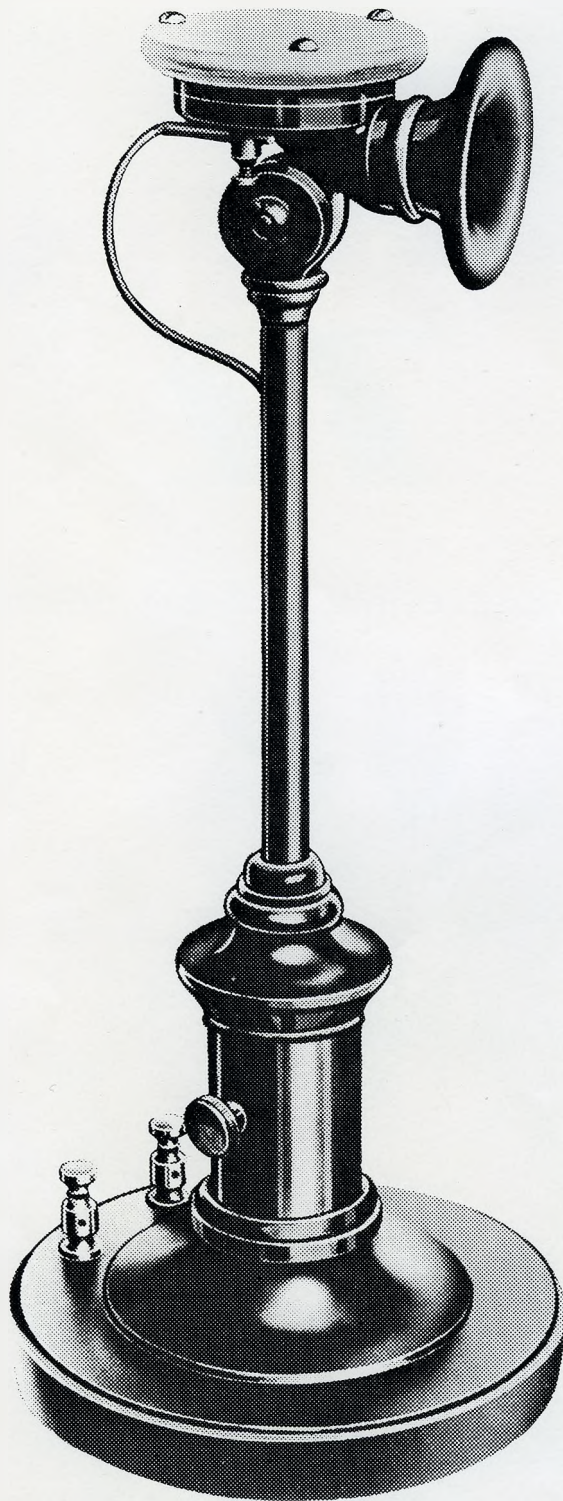


LOVE
IS
Rose Fest
72

64TH ANNUAL PORTLAND ROSE FESTIVAL, JUNE 2-11. OFFICIAL PROGRAM SOUVENIR





In 1878 we gave Oregon a ring.

When the first phone went in, it took little more than a coil of wire, a handful of screws and some brave new ideas to be a telephone company.

It still takes new ideas. But with more than 2,000,000 Oregonians now linked with our world-wide communications network, telephone service is still growing right along with Oregon.

This year we'll be spending some \$90 million for the specialized tools, sophisticated electronics, new

construction and talented people we need to provide communications in the Age of Apollo.

We're proud to make a growing investment in a growing state. You see, when we gave Oregon that ring 92 years ago, it was just the beginning of a long, long love affair.



Pacific Northwest Bell

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Official Souvenir Program, published by the Portland Rose Festival Association, 10 S.W. Ash St., Portland, Oregon.

Clayton Hannon *Executive Manager*
 Art Chenoweth *Publicity Director*
 Robert E. Franklin .. *Chairman, Publicity Committee*
 Price \$1.00

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Schedule of Events

June 2-11, 1972

Friday, June 2

Festival Center Opens. Noon-11 p.m.,
 West side seawall.
 Midway, arts and crafts, commercial
 exhibits.
 Coin-A-Rama, 10 a.m.-11 p.m., Masonic
 Temple.
 Queen Selection and Coronation,
 8 p.m., Memorial Coliseum
 (See pages 6-7)

Saturday, June 3

Rifle Shoot, 8 a.m., Camp Withycombe.
 Rallye de Roses (Auto Rallye), 10 a.m.,
 S.W. Broadway & College.
 YWCA Strawberry Breakfast, 10 a.m.
 Coin-A-Rama
 Junior Olympic Track and Field Meet,
 10 a.m., Franklin High School.
 Festival Center, 11 a.m.-11 p.m.
 Drag Races, Noon-5 p.m., West Delta
 Park. (Page 8)
 Merrykhana Parade, 8 p.m., downtown.
 (Page 8)

Sunday, June 4

Archery Tournament, 6 a.m.,
 Washington Park.
 Rifle Shoot, 7:30 a.m.
 Bicycle Races, 10 a.m., Mount Tabor
 Park.
 Coin-A-Rama
 Festival Center, Noon-11 p.m.
 Drag Races, Noon-5 p.m.

Concours d'Elegance, Noon, West
 Delta Park
 David Cassidy Show, 2:30 p.m.,
 Memorial Coliseum (Page 10)

Monday, June 5 and Tuesday, June 6

Festival Center, 11 a.m.-11 p.m.
 Tennis Tournament, Irvington Tennis
 Club and Portland Tennis Club.

Wednesday, June 7

Festival Center, 11 a.m.-11 p.m.
 Navy Ships Arrive (Page 17)
 Tennis Tournament
 Lawn Bowling, Westmoreland Park
 Indian Pow-Wow, East Delta Park,
 Show 8 p.m.

Thursday, June 8

Festival Center, 11 a.m.-11 p.m.
 Rose Show, 1 p.m., Masonic Temple
 (Page 11)
 Junior Parade, 2 p.m., Hollywood
 District (Page 11)
 Navy Ships Arrive
 Lawn Bowling
 Tennis Tournament
 Indian Pow-Wow

Friday, June 9

Rose Show, 9 a.m.-9 p.m.
 Royal Rosarian Knighting, 10 a.m.,
 Washington Park (Page 17)
 Festival Center, 11 a.m.-11 p.m.
 Tennis Tournament

Lawn Bowling
 Indian Pow-Wow

Saturday, June 10

Grand Floral Parade, Starts Memorial
 Coliseum, Pre-Parade 9 a.m.,
 Parade start 10 a.m. (Pages 12-16,
 Page 18)
 Festival Center, 11 a.m.-11 p.m.
 Tennis Tournament
 Rose Cup Sports Car Races, Noon-5 p.m.,
 West Delta Park (Page 19)
 Ed Ames Show, 8 p.m., Coliseum
 (Page 10)
 Indian Pow-Wow

Sunday, June 11

Festival Center, Noon-10 p.m.
 Tennis Finals
 Golden Rose Ski Race, Timberline,
 Mount Hood
 Rose Cup Sports Car Races, Noon-5 p.m.,
 West Delta Park.

Monday, June 12

Sounds of Young Show, Thro Tull,
 8 p.m. Coliseum (Page 10)

Saturday, June 24

AAU Track and Field Meet, 2:30 p.m.,
 Mount Hood Community College



**Too good
to miss.**



When the parade is good to the last float, be sure to use the film that's good to the last shot.

Kodak makes your pictures count.



Love Is . . . *The 64th Annual Rose Festival*

The Portland Rose Festival is here to be enjoyed. That is its only purpose. There is time enough to worry about the bad. This is the time to pause, to relax, to appreciate and experience the beautiful.

Herb Ballin Jr. is president of the 1972 Rose Festival. He leads a volunteer Board of Directors to head the many committees which present the annual RoseFest.

The Festival is non-profit. It receives no tax money. It is supported by income from events and by volunteer memberships. Also, many firms and individuals help by volunteering their labor, by sponsoring events and parade floats, by buying program ads and offering materials and services.

Vital to the Festival is the encouragement and help of the City of Portland. Every parade route, every event require city planning and control and advice. Many events use city streets, parks and other facilities.

This year, the Festival says a regretful goodbye to one of its greatest friends in city government, Mayor Terry D. Schruck. Mayor Schruck is choosing to retire from office. He has been an ardent booster and worker for the Festival. He is the founder of the city-owned auto racing facility which makes the Drag Races and Rose Cup Sports Car races possible. To Mayor Schruck, the Festival says thank you, best wishes for your new endeavors and we hope we can still count on your help.



Herb Ballin Jr.
President, Portland Rose Festival Association



Terry D. Schruck
Mayor of Portland

Once primarily a city Festival, the RoseFest now reaches out to represent the entire Metropolitan Area. Changes, already numerous, will become more so.


