



# Rose Fest71



63rd Annual Portland Rose Festival  
*Official Souvenir Program*

June 4-13, 1971  
Price \$1



# Doorways to Dreams



Less than three inches wide, it takes up very little room on a nightstand, on a counter top, on a wall.

A Trimline® phone makes life just a little easier. Pick it up and the dial comes to you, with an instant *recall* button right under it. Not a big thing, to be sure. But it does mean you can make call after call without hanging up. Just a press of the *recall* button and you're disconnected from the last call and ready to dial again.

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# Small home improvement.



Pacific Northwest Bell

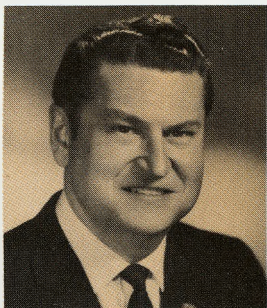


As each Rose Festival comes and goes, year by year, I personally look forward to them more and more. The coming of the Festival gives us a season to pause for enjoyment, to take time to appreciate our beautiful city and each other. As life becomes more hurried, as problems become more puzzling, this pause for enjoyment becomes more and more welcome. We are fortunate in our beautiful city. We still have green grass and tall trees and smiling citizens. We are still changeable and manageable. We can still preserve the worthwhile and we are still able to move forward. For that, let us be thankful at this Rose Festival time and let us resolve to carry forward our ideas and ideals to the Festivals in the years ahead.



*Jerry D. Schunk*  
MAYOR

In all its 63-year history, this Rose Festival may be the most significant of any. This year the Festival has put itself into harmony with our changing times, yet we have managed to do this without detracting from the traditional ideas and events which have given the Festival its greatness.



This year there are entertainment shows for every taste. There are events which are modern and fast-paced, such as the sports car races and the AAU track meet. There are events of tradition, such as the queen's coronation.

Above all, we want a Festival that is fun. There is a time to be grim and purposeful, but there is also a time to be carefree. This is a carefree time. We need to be lighthearted. It will refresh us and we can return, with renewed strength, to the consideration of the more serious matters of our world today.

*Webb Harrington*

Webb Harrington  
President,  
Portland Rose Festival Assn.

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Robert T. Bryant ..... *Executive Manager*  
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**Sale Price** ..... **\$1.00**

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**Trophy Winners  
Of The 1970  
Portland Rose Festival  
Grand Floral Parade**

*JOIN THOUSANDS OF SPECTATORS  
AT THE 1971 GRAND FLORAL PARADE  
SATURDAY, JUNE 12  
STARTS 10 A.M. MEMORIAL COLISEUM*



**ROYAL ROSARIAN TROPHY**  
Pasadena Tournament of Roses



**ROSE SOCIETY TROPHY**  
Vancouver, Washington



**QUEEN'S TROPHY**  
Sumner, Washington



**GRAND MARSHAL'S TROPHY**  
Lake Oswego, Oregon



**1938 COURT AWARD**  
Oregon City, Oregon



**GRAND PRIZE**  
Northwest Natural Gas



**THEME TROPHY**  
Pacific Power & Light



**SWEEPSTAKES**  
Georgia-Pacific



**MAYOR'S TROPHY**  
Meier & Frank



**GOVERNOR'S TROPHY**  
Eastman Kodak



**LEITH ABBOTT AWARD**  
Farrell's



**PRESIDENT'S TROPHY**  
Farmer's Insurance



# Merrykhana Parade,

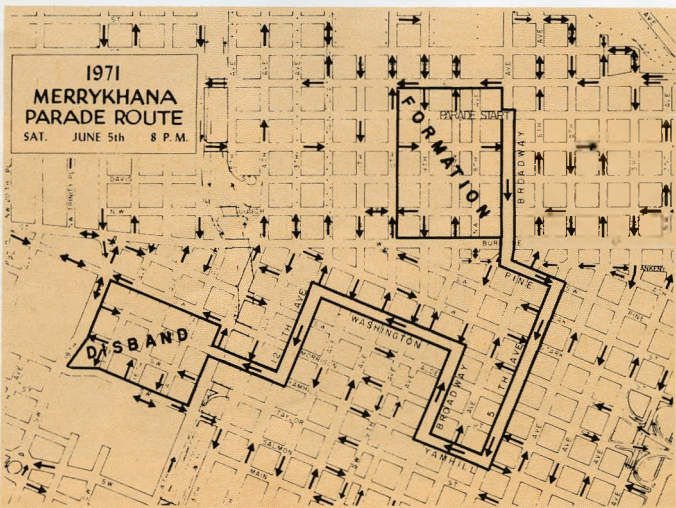
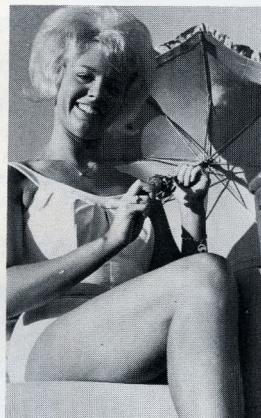
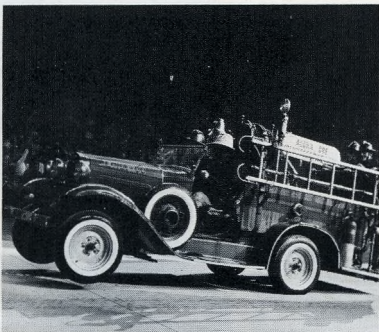
Saturday, June 5, 8 p.m., downtown

First of the three great RoseFest parades, the Merrykhana starts this year from a new formation area in the northwest Park Blocks, moving past Northwest Broadway and Flanders down Broadway and into the heart of downtown Portland.

This parade was one of the early Rose Festival features, was dropped for many years, then revived again in 1958. It is dedicated to the spirit of fun.

A Miss Raindrop and her court are chosen to reign over the parade and there is a King of Fun, whose identity is kept secret until parade day. The King generally rides in some outlandish vehicle, such as a giant scoop shovel.

Prizes are awarded to bands, drill teams, drum and bugle corps and floats. Originality and spirit are important. As dusk descends, the entire line of march becomes illuminated. It is a noisy, funny procession, a relaxing event for participants and spectators alike.



# Country - Western Spectacular

Starring

Minnie Pearl with Special Guest Star Ferlin Husky and Mary Taylor,

Saturday, June 5, 8 p.m.,

Memorial Coliseum



Minnie Pearl

The Rose Festival breaks new ground in its entertainment policy this year, scheduling three different entertainment shows for different tastes. First of the three is this Country-Western Spectacular.

This is a show with emphasis on the light-hearted. Minnie Pearl (real name Ophelia Cannon) plays a gentle spoof on the simple warm country girl, a characterization she made famous on Grand Ol' Opry.

Ferlin Husky is another landmark talent in country-western, star in eight movies, numerous TV appearances on Hee Haw, Ed Sullivan, Tonight Show and others. Ferlin also adds the comic touch with his Simon Crum, epitome of the country bumpkin.

Singer Mary Taylor came from Kansas and migrated to Nashville via Los Angeles. She has recorded for Capitol and is currently under contract to Dot.

Ferlin Husky

Mary Taylor





# QUEEN SELECTION / Program of Events

Monday, June 7, 1971 • 8:00 p.m. • Memorial Coliseum



## COMPARE YOUR CHOICE WITH THE JUDGES

Highest Score Possible: 100%

Queen Selection Judging Chart	Appearance Up to 40%	Poise Up to 40%	Speaking Ability Up to 20%	TOTAL
Princess Rhonda Laycoe Cleveland	35	30	10	75
Princess Terry Brock Franklin	25	10	30	65
Princess Debbie Duncan Monroe	20	25	10	55
Princess Tina Lathan Jefferson	35	35	10	80
Princess Gracie Johnson Grant	35	40	15	90
Princess Christy Stipe Madison	35	40	15	90
Princess Melanie Collins Wilson	35	25	10	70
Princess Debbie Loy Jackson	20	25	10	60
Princess Bette Azumano Marshall	35	35	15	85
Princess Kristi Lee Roosevelt	35	30	12	77
Princess Tina Strang Washington	35	20	10	65
Princess Leslie Hara Lincoln	35	30	10	75
Princess Lisa Reynolds Independent (Holy Child)	35	20	10	65

Opening Music . . . . . Rose Festival Concert Orchestra  
John Richards, *Conductor*

