

Official Magazine

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ANNUAL  
PORTLAND ROSE FESTIVAL  
JUNE 5-14, 1981



DANCE THROUGH THE AGES



## The Portland Rose Festival – A Proud Tradition

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# OFFICIAL SOUVENIR MAGAZINE

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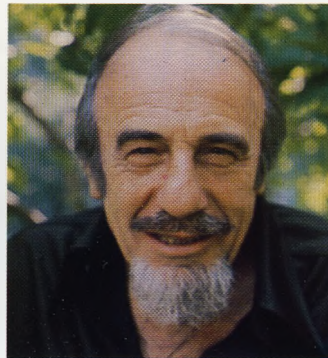
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Mitch Miller



1980 Queen Robin Marks



Jingles The Clown

Center insert includes: Associate Membership information; Welcomes from Mayor Francis J. Ivancie, President C. Howard Burnett of the Portland Rose Festival Association; and the History of the Rose Festival.



Anheuser-Busch Clydesdales

# Schedule of Events



## FRIDAY, JUNE 5

Festival Fun Center	West Side Seawall	12 Noon-11 p.m.
Junior Tennis Tournament	Buckman Courts	8 a.m.-9 p.m.
QUEEN SELECTION AND CORONATION	Civic Auditorium	8 p.m.

## SATURDAY, JUNE 6

Festival Fun Center	West Side Seawall	11 a.m.-11 p.m.
Junior Tennis Tournament	Buckman Courts	8 a.m.-9 p.m.
Model Boat Races	Force Lake—West Delta Park	9 a.m.
Cub Scout 2x4 Derby	Mt. Tabor Park	9 a.m.
Woodcarving Show	Western Forestry Center	10 a.m.-5 p.m.
YMCA-Bicycle Motocross	Mel drum Park—Gladstone	10 a.m.
Figure Skating Championships	Valley Ice Arena	10:30 a.m.-9 p.m.
Racquetball Tournament	Multnomah Athletic Club	Day-Eve
Drag Races	West Delta Park	Gates Open Noon
Bicycle Track Races	Alpenrose	12 Noon
Jr. Rosarian Knighting Ceremony	Peninsula Park	11:30 a.m.
'Lil Briches Rodeo	Alpenrose	1 p.m.
Gymnastics Tournament	Portland Community College	7 p.m.
STARLIGHT ROAD RUN	Downtown	8 p.m.
STARLIGHT PARADE	Downtown	8:30 p.m.

## SUNDAY, JUNE 7

Festival Fun Center	West Side Seawall	12 Noon-11 p.m.
Junior Tennis Tournament	Buckman Courts	8 a.m.-9 p.m.
GOLDEN ROSE SKI RACES	Timberline Lodge	9 a.m.
Bicycle Road Races	Mt. Tabor Park	9:30 a.m.
Figure Skating Championships	Valley Ice Arena	10 a.m.-5 p.m.
Woodcarving Show	Western Forestry Center	10 a.m.-5 p.m.
Model Boat Races	Force Lake—West Delta Park	10 a.m.
Rallye de Roses	OMSI	11 a.m.
Racquetball Tournament	Multnomah Athletic Club	Day-Eve
Royal Rosarian Garden Contest	City Wide	All Day
Boomerang Tournament	Gabriel Park	12 Noon-4 p.m.
'Lil Briches Rodeo	Alpenrose	1 p.m.
MILK CARTON BOAT RACES	Westmoreland Park	1 p.m.
Beavers-Rose Festival Baseball	Civic Stadium	6 p.m.
Fireworks Night		

## MONDAY, JUNE 8

Festival Fun Center	West Side Seawall	11 a.m.-11 p.m.
Woodcarving Show	Western Forestry Center	10 a.m.-5 p.m.
Royal Rosarian Garden Contest	City Wide	All Day
Racquetball Tournament	Multnomah Athletic Club	Day-Eve

## TUESDAY, JUNE 9

Festival Fun Center	West Side Seawall	11 a.m.-11 p.m.
Woodcarving Show	Western Forestry Center	10 a.m.-5 p.m.
Racquetball Tournament	Multnomah Athletic Club	Day-Eve
American Legion Auxiliary Wheelchair Parade	Veterans Hospital	1:30 p.m.

## WEDNESDAY, JUNE 10

Festival Fun Center	West Side Seawall	11 a.m.-11 p.m.
Woodcarving Show	Western Forestry Center	10 a.m.-5 p.m.
Racquetball Tournament	Multnomah Athletic Club	Day-Eve
U.S. Navy, Coast Guard, Canadian Ships Arrive	West Side Seawall	Afternoon
PSU Women's Art & Entertainment Festival	Washington Square	Day-Eve
"Dream Machine"—Entertainment Fair	Coliseum	1 p.m.-11 p.m.
JUNIOR ROSE FESTIVAL PARADE	Hollywood District	2 p.m.
STAGE BAND CLASSIC	Civic Auditorium	7:30 p.m.

## THURSDAY, JUNE 11

Festival Fun Center	West Side Seawall	11 a.m.-11 p.m.
Hockey Tournament	Valley Ice Arena	8 a.m.-11 p.m.
Woodcarving Show	Western Forestry Center	10 a.m.-5 p.m.
U.S. Navy Ships Arrive	West Side Seawall	Afternoon
PSU Women's Art & Entertainment Festival	Washington Square	Day-Eve
Racquetball Tournament	Multnomah Athletic Club	Day-Eve
Band Concerts	Downtown	12 Noon
"Dream Machine"—Entertainment Fair	Coliseum	1 p.m.-11 p.m.
ROSE SHOW	Lloyd Center (Ice Arena)	1 p.m.-9 p.m.
Motocross	West Delta Park	Gates Open 5 p.m.

## FRIDAY, JUNE 12

Festival Fun Center	West Side Seawall	11 a.m.-11 p.m.
Hockey Tournament	Valley Ice Arena	8 a.m.-11 p.m.
G.I. JOE'S ROSE CUP SPORTS CAR RACES	West Delta Park	9 a.m.-6 p.m.
ROSE SHOW	Lloyd Center (Ice Arena)	9 a.m.-8 p.m.
Royal Rosarian Knighting Ceremony	Washington Park	10 a.m.
Woodcarving Show	Western Forestry Center	10 a.m.-5 p.m.
U.S./Canadian Ships	West Side Seawall	Day-Eve
PSU Women's Art & Entertainment Festival	Washington Square	Day-Eve
Racquetball Tournament	Multnomah Athletic Club	Day-Eve
Band Concerts	Downtown	12 Noon
"Dream Machine"—Entertainment Fair	Coliseum	1 p.m.-Midnight
Ice Curling Bonspiel	Fun World	6 p.m.-Midnight
Indian Pow Wow & Pageant	East Delta Park	7:30 p.m.-11 p.m.
FESTIVAL OF BANDS	Civic Stadium	7:30 p.m.
Square Dance	Mt. Hood Community College	7:45 p.m.

## SATURDAY, JUNE 13

Festival Fun Center	West Side Seawall	11 a.m.-11 p.m.
Ice Curling Bonspiel	Fun World	7 a.m.-Midnight
Hockey Tournament	Valley Ice Arena	8 a.m.-11 p.m.
PRE-PARADE SHOW	Coliseum	9 a.m.
G.I. JOE'S ROSE CUP SPORTS CAR RACES	West Delta Park	9 a.m.-6 p.m.
Table Tennis Tournament	Portland Community College	9 a.m.-6 p.m.
GRAND FLORAL PARADE	Coliseum-Downtown	10 a.m.
Woodcarving Show	Western Forestry Center	10 a.m.-5 p.m.
Ikebana Rose Show	Japanese Gardens	10 a.m.-6 p.m.
U.S./Canadian Ships	West Side Seawall	Day-Eve
PSU Women's Art & Entertainment Festival	Washington Square	Day-Eve
Racquetball Tournament	Multnomah Athletic Club	Day-Eve
Open Chess Tournament	Mallory Hotel	All Day
Indian Pow Wow & Pageant	East Delta Park	Noon-11 p.m.
"Dream Machine"—Entertainment Fair	Coliseum	1 p.m.-Midnight
Post Parade Float Display	Lloyd Center	1:30 p.m.-9 p.m.
Junior Olympics	Madison High School	1:30 p.m.
OHSCA ALL-STAR BASKETBALL GAMES	Coliseum	6 p.m.
TIMBERS-ROSE FESTIVAL CUP SOCCER MATCH	Civic Stadium	7:30 p.m.
MITCH MILLER/OREGON SYMPHONY POPS CONCERT	Civic Auditorium	8 p.m.

## SUNDAY, JUNE 14

Festival Fun Center	West Side Seawall	12 Noon-10 p.m.
Hockey Tournament	Valley Ice Arena	8 a.m.-11 p.m.
Ice Curling Bonspiel	Fun World	8 a.m.-3 p.m.
G.I. JOE'S ROSE CUP SPORTS CAR RACES	West Delta Park	9 a.m.-6 p.m.
Post Parade Float Display	Lloyd Center	9 a.m.-6 p.m.
Table Tennis Tournament	Portland Community College	9 a.m.-6 p.m.
Ikebana Rose Show	Japanese Gardens	10 a.m.-6 p.m.
Woodcarving Show	Western Forestry Center	10 a.m.-5 p.m.
U.S./Canadian Ships	West Side Seawall	Day-Eve
Racquetball Tournament	Multnomah Athletic Club	Day-Eve
PSU Women's Art & Entertainment Festival	Washington Square	Day-Eve
Open Chess Tournament	Mallory Hotel	All Day
Indian Pow Wow & Pageant	East Delta Park	12 Noon-11 p.m.
"Dream Machine"—Entertainment Fair	Coliseum	1 p.m.-10 p.m.
Junior Olympics	Madison High School	1:30 p.m.
MITCH MILLER/OREGON SYMPHONY POPS CONCERT	Civic Auditorium	3 p.m.

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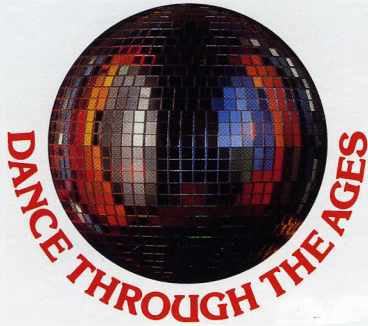
So look for the sign of friendly, convenient service... wherever you are in the 11 western states.



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# Queen Selection and Coronation

Friday, June 5, 8 p.m., Civic Auditorium



Selection and coronation of the Queen of Rosaria each year marks the beginning of the 10 days of the Portland Rose Festival. This year's selection and coronation is Friday, June 5, at 8 p.m. in Portland Civic Auditorium.

Since 1932, when the present system of choosing the princesses and queens was introduced, the Royal Court has consisted of girls from city high schools who are graduating. One princess from each of the thirteen schools is chosen by vote of her classmates.

The procedure to select princesses has been organized as a joint effort by the Portland Rose Festival Association and the Portland School Dist. No. 1.

By the express wish of the school district, a preliminary selection of princess candidates is made at each school

by an outside panel of judges provided by the Rose Festival. These judges are representative of differing ages, sexes and ethnic backgrounds. Becoming a candidate is entirely voluntary with the girls.

The panel of judges reduces the original number to a field of finalists, usually six, although the number of finalists conforms to the wishes of that individual school. At that point, students vote on their choice as princess.

One of the princesses will be chosen queen. A panel of Queen Selection judges is carefully selected by one member of the Court Activities Committee. Selection of judges is made after all princesses are selected, to make certain no relatives, friends or close associates of Court members are included. Every effort is made to screen the panel of judges so there is no special interest, relationship or preference which might tend to weigh the outcome in favor of one princess over another.

Princesses meet the judges for personal interviews a few days before Coronation. Other activities are scheduled to allow the judges to see and hear the girls in various settings and situations.

The judges will consider these pre-Coronation contacts along with the Coronation night program in selecting the Queen. Judging is to be based on a maximum 100 points—35 points for poise, 35 points for appearance and 30 points for speaking ability.

The Queen's crown was designed by Charles Pennell, Portland jewelry craftsman, as a volunteer, after the Business and Professional Women's Club of Portland undertook the raising of funds for the diadem, through the sale of miniature paper rosebuds.

The piece was finished in 1922 and has been worn by every queen since. The frame is made of 14-carat gold. A large blue zircon graces its tip and 650 white sapphires, accented by eight rare pigeon-blood rubies, blend into the colors of red and white most popular rose colors of the '20's. Like all royal crowns, its actual value is virtually impossible to ascertain. Its value in precious metals and stones is in excess of \$5,000.

Each queen receives her own scepter, to keep. It is made of gold-plated spun copper and brass, entirely hand crafted. Upon the sphere or crown rest two golden rosebuds with stems twining around a long, polished rosewood handle. The queen's name is inscribed on the sphere. Roy & Molin Jewelers have the assignment of coordinating scepter production and also cleaning and repairing the queen's crown. The scepter is the work of 75-year-old Victor P. Kayser of Portland. Close examination will reveal one or more tiny metal bees on the scepter.

The Queen's Bench is used only once a year, at the Coronation. It was presented to the Rose Festival Association in 1970 by the Mystic Order of the Rose, a Portland women's organization. The upholstery is white velvet and the back and legs are of wood. The back is ornately carved with golden swirls around a central rose. Starl Warrington, owner of a Portland furniture company, designed the patterns and one of his craftsmen, Leez Cegus, executed the carving.

The Royal Court is made up of the queen and the princesses. They travel and appear as a court before and throughout the festival. Each receives her extensive court wardrobe and a \$1000 scholarship to the college of her choice. Many court members return year after year to the Coronation and many queens continue to ride floats in succeeding Grand Floral Parades.



1980 Queen Robin Marks

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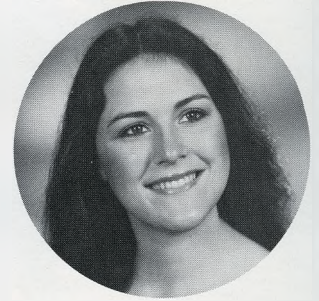
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16323 S.E. McLoughlin

Vancouver  
415 East 13th Street

# Princesses of the 1981 Rose Festival Royal Court



PRINCESS KIM DIPIETRO  
St. Mary's



PRINCESS JOSIE WILLIAMS  
Franklin



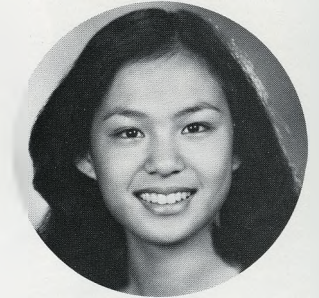
PRINCESS KARLA OVIATT  
Adams



PRINCESS MOLLY MULLER  
Washington-Monroe



PRINCESS JENNIFER CASSADY  
Madison



PRINCESS WIEKE LIEM  
Wilson



PRINCESS VANESSA SYKES  
Jefferson



PRINCESS ANN JOSEPH  
Lincoln



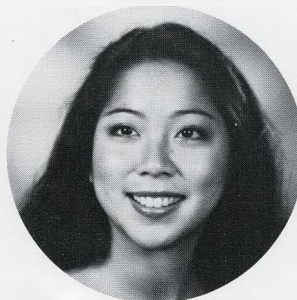
PRINCESS LAURA HANNAM  
Grant



PRINCESS LORI STANTON  
Roosevelt



PRINCESS LEESA DECKER  
Jackson



PRINCESS NANCY SAKAMOTO  
Cleveland



PRINCESS STACEY HUSTON  
Marshall



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**Pacific Northwest Bell**

# Starlight Parade

Saturday June 6, 8:30 p.m., Downtown

The sixth annual Starlight Parade, which was introduced in the Bicentennial Year (1976), has become increasingly popular over the years. More than 100,000 spectators line the streets of downtown Portland for this parade of illuminated floats, bands, drill teams, car clubs, clowns and other specialty units.

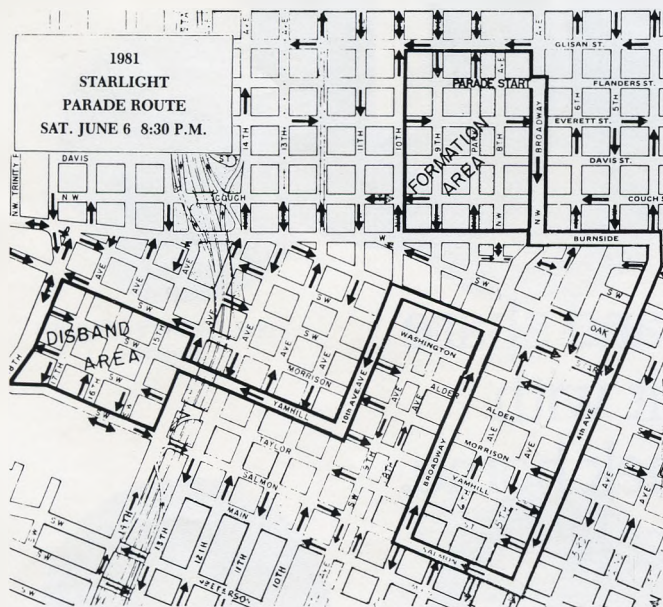
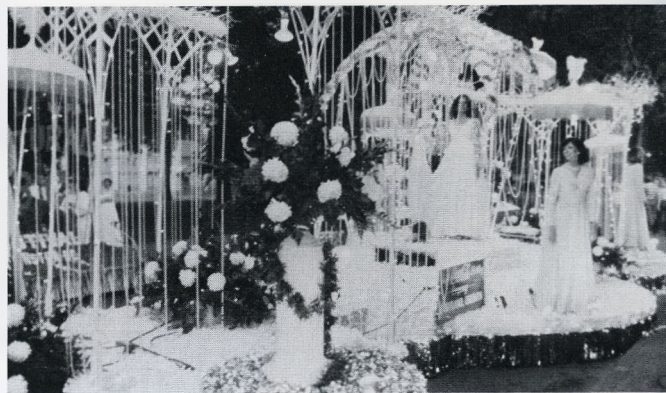
This year's Starlight Parade will begin at 8:30 p.m. from the North Park Blocks of the city and traverse along a three-mile route to the disband area near Lincoln High School.

The parade begins later to take advantage of the darkness which will enhance the looks of the illuminated floats.

Among the float entries this year will be the Daffodil Festival from Tacoma, Wash. Daffodil Queen Cindy Kovalenko will ride this entry featuring two giant butterfly wings.

Other floats will include the Washington State Autumn Leaf Festival from Leavenworth, Wash.; Othello Community Festival from Othello, Wash.; Olympia Capitol Lakefair of Olympia; Marysville Strawberry Festival from Marysville, Wash.; and the Yakima SunFair from Yakima, Wash.

Drill teams come from far and near and this year include



the Eagles Junior Drill Team of Seattle, Wash.; Rifle-ettes of Spanaway, Wash.; LaGrande Girl Scouts Drill Team from LaGrande, Ore; LaSenorita Saber Team from Seattle, Wash.; and the Portland Kelly Kadet Korp.

The famed Anheuser-Busch Clydesdales will pull the Budweiser wagon in one of their many Rose Festival appearances.

Portland area high school bands will strut their stuff and include David Douglas High School, Glencoe Senior High School of Hillsboro and Lincoln High School of Portland.

