



A2004-002 1944



A2004-002 1945

# Portland Rose Festival, June 6 to 15



A2004-002 1944



A2004-002 1947



A2004-002 1948



A2004-002 1949

## 61st Annual Portland Rose Festival

June 6 to 15  
1969



Souvenir Program 50c





It is always a pleasure to greet Portlanders at the time of the Portland Rose Festival, to extend a welcome to visitors from out of town — and to wish them all a happy and exciting time!

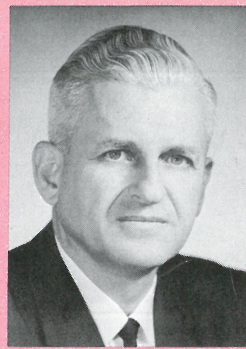
The City of Portland is always an interesting place to be, and especially so at Rose Festival time. Whatever your own interests, you will find something of interest in the Festival schedule listed below. And you will find many things in the city worth seeing—contact the Visitors Information Bureau at the Portland Chamber of Commerce, 228-9411, for a complete rundown.

A few of the things the whole family will enjoy — the well-marked scenic drive, our fine Portland zoo, the busy ship-filled harbor, the views of the city from Mt. Tabor Park or Council Crest — and many, many more.

If you're like hundreds of other Portland visitors, you'll want to come back again—perhaps to stay the rest of your life!

A2004-002 1910

*D. Schwab*  
Mayor, City of Portland



The Portland Rose Festival has rightfully earned a position among the top civic celebrations in the United States. Several features combine to make the Rose Festival outstanding.

The Queen Selection and Coronation, which brings together princesses from 13 Portland high schools, is unique as a method of selecting a ruler for a community festival.

The Grand Floral Parade, with every float completely covered with natural flowers, is top-rated as a spectacle of beauty and pageantry.

The Rose Show is the nation's oldest and largest; the Junior Rose Festival Parade is unmatched among children's parades; the Merrykhana Parade has no exact counterpart.

And the host of other events, most of them free, makes the Rose Festival one of the busiest and most attractive celebrations of its kind.

Have a great time during the 1969 Portland Rose Festival!

A2004-002 1911

*J. M. Simmons*  
President, Portland Rose Festival Association

## Schedule of Events

(ALL HOURS PACIFIC DAYLIGHT SAVINGS TIME)

### FRIDAY, JUNE 6

- 10 a.m. to 10 p.m.—Portland Coin-A-Rama, Masonic Temple.
- 11 a.m. to 12 p.m.—Festival Center open at Holladay Park.
- 6 p.m.—Official opening of KISN Good Guys Fun Festival at Memorial Coliseum.

### SATURDAY, JUNE 7

- 8 a.m. to 5 p.m.—10th annual West Coast High-Powered Rifle Tournament, Camp Withycombe, Clackamas.
- 9 a.m.—Model Boat Regatta, craftsmanship judging, Westmoreland Park.
- 10 a.m. to 5 p.m.—Rose Festival Drag Races, Delta Park.
- 10 a.m. to 10 p.m.—Portland Coin-A-Rama, Masonic Temple.
- 10 a.m. to 1 p.m.—Portland YWCA Strawberry Breakfast, University Commons Terrace Room, University of Portland.
- 10 a.m.—Junior Olympic Track Meet, Wilson High School.
- 10 a.m.—Model Boat Regatta, sailing events, Westmoreland Park.
- 11 a.m. to 12 p.m.—Festival Center open, Holladay Park.
- 12 noon to 5 p.m.—Marine Day, Willamette Park.
- 1 to 11 p.m.—KISN Good Guys Fun Festival, Memorial Coliseum.
- 2:30 p.m.—Swimming Meet and Rose Ballet, Knott Street Pool.
- 8 p.m.—Merrykhana Parade, starting at Memorial Coliseum.

### SUNDAY, JUNE 8

- 8 a.m. to 5 p.m.—10th annual West Coast High-Powered Rifle Tournament, Camp Withycombe, Clackamas.
- 8 a.m. to 5 p.m.—Championship Rose Festival Drag Races, Delta Park.
- 8:30 a.m.—Archery Tournament, Sherwood Field, Washington Park.
- 9 a.m.—Time Trials, Marine Day, Willamette Park.
- 10 a.m. to 7 p.m.—Portland Coin-A-Rama, Masonic Temple.
- 10 a.m.—Bicycle Races, Mt. Tabor Park.
- 11 a.m. to 11 p.m.—Festival Center open, Holladay Park.
- 12 to 5 p.m.—Water ski show and drag races, Marine Day, Willamette Park.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival, Memorial Coliseum.
- 1:15 p.m.—Senior 50-mile bicycle race, Mt. Tabor Park.
- 2 to 3:30 p.m.—Rose Festival Court, Photo Time at Festival Center, Holladay Park.

### MONDAY, JUNE 9

- 11 a.m. to 11 p.m.—Festival Center open, Holladay Park.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival, Memorial Coliseum.
- 8 p.m.—Queen Selection and Coronation, Memorial Coliseum.

### TUESDAY, JUNE 10

- 11 a.m. to 11 p.m.—Festival Center open, Holladay Park.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival, Memorial Coliseum.

