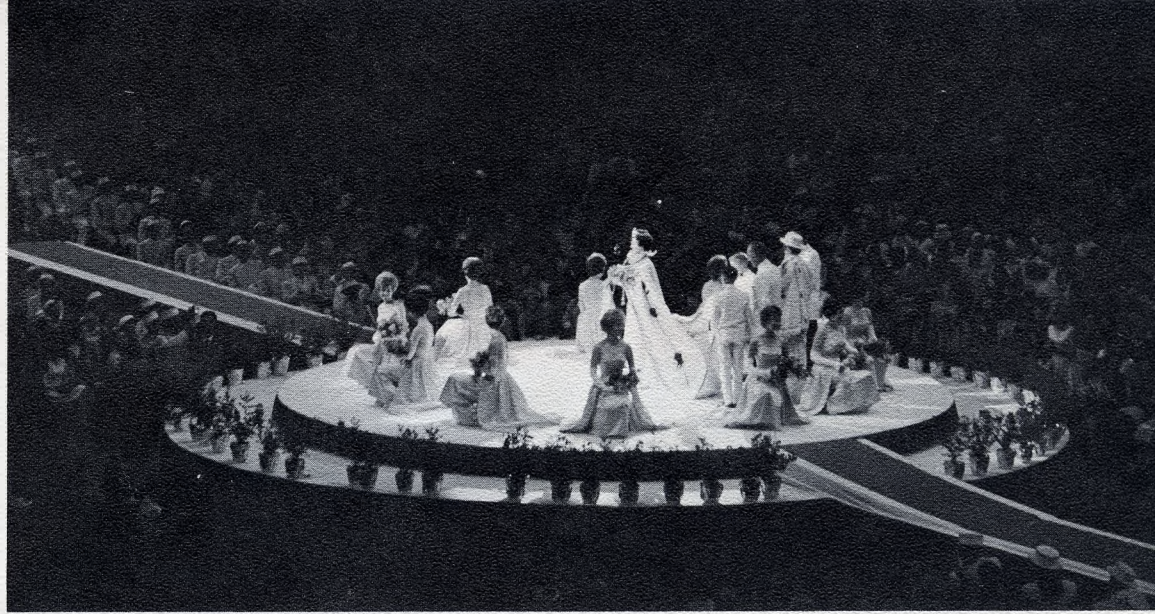
Young sailing enthusiasts test their nautical skill in the 30th annual model sailboat regatta at Westmoreland Park casting pool. Craftsmanship is judged at Benson High School on Tuesday, June 9, at 7:15 p.m. Launching and sailing races begin at 1:45 p.m. on Wednesday, June 10, with the Queen and her Court among the spectators.



The fleet's in! Arrival of the U.S. and Canadian ships begins June 10, as the Rose Festival Fleet sails under Portland's many bridges. The vessels tie up at the West Sea Wall of the Willamette River, a short walk from the main downtown area. Ships are open daily from 9:30 to 11:30 a.m. and 1 to 4:30 p.m. while they are in port.



The Queen receives her crown! Selection of one of the 12 beautiful princesses to rule the realm of Rosaria is full of excitement and splendor. The crowd watches the drama unfold expectantly, on stage at the Memorial Coliseum at 8 p.m., Monday, June 8.