The Oregon National Guard Reserve's Pipe and Drum band will march in the parade. This celebrated unit was selected to represent the entire Pacific Northwest during the inaugural ceremonies for President Ronald Reagan in January. They were one of only 25 bands to be selected from more than 400 applicants for this prestigious day in Washington, D.C.

Prizes are awarded to the outstanding floats and marching units in a variety of categories.

Members of local Lions Clubs assist parade officials by marshalling the event. This marks the fifth consecutive year the Lions have provided this help.

# Enjoy "rose-colored" photos!



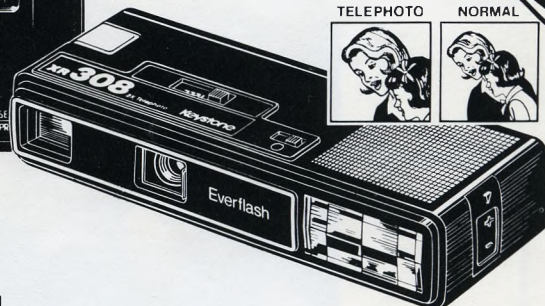
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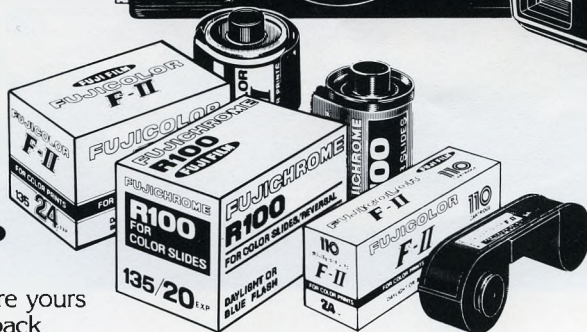
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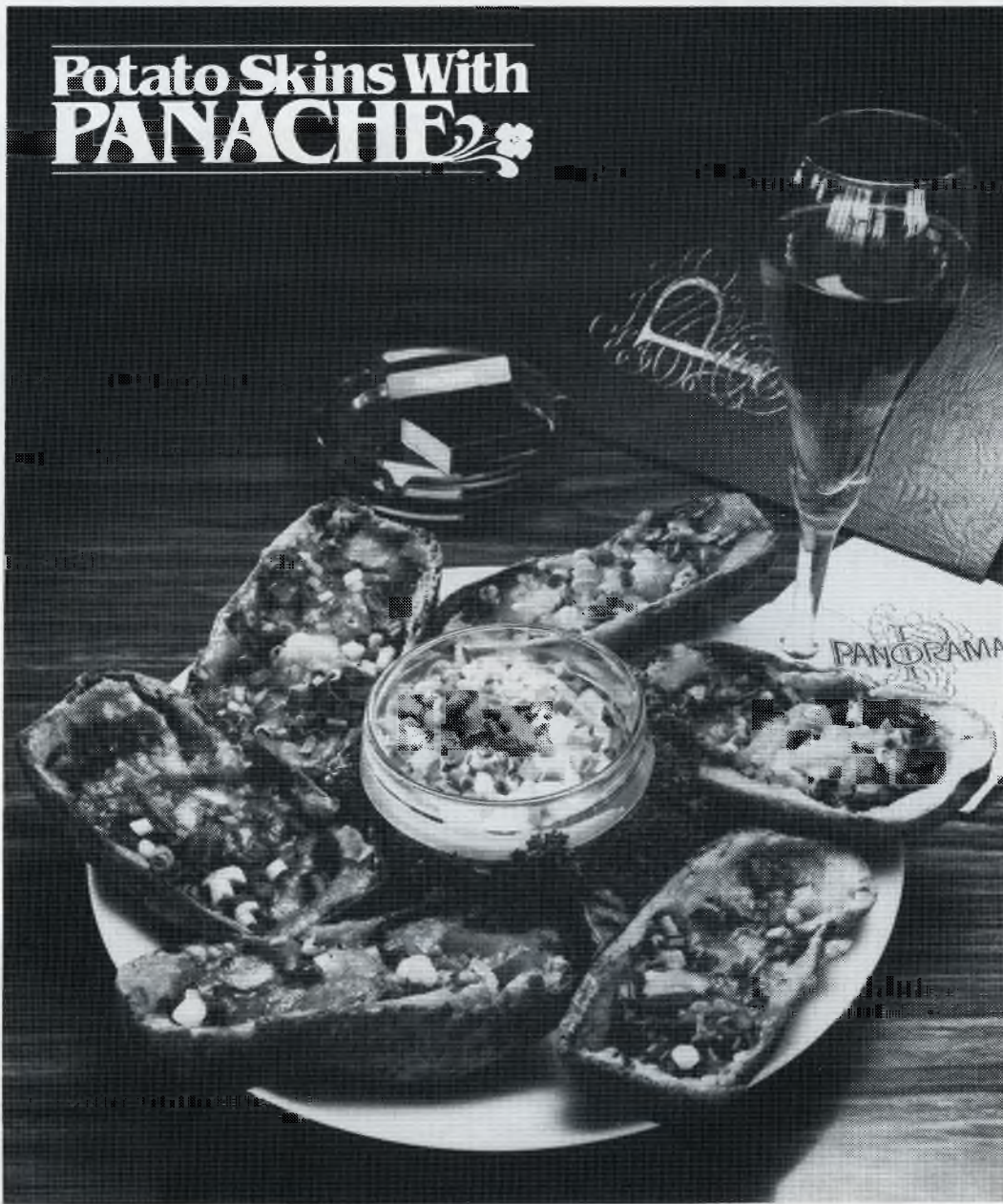
**GRESHAM**  
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Jafco's intention is to have every advertised sale item in stock. If an item is not available for purchase during the sale period, Jafco will issue a raincheck on request, for the merchandise to be purchased at the advertised price, subject to the time being readily available to Jafco.



MA 601

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## Starlight Run

Saturday, June 6, 8 p.m., Downtown

The Starlight Run, which precedes the Starlight Parade, will begin at 8 p.m. from the Memorial Coliseum on the City's east side. From there, more than 5,000 runners will cross the Broadway Bridge onto the city streets.

This third-annual Starlight Run is for the fun of running and entries of all sorts make the four-mile journey. After crossing the bridge the runners join the Starlight Parade route at Broadway and Flanders Streets, following the route to the finish line at Lincoln High School.

Portland radio station KGW (62) sponsors the run which has grown each year, primarily because of the audience which the participants run in front of along the route. More than 100,000 spectators line the streets to watch the runners, followed by the Starlight Parade.



## Golden Rose Ski Races

Sunday, June 7, 9 a.m.  
Timberline Lodge, Mt. Hood

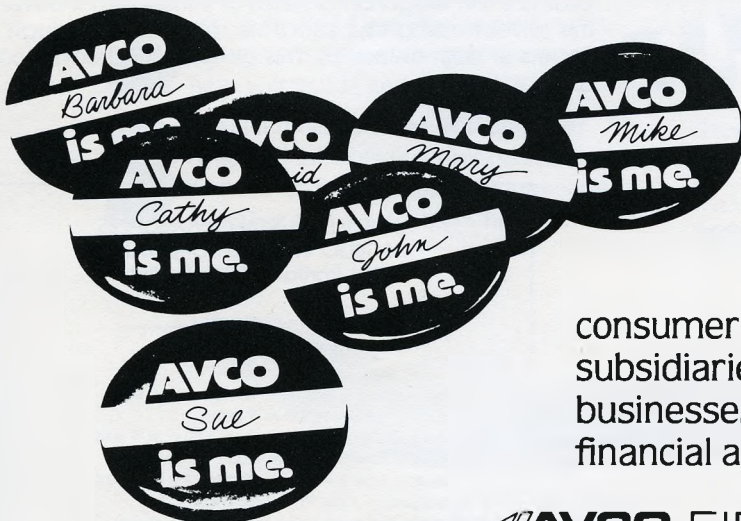
The Golden Rose Ski Races, this year on Sunday, June 7, starting at 9 a.m., is the oldest sports event in the Rose Festival, dating back to 1936.

The Cascade Ski Club will host the annual ski races on the Palmer snowfield high above Timberline Lodge. Although skiers are categorized by classes, emphasis is placed on the "fun competition" for all who compete.

The races, sponsored by Monte Shelton's BMC, will feature a giant slalom for the elite class. The races will be on the spectacular Palmer glacier and the Magic Mile Runs, in full view for spectators.



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# The Clydesdales

The famed Anheuser-Busch Clydesdales make their second consecutive appearance at the Portland Rose Festival this year. It also will mark the third time these popular horses have appeared and this year they will participate in the Starlight Parade and the Grand Floral Parade—along with numerous local showings around the city of Portland.

In earlier days, Anheuser-Busch used beautiful horses and brewery wagons to deliver beer. The echoing clip-clop of hooves on city streets was as much a part of the sound of those times as the streetcar bell and, later, the sputtering noises of the horseless carriage.

But prohibition changed all that. Since there was no beer to sell, the brewery closed its stables and diversified into other types of business activities. . . . soft drinks, commercial yeast and a wide assortment of other products.

At heart, though, the Busch family remained brewers. Thus, when the repeal of prohibition became certain, August A. Busch Jr. planned a special way to commemorate the occasion. He secretly bought a team of Clydesdale horses and had them trained to pull a huge brewery wagon.

On April 8, 1933, one day after the repeal of prohibition, August Jr. asked his father to join him on Pestalozzi Street, outside the brewhouse, to see his new car. When they reached the street, August Sr. stopped in his tracks.

Instead of the expected automobile, there stood the magnificent Clydesdale hitch with its eight horses—gleaming leather, brass harness and shining Budweiser wagon.

They are the most widely traveled team of horses in the United States, with their annual total approximating 40,000 miles. Two specially built 40 x 8-foot vans serve as homes for the horses while traveling, with a third van carrying the huge brass-trimmed wagon, portable stalls and necessary equipment.

Generally, ten Clydesdales are taken on each trip, although at most, only eight actually appear on any single



occasion. A Budweiser Clydesdale goes on parade only when he's in peak condition.

Although Clydesdales are of pure Scotch ancestry, they are now also raised in the United States and Canada. When he first joins the hitch, a Clydesdale is usually three to four years old. . . . mature enough to show his championship colors.

Each Clydesdale averages 2,100 pounds and stands 18 hands (each four inches). Their shoes are made from a 4¼ pound piece of steel—two feet long and 1½ inches wide. The harness for the team costs \$30,000.

In addition to the driver and assistant driver, four chauffeur grooms care for the horses and equipment.

An integral part of the unit is "Bud," a frisky Dalmatian who sits with the drivers. "Bud" enjoys his role aboard the Budweiser wagon, barking out his enthusiasm as the hitch moves along the parade route or as it circles the fairground.

Today, the Clydesdale hitch is seen from coast to coast in state fairs, horse shows and parades. In addition to their annual appearance in the Tournament of Roses Parade, they have become a fixture at Santa Anita Race Track. The Clydesdales have won hundreds of trophies and ribbons.

During an exhibition, the four-hitch, 8,000-pound team pulls a 2-ton wagon in a series of intricate maneuvers, with the driver holding four separate reins laced through the fingers of both his hands. This gives him individual control of each horse.



**PLAQUE AWARDED BUDWEISER**—Mrs. Frederick "Lotsie" Busch Giersch accepts award for Anheuser-Busch from 1980 Queen Robin Marks during Pasadena Tournament of Roses. The award was for Anheuser-Busch's Budweiser float entry in the 1980 Portland Rose Festival Grand Floral Parade.

## ANHEUSER-BUSCH CLYDESDALES PUBLIC VIEWING SCHEDULE 1981 Portland Rose Festival

Lloyd Center  
(South Parking Lot)

Friday, June 5 — 9 a.m.-10 a.m.; 6 p.m.-9 p.m.  
Saturday, June 6 — 9 a.m.-7 p.m.  
Sunday, June 7 — 9 a.m.-Noon; 6:30 p.m.-9 p.m.  
Monday, June 8 — 9 a.m.-Noon; 6 p.m.-9 p.m.  
Tuesday, June 9 — 9 a.m.-10 a.m.; 2 p.m.-9 p.m.  
Wednesday, June 10 — 9 a.m.-9 p.m.  
Thursday, June 11 — 9 a.m.-12:30 p.m.; 7 p.m.-9 p.m.  
Friday, June 12 — 9 a.m.-9 p.m.  
Saturday, June 13 — 2 p.m.-9 p.m.  
Sunday, June 14 — 9 a.m.-9 p.m.

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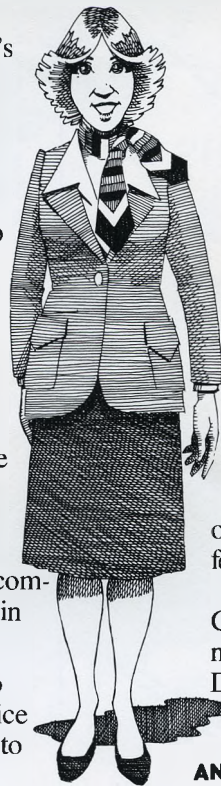
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**2** Got some questions with no time to ask? Our Red Coat Passenger Service Agents are right at the gate waiting to help you tackle any problem.

**3** What a relief to know you and your bags will take off together on the same plane. Our new exclusive "Connecting Baggage Service Center" helps your



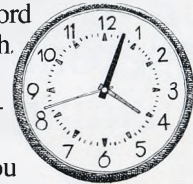
luggage get on board your connecting flight the same time you do.



**4** Our concourse waiting area is now twice as spacious, twice as comfortable. It's easy to find a quiet spot to chat or read before take-off.

**5** We'll get you to Denver in time to catch your connecting flight. 90% of our flights systemwide take off on time. That's a record few airlines can touch.

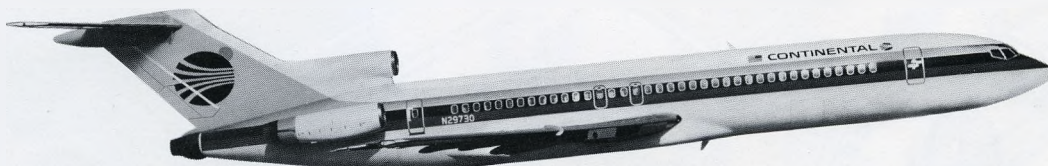
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The Proud Bird with the Golden Tail.

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Pepperoni & Salami

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Beef, Olives, Mushrooms  
& Green Pepper

Canadian Bacon,  
Beef & Fresh Tomatoes

Beef, Onions, Green Peppers,  
Mushrooms & Tomatoes

Pepperoni, Beef &  
Canadian Bacon

Canadian Bacon &  
Fresh Tomatoes

Mushrooms & Sausage

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## The Engine House Pizza Co.

## KXL-Rose Festival Stage Band Classic

Wednesday, June 10, 7:30 p.m.  
Civic Auditorium

The 1st Annual KXL-Rose Festival Stage Band Classic will be held Wednesday, June 10, starting at 7:30 p.m. at Portland's Civic Auditorium and will feature five outstanding high school stage bands from the Portland metropolitan area and three out-of-state guest bands.

The lineup will consist of five local stage bands including Hillsboro, Sunset, Clackamas, Aloha and Jefferson high schools. The out-of-state entries this year will include Blaine, Minnesota; Roosevelt High of Honolulu, Hawaii; and Trinidad, Colorado.

The special guest entertainment will feature 13-year-old Henry Broderick Radke, and a 16-piece big band known as "H.B. And Friends" from Seattle, Wash. H.B.'s background is one of show business with his mother being singer Gina Funes and his father being trumpet player and band leader Fred Radke of Seattle.

This special group, which will not compete against the high school stage bands, is made up of youngsters from the ages of twelve to fifteen years. The group has been together for three years and has made numerous appearances in the Puget Sound area, as well as Canada.

Each of the competing high school bands will present a 15-minute show and will be competing for first, second and third place awards. Each will present a variety of musical programs.

The Stage Band Classic is sponsored by Portland radio station KXL.

(Further information on the Stage Band Classic and the Festival of Bands may be obtained in the special Festival of Bands/Stage Band Classic program, available at both musical events of the Portland Rose Festival this year.)



"H.B." Radke and his "Friends"



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# Festival of Bands

Friday, June 12, 7:30 p.m., Civic Stadium

The Festival of Bands has grown each year and this will be the ninth edition of this spectacular music event at Portland's Civic Stadium. It has become one of the most enjoyable events for those of all ages.

Seven out-of-state bands compete with two local high school units for the coveted Fred Meyer Sweepstakes trophy. This year, the Festival of Bands will be held on Friday night, June 12, starting at 7:30 p.m. The event is co-sponsored by Fred Meyer, Inc.

As a special added attraction this year, the U.S. Navy's Steel Drum Band will present a special exhibition performance.

Beaverton, Ore., High School and Ft. Vancouver High School of Vancouver, Wash., are the local bands competing for the Fred Meyer Trophy. Last year, Alameda High School of Lakewood, Colo., won the sweepstakes trophy.

Each band will present a 12-minute field show of marching and playing at the Festival of Bands and then at the end, Dr. John K. Richards of Lewis and Clark College in Portland will direct a massed band presentation.

The visiting high school bands also will play noontime concerts at various locations throughout the City on Thursday, June 11, and Friday, June 12. Each also will march in the Grand Floral Parade on Saturday, June 13.

Beaverton High School last appeared in the Festival of Bands in 1977. This 90 member unit is under the direction of Lambert Morris and has an additional 16 member drill team and 16 member flag corps.

The Ft. Vancouver High School band is under the direction of Jim Iafrafi and has 55 members. The Trappers

also include a 20-member drill team and 16-member flag unit.

The out-of-state bands include Foothill High School of Pleasanton, Calif. This is the third appearance in the Rose Festival for Foothill, under the direction of Bob Moorefield. Foothill captured the sweepstakes honors in 1976 and again in 1978 in the Festival of Bands and won top honors in the Grand Floral Parade in 1978, becoming the first double winner ever in the Rose Festival.

Another returnee this year is Roosevelt High School of Honolulu, Hawaii. Roosevelt participated in the 1976 Rose Festival, and now this 125-member band is under the direction of Riechel Yoshino.

The 140-member Royal Highland Brigade High School band from Simi Valley, Calif., is directed by Norman Bren. Other first time contestant bands will be Velva High School of Velva, North Dakota; Blaine High School of Blaine, Minn.; Trinidad High School of Trinidad, Colo.; and Kennedy High School of Seattle, Wash.



(Further information on the Festival of Bands and the Stage Band Classic may be obtained in the special Festival of Bands program, available at both music events this year.)