### WEDNESDAY, JUNE 11

- 11 a.m. to 11 p.m.—Festival Center open, Holladay Park.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival, Memorial Coliseum.
- 3 p.m.—Canadian Navy vessels arrive, Willamette River seawall.
- 8 p.m.—Bob Hope show, Memorial Coliseum.

### THURSDAY, JUNE 12

- 11 a.m. to 11 p.m.—Festival Center open, Holladay Park.
- 1 to 9 p.m.—Rose Show, Masonic Temple.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival, Memorial Coliseum.
- 3 p.m.—U.S. Navy vessels arrive, Willamette River seawall.
- 8 p.m.—Bob Hope show, Memorial Coliseum.

### FRIDAY, JUNE 13

- 9 a.m. to 9 p.m.—Rose Show, Masonic Temple.
- 9:30 a.m.—Royal Rosarians' Knighting Ceremony, Washington Park.
- 11 a.m. to 12 p.m.—Festival Center open, Holladay Park.
- 1 to 11 p.m.—KISN Good Guys Fun Festival, Memorial Coliseum.
- 1:30 p.m.—Junior Rose Festival Parade.
- 9 p.m.—Queen's Ball, Hilton Hotel.

### SATURDAY, JUNE 14

- 9:30 a.m.—Preliminaries, Rose Festival track meet, Griswold Stadium, Lewis & Clark College.
- 10 a.m.—Grand Floral Parade, starting at Memorial Coliseum.
- 10 a.m. to 6 p.m.—Rose Cup Sports Car Races, Delta Park.
- 11 a.m. to 12 p.m.—Festival Center open, Holladay Park.
- 11 a.m.—5th annual Willamette Sailing Club open regatta, Willamette Park.
- 1 to 11 p.m.—KISN Good Guys Fun Festival, Memorial Coliseum.
- 3:30 p.m.—Finals, Rose Festival Track Meet, Griswold Stadium, Lewis and Clark College.

### SUNDAY, JUNE 15

- 10 a.m. to 6 p.m.—Rose Cup Sports Car Races, Delta Park.
- 11 a.m. to 2 p.m.—Golden Rose Ski Tournament, Timberline Lodge.
- 11 a.m.—5th annual Willamette Sailing Club open regatta, Willamette Park.
- 11 a.m. to 10 p.m.—Festival Center open, Holiday Park.
- 1 to 10:30 p.m.—KISN Good Guys Fun Festival, Memorial Coliseum.
- 2 p.m.—Portland Elks Lodge No. 142 annual Flag Day Services, Washington Park.

### WEDNESDAY, JUNE 18

- 7:30 p.m.—Queen's Command Performance baseball game, Portland Beavers vs. Tucson Toros, Portland Civic Stadium.

## Festival Center

Holladay Park

June 6 to 15



A2004-002 1912

The FESTIVAL CENTER is where the action is!

Carnival Rides

Stage Shows

Special Exhibits

Something for Everybody

Plenty of free parking, because the Festival Center adjoins famous Lloyd Center, where you can park 8,000 cars.

Bring the whole family and be at the heart of Rose Festival activity!

OPEN DAILY THROUGHOUT THE FESTIVAL





A2004-002.1913

# Queen Selection

## Musical Program

ALL-CITY HIGH SCHOOL CHOIR  
ALL-CITY HIGH SCHOOL ORCHESTRA  
A. Verne Wilson, Supervisor of Music, Conductor

Star Spangled Banner . . . . . Francis Scott Key  
Orchestra, Choir, Audience

Connecticut March . . . . . William Nassaun  
Orchestra and Royal Rosarians

It's Great To Be An American . . . . Samuel Herman  
Choir and Orchestra

Presentation of Princesses:  
Only Make Believe . . . . . Victor Herbert  
I'm Getting Sentimental Over You . . Ned Washington  
and George Bassman

Monday, June 9  
8:00 p.m.  
Memorial Coliseum

Younger Than Springtime . . . . Richard Rodgers  
Some Enchanted Evening . . . . Richard Rodgers  
Tonight . . . . . Leonard Bernstein  
More . . . . . R. Ortolani  
and N. Oliviero

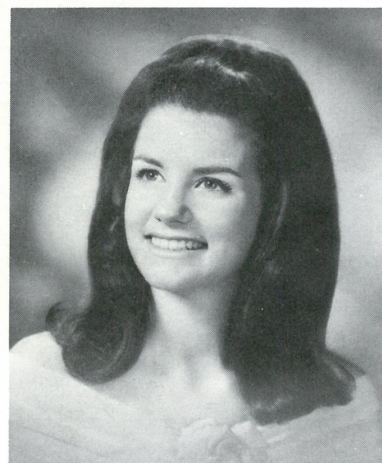
Blue Velvet . . . . . Bernie Wayne  
and Lee Moms