Introduction and Welcome . . . . . Richard Ross  
*Master of Ceremonies*

Star Spangled Banner and Invocation by June Jones III

Homage by Royal Rosarian Honor Guard  
John Bojinoff, Prince Regent

Presentation of Princesses  
Cleveland, Franklin, Monroe, Jefferson

Introduction of Former Queens

Presentation of Princesses . . . . . Grant, Madison, Wilson

Intermission

Presentation of Princesses . . . . . Jackson, Marshall, Roosevelt

Introduction of Junior Court, Rose Festival President, Directors

Presentation of Princesses . . Washington, Lincoln, Independent

Reprise of The Court En Masse

Introduction of Judges and Mrs. Jack Burns, Court Chaperone

Concert Interlude . . . . . Bruce Kelly's New Oregon Singers  
Judges Deliberate

Music for Royalty . . . . . Rose Festival Concert Orchestra

Introduction of the 1970 Queen . . . . . Miss Laurie King

Announcement of the new Queen

Ceremonial Investment of the Queen  
with Crown, Scepter, Key to City  
Royal Rosarians Prime Minister Richard Atiyeh  
Rose Festival President Webb Harrington  
Mayor Terry Schruck

Proclamation by the Queen

Recessional



# 1970 Rose Festival Queen and 1971 Rose Festival Court



1970 Queen of Rosaria, LAURIE KING



Princess Rhonda Laycoe  
Cleveland



Princess Terry Brock  
Franklin



Princess Debbie Duncan  
Monroe



Princess Tina Lathan  
Jefferson



Princess Gracie Johnson  
Grant



Princess Christy Stipe  
Madison



Princess Melanie Collins  
Wilson



Princess Debbie Loy  
Jackson



Princess Bette Azumano  
Marshall



Princess Kristi Lee  
Roosevelt



Princess Tina Strang  
Washington



Princess Leslie Hara  
Lincoln



Princess Lisa Reynolds  
Independent (Holy Child)



## 83rd Annual Portland Rose Show, *Thursday and Friday, June 10 and 11, Masonic Temple*



Oldest event in the entire RoseFest is the Portland Rose Society's show, dating back to 1889 without missing a single year. The Queen cuts the ribbon opening the show at 12:45 p.m. Thursday and the show continues to 9 p.m. both days.

This is the oldest and largest show of its kind in the United States and each year grows even larger. More than 20,000 blooms are expected this year, some coming from as far away as Japan.

Any amateur gardener may enter his blooms and there is a special novice section for those who have never won a ribbon before. There is also a junior section for youngsters 18 and under and one year the sweepstakes award was taken by a junior exhibitor.

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## U.S. & Canadian Navy, *West Side Seawall Near Morrison Bridge*



Portland's unique location on a deep channel river makes possible one of the Festival's most elegant traditions—the visitation of the fleets.

This year three seagoing services are represented, the U.S. Navy, U.S. Coast Guard and Canadian Navy. Arrival of the vessels Wednesday, June 9, and Thursday, June 10, is a spectacular event. The big ships move gracefully through the city's open bridge draws while thousands watch from shoreside.

U. S. Navy vessels are under the flag of Vice Admiral Raymond E. Peet, commander First Fleet. Cmdr. C. T. Shuckburg is commodore of the Canadian flotilla.

Most ships schedule visiting hours and the streets are dotted with the blue and white of sailors on shore leave. For many of them it is the first leave after months of sea duty.



# Junior Rose Festival Parade, Friday, June 11, 1:30 p.m. Hollywood District, starting at N.E. 52nd and Sandy

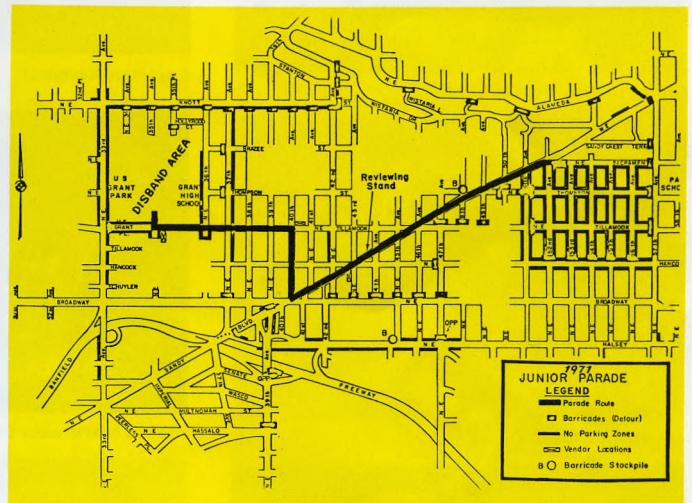


More than 10,000 costumed youngsters take to the streets, riding bikes, carrying or leading pets, riding in home made floats, riding unicycles, twirling batons and tootling flutes.

The Junior Queen and her Princesses ride in midget majesty and every district of the city is represented by floats and marchers. Many bands and drill teams come from faraway places to take part.

The Junior Parade had its beginnings in 1918 when six children held a parade on 44th between Hancock and Tillamook. The children elected a queen and her procession consisted of a tiny express wagon followed by two bikes and a tricycle.

Mothers encouraged the children to continue and the parade grew. The Rose City Herald published the first newspaper account in 1922. By 1923 the Queen selection became organized, by 1935 the parade had gained national recognition and it became an official Rose Festival event beginning in 1936.



## 'BREAD' IN CONCERT - *The Sounds of Young Show, Thursday, June 10, 8 p.m., Memorial Coliseum*



The Rose Festival breaks new ground again with the Sounds of Young Show, a salute to youth featuring Bread, fast-rising soft rock group high in the national hit lists.

The youth-oriented show was developed by the Festival as another move to fit the changing times, to present something of interest to every taste. It is being produced by EJD Enterprises.

Bread is one of the newest and most promising young groups with three current albums on Elektra. Three of their tunes have run high on local and national lists, "It Don't Matter To Me," "Let Your Love Go" and "If."

David Gaves, James Griffin and Robb Royer were on the first album, now they are amplified by the talents of Mike Botts.



# 1971 GRAND FLORAL PARADE ORDER OF MARCH



Portland Chamber of Commerce



KPAM Stereo



Olympia Brewing Co.



Eastman Kodak



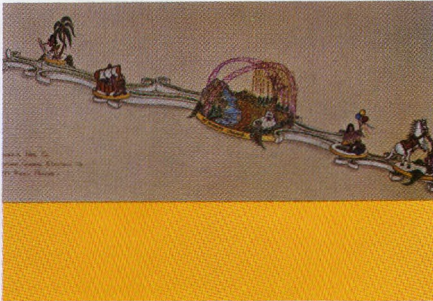
Northwest Natural Gas



Pacific Northwest Bell



Portland Bottling Co.



Portland General Electric



Battle Ground Chamber of Commerce



Oregon Volkswagen Dealers

## QUEEN'S DIVISION—Marshal: William Stewart

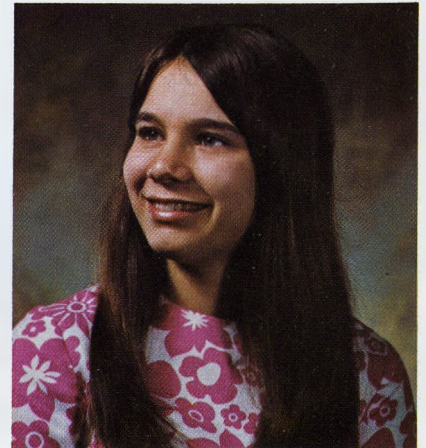
B-1. Portland Police Motor Escort

B-2. Alameda Coast Guard Band,  
Color Guard and Drill Team

H-1. King County Sheriff's Mounted Posse

B-3. Royal Rosarians Marching Unit

B-4. Kamehameha Schools Honor Band  
From Honolulu, Hawaii, comes the 1971 Honor Band, 60 select members of the Kamehameha Schools instrumental music program, all of Hawaiian ancestry.



**GRAND MARSHAL—Miss Judy Bochenski** ... the 15-year-old Eugene girl who became a founder of "Ping Pong Diplomacy" when she went to Red China with the American table tennis team. Miss Bochenski helped open what may be a new era in international understanding. She was widely quoted in the world press for joking with Premier Chou En-lai, visiting the Great Wall of China and receiving nose drops from a Chinese doctor for a cold. Miss Bochenski is a living symbol of our changing times, an appropriate and gracious Grand Marshal for the 1971 RoseFest Parade.

B-5. Amador Valley High School Guest Band (Pleasanton, Calif.)