# Fred Meyer

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24 Exp. Color Film	Reg. 6.29 (Code 695)	<b>3.89</b>
36 Exp. Color Film	Reg. 9.99 (Code 698)	<b>5.99</b>
20 Exp. Color Slides	Kodachrome or Ektachrome Reg. 2.29 (Code 605)	<b>1.59</b>
36 Exp. Color Slides	Kodachrome or Ektachrome Reg. 3.29 (Code 606)	<b>2.69</b>
Movie Film	Developing Super 8 or Regular Reg. 2.29 (Code 604)	<b>1.59</b>
Copy Prints	Kodak & Polaroid Instant pictures and all prints smaller than 3 1/2 X 5. Reg. 89¢ (Code 704)	<b>.59</b>

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# 1981 Visiting High School Guest Bands



**ROOSEVELT HIGH SCHOOL**, Honolulu, Hawaii  
 Director: Riechel Yoshino. Members: 125



**BLAINE HIGH SCHOOL**, Blaine, Minnesota  
 Director: Gerald Siverson. Members: 165



**ROYAL HIGH SCHOOL**, Simi Valley, California  
 Director: Norman Bren. Members: 110



**FOOTHILL HIGH SCHOOL**, Pleasonton, California  
 Director: Bob Moorefield. Members: 140



**TRINIDAD HIGH SCHOOL**, Trinidad, Colorado  
 Director: Duane Zanotelli. Members: 95



**KENNEDY HIGH SCHOOL**, Seattle, Wash.  
 Director: James Paynton. Members: 110



**VELVA HIGH SCHOOL**, Velva, North Dakota  
 Director: Duane Dannewitz. Members: 65

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# Grand Marshal

"Mitch Miller is the nearest thing to a musical Secretary of State," wrote one music critic in his review of a Miller concert.

There is little doubt that audiences everywhere would agree. Miller has put his stamp on American music in a variety of ways: he has been a noted classical oboist, a high-powered record company executive, a network television pace-setter, and today he is the ubiquitous symphony conductor, directing "pop" series with major orchestras throughout the country.

Miller hails from upstate New York. He was born on the fourth of July, the son of a Russian-Jewish metal-working emigre who had settled with his seamstress wife in Rochester in the early part of the century. There was always music in their home—recordings by Leopold Stokowski, by Amelita Galli-Curci, by the young Jascha Heifetz, played on a wind-up Victrola. Miller's first musical instrument was the piano.

It was not until he was eleven, and then by accident, that he started to play the oboe. When he applied to study and practice on one of his junior high school's free instruments, only the oboe, apparently regarded as too difficult by other students, was left. Fortunately, Miller's home city, Rochester, was also the home of the world-renowned Eastman School of Music, and Miller took lessons in the Eastern Preparatory Department beginning at age 14.

The year after that he won a full-time scholarship to Eastman, where his talent as an oboist was immediately discerned. Soon he was playing first oboe with the Eastman School Symphony, and at the same time second oboe, professionally, with the Rochester Philharmonic Orchestra.

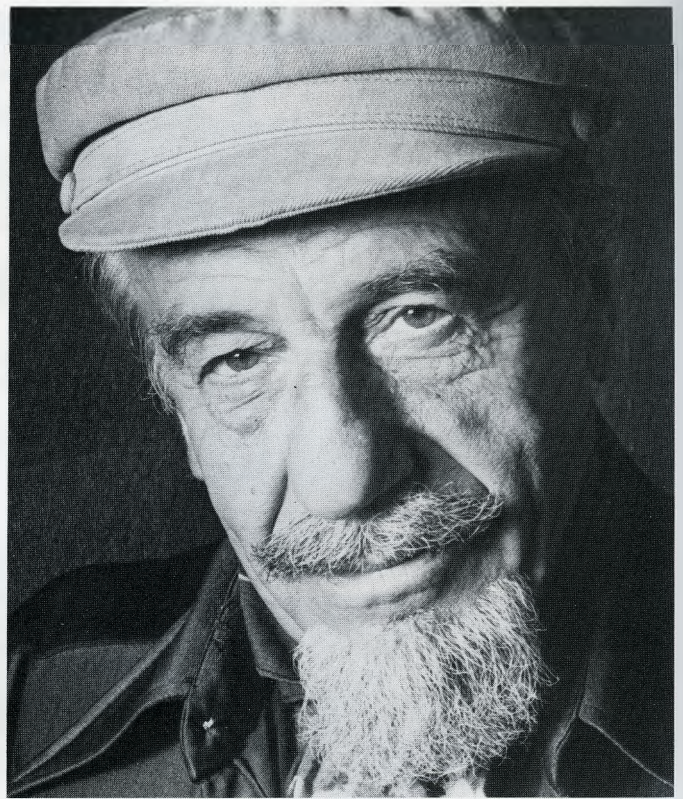
Shortly after leaving school, Miller moved to New York City. He took every job he could get, and reaped rewards both financially and culturally. He went on tour, for example, with an orchestra George Gershwin had put together; they traveled the country playing Gershwin's major works, like the *Rhapsody in Blue* and the *Concerto in F*, with the composer himself as piano soloist. "Even then Gershwin was a sick man," Miller recalls. "I think his doctors, who hadn't yet diagnosed the brain tumor (which was to cause his death a year or two later) thought the concert tour would be a good antidote to what they saw as chiefly a severe depression. It certainly could not have made money—he was carrying the equivalent of a whole symphony orchestra with him."

Despite Gershwin's precarious health, the tour held some stimulating moments for Miller with new experiences around every corner.

Still freelancing, Miller took jobs with other major musicians around the town. He played a series of matinee concerts in Town Hall on which Ossip Gabrilowitsch, whom he remembers as a towering musical intellect and an overwhelming pianist, was soloist in 22 concerti. The conductor for that series was Leon Barzin, a man Miller feels is not so much under-rated as unwarrantedly unfamiliar. Igor Stravinsky was another master who helped teach Miller what he calls "the language of the stick."

After several years of freelancing, with its long hours and undependable conditions, Miller took a full-time job with the Columbia Broadcasting Orchestra. These were still lean days in the economy, though; Miller estimates that with the extra calls he did, under such conductors as Andre Kostelanez and Percy Faith, he worked from twelve to fifteen hours a day.

By a happy chance John Hammond, the recording industry pioneer, offered him the opportunity to produce some records for the then little-known label Mercury, and



he jumped at it. The results made the entire record industry stare. Miller's genius for creating records had apparently been taking form in his head all along and it bloomed overnight. In no time he was producing hit tunes and hit artists, and Mercury's reputation and sales shot upwards.

Goddard Lieberson, then in charge of Columbia Records, had been a classmate of Miller's at Eastman School. Mercury's sales figures impressed him mightily, and he also recalled Miller's school reputation for fine musicianship and personal flair. He offered Miller a job.

Miller's tenure as head of popular records at Columbia is one of the industry's success legends. Not only did he introduce and promote to world adulation many of the big-name popular singers of the so-called "Singers' Decade" (he started with Columbia in 1950), but he altered the methods and the very sound of popular recording at its roots.

He invented new sounds for his arrangements; he used such unthoughtof instruments as the harpsichord, the French horn, bizarre combinations of percussion instruments such as wood blocks, celesta, and drums.

Columbia's sales skipped higher and even higher. In two years their standing went from No. 4 to No. 1. Miller understandably became the darling of the record business, the music publishing business, and the artist management business.

While still at Columbia, Miller hit on the idea of recording some "sing-along" albums of standards and nostalgic songs, conducted by himself, for American home consumption. The popularity of the albums was instant and enormous. Altogether the series sold more than 20 million copies, making Miller the largest-selling album artist in the record business, a position he held until 1976.

This lucrative and mass-oriented entertainment attracted the notice of television executives. The result was a three-and-one-half year bonanza called "Sing Along With Mitch." It took the country by storm. "Sing-Along" became a household word; "Mitch Miller" became a household name; Miller's jutting black van dyke became a household beard.

When the Sing-Alongs went off the air in 1967, cries of outrage arose throughout the land. Twenty thousand letters poured into NBC.



## Welcome.

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# Grand Floral Parade

Saturday, June 13, Memorial Coliseum and City Streets, 10 a.m.

## Pre-Parade Show

Memorial Coliseum, 9 a.m.

The premier spectacle of the Portland Rose Festival is the Grand Floral Parade, beginning this year at 10 a.m. from Memorial Coliseum on Saturday, June 13. A pre-parade show starting at 9 a.m. will entertain the thousands of spectators in the Coliseum.

The Grand Floral Parade, a two-hour, all floral production, also will be seen by millions on live television throughout the western United States, including Hawaii.

The theme this year, "Dance Through The Ages," is carried out in the intricate mechanical and floral design of the dozens of floats which move slowly through the Memorial Coliseum and out onto the streets of Portland.

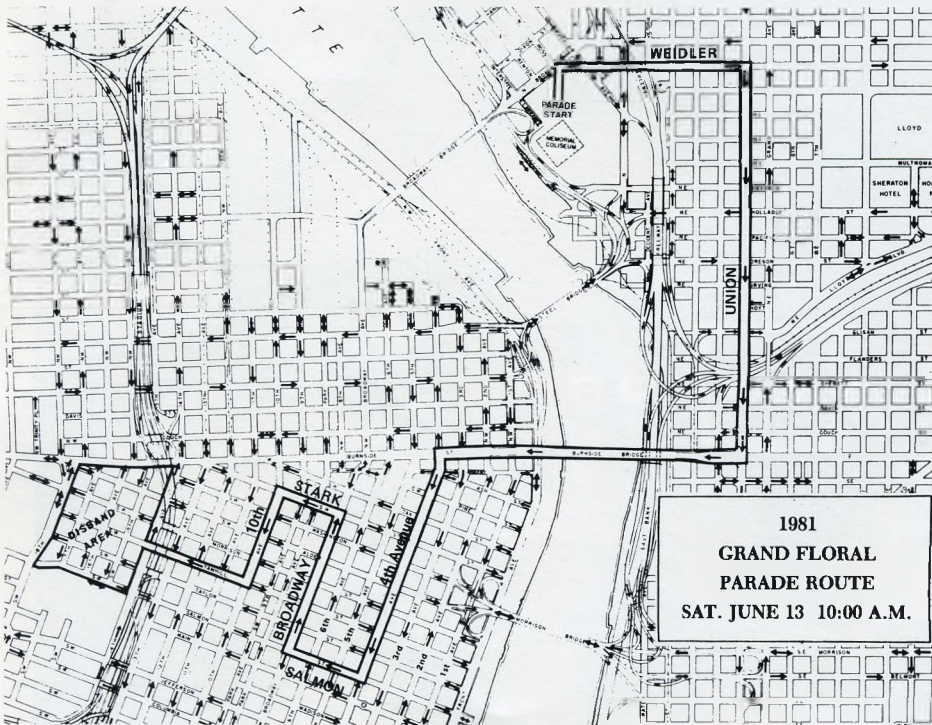
The parade is strictly controlled as to participation. Only floats, equestrian units, bands, and other marching units are permitted. A few "special units" include festival guests and visiting royalty from other festivals around the country.

The Grand Marshal, famous conductor Mitch Miller, highlights the parade.

Much of the music is provided by the seven out-of-state honor bands and many local and area bands.

The Queen and her Court will ride a special float and so will the Junior Queen and her Court.

Floats will compete for 15 major awards with the Sweepstakes prize being the top award. Equestrian entries will be judged in five categories and the outstanding band will receive the 1938 Ralph Cake Award. Firsts also are given to the best high school bands from outside and from within Oregon.



The South Kitsap High School Band from Port Orchard, Wash., Lake Oswego High School Band from Lake Oswego, Ore.; and the Roosevelt High School Band from Honolulu, Hawaii, will perform prior to the Grand Floral Parade in the Memorial Coliseum's pre-parade show. The U.S. Coast Guard Drill Team from Alameda, Calif., also will perform.

The U.S. Coast Guard Band from Alameda, Calif., and the Jackson High School Band from Portland, Ore., will present the U.S. and Canadian National Anthems, prior to the Rose Festival Queen declaring the 1981 Portland Rose Festival's Grand Floral Parade is underway.





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## Trophy-Winning Floats of the 1980 Grand Floral Parade



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*Most outstanding float in the parade*  
Portland General Electric Co.



### **GRAND PRIZE**

*Most outstanding commercial entry*  
Pacific Northwest Bell



### **QUEEN'S TROPHY**

*Most outstanding non-commercial entry*  
Aerospace Industries Lodge 751



### **THEME TROPHY**

*For best development of Parade Theme*  
Atlantic Richfield Co.



### **ROSE SOCIETY TROPHY**

*For most effective use of roses*  
Harold's Club



### **GOVERNOR'S TROPHY**

*Most outstanding entry from outside Portland*  
Farmers Insurance Group



### **INTERNATIONAL TROPHY**

*Most outstanding entry from outside the continental United States*  
Calgary, Alberta Tourist & Convention Assn.



### **LEITH ABBOTT AWARD**

*Float displaying best use of humor*  
Pasadena Tournament of Roses



### **JUDGE'S TROPHY**

*For exceptional merit in the non-commercial class*  
Reno-Sparks Convention Authority



### **GRAND MARSHAL'S TROPHY**

*For exceptional merit in the commercial class*  
U.S. National Bank



### **PRESIDENT'S TROPHY**

*Most outstanding commercial entry from the city of Portland*  
Portland Bottling Co.



### **MAYOR'S TROPHY**

*Most outstanding commercial entry from the Portland metropolitan area*  
Northwest Natural Gas Co.



### **ROYAL ROSARIAN TROPHY**

*For outstanding use of flowers by a commercial entry*  
First National Bank of Oregon



### **GOLDEN ROSE AWARD**

*Most outstanding commercial float under 35 feet in length*  
Riedel International



### **SILVER ROSE AWARD**

*Most outstanding non-commercial float under 35 feet in length*  
Battle Ground Chamber of Commerce



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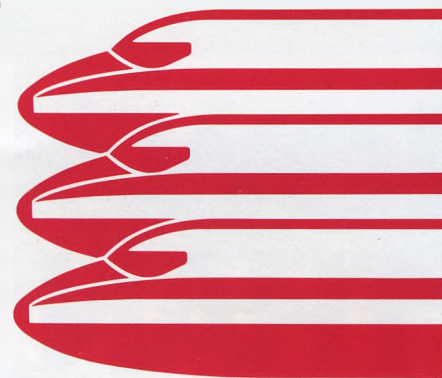
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# The Portland Rose Festival Association

## Associate Membership

The Portland Rose Festival Association is a non-profit volunteer organization governed by 30 directors, a number of associate directors, honorary directors and directors-at-large.

It is self-supporting and receives no direct operating money from taxes, grants or other public funds. Most of its more than 40 events are free, including the three big parades. Besides maintaining and operating the annual programs, the Rose Festival also provides funding for a \$1,000 college scholarship to each member of the Royal Court, by means of a related Scholarship Foundation.

A large part of the financing of this annual community-wide celebration comes from Associate Memberships in the Portland Rose Festival Association. Individual memberships are \$25, business and organization memberships \$50 and up.

During the year leading up to this Rose Festival, the following civic-minded individuals and organizations became paid members of the Association. Your enjoyment of many of the events is due in part to their generosity. This membership list is current as of publication deadline date.

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A-Line Equipment Company  
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Action Print & Litho Inc.  
Aden & Josi  
H. Victor Adix Jr. MD  
Advance Automatic Sale  
Aeina Cravens Co.  
Aetna Life & Casualty Co.  
Air Cal  
Airco Welding  
Air Filter Sales & Service  
Ajax Electric Company  
Al Disdero Lumber Co.  
Alaska Airlines  
Albertsons  
Albina Fuel Company  
Alexander & Alexander  
Allied Cycles Inc.  
Allied Safe & Vault Inc.  
Allison Electric Company  
Charles Allock  
Alpenrose Dairy  
Alpine Veneers Inc.  
Amalgamated Sugar Co.  
American Bakeries Co.  
American Bldg. Maintenance  
American Data Service  
American Guaranty Life  
American Honda Motor Co.  
American Hospital Supply  
American Industrial Service  
American Intl. Forest Products  
American Linen Supply  
American State Bank  
American Steel Inc.  
Amfac Mortgage Corporation  
Ampac Forest Products  
Jana Archer  
Arthur Anderson & Co.  
H.A. Anderson Company  
Anderson Die & Mfg. Co.  
Dr. Anderson Optometrists  
Francis H. Andrews  
Andrews & Andrews Equipment  
Anozizing Inc.  
Apoa Inc.  
Archer Blower & Pipe Co.  
Jana H. Archer  
Armory Automotive Service  
Ray Arndt Optical Supply  
Robert Arneson Sales Agency  
Arnold & Bruce  
Arrow Healing Company  
Avis Rent-A-Car System  
Azumano Travel Service  
Babler Bros. Inc.  
Babb & Clarkson Advertising  
B.J. Country Style Hamburgers, Inc.  
Brs. Inc.  
Badgley Manufacturing Co.  
Baldwin-Foster

Bales for Food Inc.  
Joseph W. Ball MD  
Blazer Machinery Company  
Bank of California  
The Bank of Tokyo Ltd.  
Bardsley E. Haslacher Inc.  
Bardy Trophy Company  
Barkers Auto Supply Inc.  
Dan E. Barnick  
David Barrows  
E.J. Bartells Co.  
Joe Battaglia  
Marianne Baty  
Bauer Murphy & Assoc.  
Fred N. Bay News Company  
Beall Pipe & Tank Corp.  
Beards Frame Shoppes  
Beaver Engraving Company  
Beaver Heat Treating Corp.  
Ray F. Becker Company  
Dean E. Becker  
Beemer Johnson Bates Co.  
Bekins Moving & Storage  
Belford Hammbeck, Inc.  
Belindas  
Beamis Company Inc.  
Beloit Corporation  
Benihana of Tokyo  
Benj. Franklin S&L  
F.E. Bennett Company  
The Benson Hotel  
Tom Benson Glass Co.  
Benz Spring Company  
Charles F. Berg  
Ronald S. Berg CPA  
Bergsoe Metal Corp.  
Bernard Dental Offices  
Dick Bernhard  
Best Vegetable Service, Inc.  
Best Western Kings Way Inn  
Better Business Bureau  
Blamp Systems, Inc.  
Charles E. Bidale  
Bill Morrison Co. Inc.  
Herbert Bullstein Assoc.  
Bingham-Willamette Co.  
Binyon Optical Co.  
Robert A. Bitar  
Gayle Borge  
Black & Co. Inc.  
Black Helteline Beck RA  
Black Kendall & Tremaine  
Blackwell North America  
Blaesing Granite Company  
Blake Moffitt & Towne  
Dr. Norman L. Bline  
Blitz-Weinhard Company  
Jurh Construction Inc.  
Blue Cross of Oregon  
Bocs Burgers  
Boeing Computers Service  
Boiler Makers Union #72  
Boise Cascade Bldg. Products  
Boise Cascade  
Boomerang's  
Thomas Borkus, CPA  
P.K. Bosler Company  
Glen F. Boss  
Boutwell Gordon Beard & Gr.  
Bower Moving & Storage  
Bowmans Mt. Hood Golf  
Boxer-Marcus Co.  
Royd Coffee Company  
Gene Braashaw  
Braay Hamilton Stevedore  
Braley & Graham  
Brandon Travel Inc.  
Mr. & Mrs. Oscar Brandt  
Brewed Hat Coffee Inc.  
Howard Brewton Gen. Contractor  
Bris Specialty Sandwich Shops  
Ray Bristow Co.  
British Motor Cars Portland  
Broadway Furniture  
Broadway Deluxe Cab Co.  
Broadway Furniture  
Brod McClung & Page Co.  
Broome Oringalulph O'Toole  
Mr. & Mrs. Hal F. Broughton  
Brown, Armstrong & Simpson  
Russell Brown Office Service  
Bruce-Ermittl Company  
Clyde Brummell Construction