Flute Cocktail . . . . . Harry Simeone  
Orchestra

A Trumpeter's Lullaby . . . . . LeRoy Anderson  
Orchestra

I'll Set My Love To Music . . . . Nino Oliviero  
Choir

Recessional  
"Pomp and Circumstance" . . . . Edward Elgar  
Choir and Orchestra



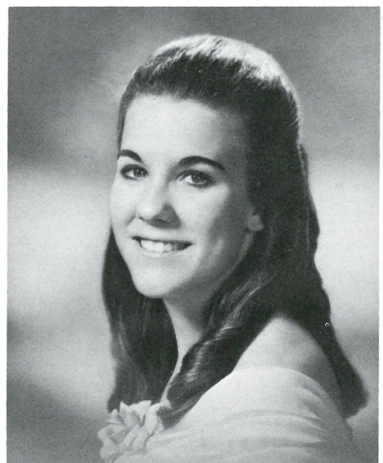
PRINCESS DIANE  
Washington

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PRINCESS MARLENE ANN  
Grant

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PRINCESS ELIZABETH  
Cleveland

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PRINCESS LYNN MARIE  
Franklin

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PRINCESS FRANCIS  
Monroe

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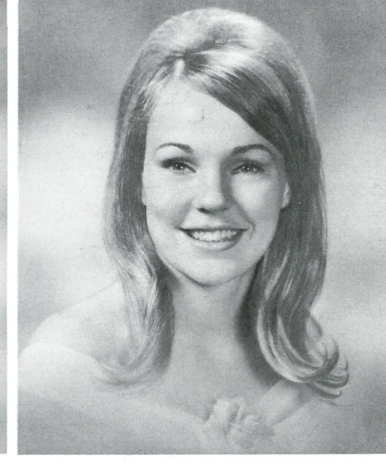
PRINCESS GERUTHA  
Jefferson

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PRINCESS ANN  
Wilson

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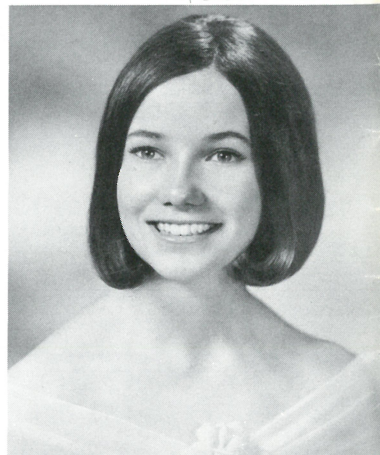
PRINCESS TONI  
Madison

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### JUDGE FOR YOURSELF — How would you rate them?

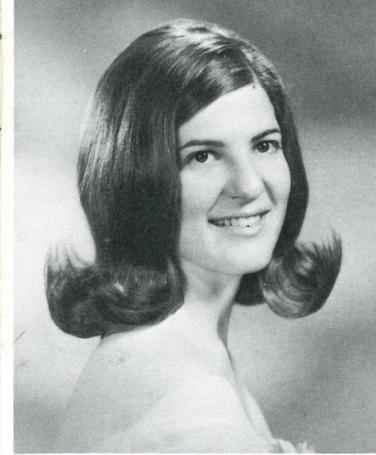
Queen Selection Judging Chart	Appearance Up to 40%	Poise Up to 40%	Speaking Ability Up to 20%	TOTAL
Princess Diane Sholian, Washington				
Princess Marlene Ann Feves, Grant				
Princess Elizabeth Campbell, Cleveland				
Princess Lynn Marie Dixon, Franklin				
Princess Francis White, Monroe				
Princess Gerutha Nickleberry, Jefferson				
Princess Ann Nakadate, Wilson				
Princess Toni Twigger, Madison				
Princess Polly Patton Waller, Lincoln				
Princess Jacqueline Jean Fowler, Jackson				
Princess Rhonda Anderson, Marshall				
Princess Elaine Jefferies, Roosevelt				
Princess Mary Smith, St. Mary's Academy				

(Queen Selection is based on the above points)



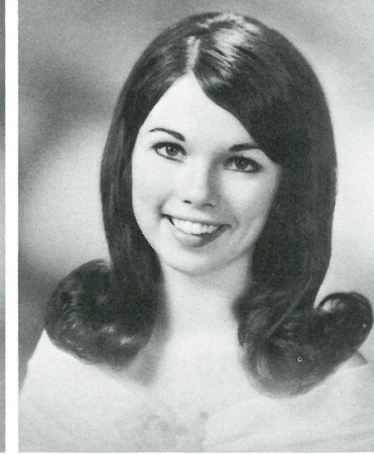
PRINCESS POLLY PATTON  
Lincoln

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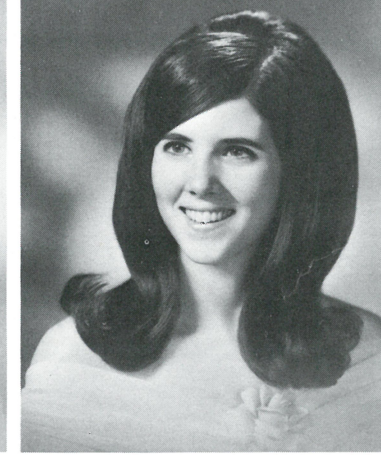
PRINCESS JACQUELINE JEAN  
Jackson