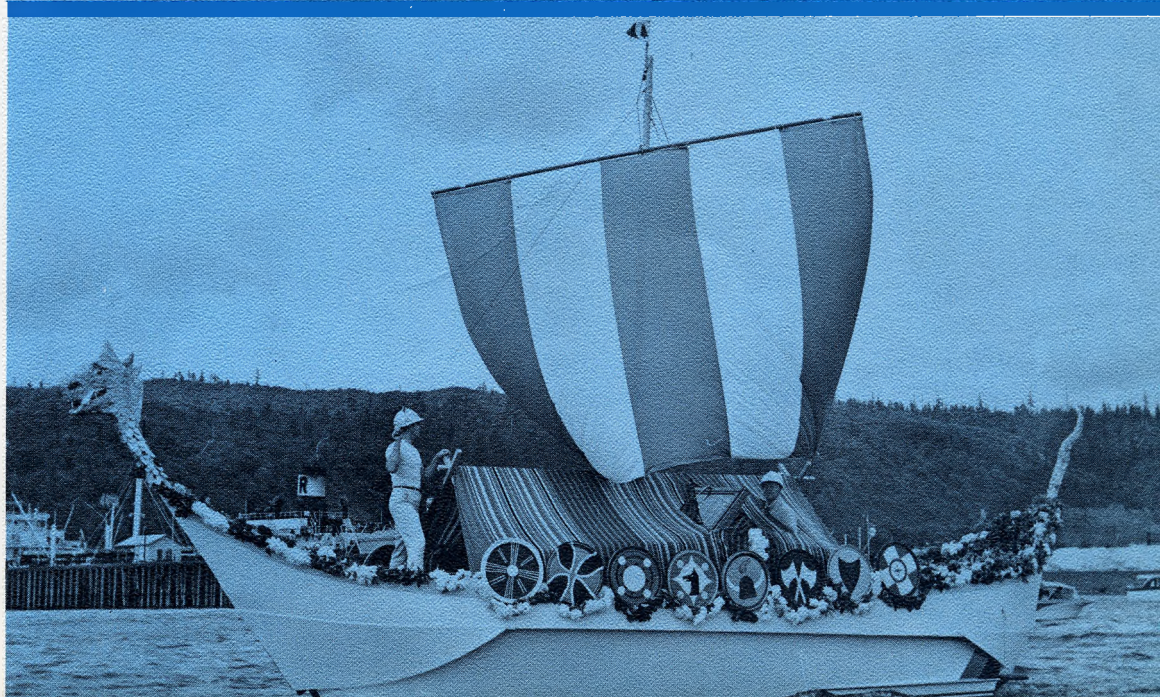


## CITY OF ROSES, PORTLAND, OREGON

On the spectacular slopes of Mt. Hood, the closing event of the 1964 Portland Rose Festival is held — the Golden Rose Ski Tournament, the last skiing competition of the Western winter sports season. Winners receive their cups from the Queen herself. Races start at 2:30 p.m., Sunday, June 14.



Marine Day events begin with a water-borne parade of more than 100 yachts, proceeding through the heart of Portland on the Willamette, beginning at 11:30 a.m., Sunday, June 7. The festively decorated yachts tie up at Swan Island to watch the water ski show at 1 p.m. These are followed by boat drag races and helicopter acrobatics, with King Neptune and his daughters and the 12 Rose Festival princesses looking on.





*fun for everyone*

# FESTIVAL FUN CENTER

Started six years ago, the Festival Fun Center has grown bigger and more exciting every year. In Holladay Park next to the world's largest shopping center, there are free stage shows, a free circus for the kiddies, exhibits from all over the world, plus free admission and free parking!

**STREETS OF THE WORLD** feature fabulous fabrics, exotic foods and beautiful gift items from nearly every country in the world.

**OREGON PRODUCTS EXHIBITS** show the wide array of products for which Oregon is noted —agricultural, lumber and manufactured items.

**ARTS AND CRAFTS MARKET** displays outstanding works by Oregon artists in fields of painting, sculpture, ceramics, hand-weaving, jewelry, print-making and photography.

**GARDENERS' MARKET PLACE** features floral and garden display by Portland area garden clubs, plus newest outdoor living accessories, plants and products to help them grow.