Dr. & Mrs. M. Dev Brunkow  
Gale Buchanan  
Buck Ambulance Service  
Buckaroo-Thermaseal Inc.  
Builders Appliance Supply  
Builders Design & Drafting  
Bullier & Bullier Realtor  
Bullivant Wright Leedy  
Burger King  
Burlington Northern  
Roy Burnett Motors Inc.  
Mrs. E. V. Burns  
Mrs. Gwen Burns  
Burns Brothers Inc.  
Ray Burt's Inc.  
Bush Garden  
Geo. S. Bush & Co.  
Charles Bushey  
Business Machine Co.  
Businessmens Assurance Co.  
John Bussman MD  
Byers Photo Equipment Co.  
C&H Sugar Company  
C & R Realty Co.  
CH2M/HILL  
Cabelsystems Investment  
Cadet Manufacturing Co.  
Caffall Bros. Forest Products  
Cage-Baratta-Harry & Assoc., Inc.  
Cal-Ore Machinery Co.  
Calaroga Terrace  
Cal Western Life  
Campbell Crane & Rigging  
Campbell/Galt & Newlands  
International Raceway Parks  
Timothy J. Campbell MD  
Campbell Yost Grube  
Canadian Imperial Bank Commerce  
Canby Floral Company  
Garnett & Cannon  
Canteen Co. of Oregon  
Canteen Grill  
Capital Consultants  
Captains Corner  
Caramel Carrousel  
Caravan Motor Hotel  
Carbon Dioxide Inc.  
Careers Inc. dba McDonald  
Dr. Carkner CG DN Optometrist  
The Carnival Restaurant  
Carpet Fashions  
James Carskadon, Jr.  
John A. Carson  
Carton, Beikooy, Gulick & Associates  
Carter Mfg. Co.  
Carter Rice Papers  
Caruso Produce  
Cascade Construction Co.  
Cascade Capital Corporation  
Cascade Federal S&L  
Cascade Pacific Lumber Co.  
Cellocraft Bag Co.  
Centennial Mills  
Central Distributors  
Chamber of Commerce  
Champion Building Products  
Champion Lumber Company  
Chappel-Spears Mobile Homes  
Charlie Heilig, Inc.  
Chase Gardens  
Chase Bag Co.  
Check Printing Co.  
Chempro of Oregon  
Chevron Oil USA Inc.  
Chinese Garden Restaurant Inc.  
Chwon Hardware & Machinery  
Christenson Electric  
Churchill Tours Inc.  
Cider Mill Restaurant  
City Brass Foundry  
City Center Parking Crown Plaza  
City Center Motor Hotel  
City Rubber Stamp  
Clackamas Greenhouses  
Community Publications Inc.  
Winfred H. Clarke MD  
Clifton & Co.  
The Clothes Horse  
Celow Roofing & Siding Co.  
Coca-Cola-USA  
Coe Manufacturing Co.  
Cohn Bros.

Coldwell Banker & Co.  
Cole & Weber Inc.  
Collections Incorporated  
Collins Pine Co.  
Collins & Wilmes Cigar Co.  
Colonial Mortuary  
Columbia Acoustical Inc.  
Columbia I & S Inc.  
Columbia Distributing Co.  
Columbia Forging & Machine Works  
Columbia Hardwood & Molding  
Columbia Helicopters Inc.  
Columbia Ladder Co.  
Columbia Management Co.  
Columbia Neon  
Columbia Plywood Corp.  
Columbia Pacific Bank & Trust  
Columbia River Pilots  
Columbia Sportswear Co.  
Columbia Steel Casting Co. Inc.  
Columbia Welding Products  
Columbia Wire & Iron Works  
Columbia Knit of Portland  
Columbia Bifocal Co.  
Coyler-Trane Service Agency  
Commerce Investment Inc.  
Commercial Displays  
The Community Bank  
Computer Management Service  
Concrete Cutting Co.  
Charles Conklin & Sons  
Conrad Veneers Inc.  
Consolidated Dairy Products Co.  
Consolidated Freightways  
Consolidated Graphics  
Consolidated Metco Inc.  
Contacts Influential  
Container Corp. of America  
Continental Airlines Inc.  
Continental Baking Co.  
Continental Can Company  
Continental Forest Products, Inc.  
Continental Grain Co.  
Continental Porsche Audi Inc.  
Contractors Inc.  
Convoy Company  
Ward Cook Inc.  
Dr. Ralph G. Cooper PMD  
Coopers & Lybrand  
Archbishop Cornelius PWR  
Corroon & Black-Forsgren  
Peter Corvallis Products  
Cory Specialties, Inc.  
Cosmopolitan Motor Hotel  
Coffer & Company  
The Crab Bowl Inc.  
Craf Thrift Financial Man. Group  
W.H. Cress Co. Inc.  
Crichton Metal Specialties Inc.  
Cromwell Tailors  
Daniel Croffy  
Dr. Robert Crouch  
Western Crisp Inc.  
Crown Zellerbach Corp.  
Cummins Oregon Diesel Inc.  
David Culver  
Cundi Lemma & Gill  
Custom Stamping & Mfg. Co.  
Custom Wire Products  
Dailey's Texaco & Tire Center  
Dallas & Mavis Forwarding  
Dales Catering Service  
Damerow Ford Co.  
Dales Restaurant & Maverick Room  
DMJM/Hilton  
Danielson Thriftway  
Dant & Russell Inc.  
Daugherty Cole Inc.  
Davies Biggs Strar & Assoc.  
N.J. Davies & Sons Inc.  
A.W. Davis Supply Co.  
Davis Alfred J. Co.  
Dan Davis  
Day Music Company  
Dealers Supply Company  
Dean Distributing Co. Inc.  
Dehen Award Letters  
Delap Paul & White  
Alian J. deLay  
Delmonte Corporation  
Delux Check Printing Inc.  
Demme Bros Inc.

Denfeld Paints  
Denny-Wagoner-Wright  
Dennis's Seven Dees Nursery  
Dependable Pattern Works  
Robert Derveddee  
Designed Interiors Inc.  
Dezendorf Spears Lbrsky  
Diamond Fuel Company  
A.K. Dickinson  
Dickson Drug Company  
Diemco Inc.  
Diesel Equipment Co.  
Dietrich Bye Griffin Yul  
Dillingham Marine Mfg.  
Dimitre Electric Co.  
Directors Furniture Co.  
Discount Office Supply  
Dr. W.E. Daugherty  
Dodd's Worldwide Travel  
Double Happiness  
Douglas Forest Materials Corp.  
J.R. Downing  
Downtown Delicatessen  
Dows Columbia Rug & Upholstery  
Donald M. Drake Co.  
B-D Drake-Willock  
Tom Drake & Associates  
Drew Engineering  
Mr. & Mrs. E.G. Drew  
H.A. Dryer Co.  
Dun & Bradstreet Inc.  
Dunis Distributing Co.  
Duo-Fast Oregon Company  
Durametal Corp.  
Durham & Bates Agencies  
Dutton Pacific Forest Products  
DYR Overseas Timber Products  
ESCO Corporation  
ESP Factors  
William C. Earhart Co. Inc.  
Eastern Airlines  
Eastside Plating Works  
Robert L. Eaton  
Eckelman Enterprises  
H. Philip Eder  
Edwards Industries Inc.  
Elder Equipment Inc.  
Electrical Construction Co.  
Electro-Chemical Metal Finish  
Elephant Castle  
Electromatic Inc.  
Mr. Harry Elliott  
Elliott Powl Badn & Bakr  
Flit Cleaner & Laundry  
Elmers Colonial House of Pancakes  
Elmers Flag & Banner  
Elmer Colonial Pancake Vancouver  
Elmer Fox Westheimer Co.  
Emanuel Hospital  
C.M. Emels & Company  
Emerson Hardware Co.  
Employee Benefits Insurance Co.  
Employers Insurance of Wausau  
Empire Pacific Industries  
Empire Rubber & Supply  
W.L. Enderud  
Enoch Manufacturing Co.  
Eoff Electric Co.  
Equitable Savings & Loan  
Joseph M. Erceg  
Ernst & Ernst  
Este's Mens Clothing Inc.  
Berg Evans Chain Co.  
Evans Construction Co.  
David W. Evans/Pacific Inc.  
Evans Products Co.  
Executive Institute Hair  
Evergreen Stage Line-Grey Line  
S.J. Evonchuk  
The Eye Clinic  
FMC Corporation  
Fabric Wholesalers Inc.  
Famillan NW Inc.  
Far West Federal Savings  
Far West Services Inc.  
Farmers Insurance Group  
E. Aa. Farham Co. Inc.  
First Farnest Corp.  
Drs. Fearl, Breeze, Dahlman  
Feenoughy Machinery Co.  
Fenwick-Pickett Inc.  
L. Gary Ferlisi



**FRANCIS J. IVANCIE**  
Mayor  
City of Portland

It is with great pride that I welcome you to the City of Roses for the 73rd Annual Portland Rose Festival.

This is a special year for Portland as we celebrate our 130th anniversary as a major northwest port city.

Portland is proud of its citizens, its parks and its reputation for being one of the most livable cities in the nation. The Rose Festival adds to that reputation.

There are three new events this year. They include: a youth fair called "The Dream Machine" to be held at the Memorial Coliseum, the Stage Band Classic and the Oregon High School Coaches Association's All-Star Basketball Games. The Beavers Rose Festival Fireworks Night, the Rose Festival Hockey Tournament and the docking of 19 U.S. and Canadian Navy ships round out a week that promises Portlanders and visitors the fun and excitement that Rose Festival is famous for.

I extend a warm welcome to all as we join together to celebrate our greatest civic event, **Rose Festival**.

Mayor Francis J. Ivancie began his political career as an executive assistant to Portland Mayor Terry Schruck in January of 1957. He was with Mayor Schruck until 1966 when he won election as City Commissioner. Mayor Ivancie was re-elected to the Portland City Council in 1970 and again in 1974 and 1978. He served as commissioner of public affairs, public safety

and public utilities. He was elected Mayor of Portland on Nov. 24, 1980. His major bureau assignments as a city commissioner also included those with the Parks, Fire, Planning Commission, Human Resources, Regional-Energy Matters, Water Works, Hydroelectric Power and the Office of General Services. Mayor Ivancie was graduated from the

University of Minnesota with a Bachelor of Arts Degree in sociology and the University of Oregon with a Master of Arts in education. He was a teacher and school administrator prior to his political career. Mayor Ivancie and his wife, Eileen, have 10 children—six daughters and four sons—and are the grandparents of two children.

Fewell-Comer Co. Inc.  
The Fig Leaf  
Fine Arts Engravers  
Gary E. Fletcher  
Frank Fink Company  
J. P. Finley & Sons  
Arnold J. Finstad  
Finer Business Machine Corp.  
Freguard Sprinkler System, Inc.  
Firemans Fund Insurance Co.  
First Federal S&L Vancouver  
First Interstate Bank  
First State Bank of Oregon  
Robert E. Fischer MD  
Fish Groito  
Jim Fisher Motors  
Fitzgibbon Glass Co.  
Flamingo Motel & Restaurant Inc.  
Flightcraft Inc.  
Dave Fluitt  
John F. Forbes & Co.  
Ford Black & Co.  
Fordham & Fordham  
Ford Industries Inc.  
Forentico  
Foster & Marshall Inc.  
Fought & Company Inc.  
Frank Adams Wholesale Florist  
Wayne F. Garber  
G. A. M. & Co.  
Gerald W. Frank  
Frank's Disposal Service  
Fraser Paper Company  
Fried Meyer Inc.  
Frederick & Nelson  
Fredericks Grain Co.  
Frederickson, Weisensee & Cox  
J.A. Freeman & Son  
Rebecca P. French  
Friberg Electrical Co.  
Friday Cuts Inc.  
Fryers Quality Pie Shop  
Theodore W. Fryou  
Ralph Fullerton Co.  
Fullman Plumbing Co.  
Furbush Chemical & Supply  
Furman Lumber Co.  
G & H Electric  
GAF Corp.  
The Gable Funeral Home  
Galvanizers Company  
Garbarino Arghi Maraci Co.  
Gardner & Beeson Co.  
Gateway Volkswagen  
Mr. & Mrs. R. C. Gearhart  
Lori J. Geges  
General Appraisal Co.  
General Motors Acceptance  
General Teamsters Local 162  
General Telephone Co. of Portland  
General Parts Company  
George & Son Cutlery  
Georgeson & Company Inc.  
Georgetown Manor  
Georgia-Pacific Corp.  
Gerber Advertising Agency  
Doug Gerow  
Gersons Stamp & Coin  
Gestetner Corporation  
Gevurtz Furniture Co. Inc.  
Gl Joes Inc.  
Gibbons & Reed Company  
Paul O. Giesey/Adcrafters

Gilbert Forest Products, Inc.  
Roger V. Gillman  
Gillespie Decals Inc.  
The Gilley Co.  
Gilmore Steel Corp.  
Gils Freeway Service  
Al C. Glum Wine Co.  
Glass Dahlstrom Printers  
Globe Ticket Co. of Washington  
Globe-Union Inc.  
Gobby Bag Company  
Golf Shop  
Golden Inn Motel  
Golden Seal Sales  
The Goldsmith Co.  
Goodyear Rubber & Supply  
Grain Terminal Association  
Grams Company, Inc.  
Grand Metal Products Corp.  
Grantree Corporation  
Grant & Roth Plastics  
Graphic Arts Center  
W.R. Gracie Co.  
The Grayline Company  
The Grayline Sightseeing  
Greater Portland Convention  
J. Greb & Son Inc.  
Green Transfer & Storage  
Greenwood Inn  
Gresham Community Hospital  
Carl Greve Jeweler  
Ray Grewe MD  
James W. Grigg  
Gringos  
Grigsby Bros.  
Mr. John Grossman  
H & R Block  
Guardian Photo  
Gurnsey & Associates  
Ronald D. Haas  
Mr. & Mrs. C.R. Hackworth  
Dr. C. H. Hagmeier  
Hale Associates Realty  
Frank B. Hall & Co. Oregon  
Hall Tool Company  
H. K. Ltd.  
Haltion Tractor Company  
Carl M. Halvorson Inc.  
U. J. Hamby  
Hamilton Furs, Inc.  
Hamilton's Home Furnishings  
Hampton Lumber Sales Co.  
Hancock Mutual Life Insurance  
Hanset Brothers Mfgs.  
Handel Lundborg & Co.  
Vivian Hanson Travel Service  
Harder Plumbing & Heating  
Hardy Butler McEwen Weiss  
Dave Harper Attorney  
Harris Enterprises Inc.  
Homer H. Harris MD  
Harris Upham & Company  
William W. Harsey  
Harsh Investment Corp.  
Harlung Meat Co.  
The Harver Company  
Harvester Cider  
Haskins & Sells CPA  
Bill Hay Inc.  
Edmund Hayes  
Hayden Island Inc.  
Toe Hearin

Heathman Hotel  
Heath Northwest  
Hediges & Holmes  
R.A. Heintz Construction  
Helens of Course  
J. Henry Helser & Company  
Hematology Clinic  
Craig W. Henderson  
Hendrix & McGuire Optic  
John B. Hering Co.  
Hertz Rental Equipment  
Herzog H.A.  
Herzog Motors  
Hessel Tractor & Equipment Co.  
Hewlett & Jamison  
Hickory Farms of Ohio  
The Hickory Stick  
Hillsboro Argus  
Hilaires Restaurant  
Hippopotamus Restaurant  
Hit Parade Music Co.  
Hobart Sales & Service  
Hoch & Selby Co.  
R. Hoe & Co. Saws  
Hoffman Construction Co.  
Holiday Inn at Coliseum  
Holland Bulb Co.  
Holland Gateway Inc.  
J.V. Hallingsworth Co.  
Hollywood Furniture Co.  
Hollywood Lights  
Hollywood News  
Edward Holman & Son Inc.  
Holman Transfer Co.  
Home, Inc.  
Home Makers Supply Co.  
Honeywell/Action Protect  
Hood River Distillers Inc.  
Hoppis Hot Sheet  
House of Carpets  
Howard-Cooper Corp.  
Howell R.B.  
I.L. Jack Hawk  
Robert J. Howland  
Hub Tour and Travel, Inc.  
Hubers Restaurant  
Len Huffard Construction  
Hung Far Low  
Huntington Rubber Mills  
Hyster Company  
IBM Corporation  
ITT Grinnell Corp.  
Imperial Hotel Inc.  
Imperial Tour & Travel  
Import Plaza  
I-D Inc.  
Industrial Indemnity Insurance  
Industrial Packaging Corp.  
Industrial Refrigeration & Equipment  
Industrial Specialties  
Insurance Service Company  
Intel Corporation  
International Brotherhood Electric  
Workers  
International Harvester Co.  
International House of Pancake  
International Paper Co.  
International Shipping  
Interstate Rentals, Inc.  
Investors Insurance Corp.  
Irrigation Accessories  
The Irwin-Hodson Company  
ITE Imperial Corp.