This year, as in every year, the Festival Theme was chosen in a contest open to everybody. Entry blanks went with each Official Rose Pin. It seems highly significant that in this day, and in the 64th year of this Festival, the chosen Theme of this old but always-young celebration should be "Love Is . . ."

If there had been a Rose Festival in 1865 we'd have been there.



First National Bank float. First prize winner in the 1920 Rose Festival.

First National has been a steady supporter of the Rose Festival since its inception in 1907. Over the years, participation in this annual celebration has become one of our favorite traditions. We're proud of our state . . . and of more than a century of service to Oregonians. Visit your local office of First National soon. Find out for yourself why Oregon's oldest bank is still its leading bank as well.

We'd like to
 get to know
you.

**FIRST NATIONAL BANK
OF OREGON**

Queen Selection and Coronation

Friday, June 2, 1972 8:00 p.m. Memorial Coliseum

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

Introduction and Welcome Richard Ross
Master of Ceremonies

Star Spangled Banner and Invocation by John Brune

Homage by Royal Rosarian Honor Guard
Richard Atiyeh, Prince Regent

Presentation of Princesses
Franklin, Cleveland, Jefferson, Wilson

Introduction of Former Queens

Presentation of Princesses Monroe, Adams, Madison

Intermission

Presentation of Princesses Roosevelt, Independent
Washington, Grant

Introduction of Junior Court, Rose Festival President, Directors

Presentation of Princesses Jackson, Marshall, Lincoln

Reprise of The Court En Masse

Introduction of Judges and Mrs. Estes Snedecor Jr.,
Court Chaperone

Concert Interlude Centennial High School "C-Notes"
G. Richard Muhle, *Director*

Judges Deliberate

Music for Royalty Rose Festival Concert Orchestra

Introduction of the 1971 Queen Miss Kristi Lee

Announcement of the new Queen

Ceremonial Investment of the Queen
with Crown, Scepter, Key to City
Royal Rosarians Prime Minister George Gannett
Rose Festival President Herb Ballin Jr.
Mayor Terry Schrunk

Proclamation by the Queen

Recessional

1971 Rose Festival Queen and 1972 Rose Festival Court



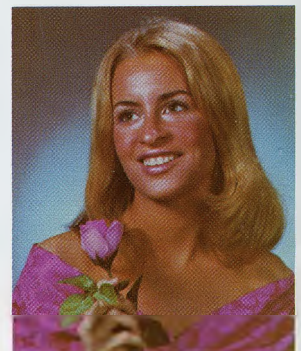
1971 Queen of Rosaria, KRISTI LEE



Princess Becky Gieschen
Roosevelt



Princess Madelain Scott
Independent (St. Marys)



Princess Michele Mayer
Lincoln



*Princess Mary Matney
Madison*



*Princess Bev Noe
Washington*



*Princess Danielle Folquet
Jackson*



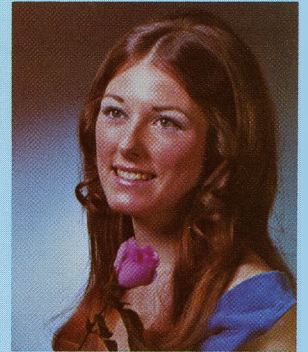
*Princess Bev Eder
Cleveland*



*Princess Sue Mercer
Grant*



*Princess Judy Speciale
Franklin*



*Princess Cindi Mako
Marshall*



*Princess Ginny Schmunk
Jefferson*



*Princess Marilyn Krowartz
Wilson*



*Princess Erva Becklund
Monroe*



*Princess Theron Koping
Adams*

Queen Selection Judging Chart

As Used by the Secret Panel of Judges

Highest Score Possible: 100 Points

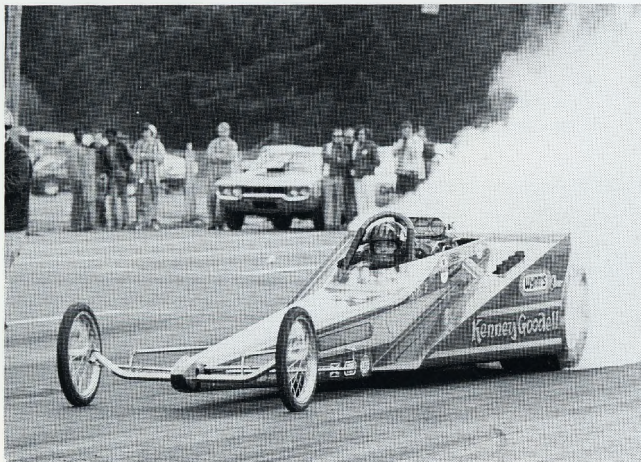
Princess and School	Appearance Up to 35 Pts.	Poise Up to 35 Pts.	Speaking Ability Up to 30 Pts.	TOTAL
Princess Judy Speciale Franklin				
Princess Bev Eder Cleveland				
Princess Ginny Schmunk Jefferson				
Princess Marilyn Krowartz Wilson				
Princess Erva Becklund Monroe				
Princess Theron Koping Adams				
Princess Mary Matney Madison				
Princess Becky Gieschen Roosevelt				
Princess Madelain Scott Independent (St. Marys)				
Princess Bev Noe Washington				
Princess Sue Mercer Grant				
Princess Danielle Folquet Jackson				
Princess Cindi Mako Marshall				
Princess Michele Mayer Lincoln				

Rose Festival Drag Races

Saturday and Sunday, June 3-4

Track records are sure to be set at this race with four new cars due in head-to-head competition. Tigard's Kenny Goodell and Jerry Ruth of Seattle are the contenders. Each has a new funny car and a new rear engine fuel car and they'll go two out of three with each. The funny cars will go the quarter-mile in 6.5 seconds and the rear engine fuelers are expected to do the route in 6.30 seconds or less, a speed of 230 miles an hour.

"We'll be down to a 5-second time this year," predicts Al Beachell, Drag Races operator. Other notables among the 400 expected to compete are Joe Coletti, national record holder from Hillsboro, and Gary Coe of Portland. Announcer will be Richard Schroeder of Seattle, noted racer and raconteur.

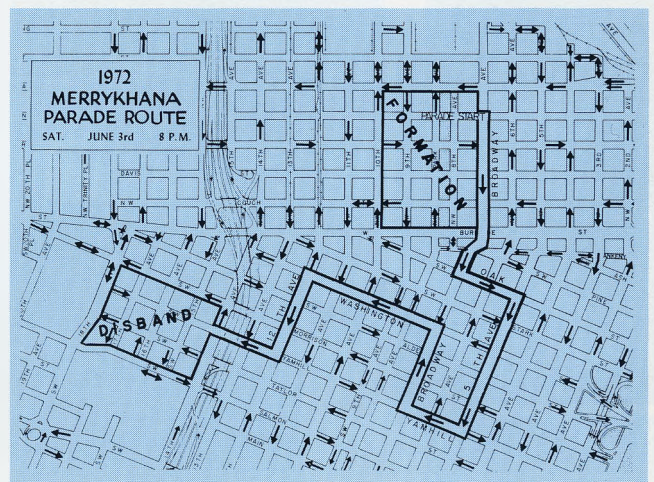


Races are under sanction of the National Hot Rod Association, with Jack Shannon of Everett, Wash., as Division Director. Racers will run from noon to 5 Saturday, with the "big" matches Sunday starting with time trials at 8 a.m. Races include modified, super stock and stock eliminators with eight elapsed-time brackets. Parking is ample and free inside the gate.



Merrykhana Parade

Saturday, June 3, 8 p.m.



The Festival's first parade is the Merrykhana, a night-time illuminated procession dedicated to the Spirit of Fun. It starts and ends downtown and has its own King of Fun and Miss Raindrop, and her Court. A zany booster group with green and white umbrellas, the Rainmakers, play host in this procession. An entry fee is charged and cash prizes, with judging by the Junior Ad Club.



Welcome.

The 3983 people who work for you at United States National Bank of Oregon hope you enjoy the 1972 Rose Festival. And, naturally, we hope you'll call us if you ever need a friend who's also a banker.



Coliseum Entertainment Shows

Something For Everyone

All Shows At The Memorial Coliseum

This year the Festival joins forces with a professional booker to present the Northwest Releasing-Rose Festival Entertainment Specials. Three varied shows, to fit all ranges of taste, are scheduled at the Coliseum. David Cassidy, idol of the sub-teens, plays Sunday, June 4 at 2:30 p.m. Ed Ames brings in his all-family show at 8 p.m. Saturday, June 10. The Sounds of Young Show at 8 p.m. Monday, June 12, features Jethro Tull.

David Cassidy

David Cassidy is to 1972 what Sinatra was to the 40's, Elvis to the 50's and The Beatles to the 60's. He became the sub-teen idol after TV appearances on "Marcus Welby," "Ironside" and "Bonanza." His glow burst full-flame with "The Partridge Family," a pleasant series about a musical family, which co-stars his stepmother, Shirley Jones. David's record, "I Think I Love You," sold over five million and he almost certainly will sell out here.