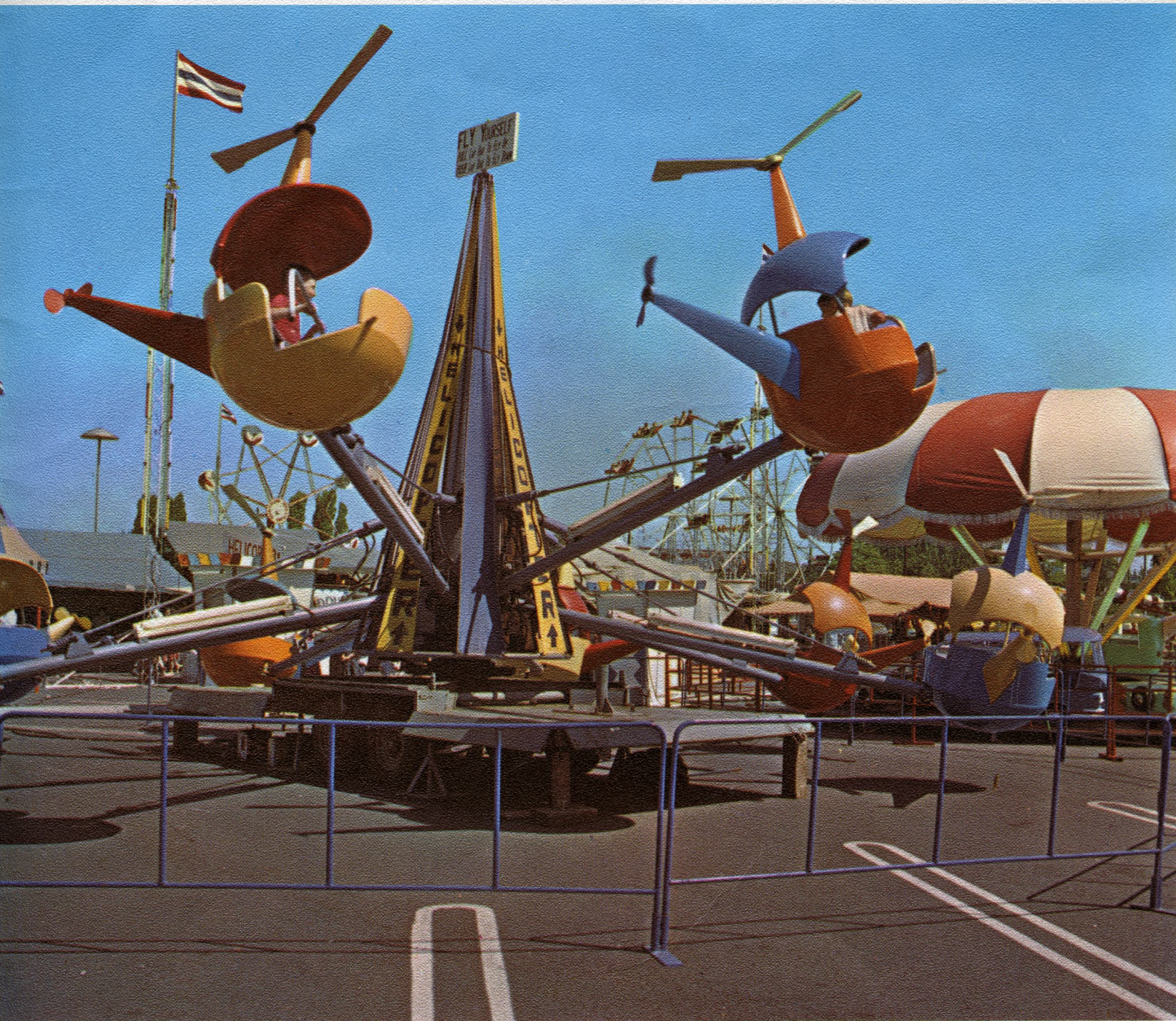




**OPEN DAILY: 11 a.m. to midnight — June 5 through June 14**

**GRAND OPENING**

**June 5 — 1 p.m. to midnight**



**PLUS A GAY WAY** with the largest array of amusement rides ever presented in one center in the Northwest. Attractions for the entire family—including the fiesta atmosphere of the International Cafe. Exciting new amusement rides, plus the all-time favorite ferris wheels and merry-go-round, make the Festival Fun Center a real highlight of 10 days of fun during the Portland Rose Festival.





## 76th ANNUAL PORTLAND ROSE SHOW

The largest and the oldest Rose Show in the United States, entries in the Portland Rose Show require space the size of a football field. More than 5,000 roses are brought to Portland at the peak of their bloom from all areas of Oregon, and as far away as Boise, Idaho, and Vancouver, B.C. The show is an official event of the Portland Rose Society which was organized in 1889, 11 years before the American Rose Society was formed. The Society has designated the Ena Harkness as the official rose for the Queen of the Rose Festival. A special rose is designated also for each of the 12 princesses.

### **ROSE SHOW HOURS**

1 p.m. - 11 p.m., Thursday, June 11

9 a.m. - 11 p.m. Friday, June 12

11 a.m. - 5 p.m. Saturday, June 13

*Georgia-Pacific Room*  
**MEMORIAL COLISEUM**



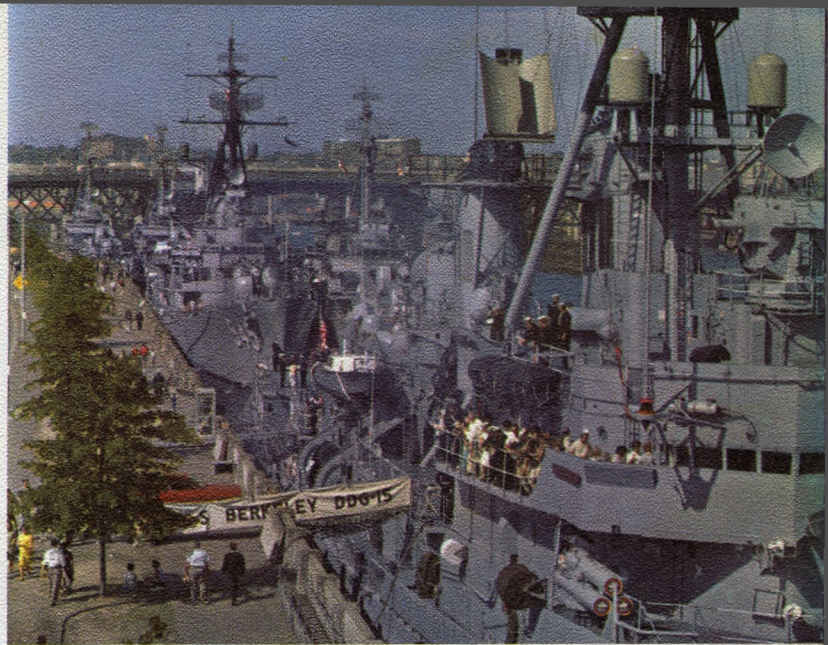


**PORTLAND** *the center  
of a scenic wonderland*

Portland is close to a spectacular array of natural grandeur. Within easy driving distance are the beauty of the Columbia River Gorge and the mists of Multnomah Falls; the blue ocean and evergreen hills of the Oregon Coast; the high mountain meadows punctuated by the snow-capped peaks of the Cascade range; the unbelievably-blue water of Crater Lake, second deepest in North America.







▲ Junior Rose Festival Parade

Merrykhana Parade

▲ U.S. & Canadian Navy Ships

Grand Floral Parade



# PORTLAND'S ROSE FESTIVAL...10 days of fun!

Sidewalk Cafe

Royal Rosarian Knighting Ceremony