J.J.'s Beauty Salon  
J & J Construction Co. Inc.  
Jacob Hamburger Co. Inc.  
Maurice Jacobs-Jacobi  
Jade West Restaurant  
Jacqueline Shops  
Fred S. James & Co. of Oregon  
Janzen Inc.  
The Japanese Garden Society  
Japanese Ancestral Society  
Jay Hoyt, Inc.  
Jayvee Brand Inc.  
Staff Jennings Inc.  
Jewett Barton Leavy & Kern  
Mr. & Mrs. Walter Jirenc  
Joe Graziano Produce  
John E. Johansen  
A.R. Johnson Electric  
Johnson Acoustic & Supply  
Johnson & Higgins of Oregon  
Johnson-Leiber Company  
Joint Council of Teamsters 37  
June S. Jones  
Jones Oregon Stevedoring  
Jones Photo Service  
Reg Jones  
Jubiliz Truck Stop  
Kaiser Cement & Gypsum  
KATU Television  
KEX Golden West Broadcasting  
King Broadcasting KGW  
K & K Photo Finishing Co.  
KPAM-FM Stereo  
KPTV  
KWJJ Broadcasting  
KXL Radio Station  
KYTE Radio  
K-Mart Store No. 4288  
K-Mart Store No. 4406  
K-Mart Store No. 4435  
K-Mart Store No. 4455  
K-Mart Store No. 3025  
Kaiser Foundation Health Plan  
Kalberer Hotel Supply Co.  
Kalt Manufacturing Co.  
The Karen Whitman Co.  
Keane, Harper, Pearlman, Copeland  
Paul E. Kenney Company  
Keil's Food Stores  
Kelley-Clarke Company  
Kelly Girls  
Harold Kelleys Inc.  
Kellys Olympian  
Harry C. Kendall, Jr.  
Lou Kennedy  
Kennell-Ellis Photography  
Kenton Machine Works Inc.  
Platronics-Kentrox  
Bruce Kerr Insurance  
Kerr Steamship Co. Inc.  
Kienows Food Stores  
Peter Klewit Sons Co.  
Kilham Stationery/Printing  
King Size Photo  
E.D. Kingsley Lumber Yard  
Kinney Bros. Wallpaper  
Lynn Kirby Ford  
Kraquist & Associates  
Kleenair Products Co.  
Klein Jewelers  
Dr. Paul F. Klein  
Dr. Edward K. Kloos  
Klopfensteins

Knapp Printing Company  
Knappton Towboat Co.  
Knauss Chevrolet Co.  
Kneisel Travel Co.  
Koch Sacks & Whittaker  
A. R. Kahanek  
KOIN-TV  
Koll Business Center  
Kraft Foods Company  
Krego Company  
S.S. Kregge Co.  
R. Von Krohn  
Kubla Khan Food Co.  
Kubli-Howell  
Kunhausers  
Kuni Cadillac Inc.  
L.H. Cobb Crushed Rock  
L-M Equipment Co. Inc.  
LaFontana Sandwich Specialty  
LaGrand Industrial Supply  
Lahl & Son Inc.  
Lake Oswego Blueprint  
Lake Oswego Review  
Lamb Weston  
Lamm Motor Co.  
Lamb Reclamation Landfill  
Lang Klein Wolf Smith  
The Last Hurrah  
Mr. & Mrs. Andrew L. Lauth  
Lauthenthal & Horwath  
The George Lawrence Co.  
Lawrence Systems Inc.  
Lawyers Title Co. of Oregon  
Ivin Layton  
Lennox Industries  
Lerner Shops  
Leshner Maher & McFarlane  
Morris Levin  
Levitz Furniture  
Lewis Bros. Inc.  
Liberty Cable Television  
Lile Moving & Storage  
The Chas. H. Lilly Co.  
Lincoln Engineering Co.  
Lincoln-Memorial Park  
George Lindeman  
Lipman Wolfe & Company  
Liquid Air Inc.  
The Little Chapel of Chi  
Lloyd Corp. Ltd.  
Lloyds Furniture  
Lloyd Purdy & Co.  
Loma Motors Inc.  
Mrs. Jerie Lonergan  
Wm. L. Long  
Long Mile Rubber Co.  
John W. Loomis MD  
Lord Electric Co. Inc.  
Lost! Inc.  
Lani Louie's Inc.  
Louisiana-Pacific Corp.  
Tommy Luke Flowers  
Lumber Products  
MJB Company  
MPM Corporation  
Macadam-Forbes  
Macadam Aluminum & Bronze  
MacGibbon Bloch/Advertising  
Mackenzie Engineering, Inc.  
MacMillan & Bloedel Bldg  
Maddox Transfer & Storage  
Made in Oregon  
Charles H. Maginnis

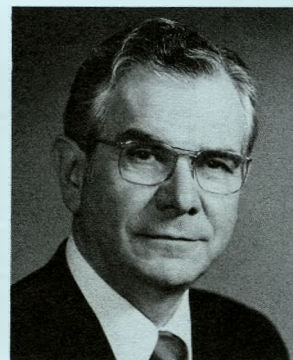
Welcome to the 1981 Portland Rose Festival! Thousands of volunteers have been hard at work all year to insure that this 73rd edition of our Festival continues its distinguished tradition of excellence. We are expanding this year's Festival by adding several new events that reflect our diversified appeal for persons of all ages. We have designed this Festival for you! I wish you an enjoyable and exciting time as we "Dance Through The Ages."

Mr. Burnett is Vice President-Executive Department of the Union Pacific Railroad. Both he and his wife, Effie, are native Oregonians and live in S.W. Portland. He joined the Rose Festival Association in 1974 and has served on the Princess Selection Committee, as an Associate Director, Director and member of the Executive Committee.

His is a one career assignment with the Union Pacific, having been initially employed in the Operating Department of the railroad and progressing through the officers' ranks from

Trainmaster to Superintendent and General Manager at Omaha. He returned to Portland as a Vice President in 1973.

Since his arrival in Portland his civic activities include the presidencies of the Association for Portland Progress, the Chamber of Commerce and the Tri-County Community Council. He has been Chairman of the Civic Auditorium Advisory Committee and has been active on the Board of Directors of the Boy Scouts, National Alliance of Business, Oregon Historical Society, Portland Performing Arts Center,



C. HOWARD BURNETT  
President

Portland Rose Festival Association

Oregon Independent College Foundation,  
National Conference of Christians and Jews  
and the Western Forestry Center.

Magnacorp Insurance Group  
I Magnin & Co.  
Joseph Maylie  
Mail-Well Envelope Co.  
Maillard & Schmiedell  
Main Laurent & Co.  
James C. Maletis  
Mallory Hotel  
H.E. Management Inc.  
Mancini & Groesbeck, Inc.  
George E. Mangold Co.  
Manpower Inc. of Portland  
Maring and Associates, Inc.  
Marios Inc.  
Melvin Mark Jr.  
Dr. R. Kent Markee  
Marquam Medical Center  
Marriott Corp.  
Marsh & McLennan  
H.N. Marshack DMD  
Maryott Industries  
Martindale Cafe & Deli  
Mason Bruce & Girard  
Dr. J. Clifton Massar  
The Matherom Restaurant  
Maydwell & Hartzell Inc.  
Mayer Bros. Inc.  
Mayflower Farms  
McCabe Enterprise  
McCann Erickson Inc.  
Ricard A. McClellan  
McCloskey Varnish of NW  
McCormick & Baxter Crest  
McCoy Electric Co. Inc.  
McCracken Bros Motor Freight  
McDonald S.  
Thomas A. McDonald  
McGraw Edison Power System  
McGuire Bearing Co.  
McKee Pontiac  
McKesson & Robbins Inc.  
McLaughlin/Diaz  
S.P. Meat Market  
Medical Clinic  
Medallion Industries Inc.  
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# History of the Portland Rose Festival

The Portland Rose Festival began in 1907. It has a direct ancestry dating back to a rose show in a tent in 1889. The rose-growing enthusiasts who presented that first show have presented one every year since and in 1902 organized themselves as the Portland Rose Society.

In 1904 the Rose Society expanded the show to include a Rose Fiesta complete with a floral parade of 20 automobiles, horses, bicycles and a variety of wagons, carriages and other vehicles.

In 1905, at the close of the successful Lewis and Clark Exposition in Portland, Mayor Harry Lane proposed that some way be found to carry the exposition spirit and the promotional impact over into an annual celebration which could be a festival of roses. Meanwhile, the Rose Fiesta continued through 1906.

In 1907, civic leaders took up the challenge and presented the first annual Rose Festival. Carrie Lee Chamberlain, daughter of the governor, became "Queen Flora," and a plaque to her reign commences the Queen's Walk in the International Rose Test Garden in Washington Park. A leading attraction of that first festival was an illuminated parade of twenty floats on flat cars carried on the rails of Portland's electric trolley system. Pictures of that year show a floral parade as well, with horse-drawn and motor-drawn floats and thousands of marching children.

From 1908 to 1913 a King Rex Oregonus ruled over the Rose Festival, supposedly coming from the waters, masked and mantled in mystery, only to reveal his true identity when he removed his huge beard at the festival's annual ball.

At the close of the 1913 Rose Festival it was announced that King Rex would abdicate in favor of a Queen of Rosaria, to be chosen by popular vote. Candidates represented various businesses and clubs and the winner was Thelma Hollingsworth. Queen Thelma still lives in Portland and frequently rides a float in the Grand Floral Parade.

From then through 1929, the Queens were generally young socialites. Since 1930 the Queen has been a Portland high school senior girl. One princess is selected by the student body of each participating school, with the number of princesses varying according to the number of schools. This year the Court numbers 13.

The Royal Rosarians, a separate organization which takes part in many Rose Festival events, dates back to 1912. Administration and planning of the Rose Festival is directly carried out by the Portland Rose Festival Association, a volunteer non-profit corporation composed mainly of businessmen and women.

The Rose Festival has been presented every year since 1907 except two. In 1918 it was canceled because of America's entrance into World War I and in 1926 because of construction at Civic Stadium, site of the festival's major activities of that period.

All other years the Rose Festival has gone on, in spite of war, depression and even natural disaster. The Memorial Day flood of 1948 shattered the community, but it was decided to present the Rose Festival on a restricted basis as a community rallying point, and a curtailed Grand Floral Parade was held on the East Side.

In a way, the hiatus of 1918 became the inspiration for the Junior Rose Festival and the Junior Parade. Some kids in the Hollywood District decided they wanted a Rose Festival parade anyway, so they banded together and formed a small parade. The event grew over the years and in 1936 the Junior Rose Festival was made an official part of the Festival.

Since its beginning, the Rose Festival has continually grown and expanded until now it encompasses ten days and more than forty events. It has provided enjoyment of a wholesome nature to millions through the years and has exalted the beauties and advantages of Portland throughout the world.

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# Grand Floral Parade—Order of March

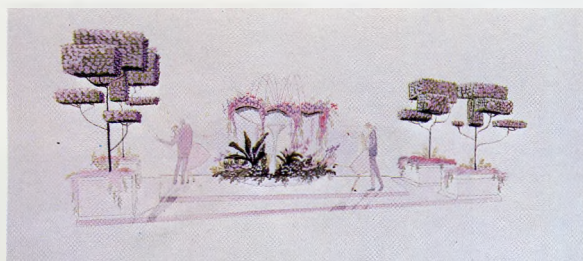
Saturday, June 13, 10 a.m., Coliseum-Downtown

Numbers F-1, F-2, F-3, etc., indicate floats  
 B-1, B-2, B-3, etc., indicate bands  
 H-1, H-2, H-3, etc., indicate equestrian units  
 S-1, S-2, S-3, etc., indicate special units

## Special Dignitaries

Certain dignitaries ride in the parade immediately ahead of the float which wins the award in their honor. For example, Vic Atiyeh, Governor of Oregon, will appear just before the float that has won the Governor's Trophy. The same practice is followed for Mayor Francis J. Ivancie; C. Howard Burnett, Rose Festival President; Mel Pihl, Royal Rosarian Prime Minister; John Lauer, Rose Society President; and Mitch Miller, Grand Marshal.

- S-1 Portland Police Motorcycle Escort
- S-2 U.S. Coast Guard Color Guard
- B-1 U.S. Coast Guard Band & Drill Team, Alameda, Calif.
- H-1 King County Mounted Police, Seattle, Washington



- F-1 **Portland General Electric**  
 "When Swing Was King"—The Rose Festival Grand Floral Parade swings into action with the tradition of awarding the number one parade position to last year's Sweepstakes Trophy winner. Through extensive use of black magnolia leaves, PGE's entry presents a striking black and white night dance from the swing era. A dynamic fountain stands as the center of activity. Four "Deco Art" rectangular trees complete the beauty of this night scene. Built by Festival Artists.

- S-3 **Royal Rosarians Marching Unit**



- F-2 **Lloyd Center Merchants Association**  
 "Kabuki"—Lloyd Center's 20th consecutive entry in the Grand Floral Parade represents the beauty and grace of the Japanese dance theatre Kabuki (pron: Ka-boo-key). A floral figure of the traditional dancer stands on top of gladiolus petal-covered base which takes the form of transparent fans. Float riders are attired in the Kabuki dance costumes. Built by Erv Lind Florist.
- B-2 **Foothill High School Band, Pleasanton, California (Guest Band)**
- S-4 **Lions International Flag Unit**



- F-3 **Calgary Tourist & Convention Association**  
 "Calgary Stampede, Greatest Outdoor Show on Earth"—With a bucking bronco at the head of the float, Calgary's tribute to its annual Stampede Show features a giant 12-foot high spur. Murals made up of 10 different types of flowers and seeds are embedded in the spur. The mural reveals majestic mountain scenes, towering skyscrapers and Conestoga wagons. Four foot high letters spell out the word, "Calgary." Built by Pasadena Decoration Company.
- H-2 **Larry Waldow, Oregon City**
- H-3 **Barbara Ann Leeder, Beaver Creek, Oregon**
- S-5 **"Jingles" The Clown, Barnum Festival, Bridgeport, Connecticut**
- B-3 **Trinidad High School Band, Trinidad, Colorado (Guest Band)**



- F-4 **Aerospace Industrial District Lodge #751**  
 "Freedom Dance U.S.A."—The colors of Old Glory stand out in this ballroom balcony setting. All drapes and the center flag depicts the stars and stripes of the American flag, hanging above six young ladies who are members of family of District #751 workers. American Red Roses accent the giant "Freedom Ribbon" located in the center. Aerospace Industrial won the 1980 Queen's Trophy for best non-commercial float. Built by Fanfare Arts.



- F-5 **Ridel International**  
 "An Aquatic Ballet"—Neptune, King of the Sea, presides over this underwater ballet. Three giant lion fish circle a center orb, in a float decorated with pom pom mums, pink peonies, orange gladiolus and a variety of dry flowers and seeds. Built by Commercial Floats.
- H-4 **Washington County Diamond Rodeo Court, Queen Debbie Spencer, Hillsboro, Oregon**
- H-5 **Appa-Jack Queen, Lisa Scott, Hillsboro, Oregon**
- B-4 **Blaine High School Band, Blaine, Minnesota (Guest Band)**

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# Grand Floral Parade—Order of March

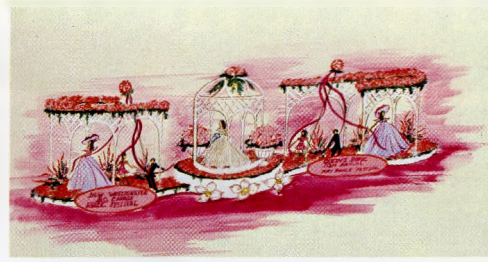


**F-6 Fred Meyer**

"Dance of the Hours"—This jungle fantasy features two high-stepping pink hippos leading a dance. Accompanying them are two dancing ostriches and three marching alligators. The surrounding jungle trees are dressed in orchids and pom mums. Built by Commercial Floats.

**H-6 Al Kader Shrine Mounted Patrol, Portland, Oregon**

**B-5 Kennedy High School, Seattle, Washington (Guest Band)**



**F-9 Hyack Festival, New Westminster, B.C.**

"112th Annual May Dance Festival Ceremonies"—The Hyack Festival's entry features Queen Becca Dewinetz waving from an elevated gazebo in the middle. To either side of her are princesses Frances Barone and Karie Willenberg. All stand in a garden accented in pink, white and red roses and fuschia representing the annual Hyack Festival Celebration in New Westminster, B.C. Built by Fanfare Arts.

**H-10 Miss Northwest Rodeo 1981, Diane Elverud, Cornelius, Oregon**

**H-11 Mabel Baker, Eagle Creek, Oregon**

**S-6 Disneyland Ambassador, Willie Van Der Zwaag**

**B-8 Royal High School Band, Simi Valley, California (Guest Band)**



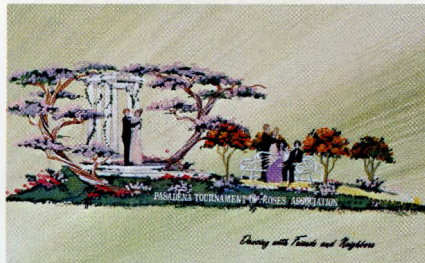
**F-7 Reno-Sparks Convention Authority**

"High Sierra Ballet"—In this mountain wonderland setting, three graceful deer leap across a rushing Sierra stream, and dance lightly over the snow covered crags of white catalaya orchids. The float glows of the clean feeling of winter in the high country. Riders on the float include float sculptor Chuck Janac and his daughter, former Festival princess Marjorie Janac. Built by Fiesta Floats.

**H-7 National Queen, American Paint Horse Association, Valerie Spino, Ocala, Florida**

**H-8 Oregon Queen, American Paint Horse Association, Lori McGlohn, Medford, Oregon**

**B-6 Velva High School Band, Velva, North Dakota (Guest Band)**



**F-10 Pasadena Tournament of Roses**

"Dancing with Friends and Neighbors"—Dozens of beautiful floral arrangements surround a garden party. Three formally attired couples enjoy dancing beneath a gazebo and arched trees, dancing in the garden and sitting on an ornate wrought iron bench. Topiary trees of solid roses rise up at the front of the float. The country's only other major floral parade presents a float in the Rose Festival Parade for the 45th year. Built by C. E. Bent & Son.

**H-12 Lyle H. Cobb, Beaverton, Oregon**

**H-13 Gilliam Company Rodeo, Fair & Races Court, Queen Dodi Webb, Condon, Oregon**



**F-8 Safeway Stores**

"Cinderella/Home From the Ball"—Cinderella rushes out of the castle at the stroke of midnight. The prince, having found the lost glass slipper, calls for her. Her entourage of coachmen and coach are now four simple little mice and a pumpkin. Characters are portrayed by Safeway Store personnel. Built by Commercial Floats.

**H-9 Oregon State University Mounted Drill Team, Corvallis, Oregon**

**B-7 Jackson High School Band, Portland, Oregon**



**F-11 Anheuser Busch/Budweiser Clydesdales**

"The Beer Barrel Polka"—The familiar lettering "Budweiser" adorns the float drawn by the more familiar Clydesdale hitch. Guided by two drivers, the team pulls a scene of dancers in a garden that contains a checkered cloth picnic table with benches, a gazebo and two trees, wrapped in cocoa palm bark and carrying various flowers. Built by Flatmasters.

**B-9 Roosevelt High School Band, Honolulu, Hawaii (Guest Band)**



**FOR ALL YOU DO...  
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# Grand Floral Parade—Order of March



## F-12 Benjamin Franklin Federal Savings & Loan

"Swingin' to the Sound of the 40's"—This accumulation of big band instruments around a giant juke box reminds the viewers that Benjamin Franklin Savings & Loan is sponsor of the annual "Sound of the 40's" concert, Aug. 15-17 in the Washington Park Bowl. The base structure is made up of three drums, accompanied by oversized drum sticks, a saxophone and clarinet. The multi-colored juke box provides the sound for bobbysoxers and military personnel dancing atop the drums. Built by Erv Lind Florist.

## H-14 Mrs. Bert Crowshaw, Seattle, Washington

## H-15 Hillsboro JayCees Peewee Rodeo Court

## B-10 Ft. Vancouver High School Band, Vancouver, Washington

## H-18 Rancho El Rocco, Peruvian Paso, Rider RoxAnn Gibson, Hillsboro, Oregon

## H-19 Rancho La Paz, Peruvian Paso, Rider Jane Corvilli, Tigard, Oregon



## F-15 Portland Chamber of Commerce

"Caribbean Dance Rhythms"—Three island type huts, surrounded by stylized palm trees suggest a Caribbean beach settlement. To complete the Caribbean style of dance and music, the U.S. Navy Steel Drum Band plays a number of island selections while riding on this island paradise. The float is decorated with orchids, blue iris, pink mums and peonies, gladiolas, and is topped off with birds of paradise forming the bouquets. Built by Commercial Floats.



## F-13 Vancouver, Washington

"Mexican Hat Dance"—Three lovely young Senoritas, chosen from three Vancouver high schools, ride in front of a large black Sombrero covered with dry magnolia leaves. An embossed red rose highlights the sombrero, and is surrounded by white scrolls setting on top of a bouquet of red roses. Clad in the traditional China Poblana dress, Anna Jones, Nikkie Schlepp and Rhodora Estigoy are escorted by young caballero Mark Schell. Built by the Vancouver Float Committee.