1. Governor and Mrs. Tom McCall

2. Mayor and Mrs. Terry D. Schrunck

H-2. Mult. County Sheriff's Mounted Posse

3. President of the Rose Festival Association,  
Webb Harrington and Mrs. Harrington

B-6. Boise High School Guest Band

4. Prime Minister of Royal Rosarians, Richard Atiyeh and Mrs. Atiyeh

5. President Charles Gardner, Portland Rose Society. Mrs. Jack Burns, Chaperone, Royal Court

B-7. Queen's Band

After the Queen is chosen from among 13 high school senior girls, the band from her school will be designated "Queen's Band" and will march in this position. The normal parade position which would have been filled by that high school's band will be filled by the Benson high school band.

### 6. QUEEN'S FLOAT—PORTLAND CHAMBER OF COMMERCE

The Chamber traditionally provides the float for the Queen and Court. A huge rose garden provides the setting for the Court. More than 8,000 roses, plus orchids and daisies make up this floral extravaganza.



**DIVISION NO. 1—Marshal: Worth Caldwell Jr.**

**H-3. Black Horse Mounted Troop**  
Knights Templar from Dubois, Wyoming.

**B-8. Central High School Guest Band**  
(Cheyenne, Wyoming)

**7. EASTMAN KODAK**  
*Childhood Dreams*  
A bright stand of mod-colored daisies with cut-out centers show children enacting their "Childhood Dreams." This is Kodak's third consecutive entry in the parade. In 1970 they won the Governor's trophy.

**H-4. EQUESTRIAN UNIT—Vicky Holmes**

**B-9. Monroe High School Band**

**8. KPAM STEREO** *Eden*  
Adam and Eve attired in costumes of lemon leaves find themselves tempted by 540 red Delicious apples hanging from a huge floral tree.

**H-5. EQUESTRIAN UNIT—Suzan Poiras**

**H-6. EQUESTRIAN UNIT—Mrs. Chas. Black**

**9. OLYMPIA BREWING COMPANY**  
*Nature's Dreamland*  
A fantasy forest scene features a real waterfall and animated wildlife. Pretty girls are Dorothy Frisch, 1970 Olympia Lakefair Queen, and Shelley Frobey, 1970 Tacoma Daffodil Queen.

**H-7. EQUESTRIAN UNIT—Lori Watkins,**  
Ellensburg Rodeo Princess

**B-10. Seattle Chinese Girls Drill Team**

**10. NORTHWEST NATURAL GAS CO.**  
*Over the Rainbow*  
Dorothy (Linda Lundgren) begins her adventure up the yellow brick road which leads to the Wizard of Oz. Her fellow gas company employees, Maria McLaughlin, Milton Brown, Ron Opitz and Linda Williams, play other characters.

**DIVISION NO. 2—Marshal: Stockton Boyd**

**H-8. EQUESTRIAN UNIT—Gayle Ann Graham**

**B-11. Franklin High School Band**

**11. PACIFIC NORTHWEST BELL**  
*Childhood Fables*  
Telephone company employees decorated this four-unit float, depicting the childhood fables of Cinderella, Jack and the Beanstalk, Sleeping Beauty, and King Arthur.

**H-9. EQUESTRIAN UNIT—Gilliam County Fair and Rodeo Court.**  
Queen June Pattee, Princesses Georgia Hardie, Kathy Childs, and Carol Copenhaver.

**12. RELIABLE TRANSFER**  
*Moving To Our New Home*  
Reliable has entered its pony-drawn float many years. This year it's a little house with Nancy, Scott, Kevin, Allan and Kurtis Pfeifer riding.

**H-10. EQUESTRIAN UNIT—Mrs. Bert Croshaw**

**B-12. Jackson High School Band**

**13. PORTLAND BOTTLING COMPANY**  
*Dream Un*  
Queen Rachelle and her Junior Rose Festival Court ride in this floral depiction of "Up, Up and Away."

**H-11. EQUESTIAN UNIT—Heck Harper**

**14. PORTLAND GENERAL ELECTRIC**  
*My Favorite Dreams*  
Longest single-unit float ever entered. Karen Kollmorgan plays the beautiful dreamer sitting in a garden, surrounded by fantasies of her desires. This massive float requires three drivers and an intercom system.

**DIVISION NO. 3—Marshal: Dr. Charles Smith**

**H-12. EQUESTRIAN UNIT—Yoncalla Amateur Rodeo Court**  
Queen Vicki Ding, Princesses Gayla Mitchell, Cheryl Allen.

**B-13. Battle Ground High School Band**

**15. BATTLE GROUND CHAMBER OF COMMERCE** *Peter Pan*  
The evil Captain Hook, portrayed by Rocky Fandrich, guides his floral pirate vessel through the streets of Portland. Battle Ground, Washington, has participated in the RoseFest 16 years as a community-wide activity.

**H-13. EQUESTRIAN UNIT—St. Paul Rodeo Association Court**  
Queen Cyndee Southwick. Princesses Karla Kamph, Rebecca Ingram.

**B-14. Washington High School Band**

**16. OREGON VOLKSWAGEN DEALERS**  
*A Bavarian Holiday*  
Scenes from old Bavaria, a German band, a huge beer stein studded with daisies and graced by the presence of Mary McCulloch, and a rear unit which depicts a Bavarian street scene.

**H-14. Washington County Mounted Sheriff's Posse**

**B-15. Marshall High School Band**

**17. UNITED STATES NATIONAL BANK**  
*Dream Girl*  
A gigantic dream girl figure with flowing skirt and picture hat sweeps through the streets. Two bank employees, Ann Clark and Deborah Hicks, ride in the folds of the skirt.

**H-15. Salem Saddle Club Drill Team**

**DIVISION NO. 4—Marshal: Clyde Brummell**

**18. FARMERS INSURANCE**  
*Cinderella Goes to the Ball*  
Laurie King, 1970 Rose Festival Queen, rides in pink splendor in a coach of roses, carnations and gladioli. Six ponies pull float, which simulates a stained glass window effect.

**H-16. EQUESTRIAN UNIT—Day Cobb**

**H-17. EQUESTRIAN UNIT—Lyle H. Cobb**

**B-16. Jefferson High School Band**  
**19. HOLLYWOOD BOOSTERS**  
*When You Wish Upon a Star*  
A huge daisy-covered star sits on a rainbow, surrounded by starbursts. Smaller starbursts surround it. Sitting on outrigger stars are Caryl Edeline, Margaret Hiatt, Linda Burdett and Vashti McKenzie, wife of Portland Trail-blazer basketball star Stan McKenzie.

**H-18. Oregon Mounted Posse**

**20. PORTLAND RETAIL TRADE BUREAU**  
*A Circus Dream*  
A huge smiling clown gazes upon the curbside throngs, jaunty in his battered silk hat.

**H-19. EQUESTRIAN UNIT—Jill Hilderbrand,** Miss Northwest Rodeo 1971.

**B-17. Grant High School Band**

**21. LLOYD CENTER MERCHANTS**  
*Journeying to the Potlatch*  
Northwest Indians head their ceremonial longboat to a festive potlatch for story telling and feasting. A real Indian chief, Roy Dieffenback, stands in the bow. This is Lloyd Center's 10th year in the parade.

**H-20. Oregon Mounted Governor's Guard**



U. S. National Bank



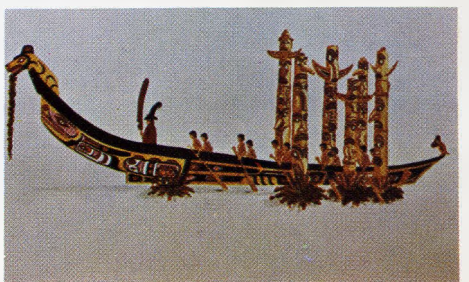
Farmers Insurance Group



Hollywood Boosters



Portland Retail Trade



Lloyd Center Merchants



# SCHEDULE OF EVENTS

## Portland Rose Festival June 4-13, 1971

### FRIDAY, JUNE 4

**Festival Center opens.** Noon-11 p.m. West side seawall near Morrison Bridge. Acres of exhibits and midway rides along the Willamette River seawall. Art, crafts, commercial exhibits.

### SATURDAY, JUNE 5

**Country Western Spectacular 8 p.m.** Starring Minnie Pearl with special guest star Ferlin Husky and Mary Taylor. Memorial Coliseum. Greatest national names in country and western music visit Portland for a one-night show geared to family tastes.

