



1963

PORTLAND  
ROSE  
FESTIVAL

SOUVENIR PROGRAM 50c



A2004-002, 1845

At Rose Festival time, Portland presents 10 days of beauty, pageantry and excitement. We invite our friends from out-of-town to share in our fun and are happy to serve as guides as they visit our parks, museums, zoo, theatres and stores. Some of our most enthusiastic community boosters moved here after visiting Portland on this happy occasion. We have an area richly endowed by nature. Our mountains, ocean beaches, clear streams can be reached by short drives along uncrowded highways. Most of the year we take our pleasant living for granted. Our most welcome Festival visitors help us see the City of Roses in proper perspective.

*Tony D. Schmidt*  
MAYOR, City of Portland



The combined efforts of thousands of volunteers has produced this 55th annual Portland Rose Festival. Each event is the result of endless hours of time and talent utilized to provide an opportunity for you to enjoy a gay, interesting and memorable ten days in the City of Portland and our State. Your pleasure is their reward.

*V. Chapman*  
PRESIDENT,  
Portland Rose Festival Association

A2004-002, 1850

## SCHEDULE OF EVENTS

### FRIDAY, MAY 31

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

### FRIDAY, JUNE 7

6 p.m. Official opening of Festival Center at Holladay Park, to remain open daily from 11 a.m. to midnight through June 16. Band concert, arts and crafts show, rose displays, garden exhibits, park bureau stage shows, International Cafe, midway attractions, funland, amusement rides.

### SATURDAY, JUNE 8

8 a.m. to 4 p.m. Fourth annual West Coast Rifle and Pistol Tournament, Camp Withycombe, Clackamas.  
11 a.m. to Midnight. Festival Center open, Holladay Park.  
1 p.m. Statewide Junior Olympic Track Meet, Grant Bowl.  
8 p.m. Merrykhana Parade, beginning in Memorial Coliseum.

### SUNDAY, JUNE 9

8 a.m. to 5 p.m. Fourth annual West Coast Rifle and Pistol Tournament, Camp Withycombe, Clackamas.  
11 a.m. Junior Bicycle Race, Mt. Tabor Park.  
11 a.m. to Midnight. Festival Center open, Holladay Park.  
12:30 p.m. Senior 50-mile bicycle race, Mt. Tabor Park.  
1 p.m. Junior Rose Festival Court visit to Shrine Hospital.  
1 p.m. Marine Day, Willamette River at Swan Island.  
4 p.m. Junior Rose Festival Planting ceremony at Peninsula Park.

### MONDAY, JUNE 10

11 a.m. Sidewalk cafe opens, S.W. Stark between 3rd and 4th.  
11 a.m. to Midnight. Festival Center open, Holladay Park.  
8 p.m. Queen selection and coronation, Memorial Coliseum.

### TUESDAY, JUNE 11

11 a.m. Sidewalk cafe opens.  
11 a.m. to Midnight. Festival Center open, Holladay Park.  
2 p.m. to 11 p.m. Food and Products Show opens, Memorial Coliseum.  
7 p.m. to 9 p.m. Model sailboat regatta, craftsmanship judging, Benson High School.  
8 p.m. Arena show opens, Memorial Coliseum; Frank Fontaine, Shari Lewis, Homer & Jethro, acrobats, jugglers, races, other entertainment.

### WEDNESDAY, JUNE 12

11 a.m. Sidewalk cafe opens.  
11 a.m. to Midnight. Festival Center open, Holladay Park.  
1:45 p.m. Model Sailboat regatta, Westmoreland Pool.  
2 p.m. U.S. and Canadian Navy ships arrive, Sea Wall, Harbor Drive.  
2 p.m. to 11 p.m. Food and Products Show, Memorial Coliseum.  
8 p.m. Arena show, Memorial Coliseum.

### THURSDAY, JUNE 13

11 a.m. Sidewalk cafe opens.  
11 a.m. to Midnight. Festival Center open, Holladay Park.  
1 p.m. to 9 p.m. Rose Show, Sheraton Motor Inn.  
2 p.m. to 11 p.m. Food and Products Show, Memorial Coliseum.  
8 p.m. Arena show, Memorial Coliseum.