## H-16 Vale Fourth of July Rodeo Junior Queen Kim Smith, Ontario, Oregon

## H-17 Columbia River Appaloosa Horse Club Court, Queen Rhonda Rulo, Longview, Washington



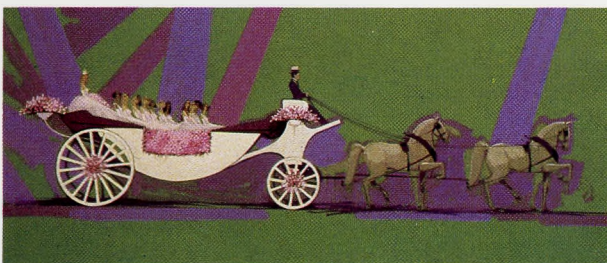
## F-16 KEX-Golden West Broadcasters

"KEX Salutes the Junior Court"—Riding a heart motif float is the Rose Festival Junior Court, led by Queen Erin Neill. Other Court members include Arissa Oliveros, Kathy Kovach, Jaine Naylor, Shannon Koch, Lori Perkins, Tiffany Elliott and Andrea Frasca. A large sculptured heart set in a mass of smaller floral hearts and mixed Summer bouquets bring up the rear of the float. Built by Erv Lind Florist.

## H-20 Miss Rodeo Oregon 1981, Janice Healy, Heppner, Oregon

## H-21 Blue Mountain Riders, Walla Walla, Washington

## B-12 Clan Macleay Pipe Band, Portland, Oregon



## F-14 Pacific Coca Cola

"Queen's Float"—A horse drawn carriage made of white chrysanthemums and gladiola petals carry the 1981 Royal Court of Rosaria. The carriage, built 30% larger than life, is flanked on each side by a floral portrait of the crowned Queen of Rosaria. Pink roses accent the wheels of this huge carriage. Built by Festival Artists.

## B-11 Hillsboro High School Band, Hillsboro, Oregon

## S-7 St. Petersburg Festival of States Queen Laura Budd, St. Petersburg, Florida



## F-17 Farmers Insurance Group

"Shall We Dance"—1980 Rose Festival Queen Robin Marks oversees a famous ballroom scene from the film, "The King And I." On a dance floor of daisies, two dancers in Siamese costumes perform inside a gazebo. Two smaller gazebos are located in the front and rear of the Siamese architectural setting. Color theme includes white with accents of yellows and pinks. Built by American Decorating.

## H-22 Ft. Dalles Rodeo Queen Chelle Johnson, The Dalles, Oregon

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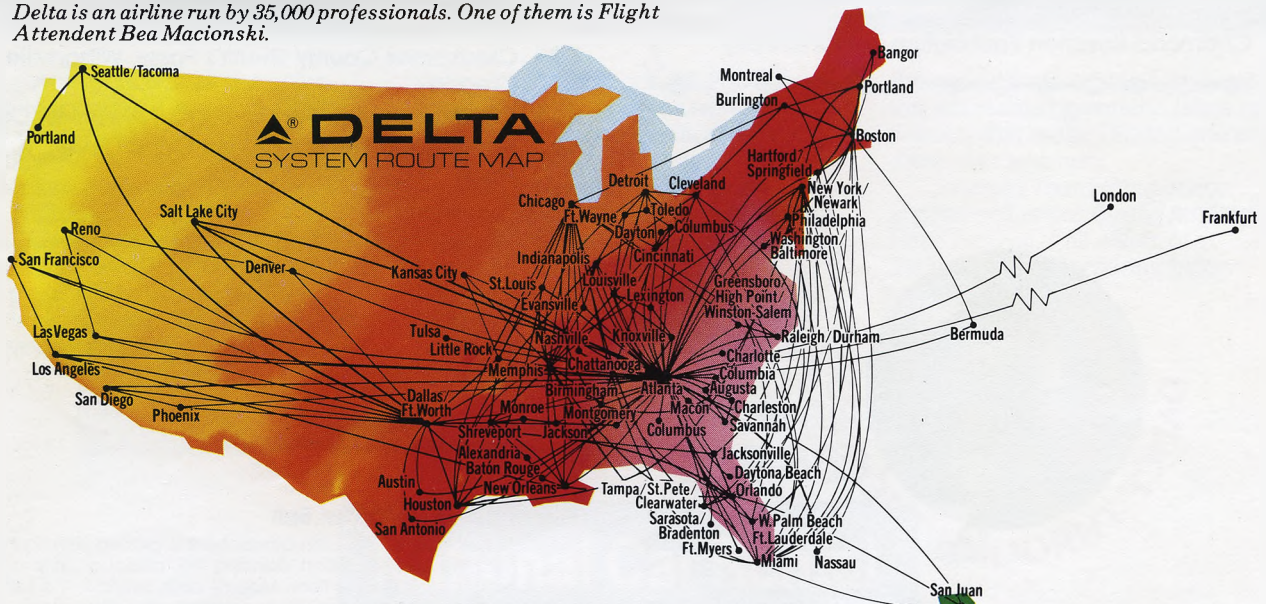
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# Grand Floral Parade—Order of March

H-23 Washington County Sheriff's Posse, Hillsboro, Oregon

B-13 Sunset High School Band, Beaverton, Oregon



## F-18 Harolds Club

"Jackpot! Dance for Joy"—Harolds Club has hit the jackpot in Grant Floral Parade awards the past three years. This year's theme describes a covered wagon on a western trail, led in front by pioneer trailhands and two leaping black steers. Suddenly, each side of the covered wagon opens up to reveal Harolds Club employees dressed in western costumes, jumping and waving for joy after hitting a jackpot. A dancing Indian in the rear of the wagon shares the celebration. Built by Fanfare Arts.

H-24 Pendleton Round-Up, Queen Susan Koch, Pendleton, Oregon

H-25 Happy Canyon Princesses, Pendleton, Oregon



## F-21 Wenatchee Apple Blossom Festival

"Apple Dandy Hoedown"—The Apple Blossom Festival's first entry since 1975 features a train made up of apple cars, an apple engine and a core for a caboose. Queen Trina Damish rides atop the engine while her two princesses prefer to be passengers in the apple cars. The dominating red, white and green colors are accented with fresh apples. Built by Fanfare Arts.

H-26 Northwest Buckskin Club Court and Queen Michelle Jackson, Tigard, Oregon

B-15 Lake Oswego High School Band, Lake Oswego, Oregon

H-27 Wild Buffalo Bill Lane, Riverbank, California

## SPECIAL PARADE GUESTS

The Chamorro Rosarian Foundation of the Mariana Islands, headquartered in Guam, pays special tribute to the Rose Festival with this mainland visit. Two floral bedecked floats carry the theme "By the Beautiful Sea of the Marianas," with their queens and courts riding the floats.

Queen Chamorro Rose Lola Elaine Cruz, Queen Sirena Rose Sylvia Roberto and Queen Chamorrira Rose Patty Mendiola, along with the Junior Queens and Courts, are royalty of the Foundation.

The 30-member Guam Youth Band, under the direction of George Toal, provides musical entertainment of this special guest section. The youngsters represent all of the Mariana Islands.

F-19 Chamorro Rosarian Foundation Junior Royalty

B-14 Guam Youth Band

F-20 Chamorro Rosarian Foundation Senior Royalty



## F-22 United States National Bank of Oregon

"Swan Lake"—The most popular ballet in the world inspired this entry from U.S. National Bank. A huge swan covered in Gladiola petals, intertwined with a graceful tree, dominates the scene. Float riders depicting the ballet's black and white swan ballerinas dance upon a base of giant water lilies. The pastel shaded lilies were grown especially for this float. Built by Erv Lind Florist.

H-28 Snake River Stampede Queen Kelly Ann Miller, Jerome, Idaho

H-29 Clackamas County Sheriff's Posse, Wilsonville, Oregon

B-16 Clackamas High School Band, Milwaukie, Oregon

S-8 Austin Aqua Festival Queen Carol Covert, Austin, Texas



## F-23 Pacific Northwest Bell

"Cha-cha-cha"—A Latin atmosphere is graced with figures Carmen Miranda and her escort, dancing the "cha-cha" atop a brick and mortar inlaid dance floor. Macaw birds, found in the lush outdoors of South America, are highly detailed with yellow mums, gladiola petals, carnations and Vanda orchids. Both the birds and the dancers are native South Americans who enjoy a unique South American dance. Built by Festival Artists.





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# Grand Floral Parade—Order of March

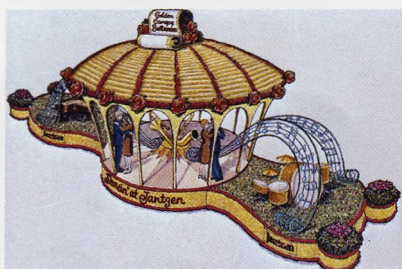
- H-30 Vickie Willis, Tillamook, Oregon
- H-31 University of Oregon Club Sports Equestrian Team, Eugene, Oregon
- B-17 Salvation Army Band, Portland, Oregon



## F-24 Reliable Transfer

"Barn Dance"—The float changes with every theme, but the Reliable Transfer strawberry roan Shetland Ponies are a constant participant in the Grand Floral Parade. This horse team, with Allen Pfeifer as the driver, pulls an open barn with hay bales and two pairs of dancers. Green and yellow bouquets decorate each corner of the barn. Self built.

- S-9 Sun Bowl Queen Janene Marie Costa, El Paso, Texas



## F-25 Jantzen, Inc.

"Dancin' at Jantzen"—A swing down memory lane is offered by Jantzen's Golden Canopy Ballroom. Local employees of Jantzen dance to the sound of big band music underneath the canopy. A saxophone and trombone together are the centerpieces of the ballroom. At either side of the canopy is a set of drums and a piano, shaded by flowing musical scores made from an assortment of seeds. A scroll located on top of the canopy declares the title of the ballroom, while the float's theme is written in its base. Built by Huserik Company.

- H-32 Miss Sheridan Rodeo Barbara Jean Best, Sheridan, Oregon
- H-33 Arabian Horse Breeders Association of Oregon, Silverton, Oregon
- B-18 Oregon City High School Band, Oregon City, Oregon

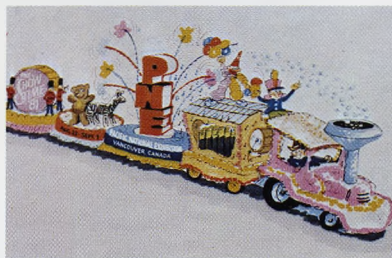


## F-26 Seattle Seafair

"Popeye—Dancing a Sailor's Jig"—Popeye, the famous spinach eating sailor, is presented in part by 7-Eleven Stores of Oregon and the annual Seattle Seafair, July 25 through Aug. 9. The 40-foot Popeye is secure with his spinach as well as with friends Olive Oyl, Sweet Pea, the Sea Hag and Wimpy in his shark-surrounded boat. At the stem of the boat is the lovely Seafair Queen of the Seas, Brigitte Grossreider, who is dressed as a mermaid on a giant Skipper's helm. Built by Fanfare Arts.

- S-10 Seattle Motorcycle Police Drill Team, Seattle, Washington

- B-19 South Kitsap High School Band, South Kitsap, Washington



## F-27 Pacific National Exhibition

"PNE Showtime Spectacular Train"—Five individual float units are combined to form an exciting chain of movement, color and sound. An engine spitting bubbles out its stack powers the following cars: The original Wurlitzer Band organ car, complete with animated conductor and clown; a giant revolving PNE symbol; a bear and zebra stating actual dates of the event; and a giant drum, exclaiming "PNE Showtime '81," held in late August, with band members holding trumpets. Built by Emerald Florists.

- H-34 Oregon Pinto Breeders & Exhibitors Association Court, Queen Karen Shirley, Salem, Oregon

- H-35 Afifi Temple, Yakima Valley Shrine Mounted Patrol, Morton, Washington

- B-20 Centennial High School Band, Gresham, Oregon









## F-28 Union Pacific Railroad

"Fred & Ginger"—America's most famous stage and film dancing team is honored in an art deco motif identifying with the Astaire and Rogers' films of the 1930's. Under a floral canopy of stars, floral reproductions of Fred and Ginger slowly revolve. The figures are surrounded by art deco panels, giant palms and showgirls in authentic reproductions of the outfits of the era. Built by Erv Lind Florist.



# *Timeless.*

 While the costumes may have changed and the steps become more complicated, dance remains the universal language;  uniting young to old, family to family, nation to nation.

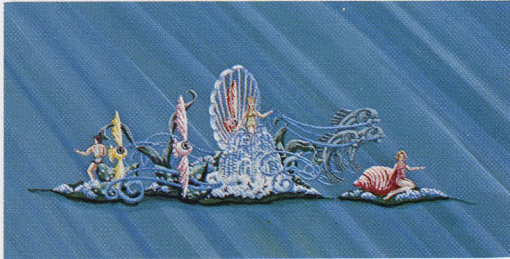
 All of us at United Airlines wish everyone connected with the Portland Rose Festival the best of luck in getting the 1981 celebration off on the right foot.   



*Fly the friendly skies of United.*

# Grand Floral Parade—Order of March

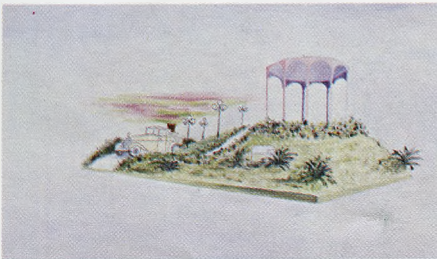
- H-36 Molalla Buckeroo Rodeo Court, Molalla, Oregon
- H-37 Doug-ettes, Sheriff's Mounted Patrol, Roseburg, Oregon
- B-21 Barlow High School Band, Gresham, Oregon
- H-38 Dave Willoughby, Boring, Oregon
- H-39 Tillamook County Equestrian Court, Queen Becky Jacob, Tillamook, Oregon



**F-29 Erv Lind Florist**

"Water Ballet"—A most unusual form of ballet is exhibited through a floral show of two dolphins pulling a water skiing ballerina. Framed in a huge floral sea shell, the ballerina is surrounded by eight-foot tall tropical fish and exotic undersea plant life. Sea Foam Statice, along with a variety of other flowers, brings this water fantasy from the seas to the Portland mainland. Built by Erv Lind Florist.

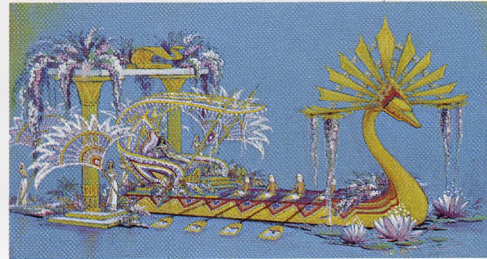
**B-22 Battle Ground High School Band, Battle Ground, Washington**



**F-30 Battle Ground, Washington, Chamber of Commerce**

"Roaring Through the Twenties"—A park scene out of the Roaring Twenties is transformed into a miniature dance pavilion. While dancers in flapper costumes perform the "Charleston," another couple arrives in their 1927 Rolls Royce. Gas lights brighten the path from the street to the pavilion. This marks the 26th consecutive year of participation in the Grand Floral Parade by the City of Battle Ground. Built by citizens from Battle Ground.

- H-40 St. Paul Rodeo Court, St. Paul, Oregon
- H-41 Galloping Gossips Drill Team, Vader, Washington



**F-31 First Interstate Bank**

"Dancing on the Nile"—Gliding along a floral reproduction of the Nile River is an elegant barge with its prow shaped into a massive mythological animal's head. A floral canopy on the barge shades Queen Cleopatra and a dancer. Four maidens holding fans are dwarfed by towering pillars, while three oarsmen, portrayed by actual members of the Oregon State University Crew Team, "propel" the barge down the river. Built by C. E. Bent & Son.

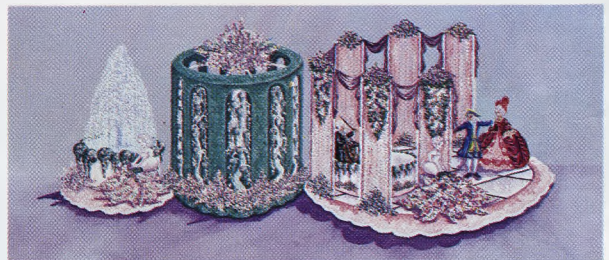
- H-42 Denette Wachter, Milwaukie, Oregon
- H-43 Toppenish Rodeo & Pow-Wow Court, Queen Barbara Davidson, Toppenish, Washington
- B-23 Beaverton High School Band, Beaverton, Oregon



**F-32 Meier & Frank**

"Sleeping Beauty Ballet/The Awakening"—Both a fantasy fairy tale and Sleeping Beauty come to life when the prince awakens her with a kiss. The evil witch flees the castle of moss, silverleaf and white gladioli petals, covered with climbing wild roses. The good fairy godmothers have gone to awaken the rest of the sleepy castle tenants to complete the storybook tale. Built by Commercial Floats.

- H-44 Northwest Peruvian Horse Club, Kent, Washington
- H-45 Darcy Wright, Oregon City, Oregon
- B-24 Reynolds High School Band, Troutdale, Oregon

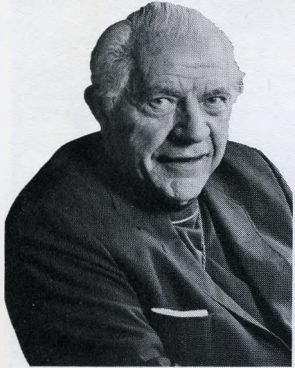


**F-33 Northwest Natural Gas**

"Minuet"—This stately dance of the 17th and 18th centuries is enjoyed by dancers dressed to match the times. A royal couple, dressed in velvet and satin, dances to a string quartet playing the scores of Mozart and Boccherini. Northwest Natural Gas employees portray both the royal couple and four Carrara marble statues holding urns. The musical quartet are members of the Metropolitan Youth Symphony. A variety of floral arrangements create the fabulous garden setting of the French chateau. Northwest Natural Gas won the 1979 Sweepstakes Award. Built by Erv Lind Florist.