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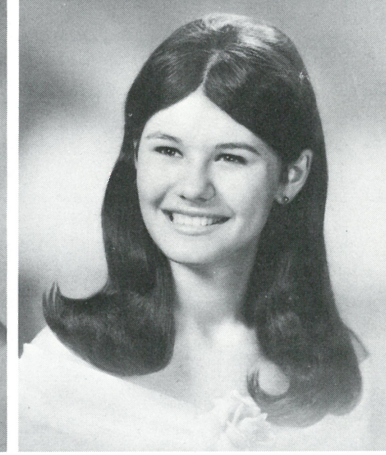
PRINCESS RHONDA  
Marshall

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PRINCESS ELAINE  
Roosevelt

A2004-002.1925



PRINCESS MARY  
St. Mary's Academy

A2004-002.1926





A2004-002.1927

## Merrykhana Parade

It's the craziest parade you'll ever see! The Rose Festival Merrykhana Parade is goofy floats, clowns, weird costumes, funny acts of all kinds. You can watch it from a comfortable seat in the Memorial Coliseum . . . or anywhere along the two-mile line of march. This is one part of the Rose Festival you won't want to miss!

8 p.m. Saturday, June 7

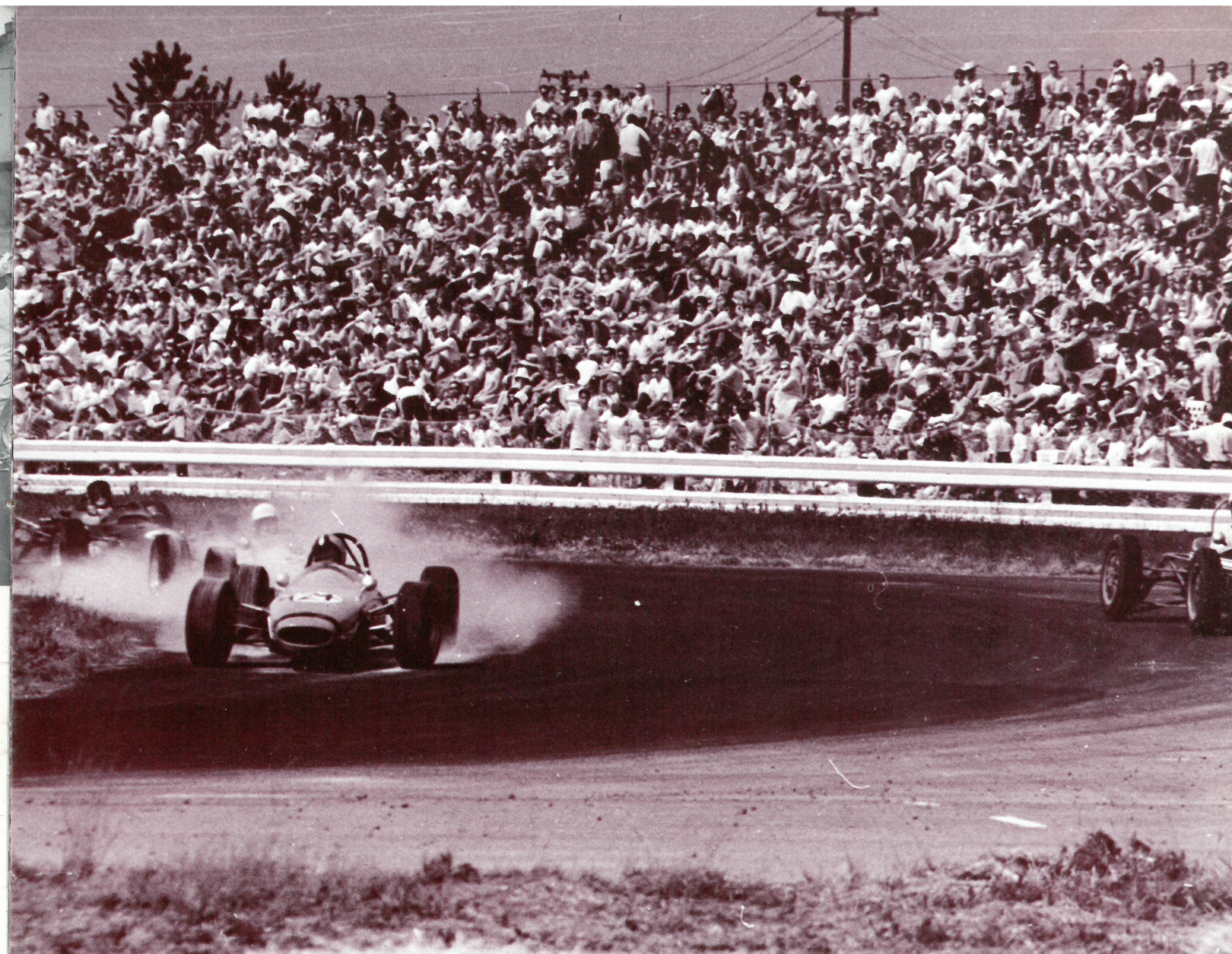


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## Junior Rose Festival Parade

Everybody enjoys the Junior Rose Festival Parade, largest kid's parade in the United States . . . perhaps in the world. Any youngster from the first through the eighth grade is eligible to enter . . . and the only big rule is that he *must* be in costume or that his bike, wagon or other vehicle *must* be decorated. Plenty of colorful floats, zippy bands, baton twirlers, too!