### FRIDAY, JUNE 14

10 a.m. Rose Show, Sheraton Motor Inn.  
11 a.m. Sidewalk cafe opens.  
11 a.m. to Midnight. Festival Center open, Holladay Park.  
12 Noon. Knighting Ceremony, Washington Park.  
12 Noon. Beer Barrel Polo, Lincoln High School Stadium.  
1:30 p.m. Junior Rose Festival Parade, beginning at N.E. 52nd and Sandy Boulevard.  
2 p.m. to 11 p.m. Food and Products Show, Memorial Coliseum.  
8 p.m. Arena Show, Memorial Coliseum.

### SATURDAY, JUNE 15

8 a.m. Sidewalk cafe opens.  
10 a.m. Grand Floral Parade, beginning at Memorial Coliseum and ending at Lincoln High School.  
11 a.m. Festival Center open, Holladay Park.  
12 Noon to 11 p.m. Food and Products show, Memorial Coliseum.  
12 Noon. Rose Cup sports car practice and time trials, Delta Park.  
8:30 a.m. to 4 p.m. Archery Tournament, Delta Park.  
8 p.m. Arena Show, Memorial Coliseum.  
9 p.m. Queen's Ball, Hilton Hotel.

### SUNDAY, JUNE 16

11 a.m. to Midnight. Festival Center open, Holladay Park.  
12 Noon. Third annual Rose Cup sports car race finals, Delta Park.  
12:30 p.m. Golden Rose Ski Tournament, Mt. Hood.  
1 p.m. Baton Twirling Contest sponsored by Park Bureau, Mt. Scott Park.  
2 p.m. Portland Elk's Lodge No. 142's annual Flag Day services, Washington Park.  
8:30 a.m. to 4 p.m. Archery Tournament, Delta Park.  
2 p.m. and 6 p.m. Arena Show, Memorial Coliseum. (2 shows)  
12 Noon to 10 p.m. Food and Products Show, Memorial Coliseum.

### TUESDAY, JUNE 18

Queen's Command championship baseball game.

### SPECIAL FEATURES DURING ROSE FESTIVAL WEEK

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

(All hours Daylight Saving Time)

# MERRYKHANA

## PARADE

The frolicking funsters in the Portland Rose Festival Merrykhana Parade will take a new route this year. Starting at the Memorial Coliseum, the parade will cross over the Broadway Bridge and then through the downtown business district along Broadway.

**SATURDAY  
JUNE 8  
8 p.m. (DST)**

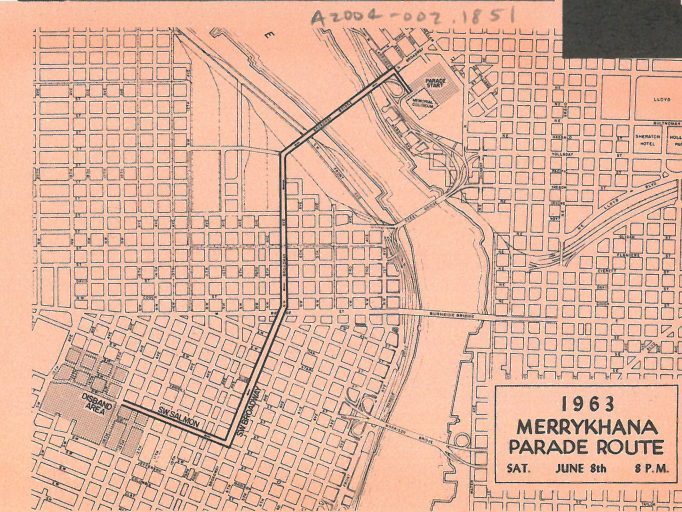
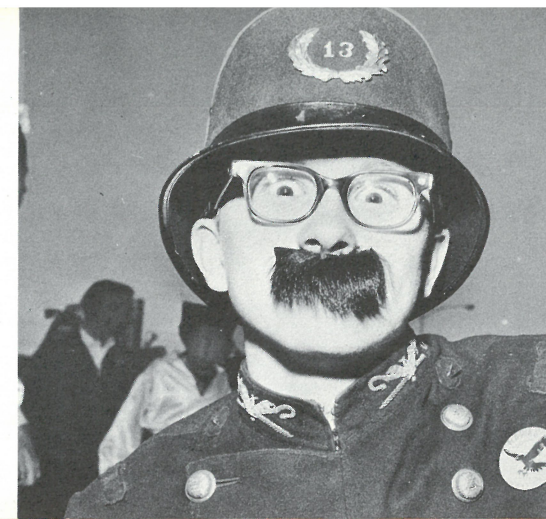
The gay floats, loaded with happy paraders, can be viewed from comfortable seats inside the Coliseum. Parade tickets for the Coliseum, selling at \$2,

\$1 and 50c, are available at the Portland Rose Festival Office and at the Memorial Coliseum.