- H-46 Oregon Mounted Governor's Guard, Salem, Oregon

# "Smoked in my Chinese oven, an old boot would taste great."



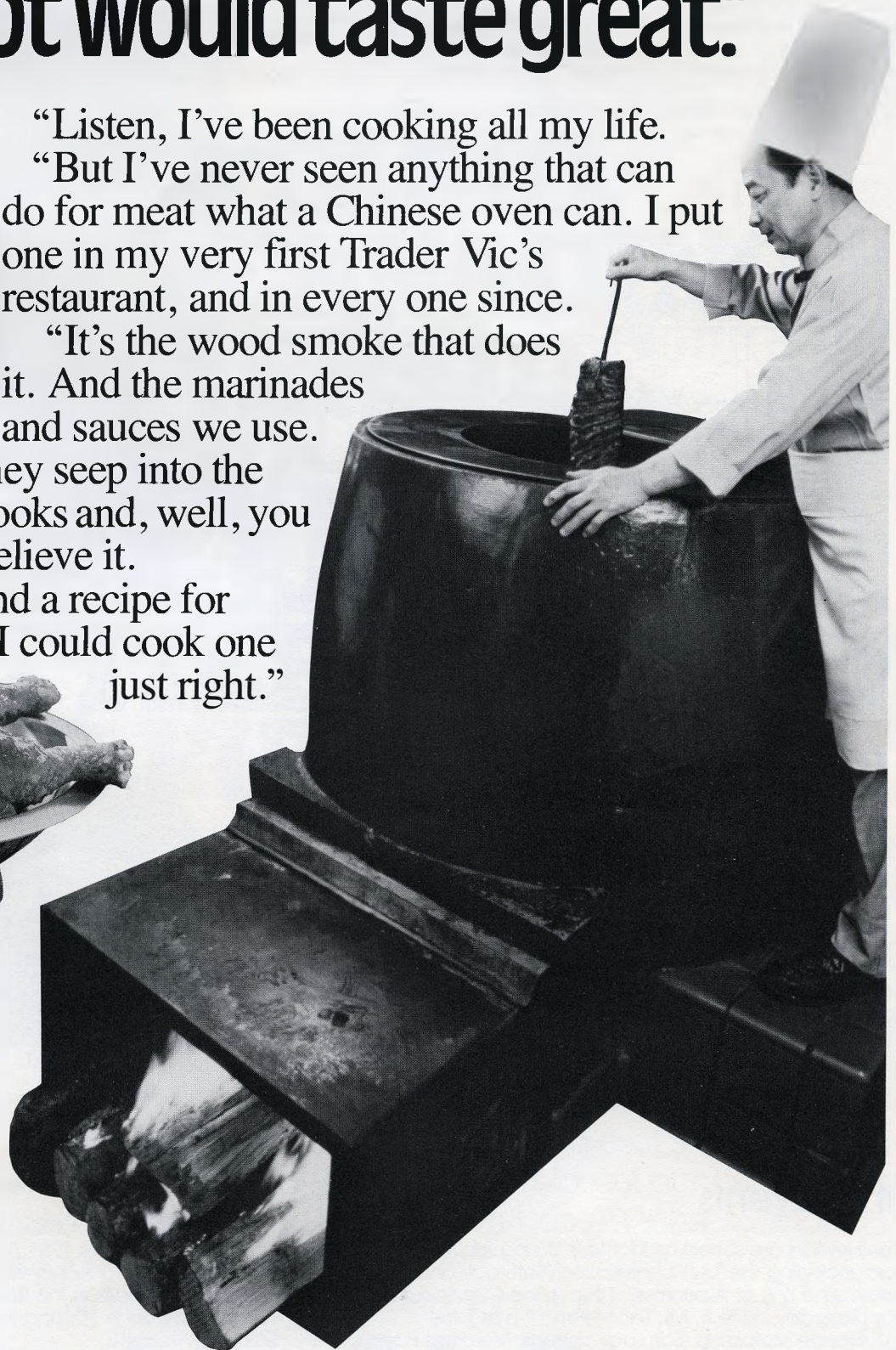
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"It's the wood smoke that does it. And the marinades and sauces we use.

"Together, they seep into the meat while it cooks and, well, you just wouldn't believe it.

"I never found a recipe for boot. But I bet I could cook one just right."



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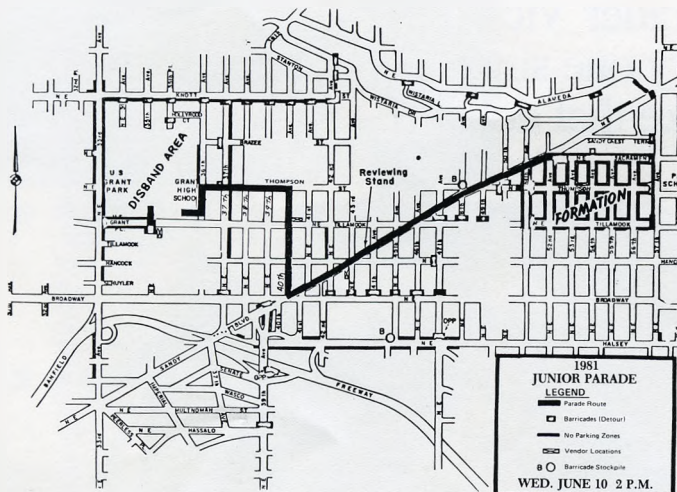


WESTIN HOTELS

## Junior Parade

Wednesday, June 10, Hollywood District,  
2 p.m.

The Junior Rose Festival Parade, the largest children's parade in the country, boasts floats, bands, decorated bikes with costumed riders and over 10,000 participants. The parade began as a neighborhood affair over 60 years ago and has been an official part of the Rose Festival since 1936.



## Junior Court



JUNIOR ROSE FESTIVAL COURT—From left to right, top row: Arissa Oliveros, Shannon Koch, Erin Neill; center row: Kathy Kovach, Tiffany Elliott, Andrea Frasca; front row: Lori Perkins, Jaine Naylor.

## Milk Carton Boat Races

Sunday, June 7, Westmoreland Park, 1 p.m.

An exciting event for kids of all ages is the Milk Carton Boat Races. Participants build boats using only sealed half-gallon milk cartons for the boat's flotation. The Southland Corporation's 7-Eleven Stores co-sponsor this event, now in its ninth year as a part of the Portland Rose Festival.



## Other Events

Many events are scheduled for kids during the Rose Festival including the 'Lil Briches Rodeo (Saturday and Sunday, June 6-7, at Alpenrose, 1 p.m.), the Cub Scout 2x4 Derby (Saturday, June 6, Mt. Tabor Park, 9 a.m.), the YMCA-Bicycle Motocross (Saturday, June 6, Meldrum Park, Gladstone, 10 a.m.) and the Junior Olympics (Saturday-Sunday, June 13-14, Madison High School, 1:30 p.m.). There also is gymnastics, figure skating, tennis and even a boomerang tournament. These and other events for juniors provides a diversified array of activities for youngsters, both to participate and spectate in during the 10 days of the Festival.

## Special Guest

WILLIE VAN DER ZWAAG

Twenty-two-year-old Willie Van Der Zwaag of Ontario, Calif., is Disneyland's 1981 Ambassador to the World and will be a special guest at the 1981 Portland Rose Festival. She will participate in the Rose Festival Junior Parade on Wednesday, June 10, and the Grand Floral Parade on Saturday, June 13.

Willie has the distinction of representing Walt Disney's Magic Kingdom throughout the year. She attends California Polytechnic University at Pomona. She plans a career in the medical field as a pediatrician or medical technologist. Willie began her career at Disneyland as a tour guide in the guest relations area where she has been for the past three years.



On June 8, Alaska Airlines expands  
its Southern California service with a new destination.

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# Mitch Miller, Oregon Symphony Pops Concert

Saturday, June 13, 8 p.m.

and

Sunday, June 14, 3 p.m.

Mitch Miller, one of the most popular musicians and conductors, will direct the Oregon Symphony Pops Concert orchestra in two performances, Saturday, June 13, 8 p.m. and Sunday, June 14, 3 p.m., at Portland's Civic Auditorium.

This is the Rose Festival's major entertainment attraction and is sponsored by the Oregon Symphony Association.

Miller is not new to Portland. He has conducted several concerts in the past.

Miller loves symphonic conducting, and shows. The energy pours out of his baton as it does out of his body; orchestral players get tremendous empathic pleasure out of playing with him, not only for his scrupulous musicianship but for his zealotness about music and about playing and audiences.

"I'm trying to reach people. What else would I be doing it for? My reward is to look out and see faces come alive."

He accepts invitations from city after city to conduct fund-raising concerts, appear on telethons, donate rare records from his own collection or holidays at his vacation home. . . anything to raise money for the cause of good music and deserving musicians. He feels government too should take responsibility: "Music is just as important as education or health. . . and a lot more important than a bunch of new highways!"



Much as Miller loves conducting, he can hardly conceive of it as work. "You know," he said, "I met Erich Leinsdorf a while ago—I've known him for a long time. . . and he asked how I was doing. I told him I was having a ball, and he said, 'Whatever you do, Mitch, don't tell anyone how easy it is.' That's just the way I feel about it! What a life!"

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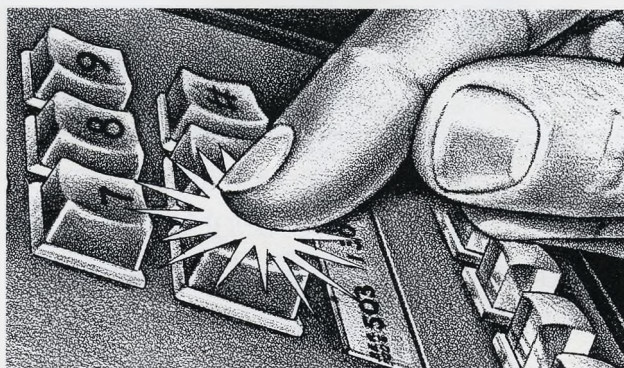
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"**The Couch St. Fish House** is where the opportunity to create wonderful meals is as big as the sea. I'm proud it's been named a Holiday award winner. But I'm even prouder of the menu you'll find at 105 NW 3rd Ave. Call 223-6173."



"**Tivoli Garden** is a bit of Scandinavia in downtown Portland. And while you'll enjoy the lovely garden setting, it's what happens in the kitchen that will delight you. It's superb Continental fare at 111 S.W. Columbia. Call 222-4894."



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PORTLAND, OREGON

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VANCOUVER, WASHINGTON

# Royal Rosarian Knighting Ceremony

Friday, June 12, Washington Park Garden Amphitheatre, 10 a.m.

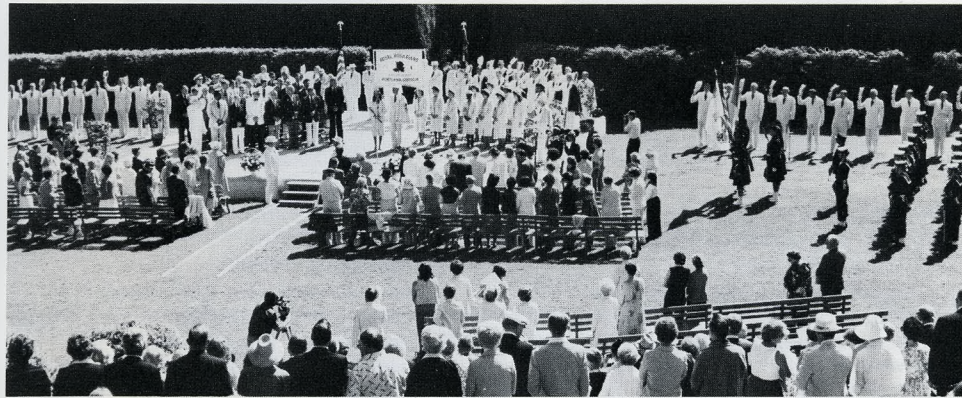
It is a timeless tradition for the queen to bestow knighthood on reputable and honorable men. In a ceremony reminiscent of an age gone by, the new Queen of Rosaria performs one of her most important tasks when she touches her scepter on the shoulders of visiting and local notables. The annual Royal Rosarian Knighting Ceremony is one of the most beautiful parts of Rose Festival.

The Royal Rosarians are the official greeters for the City of Portland. Over 200 businessmen form the body, which welcomes many distinguished visitors to the city throughout the year. They also travel to other festivals and occasions outside of Portland and Oregon to represent the city.

The Rose Festival is also helped by the Royal Rosarians in many ways. They help solicit floats and assist in fund raising. During the festival, they can be seen in their white suits and straw hats marshalling, escorting the courts and providing hospitality to visiting dignitaries.



MELVIN PIHL  
Prime Minister  
Royal Rosarians



## Mariana Islands Visitors

Dignitaries and Queens from the Chamorro Rosarian Foundation of the Mariana Islands, with headquarters in Guam, will be special visitors to the Portland Rose Festival in 1981. This is their first ever visit. Approximately 200 will make up the group that will include queens and princesses, and a youth band.

The Chamorro Rosarian Foundation is headquartered in Agana, Guam, and promotes education, science and agricultural research in the improvement of the Chamorro Rose Cultivars. Guam, a United States Trust Territory, is located 3,000 miles west of Hawaii. It takes up an area of 209 square miles.

The group will have two floats in the Grand Floral Parade, as well as an entry in the Starlight Parade. The 30-member Guam youth band and the junior royalty also will make an appearance in the Junior Parade as well as the Starlight and Grand Floral Parades.

The delegates and ambassadors of the Foundation will participate as spectators and be involved throughout the entire 10-day Portland Rose Festival.



**Queen Chamorro Rose  
Lola Elaine Cruz**

Queen Elaine, 31, is executive secretary of the Director of Public Health & Social Services in Mangilao. She is the mother of three boys and a girl. She is from Yigo, Guam.



**Queen Sirena Rose  
Sylvia Roberto**

Queen Sylvia, 41, is a member of the Mangilao Municipal Council, secretary of the Department of Public Works Employees Association and Public Works Bus Driver for elementary and secondary schools. Hobbies are softball, tennis and swimming.



**Queen Chamorrira Rose  
Patty Mendiola**

Queen Patty, 19, is a graduate model of the Barbizon Modeling School in Hawaii, and currently is a student at the University of Hawaii. She was 1979 Queen of Rota's Patron Saint, San Francisco de Borja. She is from Songsong, Rota (Marianas).



Guam

# Visiting Royalty

Each year, queens and other royalty and representatives from festival observances throughout the United States visit the Portland Rose Festival, participating in various activities. This is significant because it is recognition that the Portland Rose Festival is more than a local or regional celebration. It is a major event which attracts attention throughout the country. This same attention helps draw new visitors to the state, frequently new residents, new industries, new payrolls. The Rose Festival greets those visiting dignitaries warmly and wishes them the best of good times here. All will participate in the events of the Festival, including visiting royalty riding in the Grand Floral Parade.



**CAROL COVERT**  
1981 Austin Aqua Festival Queen  
Austin, Texas

Carol Covert, 19, is from Austin where she was graduated from Anderson High School. She currently is a sophomore at the University of Texas, majoring in education. She won the National Honor Society Trustee Award.



**JANENE MARIE COSTA**  
1981 Sun Bowl Queen  
El Paso, Texas

Janene Marie Costa, currently a sophomore science major at Southern Methodist University, is from El Paso, where she was selected from a field of 20 Sun Princesses. The 19-year-old Ms. Costa is an accomplished dancer.



**LAURA LEMAN BUDD**  
1981 Sungoddess  
St. Petersburg, Florida

Laura Lemman Budd, 19, currently is a sophomore at Appalachian State College, Boone, N.C. She was named 1981-82 Sungoddess of the St. Petersburg Festival of States in April. She is active in bicycling, water and snow skiing and other outdoor sports.

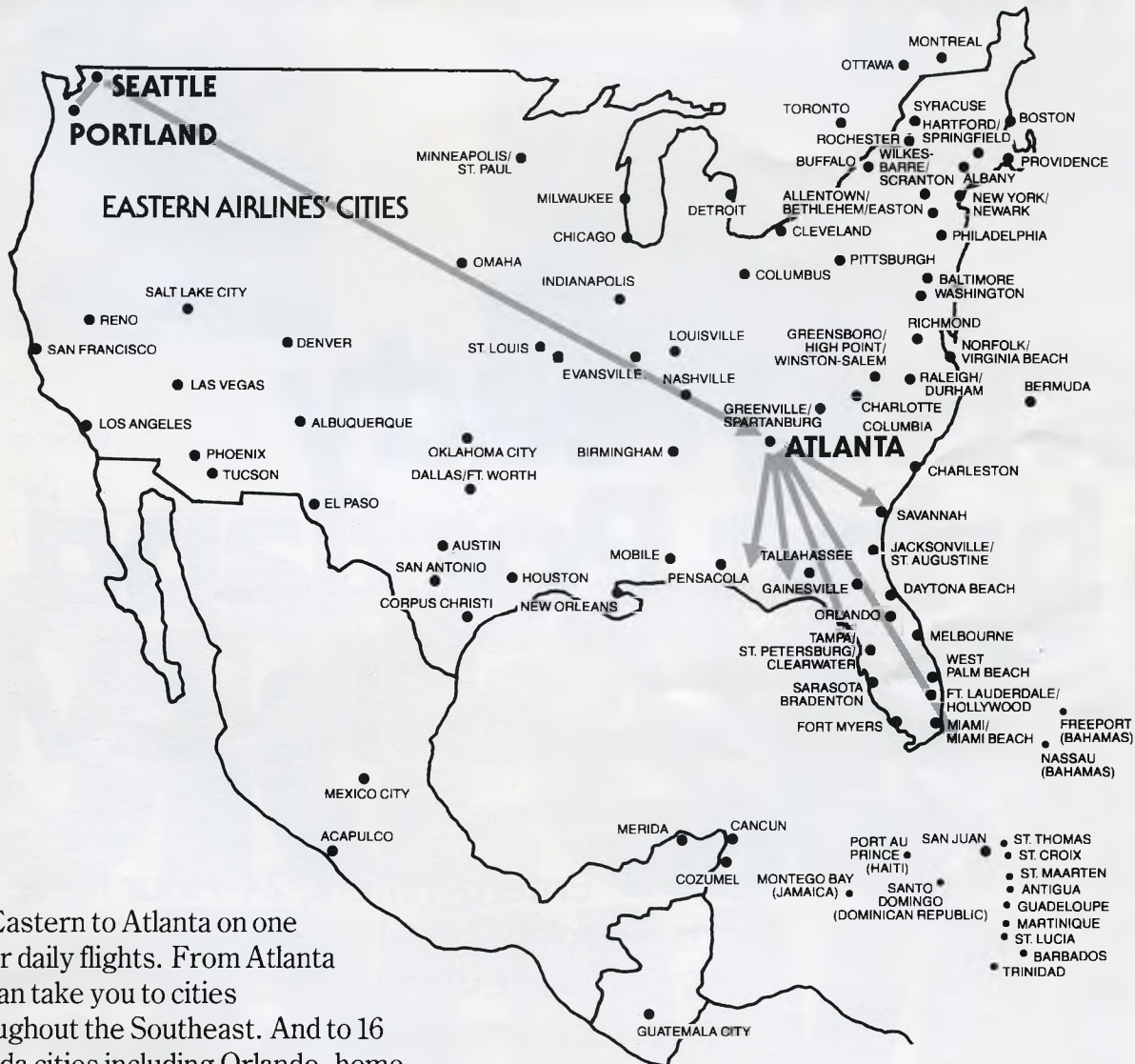
## The Complete List of Past Rose Festival Association Presidents