1:30 p.m. Friday, June 13



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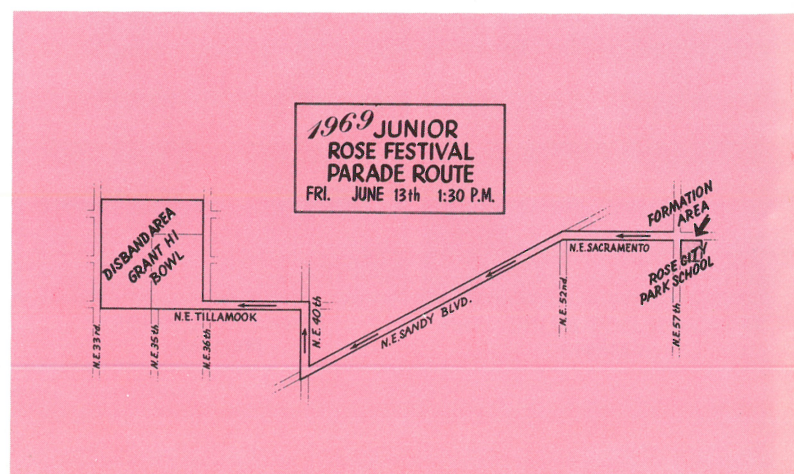
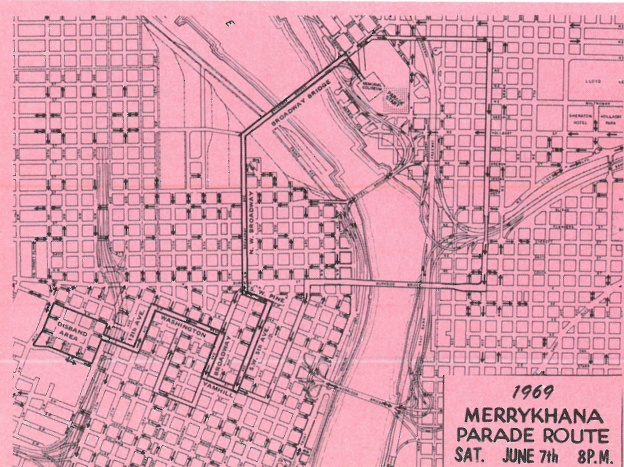
## Rose Cup Sports Car Races

Saturday and Sunday, June 14 and 15

You'll see some of the greatest action in sports during two full days of racing at Delta Park. There are several classes of sports cars, plus drivers of professional formula cars racing for a purse of

more than \$5,000. The track has been realigned and improved, and there's plenty of parking and spectator space for everyone.

If you've never seen the Rose Cup . . . this is the year.





# BOB HOPE AND THE YOUNG AMERICANS

Everybody's choice for America's favorite entertainer . . . Bob Hope himself . . . returns to the Memorial Coliseum for his second Rose Festival appearance in three years. And what a show it will be . . . with the Young Americans, coming back for

their fourth consecutive appearance . . . Debbie Kay, youthful singing star . . . and Richard Hayman, Hope's own conductor and arranger. Come on out and enjoy Bob Hope at his sharpest!



8 p.m. Wednesday and Thursday, June 11 and 12 . . . Memorial Coliseum

A2004-002.1930





# ROSE FESTIVAL

## 10 Fun-Filled Days in the City of Roses!

### EXCITEMENT

### SPECTACLE

### HUMAN INTEREST

Everything comes to a sharp focus in the Rose Festival

There's Marine Day on the Willamette River, with drag boats capable of clocking up to 200 miles per hour.