Ed Ames

Ed Ames has played everything from singer in a brother act, The Ames Brothers, to a movie Indian. He cut out from the brothers a decade ago and has proved an outstanding entertainer and personality. His most famous recent record hits are "My Cup Runneth Over" and "Who Will Answer." Ed has trod the boards on tour with "Man of La Mancha," has played Europe and is a Las Vegas regular. His show here will empha-



size all-family entertainment, and will include the captivating talents of Shari Lewis, puppeteer, who has played to millions on TV and in person.

Jethro Tull

Jethro Tull isn't a person, it's a group, in this case an English rock group well-known to the youngsters but scarcely known at all to their elders. The group's weird-and-wonderful album "Aqualung," estab-



lished a vociferous American following. It's considered one of the few groups playing interesting rock today. Leader and sparkplug is Ian Anderson, who jumps, skips, lunges and gyrates onstage and is fascinatingly quiet offstage. He sings lead and plays flute. Others are Jeffrey Hammond-Hammond on bass, Varriemore Barlow, drums; Martin Barre, guitar, and John Evans, piano. The group makes only two tours of the U.S. a year, one of its stops, happily, is the Portland Rose Festival.

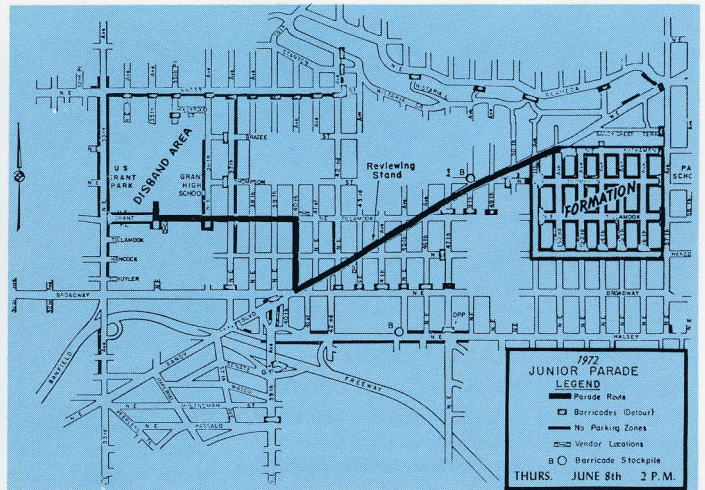


Rose Show

*Thursday and Friday, June 8-9,
Masonic Temple*

The 84th annual Portland Rose Society Show is one thing you can count on. It has never missed a year since the beginning and each year it fills to capacity its allotted hall. As in previous years, this year's show is at the Masonic Temple Sunken Ballroom, 1119 S.W. Park Avenue, downtown. The show opens at 12:30 p.m. Thursday, June 8, and runs through 9 p.m. Friday, June 9. You'll see entries from all types of growers, from the young beginner to the professional hybridizer.

Junior Parade *Thursday, June 8, 1:30 p.m., Hollywood District*



The Junior Rose Festival Parade, largest kids' procession in the nation, returns to its traditional marching grounds, the Hollywood District on the East Side. Head up Sandy Boulevard, you'll soon run into the crowds. One thing is changed, this year the Juniors march on Thursday June 8, at 2 p.m. instead of the previous Friday parade date. Any kid can enter, just so he is in costume, and as many as 12,000 will march, pulling pets, twirling batons, riding floats, pedaling bikes and unicycles, and generally providing one of the most fun-filled events of the whole Festival.

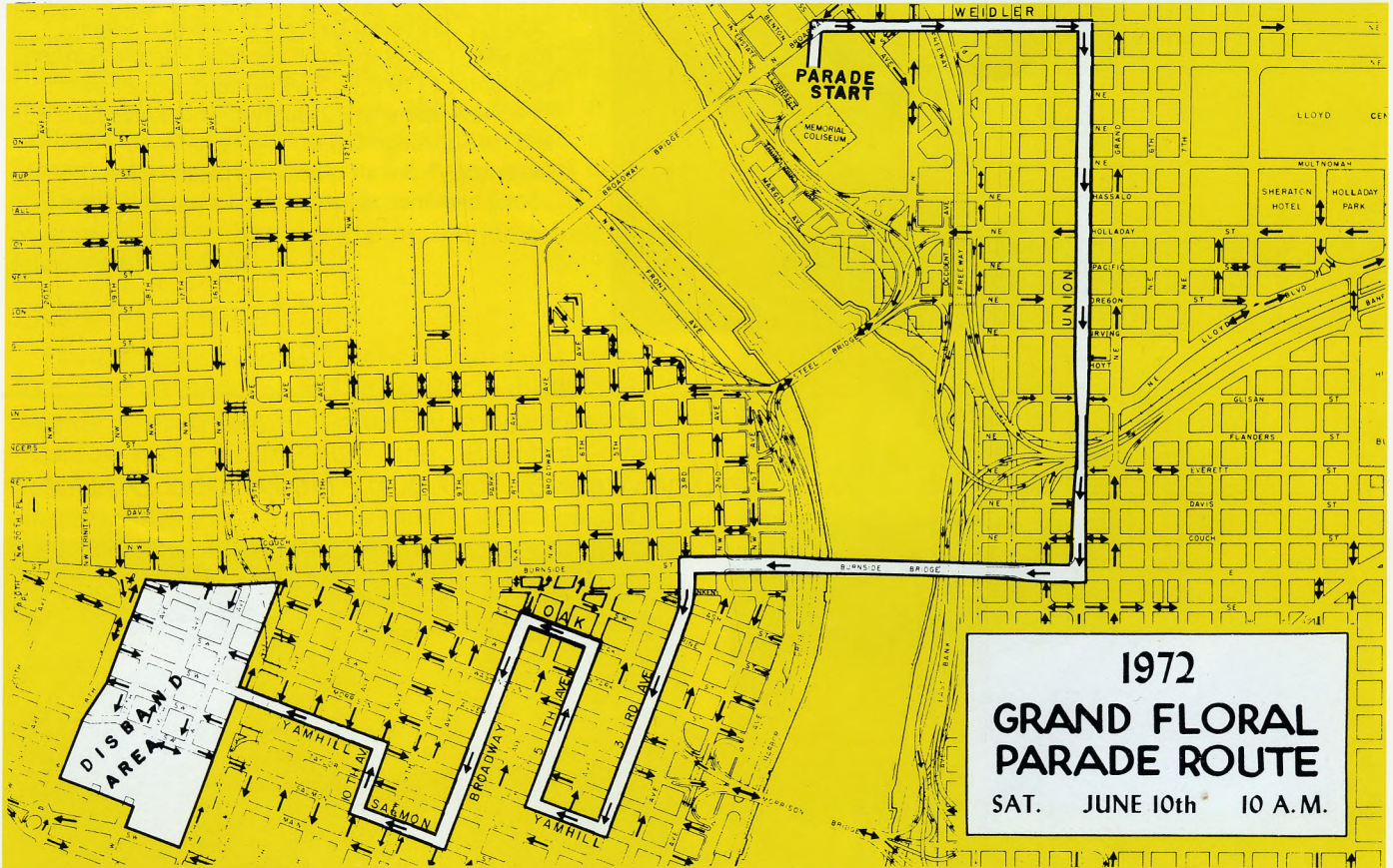


1972 Grand Floral Parade *Saturday, June 10*

Pre-Parade Show 9 a.m. Memorial Coliseum. Parade Start 10 a.m.

This is the climax event of the Portland Rose Festival. Forty floats, entirely flower-decorated, glide through the streets, to the jubilant strains of smart-stepping bands. Marching units, mounted posses and individual horsemen share applause with civic dignitaries. Some 400,000 persons are

expected to view this year's parade first-hand, more than a million more on television, throughout the Northwest and northern California. Truly, this is the pinnacle attraction of the Festival and one of the nation's outstanding annual spectacles.



GRAND MARSHAL'S DIVISION— Marshal: H. Stockton Boyd

(Code: Numbers 1-44 are Floats or Vehicles; B are Bands, H are Equestrian Units. Each entry bears its assigned number for identification.)

B-1. Portland Police Motor Escort

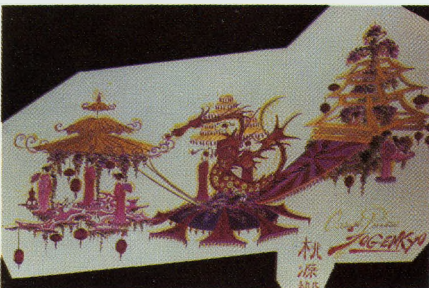
B-2. 3rd Marine Aircraft Wing Band, Santa Ana, California.

H-1. King County Mounted Police

From Seattle, Wash., this group, formerly known as a "posse", is famous for matched Palomino horses and silver-mounted equipment.