**Merrykhana Parade 8 p.m.** Downtown. Forms in N.W. Park Blocks. First parade of the RoseFest, a zany after-dark calvacade dedicated to fun and ruled over by Miss Raindrop and King of Fun.

**Festival Center** 11 a.m.-11 p.m. West side seawall.

### SUNDAY, JUNE 6

**Drag Races** Noon-5 p.m. West Delta Park raceway. Fastest drag racers from Pacific Coast and inland points. Sanctioned meet of National Hot Rod Association.

**Photo Time** 2-3:30 p.m. Lovejoy Fountain area, Portland Center. The 13 princesses of Rosaria invite the public to photograph them in an unusual fountain setting. Only scheduled public photographic session of the Royal court.

**Festival Center** Noon-11 p.m. West side seawall.

### MONDAY, JUNE 7

**Queen Selection and Coronation 8 p.m.** Memorial Coliseum. The pinnacle of suspense and excitement in the entire Festival comes at the selection of the Queen. Thirteen high school senior girls, chosen by their fellow students, appear before the assembled throng in Portland's magnificent Memorial Coliseum. Musical entertainment enlivens the occasion as the new Queen receives the crown, scepter and robe of her office.

**Festival Center** 11 a.m.-11 p.m. West side seawall.

### TUESDAY, JUNE 8

**Festival Center** 11 a.m.-11 p.m. West side seawall at Morrison Bridge. By day, humming with activity; by night, a spectacle of lights against the summer sky.

### WEDNESDAY, JUNE 9

**Festival Center** 11 a.m.-11 p.m. West side seawall.

**Canadian Ships arrive.** Trim vessels of the Royal Canadian Navy churn up the Willamette River, through the city's open draw-bridges, to ease into berths along the west side seawall.

### THURSDAY, JUNE 10

**Rose Show opens.** 1 p.m.-9 p.m. Masonic Temple. The Queen opens the 83rd annual Portland Rose Society show, oldest and largest rose show in the U. S.

**Festival Center** 11 a.m.-11 p.m. West side seawall.

**U. S. Navy arrives.** Sleek ships of the U. S. Navy glide upriver, passing through upraised bridge spans, saluted by military music and spouting fireboats. A day when all Portland pays tribute to our services afloat.

**Bread, in Concert.** The Sounds of Young Show. 8 p.m. Memorial Coliseum. Fast-rising soft-rock recording stars headline a show tailored for youthful tastes.

### FRIDAY, JUNE 11

**Junior Festival Parade.** 1:30 p.m. Hollywood district, starting N. E. 52nd and Sandy. More than 10,000 costumed youngsters parade on home-made floats, or afoot, on decorated bikes, on unicycles, twirling batons, leading pets, blowing horns.

**Rose Show** 9 a.m.-9 p.m. Masonic Temple. Final day for this display of 20,000 or more blooms.

**Royal Rosarian Knighting Ceremony** 10 a.m. Washington Park garden theater. Civic leaders and visiting notables receive the accolade of knighthood from the Queen.

**Festival Center** 11 a.m.-11 p.m. West side seawall.

### SATURDAY, JUNE 12

**Pre-Parade Show** 9 a.m. Memorial Coliseum. Entertainment by the country's foremost performing bands and marching units.

**Rose Festival Parade** 10 a.m. Memorial Coliseum, through Portland streets. Spectacle supreme of the entire RoseFest. Forty floats decorated entirely in natural flowers sweep along the parade route, their varied designs all depicting different aspects of the theme, "Doorways to Dreams." Fast-stepping bands, prancing horses, enhance the air of pomp and festivity. Parade starts at the Coliseum where 10,000 spectators jam reserved seats to view the procession in the most unique parade setting in the country.

**King Family Show** 8 p.m. Memorial Coliseum. The celebrated King Family takes time out from network TV appearances to bring this unique one-night family entertainment show to Portland.

**AAU Track and Field Meet** 2:30 p.m. Madison High School. Nationally televised, this meet brings world champions and international Olympic competitors head-to-head. Last year two world records were set here by Chi Cheng, Top Woman Athlete of the World for 1970.

**Rose Cup Sports Car Races** Noon-5 p.m. Portland International raceway. First of two full days of sports car racing over city's 1.9 mile tree-lined course. All classes, from open-wheel formula cars to production models, with national champions competing.

**Festival Center** 11 a.m.-11 p.m. West side seawall.

### SUNDAY, JUNE 13

**Rose Cup Sports Car Races** 11 a.m.-5 p.m. Portland International raceway. Final day of roaring engines and squealing tires. Rose Cup feature race was won in 1970 by Milt Minter, one of world's foremost sports car competitors.

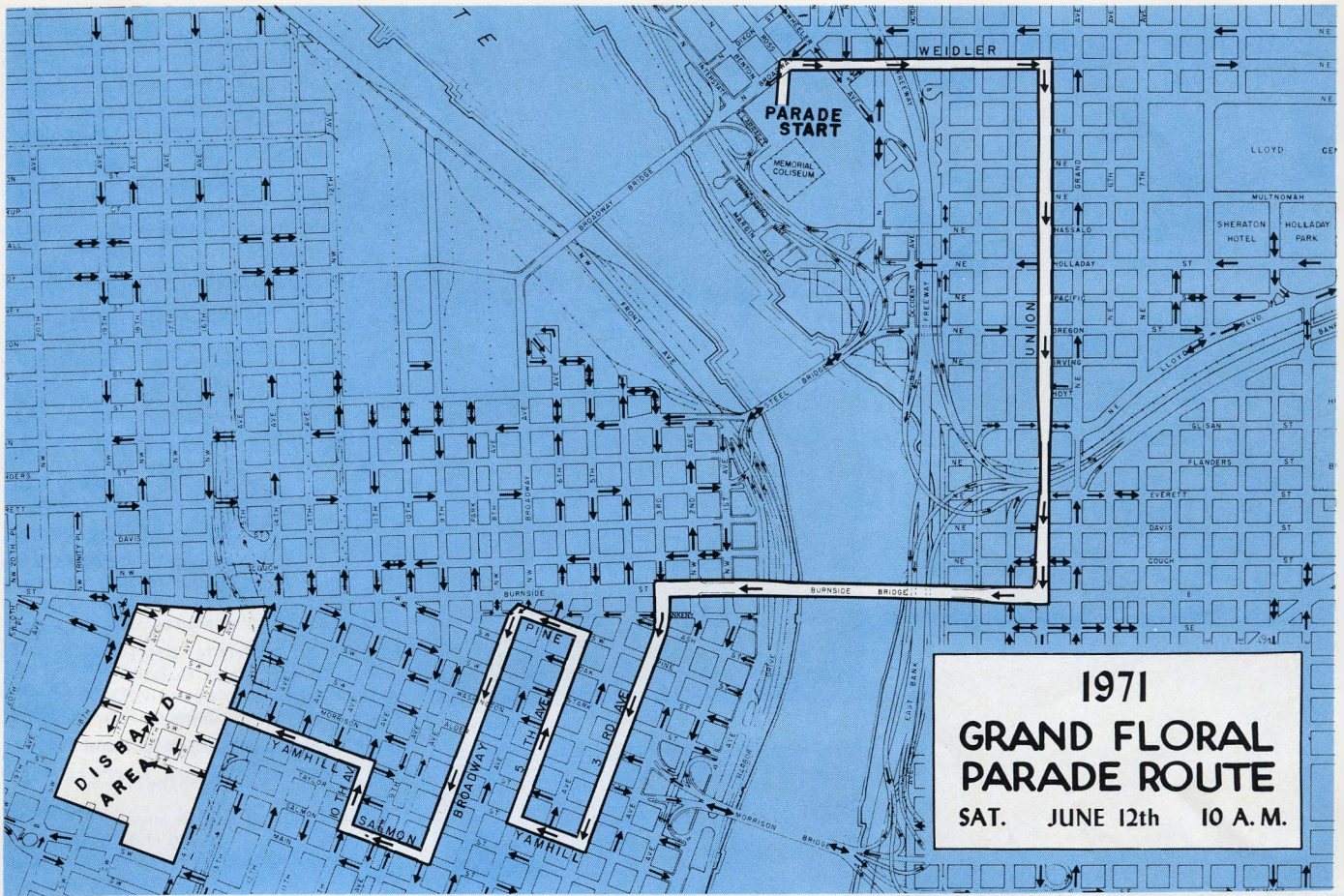
**Festival Center** Noon-10 p.m. West side seawall.