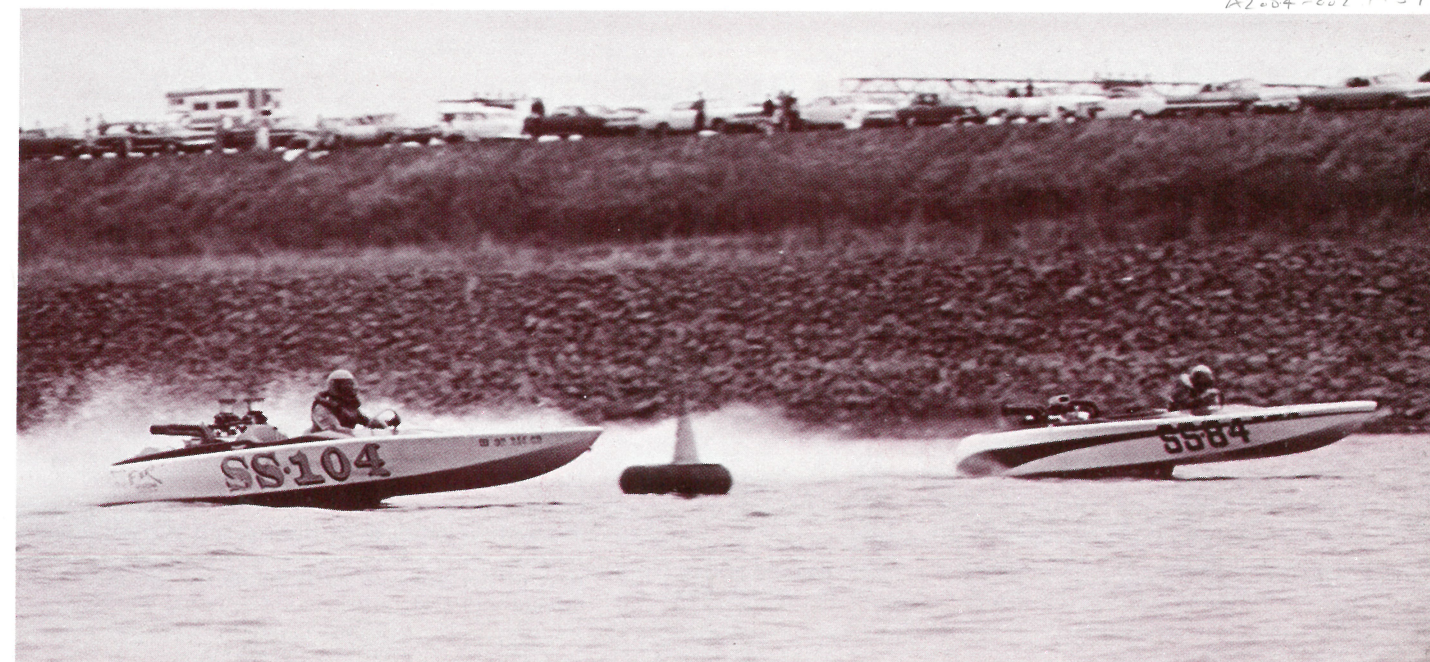
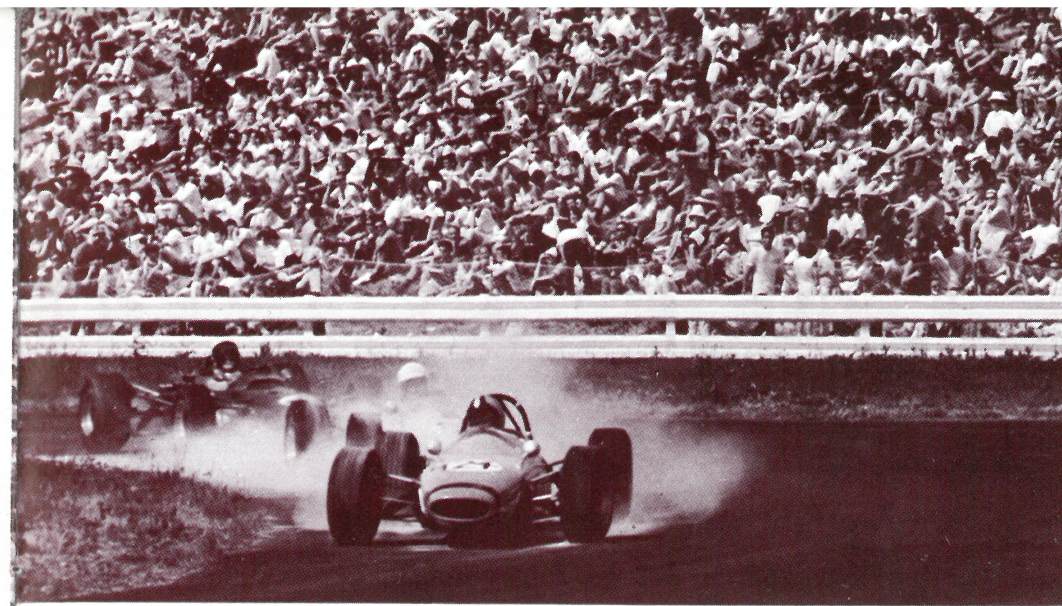
There's the great KISN Good Guys Fun Festival, open every day of the Rose Festival at the Memorial Coliseum, with bands, demonstrations and acts that will turn on every teen-ager.

There's the visit of the U.S. and Canadian naval vessels, tied up at the Willamette River seawall where they can be easily seen and visited by anyone.

There's the Golden Rose Ski Tournament on the snowy June slopes of Mt. Hood, last of the major ski tournaments in the nation.

There's the Rose Festival track meet at Lewis and Clark College, bringing together great college and high school stars from many distant points.

Plus many more events . . . most of them free . . . with which you can fill every minute you're in Portland if you're so minded!