1912 Ralph Hoyt	1928 O. B. Caldwell	1942 George Schoeffel	1956 Harold Kelley	1970 James Rathbun
1913 Ralph Hoyt	1929 Hugh J. Boyd	1943 James D. Roberts	1957 Leith Abbott	1971 Webb Harrington
1914 C. C. Coll	1930 John A. Laing	1944 Reade M. Ireland	1958 William Boone	1972 Herb Ballin, Jr.
1915 Emery Olmstead	1931 Philip L. Jackson	1945 Milo K. McIver	1959 Harold Weiss	1973 Robert E. Franklin
1916 John D. Dundore	1932 Philip L. Jackson	1946 Jesse J. Gard	1960 Ed Casey	1974 Hillman Lueddemann, Jr.
1917 E. E. Larimore	1933 Walter W. R. May	1947 Ben H. Hazen	1961 Ed Casey	1975 Robert Hazen
1919 Ira L. Riggs	1934 Hillman Lueddemann, Sr.	1948 Robert L. Eaton	1962 William R. Moore	1976 Larry Campbell
1920 Eric V. Hauser	1935 Hillman Lueddemann, Sr.	1949 Howard Holman	1963 Don Chapman	1977 Robert Ames
1921 O. W. Mielke	1936 Arthur L. Fields	1950 James J. Richardson	1964 Henry Baldrige	1978 Wesley E. Radford
1922 O. C. Bortzmeyer	1937 E. A. Burkitt	1951 George Halling	1965 Clyde R. Richardson	1979 Mel C. Carpenter
1923 Eric V. Hauser	1938 Ralph Cake	1952 Chester R. Duncan	1966 Floyd Bennett	1980 Robert L. Nordlander
1924 O. W. Mielke	1939 Frank E. McCaslin	1953 George Henderson	1967 George Freck	
1925 O. W. Mielke	1940 Ted R. Gamble	1954 N. Thomas Stoddard	1968 Frank Drinker	
1927 Frank C. Riggs	1941 Chester A. Moores	1955 Milton Rice	1969 James Simmons	

## Past Queens, by Year of Reign

1907 Queen Flora (Mrs. Carrie Lee Chamberlain Wood)	1937 Dorothy Hardin (Mrs. David Berry) Grant	1960 Jean Ann Jackson (Mrs. Eugene J. Costi) Lincoln
1908-13 Rex Oregonus	1938 Frances Hulse (Mrs. Elwyn Boly) Grant	1961 Linda Fuqua (Mrs. Gilbert Thomas) Cleveland
1914 Theima Hollingsworth (Mrs. Wade W. Williams)	1939 Jean Hoover (Mrs. Jean Bloch) Washington	1962 Cherie Lynne Viggers (Mrs. David K. Sanville) Wilson
1915 Sybil Baker (Mrs. Samuel D. Bamber)	1940 Virginia Rothenberg (Mrs. Ben T. Gray) Jefferson	1963 Linda Jean Jackson (Mrs. Craig W. Moore) Grant
1916 Muriel Saling (Mrs. Muriel Crane)	1941 Betty Jane Harding, Girls Poly	1964 Sharon Arneson (Mrs. Kenny Gerlach) Independent
1917 Nina Zoe Kifts	1942 Shirley Fowler (Mrs. Daniel B. Cason) Franklin	1965 Sally Swift, Roosevelt
1919 Clara Fleischman (Mrs. Guy R. Porter)	1943 Shirley Howard (Mrs. Robert H. Strong) Commerce	1966 Julia Ann West (Mrs. Gary Grover) Grant
1920 Claire Squires (Mrs. Cameron Squires)	1944 Jo Anne Bush (Mrs. Alfred A. Loeb, Jr.) Grant	1967 Ana Maria Enriquez (Mrs. William Malcier) Jefferson
1921 Dorothy Melschan (Mrs. Willard Hawley)	1945 Joan Williams (Mrs. James E. Curley) Washington	1968 Margaret Mary Heulskamp, Independent
1922 Harriet Griffith (Mrs. Zina Wise)	1946 Lloyd Hough (Mrs. Dixon M. Livingstone) Lincoln	1969 Rhonda Anderson (Mrs. Ted Crisell) Marshall
1923 Lucy Lee Thomas (Mrs. Lucy Leonard)	1947 Georgene Ormston (Mrs. L. Robert Koontz) Girls Poly	1970 Laurie King, Wilson
1924 Edith Dailey (Mrs. Edith Dailey)	1948 Barbara Logue (Mrs. Dean Zehrung) Washington	1971 Kristi Lee (Mrs. Wendell Birkland) Roosevelt
1925 Suzanne Honeyman (Mrs. Ronald Honeyman)	1949 Joyce Sommerlade (Mrs. Joseph E. Goodman, Jr.) Grant	1972 Mary Matney (Mrs. Daniel Peterson) Madison
1927 Dorothy Mielke (Mrs. A. H. Hartig)	1950 Dorothy Anderle (Mrs. Ronald I. Cole) Cleveland	1973 Anne Du Fresne (Mrs. Robert Gale) Lincoln
1928 Esie Bristol (Mrs. James D. Platt)	1951 Gloria Krieger, Jefferson	1974 Danita Ruzic (Mrs. Thomas Stevens) Madison
1929 Lenore Tamiesie (Mrs. Albert Creitz)	1952 Jeanne Wallace (Mrs. William Dorff) Washington	1975 Heather Van Wessem, Jackson
1930 Caroline Hahn (Mrs. R. H. Kimball)	1953 Nancie Williams Muhle, Lincoln	1976 Diana Fredericks, Cleveland
1931 Rachel Atkinson (Mrs. H. W. Hancock) Lincoln	1954 Jan Markstaller (Mrs. Robert J. Donnelly) Washington	1977 Sue Higgins, Cleveland
1932 Frances Kanzier (Mrs. Frances K. Buskirk) Washington	1955 Nancy Wyly Ryles, Jefferson	1978 Tina Klassy, Franklin
1933 Jean Stevenson (Mrs. Paul R. Lafferty) Jefferson	1956 Sharon Frey (Mrs. Richard Wheeler) Grant	1979 Rochelle Anderson, Marshall
1934 Beth Skinner (Mrs. Donald R. Coles) Franklin	1957 Alice Eastman Simpson, Lincoln	1980 Robin Marks, Lincoln
1935 Irene Hegeberg (Mrs. George E. Bernie) Jefferson	1958 Ruth Parrett (Mrs. Decker) Grant	
1936 Janet Soosmith (Mrs. Richard B. Keller) Lincoln	1959 Mary Sue Woolfolk (Mrs. Darrell Wesley Bolen) Jefferson	

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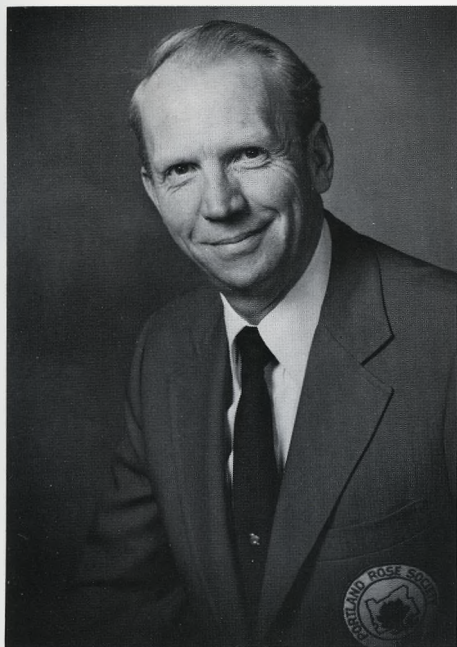
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## 93rd Annual Portland Rose Show

June 11-12, Lloyd Center Ice Pavilion



JOHN LAUER  
President  
Portland Rose Society

The annual Portland Rose Society's Rose Show is the oldest and largest of its kind in the United States. The Rose Show actually is older than the Rose Festival and this year celebrates its 93rd anniversary on Thursday and Friday, June 11-12, at the Lloyd Center Ice Arena.

The Rose Festival Queen officially opens the show at 12:30 p.m., Thursday, but the show continues through Friday evening.

The public is invited to bring their best roses to the show between 6:30 a.m. and 10 a.m. on the opening day. Judging usually takes place from 10 a.m. to 12 noon. The viewing public will be admitted beginning at 1 p.m.



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# OREGON GROWN.

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largest companies and the makers of the number one running shoes in America.

It's good to call Oregon our headquarters, but even better to know it's our home.



Beaverton, Oregon

# G.I. Joe's Rose Cup Races

Friday, June 12 through Sunday, June 14  
9 a.m.-6 p.m.  
CRC Trans-Am Feature, Sunday June 14

The Portland Rose Festival is off to the car races for three days of exciting action beginning Friday, June 12. G.I. Joe's sponsors the annual Rose Festival Sports Car Races on the 1.9-mile road course at Portland International Raceway.

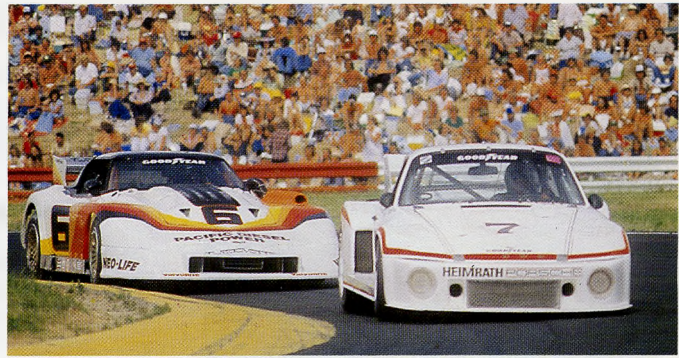
Trans-Am drivers from across the continent will compete for \$30,000 in total prize money. Custom made autos also will be a part of 12 different category races, including the featured Trans-Am event. The Seventh Annual Trans-Am race will be sponsored by CRC Chemical Company for the second straight year.

Last year the Rose Cup races enjoyed its 20th anniversary. California driver Mark Pielsticker drove his Monza from the third qualifying row to win the Rose Cup's featured race. Local favorites Monte Shelton (three time winner) and Herschel McGriff finished third and fourth respectively behind Pielsticker and John Bauer.

The Trans-Am event at PIR is part of a nine-stop circuit. Racers will make a stop at Charlotte, N.C., before journeying to Portland. Other classifications of auto racing along with the Trans-Am time trials will precede Sunday afternoon's featured event.

Various marque clubs around the state congregate around the track and invite spectators to view their immaculate cars. From the Austin Healy Club of Oregon to the statewide Trans-Am Club, these organizations exhibit their autos and gladly answer questions that curious onlookers have to offer.

The excitement of Sunday's race will be carried by



simulcast over the PIR public address system and Radio KLIQ. A team of broadcasters will cover every turn, every spill and every thrill as they pull racers from the track for a first hand account of Sunday's races.

Rose Cup programs are on sale at PIR and at all G.I. Joe's locations during Rose Festival Week. Parking at the track is free on all days of Rose Festival racing.

## Past Winners of the Rose Cup

- 1961 Jerry Grant, Yakima, Wash. (3-Litre Ferrari)
- 1962 Jerry Grant, Yakima, Wash. (Ferrari Testa Rosa)
- 1963 Bill Stephens, Vancouver, B.C. (Lister Corvette)
- 1964 Pierre Phillips, Portland, Ore. (Lotus 23B)
- 1965 John Hall, Vancouver, B.C. (Porsche RSK)
- 1966 David Pheilan, Portland, Ore. (Ford Cobra)
- 1967 Bill Amick, Portland, Ore. (McLaren Mark 11)
- 1968 Stan Burnett, Seattle, Wash. (Burnett Mark 11)
- 1969 Jan Millidge, Mountain View, Calif. (Brabham Ford Formula 11)
- 1970 Milt Minter, Los Angeles, Calif. (Porsche Carrera)
- 1971 Herb Caplan, Los Angeles, Calif. (Corvette)
- 1972 Monte Shelton, Portland, Ore. (Lola)
- 1973 Bill Cuddy, Hidden Hills, Calif. (McLaren M8E)
- 1974 Monte Shelton, Portland, Ore. (McLaren M8F)
- 1975 John Greenwood, Troy, Mich. (Corvette)
- 1976 Monte Shelton, Portland, Ore. (Porsche RSR)
- 1977 George Folmer, Hermosa Beach, Calif. (Porsche 934)
- 1978 Tuck Thomas, Minneapolis, Minn. (Chevy Monza)
- 1979 John Paul, Lawrenceville, Ga. (Turbo Porsche)
- 1980 Mark Pielsticker, Orinda, Calif. (Chevy Monza)

## Rose Festival Sports

### Gymnastics Invitational

Saturday, June 6

Portland Community College, 7 p.m.

The Portland Gymnastics Center Boosters sponsors this gymnastics event, now in its fifth consecutive year. Competition is expected to include 14 of the top female gymnasts in North America. PCC is located at the Mt. Sylvania Campus in Southwest Portland.

### Drag Races

Saturday, June 6

Portland International Raceway, 12 noon

The quarter-mile track will be buzzing at West Delta Park for the 21st annual Festival Drag Races. Qualifying will run through the day with eliminations starting at 7 p.m.

### Bicycle Road Races

Sunday, June 7

Mt. Tabor Park, 9:30 a.m.

The oldest bicycle race in the state of Oregon winds its way through scenic Mt. Tabor Park on Portland's eastside. This 1.3-mile course has been used since 1962 for the races.

### Bicycle Track Races

Saturday, June 6

Alpenrose Velodrome, 12 noon

The International Bicycle Track Racing competition will be held on the 14-year old Velodrome track at 6141 S.W. Shattuck Road. This is a national circuit event for bicycle track racers and is sanctioned by the U.S. Cycling Federation.

### Beavers-Rose Festival Fireworks Night

Sunday, June 7

Portland Civic Stadium, 6 p.m.

The Rose Festival welcomes the Pacific Coast League's Portland Beavers in a special doubleheader baseball game against the Albuquerque Dukes which will be followed by a gigantic fireworks display.

### Hockey Tournament

Thursday-Sunday, June 11-14

Valley Ice Arena, 8 a.m. daily

Formerly known as the Cam-Am Hockey Tournament, the Festival welcomes for the 14th year this exciting ice hockey tournament involving some of the finest amateur teams from around the country.

### All-Star Basketball Games

Saturday, June 13

Memorial Coliseum, 6 p.m.

This Oregon High School Coaches Association event, co-sponsored by the Oregon Sports Writers and Sportscasters Association and the Rose Festival Association, will feature the most outstanding high school boys and girls in a doubleheader.

### Timbers-Rose Festival Cup Match

Saturday, June 13

Portland Civic Stadium, 7:30 p.m.

The Portland Timbers, of the North American Soccer League, challenge their Pacific Northwest rival, the Seattle Sounders, in the fifth annual RF Cup Match. The Timbers hold a 3-1 edge in the series against Seattle.





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# Festival Fun Center

**Downtown, West Side Seawall  
Waterfront Park, June 5-14, Day and Night**

The gigantic midway again features commercial booths, foods, games and outstanding rides for the entire family. This family oriented Fun Center, a tradition since 1958, has an assortment of "Kiddieland" rides for the youngsters.

The entertainment center will be expanded for the second straight year, as part of this year's Fun Center activities.

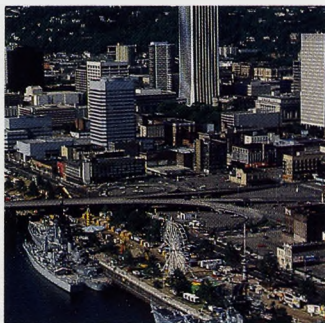
Top professional and local entertainment acts will be scheduled daily at the 7-Up Entertainment Center.

A five-man country group, "The Shoppe," will headline the first weekend of free entertainment to all Fun Center visitors.

Other entertainers are provided through the cooperation of Local 99 Musicians Mutual Association.

The Fun Center also will house an assortment of food booths, many of which offer exotic delicacies in a special "Food Fair."

This will be the 22nd year Rainier Shows and K.R. "Andy" Andersen have provided the rides for young and old at the Fun Center.



"The Shoppe" entertains at the Fun Center

## Post-Parade Float Display

**Lloyd Center**

**Saturday, June 13, 1:30-9 p.m.**

**Sunday, June 14, 9 a.m.-6 p.m.**

All of the beautiful floral floats from the Grand Floral Parade are placed on display for pictures and closer examination.

## Navy Ships

**June 10-14, Downtown**

**West Side Seawall, Waterfront Park**

The U.S. Navy's USS Fox and the Canadian ship, HMCS Gatineau, will serve as the flagships for their respective fleets when the contingent of naval vessels visits Portland during the 1981 Portland Rose Festival, June 5-14.

A total of nineteen ships will make their way up the Columbia River, from the Pacific Ocean, and then up the Willamette River on Wednesday, June 10, and Thursday, June 11, to dock along the West Side Seawall on the Willamette River in downtown Portland.

Besides the 11 U.S. Navy ships and seven Canadian ships, the U.S. Coast Guard will have one ship, the USCG Mellon.

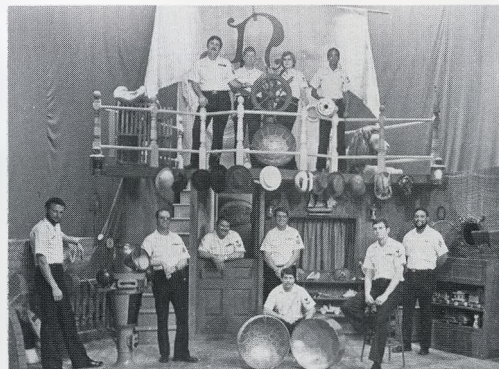
The seven Canadian vessels, the USCG Mellon, a cutter, and the USS Florikan, USS Haleakala and USS Kansas City will arrive on Wednesday, June 10, with the remainder of the ships coming up river on Thursday, June 11. Arrival will be around 3 p.m. each day.

Vice Admiral E.C. Waller will be the ranking U.S. Navy officer. He is commander of the Third Fleet, out of Pearl Harbor, Hawaii. Captain Arthur R. Barke is commander of the U.S. Navy Base, Seattle, Washington.

The Visiting Canadian ships will be under the command of Rear Admiral William A. Hughes, commander of the Maritime Forces Pacific, FMO, Victoria, B.C., Canada. Rear Admiral Charles E. Larkin will be the ranking officer for the U.S. Coast Guard. Admiral Larkin is the commander of the 13th Coast Guard District, Seattle, Washington.

Rear Admiral Edward W. Carter III is commander of the Cruiser Destroyer Group Three, San Francisco.

The USS Fox, the U.S. Navy flagship, is a cruiser and the



**U.S. NAVY STEEL DRUM BAND**—The outstanding U.S. Navy's Steel Drum Band, from New Orleans, will perform at noontime concerts, the Festival of Bands and in the Grand Floral Parade of the 1981 Portland Rose Festival.

Canadian flagship, HMCS Gatineau, is a destroyer.

Largest of the contingent of ships will be the USS Kansas City, an oil replenishment ship. It will be docked between the Burnside and Morrison Bridges and next to the USS Haleakala, an ammunition ship.

All ships will schedule regular visiting hours and stay through the end of the Festival, Sunday, June 14.

Arriving on Wednesday, June 10, will be the Canadian vessels including the HMCS Gatineau, HMCS Kootenay, HMCS Terra Nova (all destroyers) and minesweepers HMCS Chignecto, HMCS Cowichan, HMCS Chaleur and the HMCS Miramichi.

On Thursday, June 11, the remainder of the fleet will come in and include the USS Constant, USS Excel and USS Gallant (all minesweepers); the submarine USS Blueback; cruisers USS Fox and USS England; destroyer USS Merrill and the destroyer escort USS Ramsey.

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