B-3. Royal Rosarians Marching Unit

1. TOYOTA MOTOR DISTRIBUTORS



Love is a Magnificent Obsession 'Togenko'

Last year's Grand Sweepstakes winner comes back with another Japanese theme. A floral masterpiece of cantilevered suspension depicting the Emperor and his court with geishas. Built by Pageant Presentations, Bothell, Wash.

B-4. Edmonton All Girl Drum & Bugle Honor Band

1972 Honor Band, from Edmonton, Alberta, Canada. First Portland appearance. Recognized champion of Canadian Bands, 128 girls, ages 14 to 18.

2. GRAND MARSHAL

H-2. John E. (Col. Buffalo) Beall

H-3. Arlington Rodeo Association Court
Queen Kathleen Childs, Carol Copenhaver, Debbie Peck

3. STEVENS & SONS JEWELERS



Love Is A Girl's Dream

Fairy tale of Sleeping Beauty (Elizabeth Barker) who lives on a couch of vanda orchids, awaiting her prince (Arthur Wenstrom). Live doves in cages symbolize imprisoned love. Built by Herrin-Preston, Portland and Pasadena, Cal.

B-5. Arvada West High School Guest Band, Arvada, Colo.

4. Governor and Mrs. Tom McCall

H-4. Oregon Mounted Governor's Guard

5. PACIFIC POWER & LIGHT CO.



Love Is Lovely

Salute to lovely girls of various periods and styles. In five shadow boxes are Beverly Boyd, Linda Riger, Lynette

Wiley, Janice Bloor, Laurie Stoll. Float has split drive-power in back, steering in front. Builder Herrin-Preston.

6. Mayor and Mrs. Terry D. Schrunk

QUEEN'S DIVISION—

Marshal: Worth W. Caldwell Jr.

B-6. Sunset High School Apollo Band

7. BEAVERTON AREA JAYCEES



Love is Having a Place in the World Where You Are Needed

Life-like replica of the cute and beneficial lady bug—"organic gardeners"—loved by everybody. Children are Ray and Justine Anderson, accompanied by float's designer, Carol Parker. Built by Beaverton Area Jaycees.

H-5. Washington County Sheriff's Mounted Posse

8. SEATTLE SEAFAIR



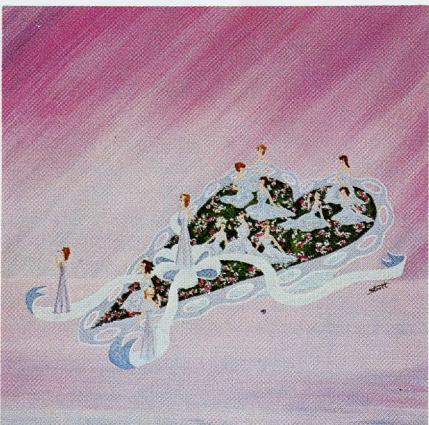
L'Amour est Le Mer (Love is the Sea)

Seattle City Light joins the Seafair to feature the 1972 Seafair Queen, Lynn Garcia, standing on the center pier of a mystical sea kingdom. With her are the Seafair's Prime Minister and King Neptune Rex. Builder Pageant Presentations.

9. President of the Rose Festival Association Herb Ballin Jr. and Mrs. Ballin

B-7. J.F. Kennedy High School Guest Band, Sacramento, Cal.

10. QUEEN'S FLOAT— PORTLAND CHAMBER OF COMMERCE



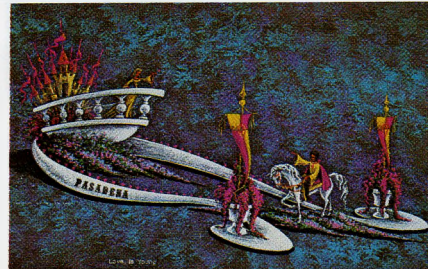
The Chamber traditionally provides the Queen's Float. A giant heart carries the Queen and her 13 princesses. The float has been designed so the court can be photographed easily at close range. Built by Floats Four Inc., Portland.

H-6. Mr. and Mrs. Robert Craven, Fair Oaks, Cal.

B-8. Aloha, Oregon, High School Band

11. President of the Portland Rose Society Lee Kipling King, Mrs. King, and 1972 Court Chaperone, Mrs. Estes Snedecor Jr.

12. PASADENA TOURNAMENT OF ROSES



Love Is Young

Singers re-enact the famous balcony scene from Romeo and Juliet. La Vona Tomberlin and Scott Tabor play the romantic duo as castle spires soar in the background behind Juliet's balcony. Builder Herrin-Preston.

DIVISION NO. 1— Marshal: Donald H. Black

H-7. Cecil R. Wendling, Merced, Cal.

13. FIRST NATIONAL BANK



Bear Country

Disneyland Ambassador Emily Zinser rides this float, along with Mickey Mouse and Bear Country characters Liverlips, Shaker and Wendell. Float features more than 40,000 blooms. Builder Commercial Designs Inc., Portland.

14. Prime Minister of the Royal Rosarians George O. Gannett and Mrs. Gannett.

B-9. Moffat County High School Guest Band, Craig, Colo.

15. RENO CHAMBER OF COMMERCE



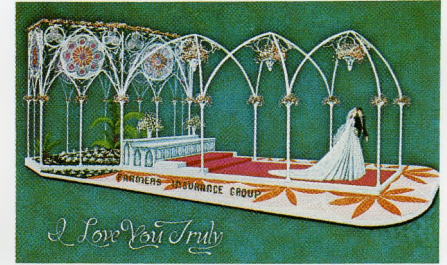
Love Is: Ski—Think Reno

Miss Reno, Nevada, and her Snow Princess look out over a winter wonderland

populated with jolly animal friends, all animated. The Ski Queen stands beneath a crown of woven floral snowflakes. Builder: Pageant Presentations.

H-8. Princess Deborah Swap, Ellensburg, Wash., Rodeo Court

16. FARMERS INSURANCE



I Love You Truly

Kristi Lee, 1971 Rose Festival Queen, embellishes this float, depicting a gothic style wedding chapel with six rose windows. A floral bride and bridegroom leave the chapel for a lifetime of bliss. Built by Floatmasters Inc., South El Monte, Cal.

H-9. Tacoma Lariettes, Spanaway, Wash.

B-10. Fort Vancouver High School Band, Vancouver, Wash.

17. VANCOUVER, WASHINGTON



Nature's Beauty,

Riders are three Vancouver high school girls: Ava Chapman, Hudson Bay; Ann Schwab, Fort Vancouver; Nancy Baird, Columbia River. Designer is Joan Hamilton of Vancouver. Entirely built and financed by the community.

DIVISION NO. 2— Marshal: Clyde V. Brummell

H-10. Mrs. Bert Croshaw, Seattle, Wash.

H-11. Linn County Rodeo Court, Scio, Oregon

Queen Linda Wolfenbarger, Melanie Hantz, Jeri Parker

18. GREATER PORTLAND AREA FORD DEALERS



Love Is A Better Idea

First year for Ford in this parade. Features a dance floor with a young couple

waltzing under a canopy of roses to stereo music. Lavender and white chrysanthemums accented by thousands of roses. Builder Herrin-Preston.

B-11. Clackamas High School Band

19. EASTMAN KODAK COMPANY



Love Is A Merry-Go-Round

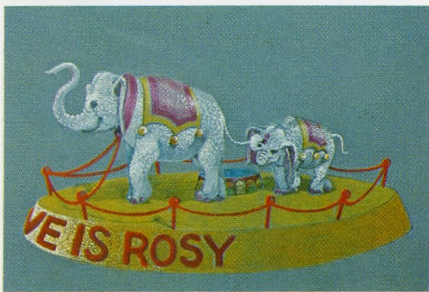
Kids, fun and bright colors set off the giant revolving carousel. At front and rear, giant rococo arms carry more ponies and children skyward. Tucked in the center base are clusters of floral balloons. Builder Floats Four.

H-12. Crooked River Round-Up Court, Prineville, Oregon

Queen Anne Grant, Donna Hatfield, Donna Hannen

B-12. Lakeridge High School Pacer Band, Lake Oswego, Oregon

20. COMMUNITY OF LAKE OSWEGO



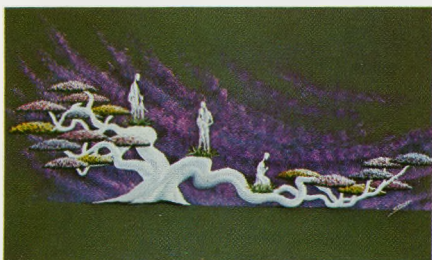
Love is Rosy

Depicts famous Rosy of Portland zoo and baby elephant surrounded by eight zoo keepers. Among riders are Miss Lake Oswego, Shelley Reeher; Lake Oswego High School May Queen Ann Waste; Lakeridge May Queen Nancy Klein. Designed by Sally Powers.