### OTHER EVENTS

Week-long tennis tournament, bicycle races, archery shoot, rifle marksmanship, ski race, boat races.

For additional information call or write Portland Rose Festival Association, 10 S. W. Ash Street, Portland, Oregon 97204. (503) 227-2681.





**1971  
GRAND FLORAL  
PARADE ROUTE**  
SAT. JUNE 12th 10 A.M.



## First National Bank Tower...


two blocks wide and 40 stories high, will be completed by mid-1972 . . . a harmonious addition to the skyline of our City of Roses.

The first 21 floors of the Tower will serve as Administration Headquarters for all branch offices . . . upper floors will be occupied by tenants. First National now

has over 120 offices, providing the most convenient, up-to-date banking service available.

First National Bank . . . growing with Oregon for over a century.

We'd like to  
get to know  
you.



**FIRST NATIONAL BANK  
OF OREGON**

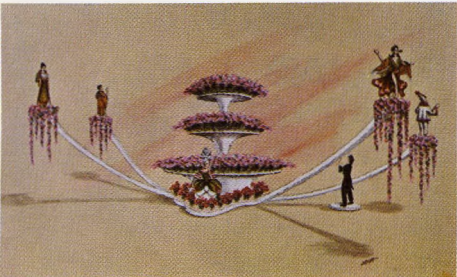




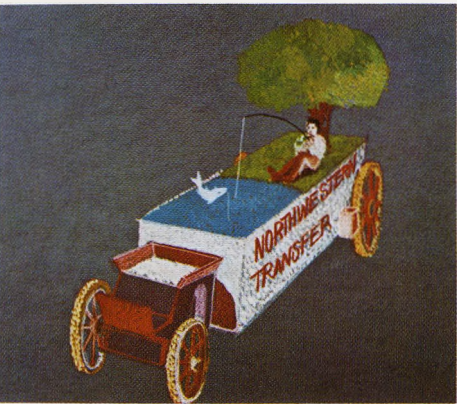
Pasadena Tournament of Roses



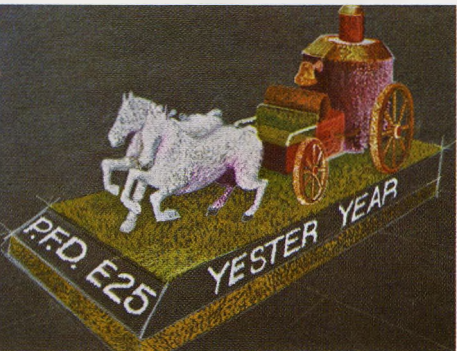
Georgia-Pacific



Stevens & Sons Jewelers



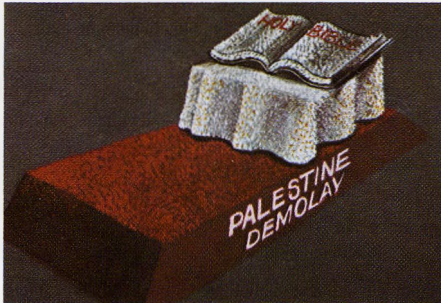
Northwestern Transfer



Portland Fire Department



Meier & Frank



Palestine DeMolay

## DIVISION NO. 5—Marshal: Francis Brackett

### B-18. Lincoln High School Band

### 22. PASADENA TOURNAMENT OF ROSES *Rose Queen*

The 1969 Queen of Rosaria and 1971 Miss Portland, Rhonda Anderson, rides this float, Pasadena's 35th entry in the Floral Parade. A huge styrofoam scrollwork frames the queen on a base of layered platforms.

### H-21. EQUESTRIAN UNIT—Molalla Buckeroo Court Queen Trudi Nielson, Princesses Kathy Weik, Pat Weidner.

### B-19. Warm Springs Bravettes

### 23. MEIER AND FRANK COMPANY *Oregon Cascades—Where Dreams Come True* Twelve members of Cascade Ski Club model ski wear on a flower-laden ski slope of mums and roses. White starburst mums represent new-fallen snow in a stand of noble fir trees.

### H-22. EQUESTRIAN UNIT—Diane Sirrine, Princess, Miss Indian Northwest

### H-23. EQUESTRIAN UNIT—Tammy Shannon.

### 24. GEORGIA PACIFIC CORPORATION *I Could Join the Circus*

A replica of the big top with a real three-ring circus inside. Circus acts are actually being performed by members of the Clackamas High School Youth Circus. Georgia-Pacific was 1970 Sweepstakes winner.

### H-24. EQUESTRIAN UNIT—Paula Graf

### H-25. EQUESTRIAN UNIT—Elsie C. Koch

### B-20. Clan MacLeay Pipe Band

### 25. PALESTINE DE MOLAY *Young Men on the Go*

A religious theme with an altar supporting an open Bible. Two boys wear ceremonial robes.

## DIVISION NO. 6—Marshal: Tom Milne

### H-26. EQUESTRIAN UNIT—Col. Ernest Scott

## 26. STEVENS AND SON JEWELERS

### *An Evening of Opera*

Salute to the Portland Opera Association featuring Carmen, Pagliacci, Madame Butterfly and Antonio, with a three-tiered fountain of 8,000 pink roses.

### H-27. EQUESTRIAN UNIT—Twin City Rodeo Court

Queen Pam Meisner, Princesses Linda Wilson, Holly MacKenzie.

### 28. NORTHWESTERN TRANSFER

#### *Day Dreaming*

Two horses pull a make-believe pond and a lazy boy daydreaming under a tree as a fish jumps from his line. Driver is Pete Pihl, veteran of 60 years in the transportation business.

### H-28. Clackamas County Posse

### B-21. Roosevelt High School Band

### 28. PORTLAND FIRE BUREAU

#### *A Dream of Yesteryear*

Constructed by the men of Engine 25, this float is a floral replica of an 1878 Amoskeag steam pumper, in its day the last word in fire-fighting. The Fire Bureau is one of the oldest participants in this parade.

### H-29. EQUESTRIAN UNIT—Emerald Empire Round Up Court, Eugene

Three Princesses rule jointly; Darlene Hansen, Diana Moore, Paula Johnson.

### B-22. Beaverton High School Band

### 29. BEAVERTON AREA JAYCEES

#### *Serenity*

This is Beaverton's 25th annual entry, features Martha Browning, Spring High School Queen, in a formal garden design composed of two units.

## DIVISION NO. 7—Marshals: Wayne Garber and Fred Helbock

### H-30. Snohomish County Sheriff's Posse

### 30. FIRST NATIONAL BANK OF OREGON

#### *Romance Romance*

A couple strolls hand in hand over a bridge of white mums and pale pink peonies. Soaring over their heads is a canopy, largest suspended canopy ever attempted on a RoseFest float.

### H-31. EQUESTRIAN UNIT—Connie Hanks

### H-32. EQUESTRIAN UNIT—Donna Arstill.

### B-23. Madison High School Band

### 31. TOYOTA MOTORS

#### *Madame Butterfly*

Japanese-American togetherness is dramatized by Armando Morales as Capt. Pinkerton and Chris Mulmen as Madame Butterfly. Chris is Sunnyslope, Washington, Apple Blossom Festival Queen. Members of her court ride the float as geishas.

### H-33. EQUESTRIAN UNIT—Mr. and Mrs. Eugene Jackson.

### 32. PORTLAND FEDERAL SAVINGS

#### *Piggy Bank*

This 25-foot piggy is covered with thousands of pink chrysanthemums. Surrounding the bank are scenes of all the wonderful things you can do when you save money in your piggy bank.

### H-34. EQUESTRIAN UNIT—Fort Dallas Rodeo Days

Queen, Terrie Proctor of Mosier, Oregon.

### B-24. Vancouver High School Band

### 33. VANCOUVER FLOAT COMMITTEE

#### *The Spirit of 14th Street*

Vancouver, Washington, residents pitched in to build and decorate this float, which re-



# 1971 GRAND FLORAL PARADE ORDER OF MARCH

creates a scene from "Hello, Dolly," with Jan Dykeman as Dolly. She faces a turning point, a choice between new love and old friends.

## DIVISION NO. 8—Marshal: Ian Higginbotham

**H-35. EQUESTRIAN UNIT—Arlington Rodeo Court**  
Queen Marta Mikkalo, Princesses Leslie Huldén and Ann Hastings.

**B-25. Oregon City High School Band**

### 34. OREGON CITY JAYCEES *The Aerocar*

A dream of the future in mass transportation, especially as it applies to suburban areas like Oregon City. Riding the Aerocar is the 1971 Oregon City Territorial Days Court.