The "King of Fun" rules over this parade. His identity is kept secret until just before the procession emerges into the bright lights of the big arena.

Entertainment is the aim of the floats, the novelty groups, baton twirlers, marching units and bands.

Fierce cavemen and gunfighters, mighty-lunged bagpipers and hornblowers, pretty dancing girls and sad-faced clowns keep the crowds roaring with laughter.



## JUNIOR

# ROSE FESTIVAL PARADE

Youngsters with initiative each year put on their own Junior Rose Festival Parade. If they have four wheels, they have the basis for a float—with the limit set by their imagination.

Clowns, acrobats, and characters out of story books are created from materials found in attics and basements.

The East Side event will follow the same route as last year, starting at N.E. 52nd Ave. and Sandy Blvd. The lead vehicle will start the parade at 1:30 p.m., Friday, June 14.

With more than 10,000 boys and girls participating, the Junior Parade has become the largest parade of youngsters in the United States.

Grand Marshal will be Terry Baker, All-American football star at Oregon State University, who was graduated this year with honors.

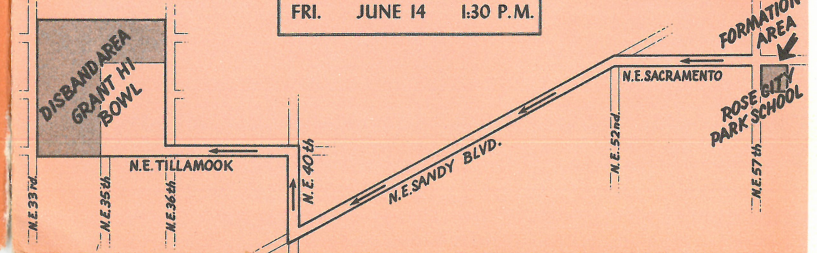
Baker, a Portland resident, won the Heisman award for the best football

player in the nation. He also played three years of varsity basketball while he maintained high grades as an engineering student.

Also riding in the parade will be the queen, princesses and escorts of the Junior Rose Festival Court.

**FRIDAY  
JUNE 14  
1:30 p.m. (DST)**

**1963 JUNIOR  
ROSE FESTIVAL  
PARADE ROUTE  
FRI. JUNE 14 1:30 P.M.**





# Queen Selection

## AND CORONATION PROGRAM

Pageantry and tradition, evolved during 55 Rose Festivals, help to make the annual coronation a dramatic event. Before an expectant crowd, Monday, June 10, in Memorial Coliseum, the judges will make their difficult selection of Queen of Rosaria. The court is composed of 12 lovely princesses, each representing a Portland high school. The rating chart below is the one used by the official judges. You can make your own selection, using the same criteria.

**MEMORIAL COLISEUM**  
**MONDAY, JUNE 10**  
**8 p.m. (DST)**

### JUDGE FOR YOURSELF

### Queen Selection Judging Chart

HOW WOULD YOU RATE THEM?	Appearance up to 40%	Poise up to 40%	Speaking Ability up to 20%	TOTAL
Princess Roxanne Piert, Marshall				
Princess Vicki Elena Keranen, Roosevelt				
Princess Linda Mae Anderson, Washington				
Princess Linda Jean Jackson, Grant				
Princess Mary Pamela Galloway, Cleveland				
Princess Gwendolyn Lee Leicht, Jefferson				
Princess Gail Weyand, Franklin				
Princess Charlotte Louise Andersen, Girls Polytechnic				
Princess Kristine Schray, St. Mary's				
Princess Sandra Ruth Ross, Madison				
Princess Suzanne Lynne Baldwin, Wilson				
Princess Julie Ann Levin, Lincoln				

(Queen selection is based on the above points)