H-13. Clackamas County Sheriff's Mounted Posse

B-13. Ogallala High School Guest Band, Ogallala, Nebraska

21. LLOYD CENTER MERCHANTS ASSN.



Love Is A Many Splendored Thing

A 55-foot Tree of Life depicts mother love, romantic love and family love. Eleventh consecutive year for Lloyd Center. Multi-colored tree foliage is composed of 32,000 roses. Built by Erv Lind Florists-Floats Four.

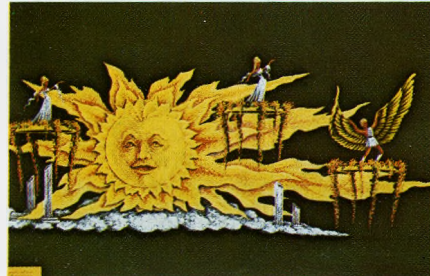
DIVISION NO. 3—

Marshal: Francis I. Brackett

H-14. Margaret Venable and

H-15. Cindy Tate, both Sandy, Oregon

22. GEORGIA-PACIFIC CORPORATION



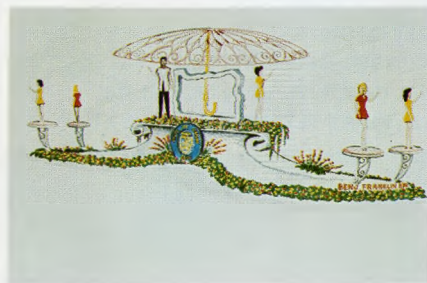
Love Is Adventure

The famous Greek mythology story of Icarus and his attempt to fly to the sun. Chuck Adams is Icarus, Teresa Faureau and Randy Lakefish are onlookers. Characters are suspended on multi-level disks. Builder Herrin-Preston.

B-14. David Douglas High School Band

H-15. Snohomish County Sheriff's Posse, Everett, Wash.

23. BENJ. FRANKLIN SAVINGS & LOAN



Love Is Oregon

A large covered umbrella shades a cut-out State of Oregon, complemented by two large state shields. Bruce Kelly, director of the New Oregon Singers, and dancers from his group appear. Built by Don Cady Decorating Co., Portland.

24. PORTLAND BOTTLING CO./JR. COURT



Love Is Childhood

Queen Julie II (Sinovic) and her 7 Junior Princesses ride on individual building blocks, in front of a 14-foot jack-in-the-box. Float features other childhood symbols—tin soldier, rag doll. Builder Floats Four Inc.

H-17. Elsie Koch, Portland

H-18. Oregon Pinto Horse Assn. Court

Queen Linda Corbett, Carolyn Gillison, Linda Kujawinski, Nancy Lee Lange.

B-15. Centennial High School Band

25. GREATER GRESHAM AREA



Love Is A Family

A proud mother ostrich shows off her family of three babies, the youngest of which is just emerging from the egg. Mother represents Gresham, babies are nearby Troutdale, Fairview and Wood Village. Builder Floats Four.

DIVISION NO. 4—

Marshal: Thomas L. Milne

B-16. Warm Springs, Oregon, Bravettes

26. NORTHWESTERN TRANSFER COMPANY



Love Is A Smile

A goose-neck dray wagon, driven by Pete Pihl, is topped by a "Happy Face" which revolves. Sitting on the Happy Face are happy children. They are Ray Altolfer, James Taft, Carol Van Arman, Carri Taft,. Decorated by employees.

H-19. Klickitat County Fair and Rodeo Court, Goldendale, Wash.

Queen Laurie Arnold, Sally Jensen, Candy Kolbaba.

B-17. Riverton, Wyoming, High School Guest Band

27. MEIER & FRANK COMPANY



Love Is Eternal Youth

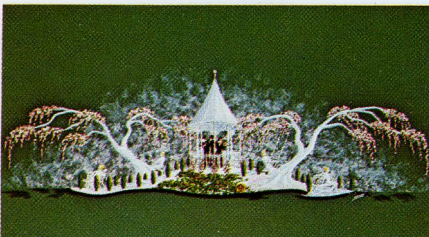
The classic legend of Ponce de Leon searching for the Fountain of Youth. This float has no base, features a waterfall and four islands of lush trees which give the effect of walking through a tropical forest. Builder Floats Four.

H-20. Gilliam County Fair and Rodeo Court, Condon, Oregon

Queen Marci Linnell, Rene Monahan, Rene'e Erickson.

B-18. Hillsboro Spartan Band

28. BANK OF CALIFORNIA

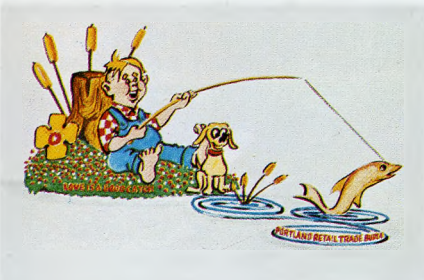


Love Is A Garden of Beautiful Emotions

Turn of the century garden scene, a gazebo, three violinists, graceful trees hold swings in which girls ride. Girls are bank employees, Carol Kim, Judy Meyers, Thelma Neuvin, Martha Stephens. Builder Floats Four.

H-21. Ike Whitely, Redmond, Oregon

29. PORTLAND RETAIL TRADE BUREAU



Love Is A Good Catch

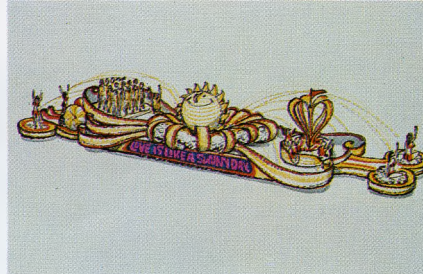
A flower-bedecked boy fishes lazily in a rural setting. He reclines on a field of red and white carnations, his face is flowered with daisies and detailed with other flowers. Builder Don Cady Decorating Co.

**DIVISION NO. 5—
Marshal: Ian Higginbotham**

H-22. Pierce County Sheriff's Posse, Spanaway, Wash.

B-19. Del Norte County High School Guest Band, Crescent City, Cal.

30. PORTLAND GENERAL ELECTRIC CO.



Love Is Like A Sunny Day

A two-unit float with a large sun radiating over bathing beauties, a live swing choir and children on a revolving carousel. At the rear is a comic flower figure of a sunburned man. Builder Huserik Manufacturing Co.

H-23. Mabel Baker, Eagle Creek, Oregon

H-24. Jefferson County Rodeo Court, Madras, Oregon

Queen Debbie Grant, Janeen Osborn, Shirley McKay

31. PALESTINE DEMOLAY



Love Is Dedication

Over 30 years in the parade. DeMolay boys design, build and collect flowers, do money raising projects to earn necessary funds. Depicts dedication to our country (the flag) and religion (the church).

H-25. Oregon Mounted Posse

B-20. U.S. Naval Sea Cadet Hornet Drill Team, Tacoma, Wash.

32. RELIABLE TRANSFER

Love Is Children

This is Reliable's 21st year in the parade. Nancy Goldbeck drives team of four strawberry roan Shetlands. Young riders are Kurtis Scott, Kevin and Allen Pfeifer. Decorated by Decorations Unlimited, Milwaukie.

H-26. St. Paul Rodeo Assn. Court, St. Paul, Oregon

Queen Cindy Hawk, Deby Hantze, Sue McKay

33. GAF CORPORATION



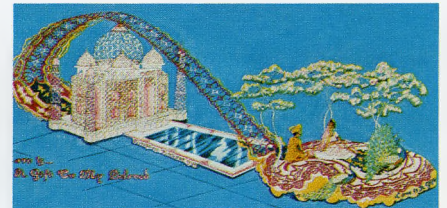
A Rose Garden (I Never Promised You)

Love isn't always a bed of roses, it can be snapping dragons and tigerish lilies. Riders are GAF employees: Marlyn Jones, Steve Boster, Jo Milbourn, Steve Jewell, Carol LeCarno, Irving Lacambra. Employee-decorated, built by Herrin-Preston.

**DIVISION NO. 6—
Marshal: Lloyd L. Davis**

B-21. Parkrose Senior High School Band

34. NORTHWEST NATURAL GAS COMPANY



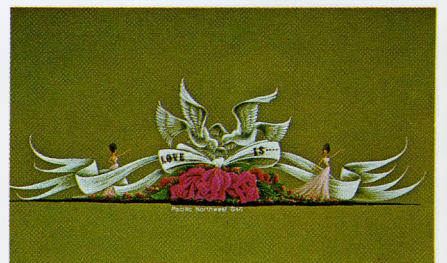
A Gift To My Beloved

A magic moment in the royal gardens of Shah Jahan as lovers plan the building of the Taj Mahal. Couple is Gwen Biede, 1971 Miss Tall Portland, and George McManus, both gas company employees. Entirely employee built and decorated.