**H-36. EQUESTRIAN UNIT—Umpqua Valley Round Up Court**  
Queen Debbie Crane, Princesses Luan Rainville, Julie Topton. First time in the Parade for the Umpqua Valley court.

### 35. PACIFIC POWER & LIGHT *Daydreams*

Exotic birds stand by a fountain of dreamy quality, with strange beautiful trees nearby. Riding are four PP&L employees, Jo Ann Bogan, Gayle Cochran, Sharon Czyzewski and Ferriell Kolb.

**B-26. Cleveland High School Band**

### 36. CHRISTIAN YOUTH *Jesus is the Way*

Christian young people sing the popular song, "Put Your Hand in the Hand of the Man from Galilee" as they invite onlookers to seek Jesus as their "Doorway to Dreams."

**H-37. Al Kader Shrine Mounted Patrol**

**H-38. EQUESTRIAN UNIT—Oregon Pinto Association Court**  
Queen Terrie Johnson, Princesses Carolyn Gibson, Linda Corbett.

## DIVISION NO. 9—Marshal: John Johansen

**B-27. Wilson High School Band**

### 37. ALBINA COMMUNITY *Drumming for Peace*

A giant drum is "beating for peace" with 6-year-old Zeltan Walker as the drummer. Fifteen finalists for Miss Tan Portland 1971, will surround the drum. This float was constructed by volunteers from Albina Art Center.

**H-39. Afifi Temple Mounted Patrol—Washington Temple, Yakima division.**

**B-28. Filipino Youth Activities Drill Team. (Seattle, Wash.)**

### 38. GREATER SEATTLE, INC. *Summer Snow*

Seattle Seafair is the theme of this float, which carries Queen of the Seas Becci Pozzi and Seafair dignitaries, Prime Minister Stan Boreson and Rear Admiral Frank V. Helmer, U.S. Coast Guard.

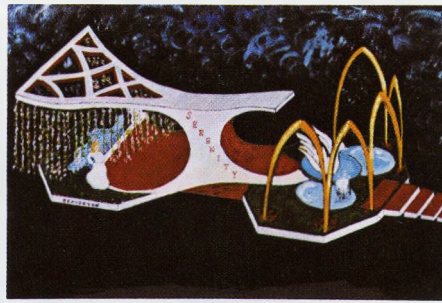
**H-40. EQUESTRIAN UNIT—Crooked River Round Up Court, Prineville**  
Queen Pam Drazil, Princesses Sherry Smith, Diane Sell.

**H-41. EQUESTRIAN UNIT—John Beall**

**B-29 Royal Canadian Sea Cadets**

### 39. RENO, NEVADA *Reno Air Fair*

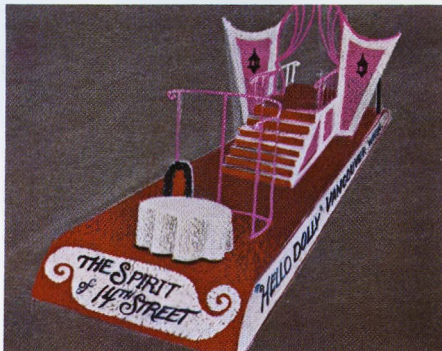
The 1971 Queen of the Reno Air Races stands on a floral runway with a floral biplane flown by a floral cartoon pilot. Drawing attention to Reno's air races September 24-26.



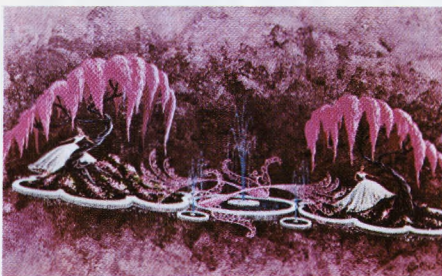
Beaverton Jaycees



Toyota Motors



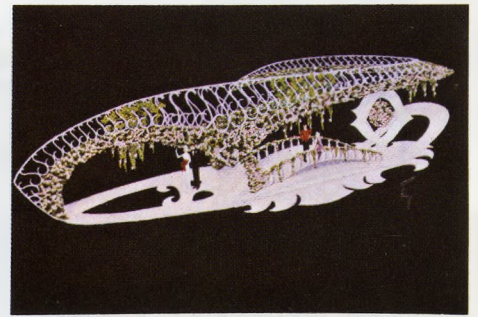
Vancouver, Washington



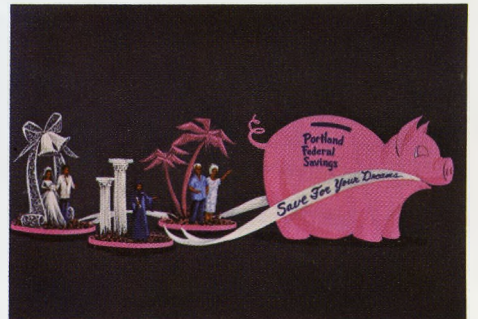
Pacific Power & Light



Greater Seattle, Inc.



First National Bank



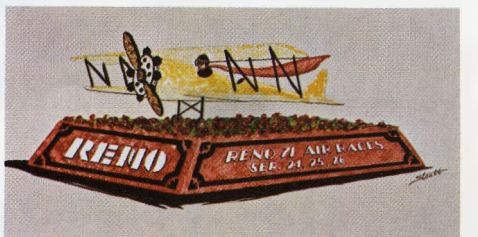
Portland Federal Savings



Oregon City Jaycees

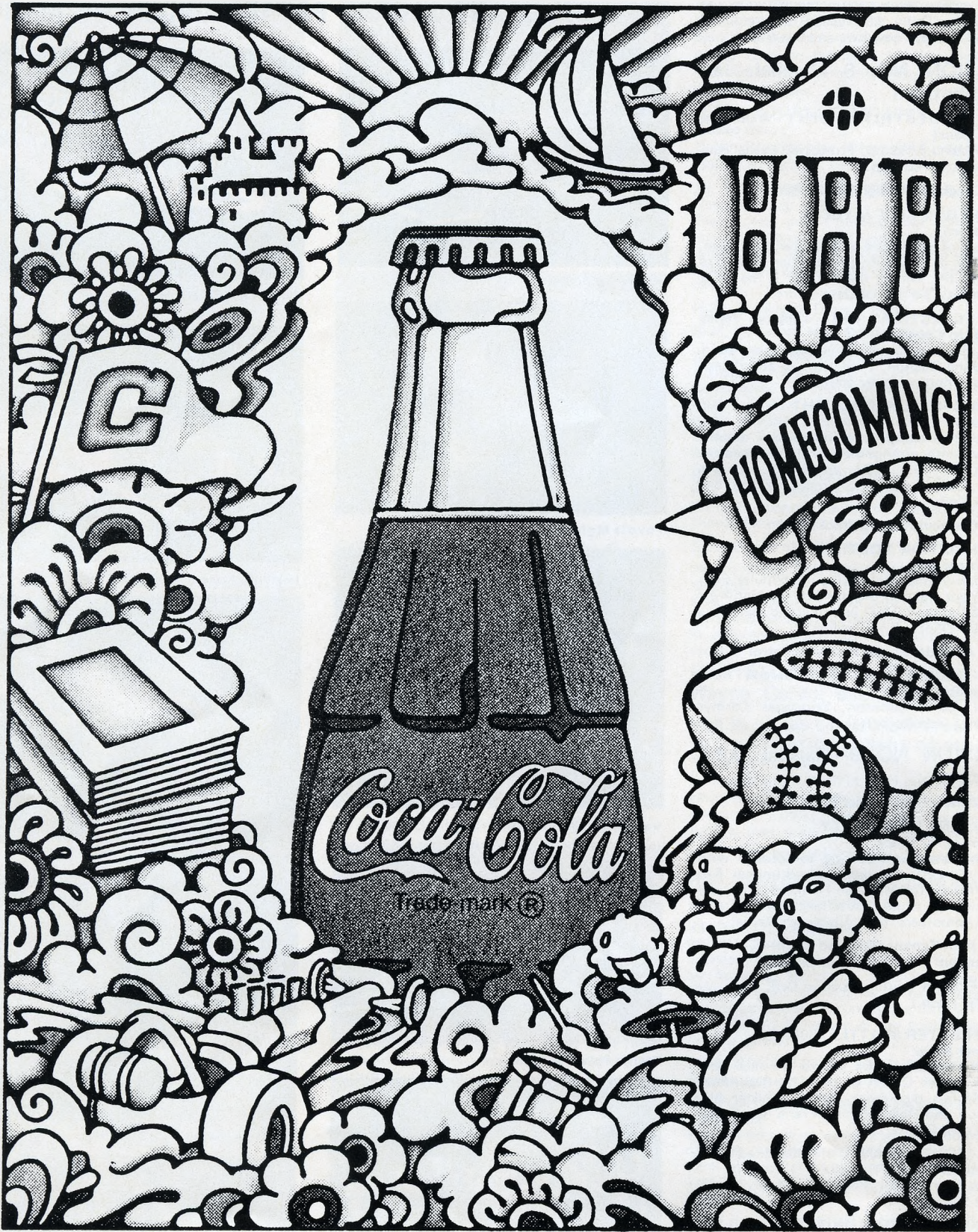


Christian Youth



Greater Reno Chamber of Commerce





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# AAU Track and Field Meet, Saturday, June 12, Madison High School, 2:30 p.m.