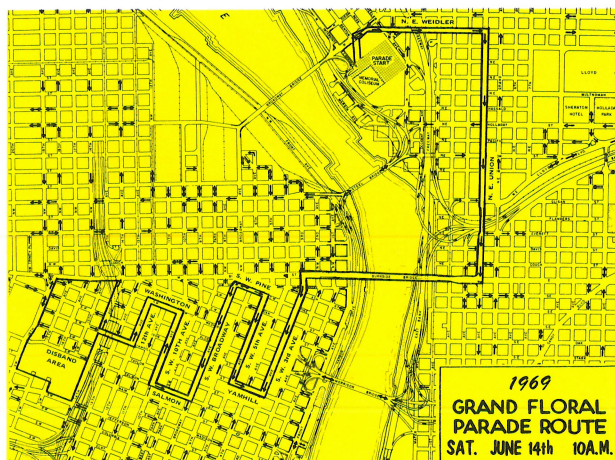




# GRAND FLORAL PARADE

10 a.m. Saturday, June 14

1969 Parade Theme: *"From the Travel Folder"*



## Judging Rules and Regulations

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

## ORDER OF MARCH

Code:  
1-48 Floats; B-Bands;  
H-Equestrian Units

### QUEEN'S DIVISION

(Marshal: Roger Berry)

- B-1 Portland Police Motor Escort
- B-2 Marine Color Guard and Band
- H-1 King County Sheriff's Mounted Posse (with flags)
- B-3 Royal Rosarian Marching Unit
- B-4 Kimball County High School Band (86)

### GRAND MARSHAL

- 1. GOVERNOR TOM McCALL AND MRS. McCALL
- H-2 Oregon Mounted Posse (Governor's Guard)
- 2. MAYOR TERRY D. SCHRUNK AND MRS. SCHRUNK
- B-5 Valluvue High School Band
- 3. PRESIDENT JAMES SIMMONS AND MRS. SIMMONS PORTLAND ROSE FESTIVAL ASSOCIATION
- 4. PRIME MINISTER ROYAL ROSARIANS JACK STUHL AND MRS. STUHL
- 5. PRESIDENT WALTER J. REGAN, JR., PORTLAND ROSE SOCIETY AND MRS. PATRICK DIGNAN, CHAPERONE ROYAL COURT
- B-6 Benson High School Band and Monroe Drillettes (Queen's H. S. Band)
- 6. PORTLAND CHAMBER OF COMMERCE (QUEEN'S FLOAT)

### DIVISION No. 1

(Marshal: Thomas Milne)

- H-3 Ike Whitely
- 7. PORTLAND GENERAL ELECTRIC
- H-4 St. Paul Rodeo Court
- B-7 Madison High School Band
- 8. LLOYD CENTER MERCHANTS ASSOCIATION
- H-5 Miss Northwest Rodeo—Jill Nogle
- 9. BENJAMIN FRANKLIN FEDERAL SAVINGS AND LOAN
- H-6 Salem Saddle Club Drill Team
- B-8 Wilson High School Band

### DIVISION No. 2

(Marshal: Jerry Herburger)

- 10. NORTHWEST NATURAL GAS COMPANY
- H-7 Mrs. Jim Ennis
- B-9 Reynolds High School Band
- 11. GREATER GATEWAY BOOSTERS AND GATEWAY CHAMBER OF COMMERCE
- H-8 Molalla Buckeroo Court
- B-10 Roosevelt High School Band
- 12. PORTLAND BOTTLING COMPANY (JUNIOR COURT)

- H-9 Rod Anders
- 13. PALESTINE DE MOLAY
- H-10 Princess Linda Watt, Seattle - King County

### DIVISION No. 3

- (Marshal: Wayne Garber)
- B-11 Battle Ground High School Band
- 14. BATTLE GROUND CHAMBER OF COMMERCE
- H-11 Twin City Saddle Club Rodeo Court (Camas-Washougal Rodeo)
- 15. UNITED STATES NATIONAL BANK
- H-12 Mrs. Bert Croshaw
- B-12 Fort Vancouver High School Band
- 16. VANCOUVER ROSE FLOAT COMMITTEE
- H-13 Westernetts
- 17. PORTLAND FIRE BUREAU
- H-14 Washington County Sheriff's Mounted Posse

### DIVISION No. 4

- (Marshal: Fred Helbeck)
- B-13 Sunset High School Band
- 18. BEAVERTON JAYCEES
- H-15 Mabel Baker
- B-14 Franklin High School Band
- 19. GEORGIA-PACIFIC CORPORATION
- H-16 Multnomah County Sheriff's Mounted Posse
- B-15 Aberdeen High School Band (80)
- 20. CITY OF ABERDEEN
- H-17 Day Cobb
- H-18 Lyle H. Cobb
- 21. PASADENA TOURNAMENT OF ROSES

### DIVISION No. 5

- (Marshal: Clyde Brummell)
- B-16 Grant High School Band
- 22. PACIFIC NORTHWEST BELL
- H-19 Col. Ernest Scott
- 23. FARMERS INSURANCE GROUP
- H-20 Tammy Aschoff
- B-17 Gresham High School Band
- 24. GRESHAM AREA CHAMBER OF COMMERCE
- H-21 Afifi Temple Mounted Patrol
- B-18 Yakima High School Band
- 25. YAKIMA SUNFAIR

### DIVISION No. 6

- (Marshal: Charles Smith)
- H-22 Clackamas County Sheriff's Mounted Posse
- 26. EASTMAN KODAK COMPANY
- H-23 Heck Harper
- 27. PACIFIC POWER & LIGHT
- H-24 Clatsop County Sheriff's Mounted Posse
- B-19 Hillsboro High School Band
- 28. HILLSBORO ROSE FLOAT ASSOCIATION