H-27. Eugene Jackson Family, Molalla, Oregon

B-22. Clan Macleay Pipe Band

35. PACIFIC NORTHWEST BELL



Love Is . . .

Two snowy white doves, symbolic of love, tie a ribbon bow on a cluster of roses. Features Miss Portland Bell, Sharon Hoffman, and Janet Lewis. Flowered entirely by telephone company employees. Builder Herrin-Preston.

H-28. Day Cobb

H-29. Lyle Cobb, Beaverton, Oregon

B-23. Battle Ground, Wash., High School Band

36. BATTLE GROUND CHAMBER OF COMMERCE



Love Is Roses

Sparked by the Battle Ground, Washington, Chamber of Commerce, people of the community, built this float, which is a giant basket of a dozen roses. Riding are Mary Parsons, Judy Newman, Jeanette Dewey, Gayle Heying.

H-30. Terrie Proctor, Miss Northwest Rodeo

H-31. Umpqua Valley Round-Up Court, Roseburg, Oregon

Queen Vickie Christensen, Andrea Cummins, Luann Rainville

37. U. S. NATIONAL BANK OF OREGON



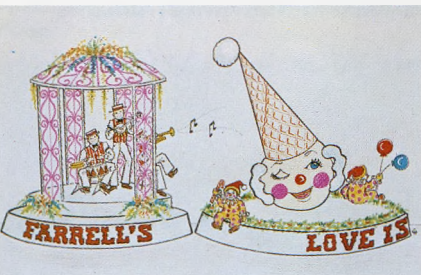
Love Is Beauty

Miss Oregon, Lynn Granz, is the sole rider on this float, a huge regal crown suspended by flowing royal robes, with richly embossed patterns of ermine. A tribute to all the beauties of Oregon. Builder Herrin-Preston.

DIVISION NO. 7—

Marshal: Kenneth J. Klein

38. FARRELL'S INC.



Love Is Fun

Farrell's famous Clown Sundae comes to life amid a garden setting with the Rivergate Jazz Band swinging out in a gazebo on the rear unit. Love is fun and fun is Farrell's. Builder Huserik Manufacturing Co.

H-32. Paula Louise Graf, Woodburn, Oregon

H-33. Emerald Empire Round-Up Court, Eugene, Oregon

Sue Pruitt, Pam Hancock, Debra Barry

B-24. Reynolds High School Band, Troutdale, Oregon

39. OLYMPIA BREWING COMPANY



Love Is The Great Northwest

Olympia Lakefair Queen Wanda Tillman portrays a forest maiden in a peaceful wonderland of trees and water. Water actually flows from springs as animated animals cavort and music wafts. Builder Pageant Presentations.

H-34. Donald and Eileen Hilleland, Portland

H-35. Wasco County Fair and Rodeo Court, The Dalles, Oregon

Queen Pattie Sailor, Rhonda Ferrol, Lori Roberts

B-25. Gonzaga Prep Band, Spokane, Wn.

40. PORTLAND FIRE BUREAU

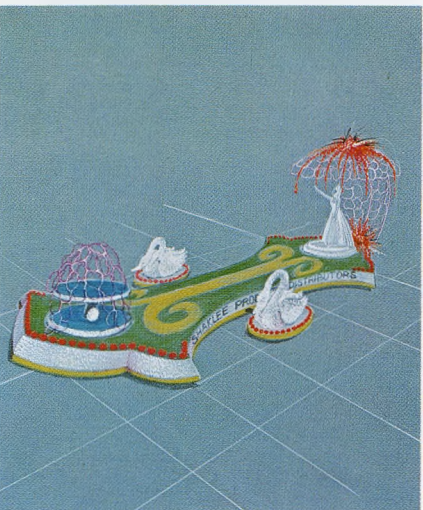


Love Is A Hayride

The Fire Bureau traditionally decorates its floats with roses, gathered by all firemen two days before the parade. Building assignment revolves among companies. This year it is Truck 8 and Engine 5 in Hillsdale area.

H-36. Barbara Whitsel, Fort Dalles Rodeo Queen, The Dalles, Oregon

41. SHAKLEE DISTRIBUTORS



Love Is Harmony With Nature

A beautiful garden with floral fountain, two swans and a lace canopy. Rider is Oregon's Junior Miss, Lois Fearey of Astoria. Esther Reed daisies, vanda or-

chids, pampas grass carry out motif. Builder Huserik Mfg. Co.

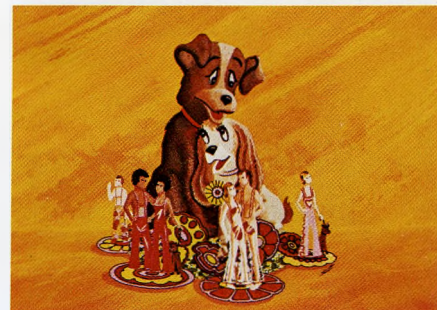
**DIVISION NO. 8—
Marshal: Fred Helbock**

H-37. Yoncalla Amateur Rodeo Court, Eugene, Oregon

Queen Becki Duncan, Dawn Otten, Toni Leach

B-26. West Linn High School Band

42. KPAM



Puppy Love

Two floral sculpture puppies, a "he" and "she", flirt among giant mod daisies as four young people surround them, each holding a favorite puppy. One of the riders will be the reigning Miss Portland. Builder Floats Four.

H-38. Multnomah County Sheriff's Mounted Posse

B-27. Oregon City High School Band

43. OREGON CITY TERRITORIAL DAYS



Love Is An Old-Fashioned Fourth

A Draped flag with simulated fireworks bursts celebrates Oregon City's Territorial Days, the week end of July 4th. Five members of the Territorial Days Court ride the float. Oregon City Jaycees sponsor the float, built by volunteers.

44. SANDY CHAMBER OF COMMERCE

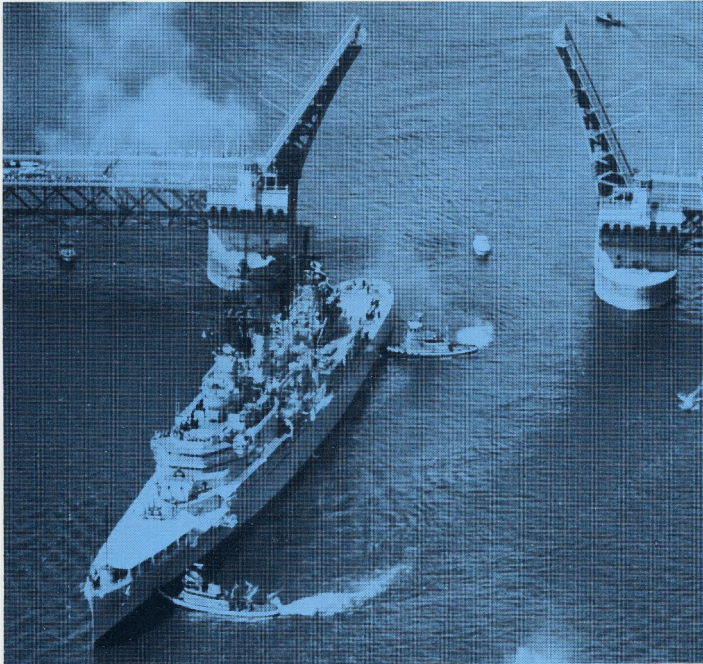


Love Is 100 Years

Celebrating their 100th anniversary is the City of Sandy with this unique float. It consists of a real 20 mule team, all white mules, and hopefully broken to harness by parade time. Built by community effort.

Vessels of the U.S. and Canada

The Festival Afloat



Portland is traditionally a hospitable port to blue-jackets. Again this year the city welcomes vessels of the U.S. and Canadian Navies and the U.S. Coast Guard. The Rose Festival Fleet dates back as long as anyone can remember and is a Festival fixture.