One of the smash success stories of the 1970 Rose Festival was the AAU Track and Field meet and this year shows every sign of being bigger and better.

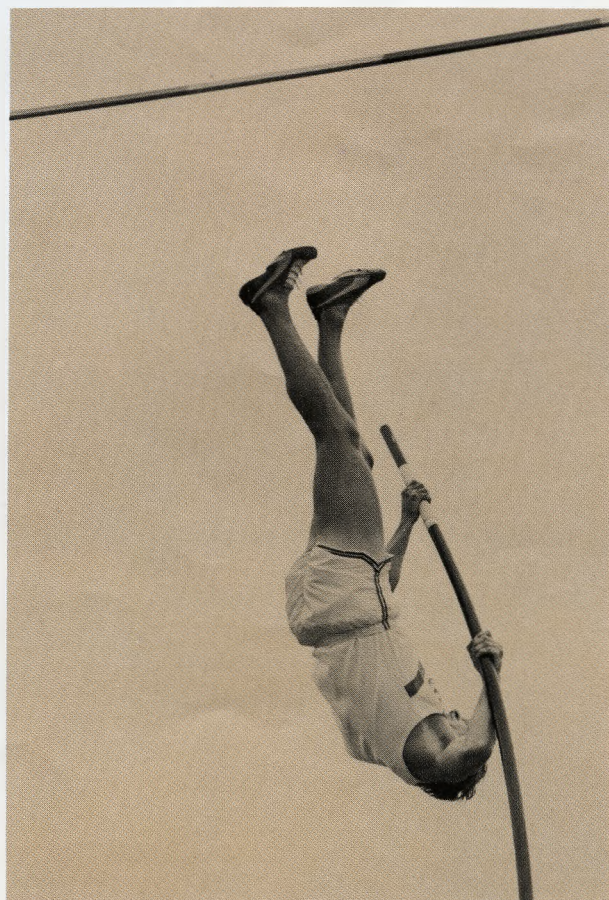
Chi Cheng, Top Woman Athlete of the World for 1970, set two records here and has declared publicly she will be back to break them.

Again this year, the meet will be nationally televised. The sell-out crowd of 1970 has inspired enlargement of seating this year. World champions and Olympic record holders are in the field and for months athletes have been calling and telegraphing across the Atlantic, asking to be included.



## SCHEDULE OF EVENTS

2:20 p.m.	Opening Ceremonies	3:40	440 Dash—Men
2:30	Field Events	3:45	440 Dash—Women
	Men's Long Jump	3:55	100 Dash—Men
	Men's Javelin	4:00	100 Dash—Women
	Women's High Jump	4:10	100 Dash—Seniors
	Men's Shot Put	4:15	Women's Long Jump
	Men's Pole Vault	4:20	880 Men
	Men's Hammer Throw	4:30	880 Women
2:45	2 Mile Walk	4:40	880 Seniors
3:00	120 yd. High Hurdles	4:50	440 I. H. Men
3:10	100 Meter Hurdles—Women	5:00	220 Dash—Men
3:20	Mile Run—Men	5:05	220 Dash—Women
3:30	Mile Run—Women		3 Mile
3:30	Men's Triple Jump		
	Men's High Jump		
	Men's Discus		
	Women's Shot Put		





## The King Family Show, *Saturday, June 12, 8 p.m., Memorial Coliseum*



The celebrated show business family takes time out from TV appearances to bring this one-night all-family entertainment show to Portland. This season the family has gained new accolades for a series of television specials built around picturesque and romantic cities and places in America.

This show business family tradition dates back to the King Sisters singers, an act which featured in threes and fours all six of the sisters.

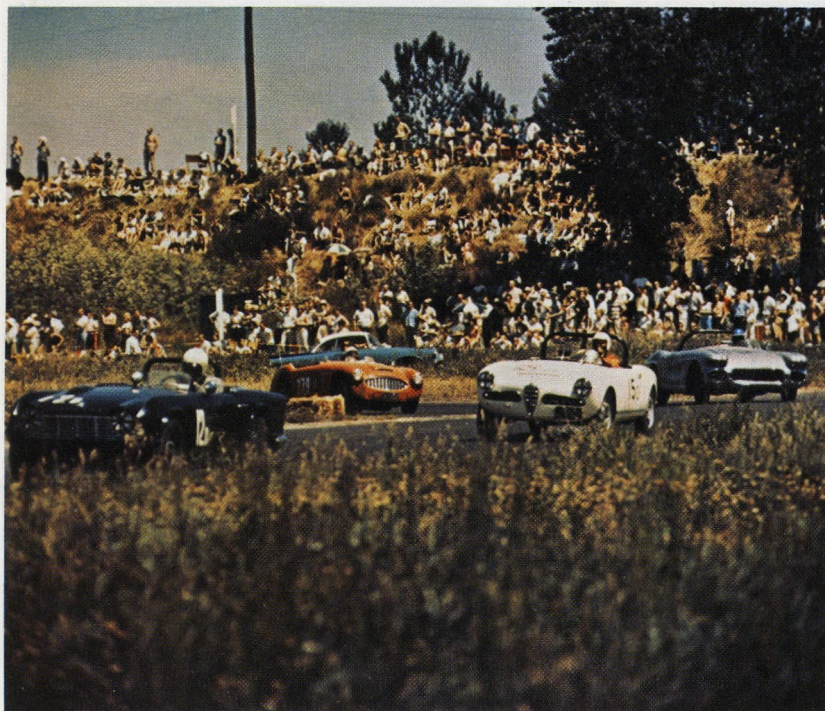
One of them, Luise, married the quartet's boss of the

swing band days, Alvino Rey, and in 1953 the sisters made a comeback with Rey's orchestra. (They had taken a few years out to bear and rear children.)

By 1954 the act had grown to the King Sisters and their Daughters and now they are so numerous they could be booked in bunches! More than 20 of the family will perform here—including daughters, sons, husbands, wives and grandchildren.

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## Rose Cup Sports Car Races, *Saturday and Sunday, June 12 and 13, West Delta Park, 11 a.m. - 5 p.m.*



This year's Rose Cup Races will be the most exciting ever. The city, using funds loaned by the Rose Festival, has just opened its completely redesigned road raceway, with more turns, smoother surface for higher speeds, and much-improved spectator convenience.

Sports Car Races will have their own special program to list last minute entries and events. As always, top drivers of the region and nation will compete for National Championship Points under sanction of the Sports Car Club of America.

Competing will be Formula Cars, production models, sedans, and sport racers. Auto races have been important events in Rose Festivals dating back to 1908. The Rose Cup races have been an official event under Rose Festival management since 1966.



# The Portland Scenic

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Serenely Beautiful, Framed in Mountains



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# The Mystic Realm of **ROSARIA**

## *From A Trolley - Car Parade to an International Spectacular*

The Portland Rose Festival, world's largest celebration dedicated to the rose, grew out of the annual rose show sponsored by the Portland Rose Society, oldest and largest rose society in the United States. The first Portland Rose Festival was staged in 1907. Previously, in 1904, the Portland Rose Society Fiesta was presented, highlighted by a parade and other entertainment features to augment the Rose Show, which had been held annually since 1889.

In 1905 and 1906 the Fiesta was repeated. The following year the Rose Festival came into being, and has been held every year since then with the exception of 1918 and 1926. The name was taken from a speech by Mayor Harry Lane of Portland, who suggested at the Lewis and Clark Exposition in Portland in 1905 that the city needed a festival of roses.