- H-25 Oregon Appaloosa Court
- 29. MODEL CITIES BOOSTERS
- H-26 D. H. Weik

### DIVISION No. 7

- (Marshal: George Jackson)
- B-20 Jackson High School Band
- 30. BANK OF CALIFORNIA
- H-27 Arabian Horse Breeders Assn.
- 31. RELIABLE TRANSFER COMPANY
- B-21 Jefferson High School Band
- 32. PORTLAND RETAIL TRADE BUREAU
- B-22 Navy Seabee Band — 31st Naval Construction Regiment
- 33. UNITED STATES NAVY
- H-28 Yoncalla Amateur Rodeo Court
- 34. HOLLYWOOD SHOPPING CENTER

### DIVISION No. 8

- (Marshal: Stockton Boyd)
- B-23 Washington High School Band
- 35. MEIER & FRANK COMPANY
- H-29 Gresham Westernairs
- B-24 Lincoln High School Band
- 36. FIRST NATIONAL BANK OF OREGON
- H-30 Arlington Rodeo Court
- 37. BOYD COFFEE
- H-31 Mr. and Mrs. Eugene Jackson
- B-25 Cleveland High School Band
- 38. SPECK RESTAURANTS

### DIVISION No. 9

- (Marshal: John Johansen)
- B-26 Clan Macleay Pipes and Drums
- 39. HAROLD'S CLUB
- H-32 Sauvies Island Saddle Club
- B-27 Warm Springs Girls' Drill Team (24)
- 40. KIWANIS CLUB — CAMP FIRE GIRLS
- 41. CAPITAL LAKEFAIR, INC.
- B-28 Marshall High School Band
- 42. PUYALLUP VALLEY DAFFODIL FESTIVAL
- H-33 Al Kader Temple Mounted Patrol
- 43. AL KADER SHRINE TEMPLE

### DIVISION No. 10

- (Marshal: Richard Lord)
- B-29 Seattle Drum Corps
- 44. GREATER SEATTLE, INC.
- H-34 Roy Koon
- 45. MISS TAN PORTLAND FLORAL COMMITTEE
- 46. PACIFIC NATIONAL EXHIBITION
- H-35 Laton Kirk
- 47. LEAVENWORTH, WASH.
- H-36 Pony of America Clubs
- B-30 Del Norte High School Band
- 48. CRESCENT CITY, CALIF.





A2004-002.1539

## 81st Annual Portland Rose Show

Thursday and Friday, June 12 and 13

Masonic Temple

This is the nation's oldest and largest rose show. You'll be greatly impressed with the size and beauty of the blossoms . . . more than 20,000 individual blooms . . . entered in this show. You'll see roses

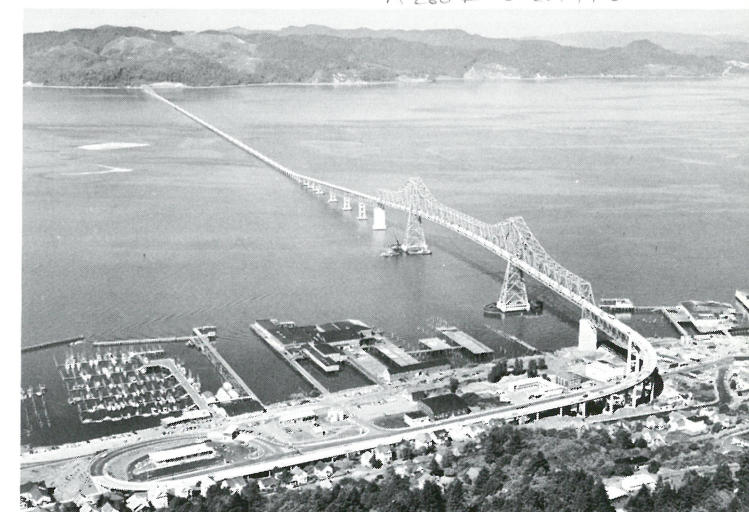
you've never seen before, plus many old favorites at their glorious best. For flower lovers, this is a real highlight of the Rose Festival.



A2004-002.1940

## See All of Oregon During the ROSE FESTIVAL!

What a wealth of variety and scenery Oregon offers the visitor! It's less than half a day's drive from the wild vistas of the surf-torn Oregon coast to the pure beauty of the snow peaks and alpine meadows. There's the contrast of the lush Willamette Valley farms with the nearby brooding rain forest. There's sport from fishing to golf to swimming to boating to hiking . . . ad infinitum. There are plush eateries, as fine as any in the country, and lonesome campgrounds in the high country. Whatever your taste, Oregon has it. And if you want to know about it, ask the Portland Chamber of Commerce Visitors Information Bureau!



A2004-002.1941



A2004-002.1943



A2004-002.1542







A2004-002.1944



A2004-002.1945

# Portland Rose Festival, June 6 to 15



A2004-002.1944



A2004-002.1947



A2004-002.1948



A2004-002.1949