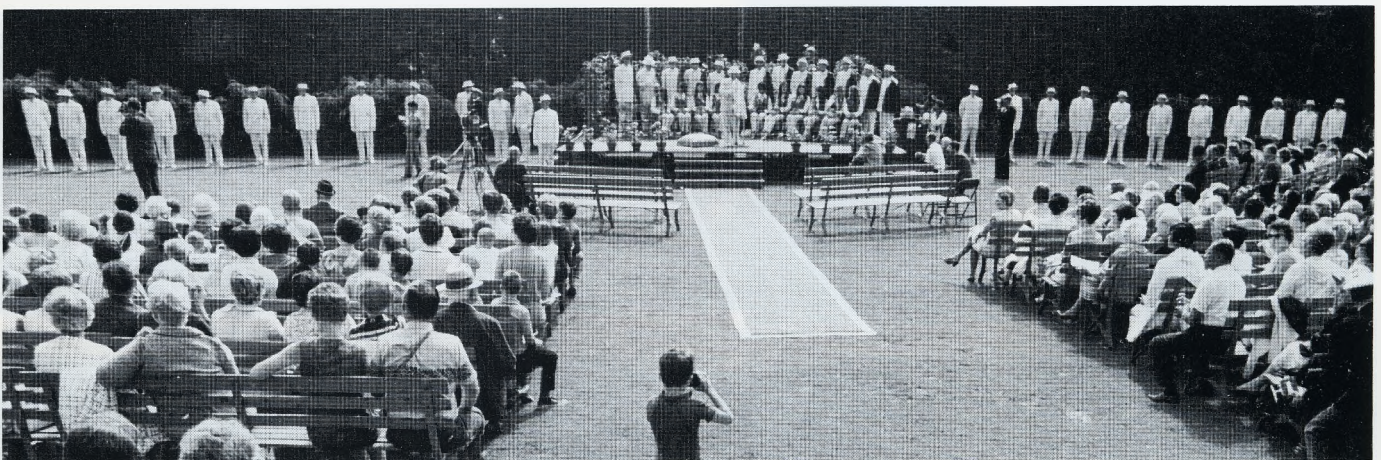
Arrival of the ships is always spectacular. It is best-viewed from one of the bridges spanning the Willamette River or alongside the seawall. Canadian and Coast Guard ships will come upriver Wednesday, June 7, arriving in early afternoon. U.S. vessels follow Thursday, June 8.

Through the open drawbridges they glide, as fire-boats send aloft a watery salute of welcome. Dozens of the city's small boat owners put into the river to wave close-hand welcomes as the ships ease into their berths. The vessels moor along the West Side seawall adjacent to downtown and the Festival Fun Center.

Visitors are welcome aboard during designated hours through Sunday, June 11. Early Monday the ships depart downriver for their next assignments. Hundreds of civilians ride the ships each way between Astoria and Portland in special trips arranged through civic organizations.

Royal Rosarians *A Knighting Ceremony From Antiquity*

Friday, June 9, 10 a.m., Washington Park Garden Theatre



The Royal Rosarians—white-coated at formal occasions and wearing bright green jackets at informal affairs—are Official Greeters of the City of Portland. The organization dates back to 1912 and visits many other cities as representatives of Portland, as well as greeting those who visit here.

The Rosarians play a prominent part at Rose Festival time, acting as parade marshals, escorts to the Royal Court and performing numerous other duties.

During each Festival the Rosarians present a Knighting Ceremony, in which visiting notables and civic leaders kneel before the Queen and receive here accolade as Honorary Knights. The ceremony is traditionally outdoors, at the verdant Washington Park Garden Theatre, adjacent to downtown. Presiding this year is the Prime Minister of Royal Rosarians, George Gannett. The time is 10 a.m., the date Friday, June 9.

Guest Bands

Splendor and Melody From Afar

Each year the Rose Festival invites outstanding musical and marching groups from afar to take part in the Festival. Some of the most outstanding of these are designated Honor Band and Guest Band. This year there are eight such groups. Honor Band is the Edmonton, Alberta, Canada, All Girl Drum & Bugle Band, 128 girls who perform intricate maneuvers while playing. They will be seen at the pre-parade show in the Coliseum Saturday, June 10, and other places. Honor Band and all Guest Bands march in the Grand Floral Parade, June 10.

Guest Bands for 1972 include three from Colorado in a special tribute to that state, two from California, and one each from Wyoming and Nebraska. They are:

Arvada West High School, Arvada, Colorado.

Del Norte County High School, Crescent City, California.

John F. Kennedy High School, Sacramento, California.

Moffat County High School, Craig, Colorado.

Ogallala High School, Ogallala, Nebraska.

Riverton High School, Riverton, Wyoming.



Edmonton, Alberta, Canada



Arvada West, Colorado



Del Norte County, California



John F. Kennedy, California



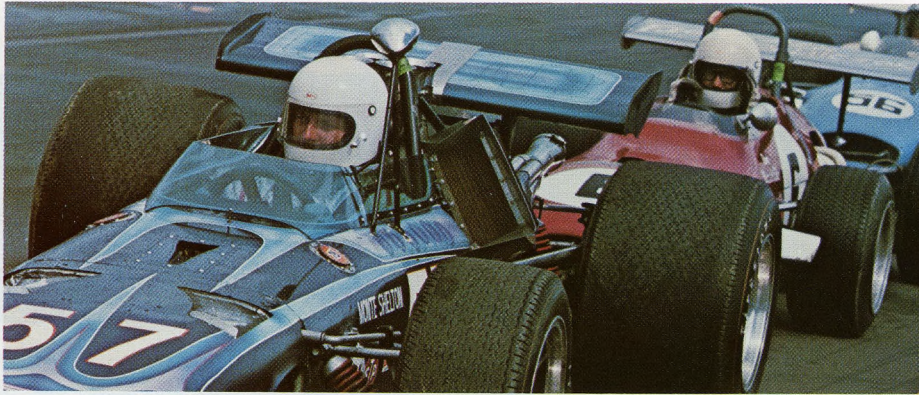
Moffat County, Colorado



Ogallala, Nebraska



Riverton, Wyoming



Rose Cup Sports Car Races

Saturday and Sunday, June 10-11

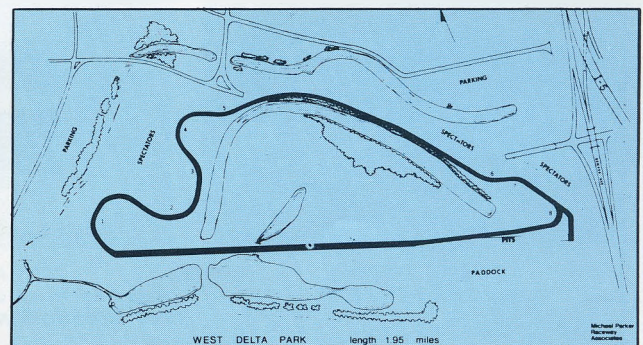
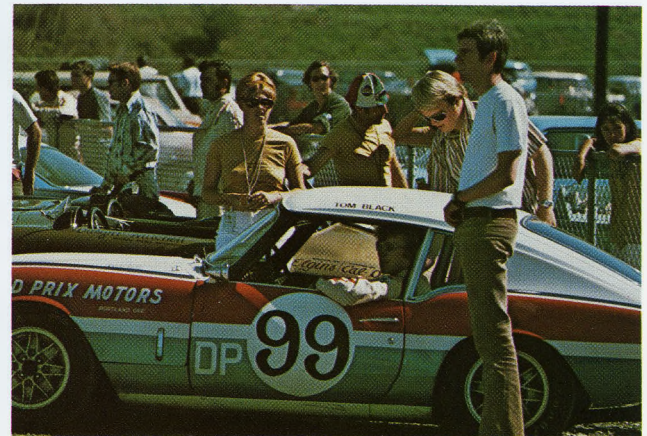
Portland in the past five years has become a national focus of auto road racing. Portland Rose Festival's Rose Cup Sports Car Races have played a major part in that reputation.

As a result, Oregon and the Northwest have home-grown many of their own fine drivers, capable of holding their own in national competition and racing as far afield as New Zealand.

The Rose Cup races draw some of the best California talent and teams and drivers from Canada and the Atlantic seaboard. Preliminaries are scheduled the first day, with a reduced admission price. The races for National Sport Car Club of America points come the second day. There is plenty of free parking at West Delta Park, right on the race site, with ample spectator room close to the action, much of it on the banks and some of it in bleachers. It's a picnic-type event for the bank-dwellers.

Actual entry list won't be known until shortly before race time. However, many of the top-flight local drivers wouldn't miss it. Joe Chamberlain of Tigard, his Camaro newly-painted red and white for this year's race, is a popular contender in the sedan classes. Todd Webb frequently races both his Porsche and his Super Vee. Monte Shelton is a come-from-behind crowd pleaser in his formula car. Pierre Phillips owns his own auto firm, always takes the wheel of one of his cars personally. Dewey Harless is another regular who carries his share of checkered flags around the victory lap.

Among top national drivers due here are the men of Group 44, from Falls Church, Virginia. All races are under sanction and supervision of the Sports Car Club of America, Oregon region, directed by Harvey Henneman, Regional Executive. The Rose Cup races have their own complete program, on sale at the site for 50 cents.



The Portland Rose Festival is Many Events, Many People

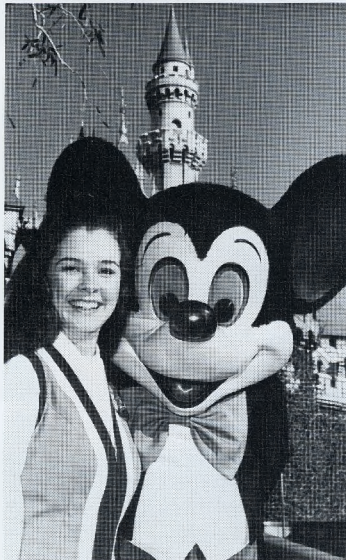
Portland Rose Festival is the one yearly event which brings the whole city and much of the surrounding area together in celebration. Besides the more grandiose spectacles, there are numerous other events, most of them free, widely scattered geographically, from the Ski Race at Timberline on Mount Hood to the Rifle Matches at Camp Withycombe.