The first Rose Festival was a pageant staged by George L. Hutchin, highlighted by 20 illuminated floats on flatcars carried over Portland's electric trolley system. Since then, the parade has developed in grandeur and beauty, with no floats now permitted unless they are completely covered with natural flowers. Carrie Lee (Chamberlain) Wood ruled as the first "Queen Flora." At last report, she was still living in southern California.

In 1908, the Portland Rose Festival Association, a non-profit civic enterprise devoted to staging and financing the annual Rose Festival, was created in cooperation with the Portland Rose Society. Also in 1908, the Festival was presided over by a King—Rex Oregonus—whose identity was kept secret until the Queen's Ball, when his huge beard was removed. In 1914 this type of ruler was overthrown and a Festival Queen again ruled the realm of Rosaria. It was in 1932 that the present plan for choosing the Queen and her princesses from Portland's high schools was adopted.







## Royal Rosarians Knighting Ceremony,

*Friday, June 11, 10 a.m.,*

*Washington Park Garden Theater*

The Royal Rosarians, white-suited official greeters of the City of Portland, were organized in 1912 to promote the best interests of the city and particularly the Rose Festival.

Membership is invitational. Rosarians may not commercialize the name of their organization. All service they render must be without pay. A Rosarian may not say "no" to a request if he is able to say "yes."

Royal Rosarians serve the city year-round as greeters and as ambassadors of good will to other communities. During the Rose Festival, they assist the Festival organization as parade marshals, escorts to the Royal Court and in many other ways.

During the Festival, the Rosarians also schedule events of their own. Foremost of these is the knighting ceremony in verdant Washington Park, where the Queen of Rosaria bestows honorary knighthood on visiting notables and local persons of distinction. The public is cordially invited.

Royal Rosarians are headed by a Prime Minister who serves one year. This year's Prime Minister is Richard A. Atiyeh.

## Guest Bands *Come From Afar to Enliven Festival*



**HONOR BAND—**  
Kamehameha Schools,  
Honolulu, Hawaii

Honor Band for RoseFest 71 is the Kamehameha Wind Ensemble, cream of the musical talent at Kamehameha Schools in Honolulu. All members are of Hawaiian ancestry. They perform in various costumes of native origin.

Amador Valley guest band, from Pleasanton, Cal., marches more than 100 members, dressed in the traditional garb of Spanish gentlemen.

Boise high school from Idaho and Cheyenne from Wyoming are precision marching units which also feature light pops and swing numbers. All these bands appear in many free public performances in addition to official appearances in the Grand Floral Parade Saturday, June 12. They also perform in pre-parade concert at Memorial Coliseum, starting at 9 a.m., Saturday, June 12.

**Guest Band—Boise, Idaho, High School**

**Guest Band—Amador Valley, Cal., "Golden Dons"**

**Guest Band—Cheyenne, Wyoming, Central High School**

**Boise, Idaho**



**Cheyenne, Wyoming**



**Amador Valley, Cal.**





# Rose Fest 71

## *A Festival of Many Events*

Ten days is not enough to see and sample all the events and sights in the Rose Festival. Many of these are "unofficial," produced without direct supervision by the Festival organization.

Photo Time, Sunday, June 6, at 2 p.m., is the official time set aside for the public to photograph the Royal Court. It is set at the Lovejoy Fountain in Portland Center and photo guides are on hand for advice.

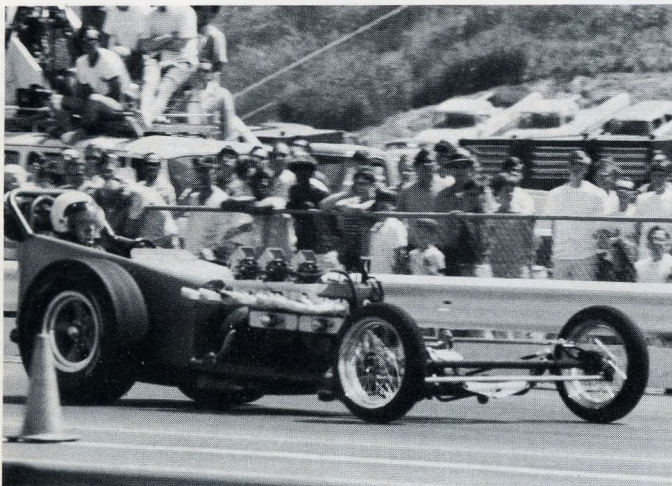
Rose Festival National Bicycle Races are run at Mount Tabor Park, also on Sunday, June 6, starting at 10 a.m. The City of Portland Tennis Tournament will be conducted all week at the Irvington Tennis Club and also at Portland Tennis Center, Buckman Field, with finals Sunday, June 13.

Schnee Vogeli Ski Club will present the Golden Rose Giant Slalom Ski Race Sunday, June 13, high above Timberline Lodge. Portland branch of Soogetsu School of Japanese Flower Arrangement will exhibit special displays in the Bank of Tokyo. A soccer team from Oldenburg, West Germany, will play a match against Sportclub Germania at 8 p.m. Wednesday, June 9, at Franklin High School.

This is only a sampling of special events going on all week. Almost everywhere in Portland during Festival time something exciting is happening.



## **Rose Festival Drag Races, Sunday, June 6, West Delta Park**



First event on the city's vastly rebuilt drag strip and road racing facility at West Delta Park is the drag racing program.

These will be the third annual official RoseFest drag races, produced by the Oregon Racing Federation. Double A fuel dragsters, wheelstanding cars, funny cars, handicap races, latest electronic timing equipment, add up to hours of moment-to-moment suspense and excitement.

The previous drag strip was 1/8 mile in length. Now the dragsters have a full quarter-mile to let the tires smoke. Complete redesign of the racing plant was made possible by a loan from the Rose Festival to the city.



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YOU WONDERFUL  
OREGONIANS, FOR  
OUR GRAND SUCCESS!



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**FUN**

... WITH FANTABULOUS FOOD — like a Gastronomical delicatessen epicure and delight or kiddie's Hangerber Samich.

**FUN**

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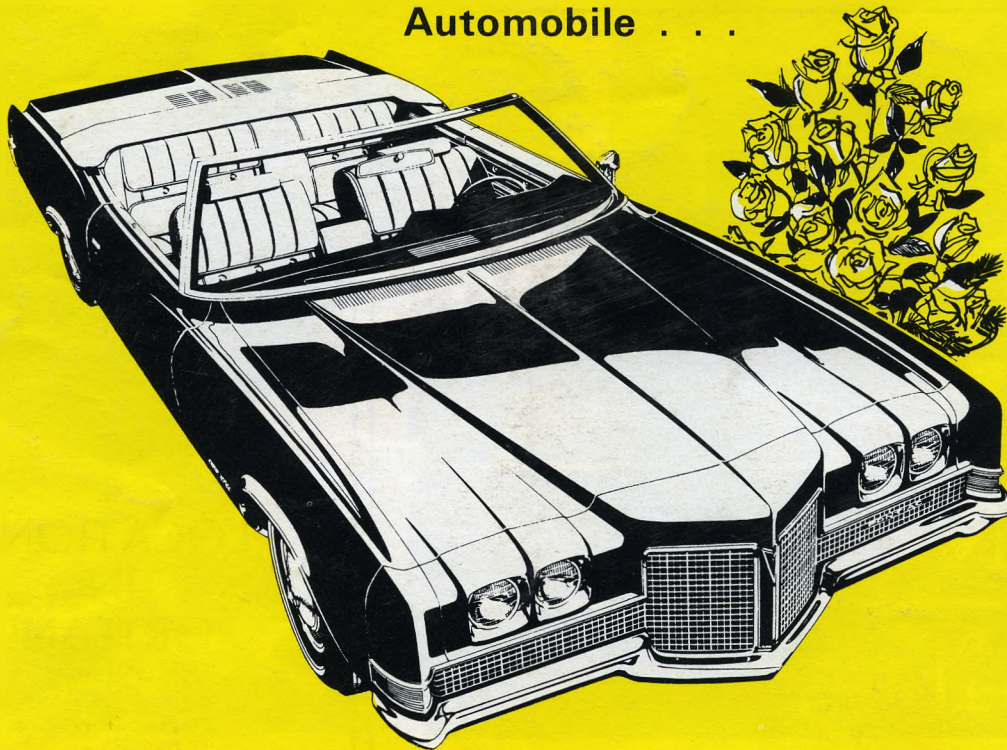
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