The Festival Fun Center is a vortex of activity, located at the West Side seawall close to downtown and open from late morning until late evening, with rides, arts and crafts and commercial booths to educate, amuse and nourish the populace. A recent poll of one high school showed this to be the most popular single feature with students of that school.

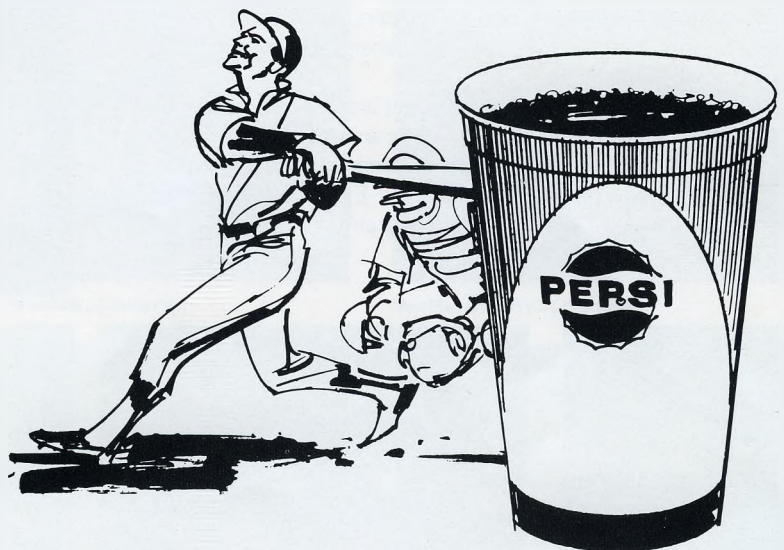
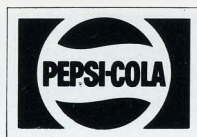
The Festival also brings notables of all kinds to visit and participate. This year Emily Zinser, Disneyland Ambassador, will be an Honor Guest and Grand Marshal of the Junior Parade, along with Mickey Mouse and other Disney characters. She will be just one of many.

Street entertainment flourishes throughout the Festival period. At any moment, you might see a band marching up a Portland street or a group of dancers performing on a Plaza.

Additional information on any Festival events may be had by writing or calling the Portland Rose Festival Association office, 10 S.W. Ash St., Portland, Oregon 97204. (503) 227-2681.



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Pepsi Cola Bottling Company of Portland/Salem

Trophy Winners of the 1971 Portland Rose Festival GRAND FLORAL PARADE

Saturday, June 10, 10:00 a.m.,
Memorial Coliseum

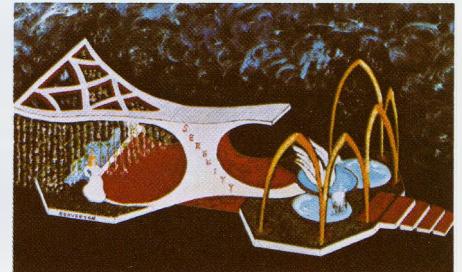
SWEEPSTAKES
Most Beautiful Entry in the Parade
Toyota



GRAND PRIZE
Most Beautiful Commercial Entry
Pacific Northwest Bell



PRESIDENT'S TROPHY
For Exceptional Merit in Commercial Class
Northwest Natural Gas



ROYAL ROSARIAN TROPHY
Most Beautiful Non-Commercial Entry
Beaverton Junior Chamber
of Commerce



GRAND MARSHAL'S TROPHY
For Exceptional Merit in Non-Commercial Class
Battle Ground, Washington



GOVERNOR'S TROPHY
For Most Beautiful Entry from Outside Portland
Greater Seattle Inc.



MAYOR'S TROPHY
For Most Beautiful Entry from Portland
U.S. Bank



QUEEN'S TROPHY
For Exceptional Merit in Decoration by
Amateur Group
Vancouver Float Committee



ROSE SOCIETY TROPHY
Most Effective Use of Roses in Float Decoration
Pasadena Tournament of Roses



THEME TROPHY
For Best Over-all Interpretation of Parade Theme
Georgia Pacific



LEITH ABBOTT AWARD
For Float Displaying Most Humor
Olympia Brewing



1938 COURT AWARD
To Be Awarded At The Discretion of the Judges
For Whatever Merit They May Determine
Oregon City



JUDGE'S TROPHY
Pacific Power & Light

Rose Festival Track Meet

Saturday, June 24, 2:30 p.m.

The third annual Rose Festival track and field meet will move to a new facility at Mount Hood Community College this year. It will be held outside the regular Rose Festival week for the first time, to place the meet the week after National AAU championships in Seattle and just before the June 28 start of U.S. Olympic trials in Eugene.

The track meet will have its own program. Mail orders for tickets are accepted by the Portland Rose Festival office, 10 S.W. Ash Street, for \$5 per ticket plus 25 cents handling charge.

This meet will be men only, 18 events in all. On the eve of the meet there will be a public testimonial banquet sponsored by the Rose Festival for Bill Bowerman, University of Oregon track coach, who will coach the U.S. Olympic team this year. Pro-



Editors of this souvenir program acknowledge with thanks the contributions of many people. Cover design: Cole & Weber. Cover Photo: Alan Hicks. Princess Pictures: Gladys Gilbert Studio. Queen Picture: Kennell-Ellis. Photographs: Hugh Ackroyd, Robert Ames, Chas. Conkling & Sons, Peter Corvallis, Max Gutierrez, Jim Hallas, Photo-Art, Portland Rose Society, Sandy's Camera Shops. Special Art: Dennis Tabor. Special Editorial Material: Eastman Kodak Co. Interior Design: John Semple. Production Coordinator: David G. Barnes. Printing: Graphic Arts Center. Official Car: Pontiac.



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Photo Tips For the Parade and Post-Parade

"Love Is . . .", the theme of the 1972 Portland Rose Festival Grand Floral Parade, provides photographers with a unique opportunity. Thirty-nine floats entirely decorated in flowers and natural greenery will sweep through the streets as 400,000 spectators line the parade route. For the photographers who come back here year after year, the Parade becomes an attempt to out-do their own pictorial efforts of the previous years. Those making their first visit will be facing a new challenge—to take pictures which do justice to the splendid Rose Parade and its participants.

It's quite a spectacle for the fans who attend the pre-parade show at Memorial Coliseum. The pre-parade starts at 9 a.m., featuring outstanding guest bands and marching units. However, a reserved seat is necessary to be inside the Coliseum. Tickets are on sale at the Coliseum Ticket Office.

Outside the Coliseum before parade time the floats will be drawn up for judging. This is an excellent opportunity to photograph the individual floats and to take informal shots of marchers getting ready, people being hoisted into place high atop the float structures, and other drama-filled incidents. Only one

float will win the major Sweepstakes Trophy, but there will be a dozen other major awards. You can identify them as they come down the street by the banners being carried ahead of the winning floats.

Ideally, you should find a clear and shaded piece of sidewalk to use as your base of operations. If you are fortunate enough to have a friend who occupies an office in a tall building along the parade route, you'll have a priceless vantage point. For those who only visit and hope, however, chances for fine photos are also excellent. Get out along the parade route early for best vantage points. As the colorful floats roll by, carrying the beaming Rose Queen and her court, and the fanciful pride of competing cities and companies and organizations, use bystanders as props. If they are crowded in front of you, frame some photos with waving hands; or place a googling child, held aloft by his father, in one corner of the picture.

Obviously, you should start off with your camera loaded, focused properly and with shutter cocked. A wide angle lens is useful for the photos of the complete floats; a Zoom lens will put you right aboard. But you don't need these special attachments for some of the more homely and often priceless happenings you will see.

You'll want to concentrate on the

parade itself; unimportant foreground objects may be slightly out of focus. That will add, not detract, from the dramatic emphasis of your pictures. With both the simple non-adjustable cameras and the adjustable type, try to keep the sun at your back or use a side-lighting position. Aim for three-quarter shots of the approaching floats; most of them will be too long to capture full length side views.

Since the floats move at a stroller's pace, you won't have any difficulty stopping motion. A shutter speed of 1/125 of a second will suffice; a speed of 1/250 of a second should freeze any Festival activity you may encounter. Try "panning" as you shoot, at about the speed the float is moving. That will keep the float sharp and give an interesting blur to the background.

Try to take more than one photograph of the most exciting subjects. One of your shots is bound to be superior and you'll want to choose it for your album. If you missed the parade, take time to make some memorable snapshots of the Parade floats at the post-parade viewing area. These beautiful floats will be parked for your picture-taking pleasure and inspection until Sunday evening, June 11.

—Photo Suggestions Courtesy
of Eastman Kodak Company

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