PRINCESS LINDA  
Washington



PRINCESS LINDA  
Grant



PRINCESS PAM  
Cleveland



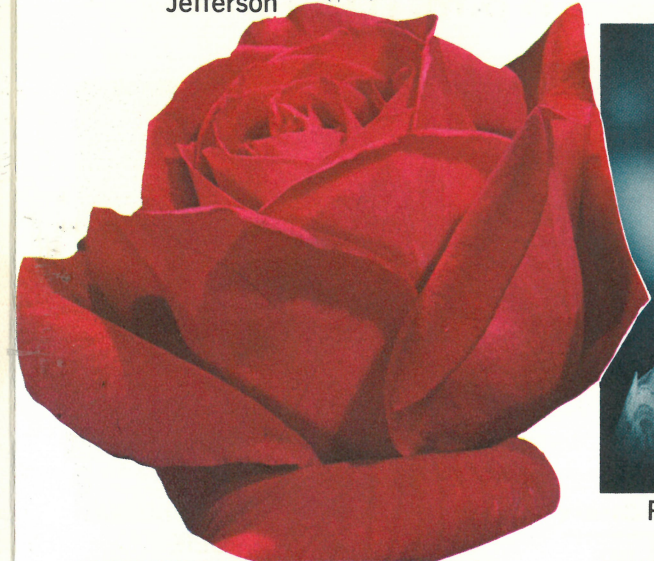
PRINCESS GWEN  
Jefferson



PRINCESS GAIL  
Franklin



PRINCESS JULIE  
Lincoln



PRINCESS CHARLOTTE  
Girls Polytechnic



PRINCESS KRIS  
St. Mary's



PRINCESS VICKI  
Roosevelt



PRINCESS SANDY  
Madison



PRINCESS SUZANNE  
Wilson



PRINCESS ROXANNE  
Marshall



**FRANK FONTAINE**  
TV Singing Comedian  
A2004-002.1845



**SHARI LEWIS**  
TV Puppeteer and Ventriloquist  
A2004-002.1864



**HOMER & JETHRO**  
Crown Princes of Corn  
A2004-002.1847



**THE BUMPY SPECTACULARS**  
Spectacular Tumbling and Acrobatic Family  
A2004-002.1868



**FRANCIS BRUNN**  
Juggler and Acrobat

A2004-002.1870

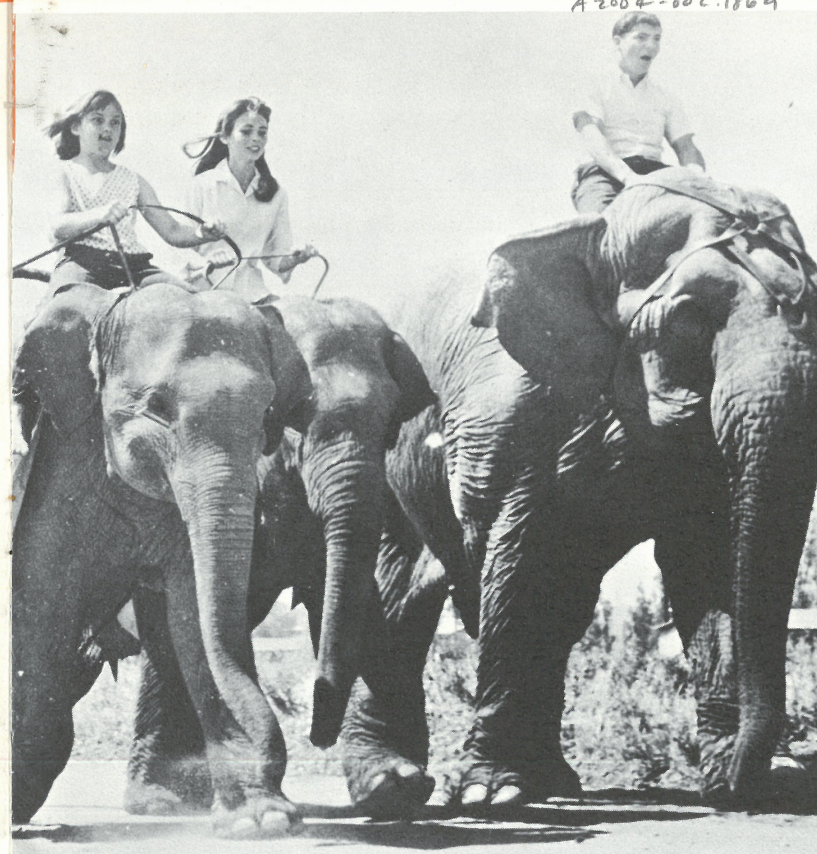
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**TUESDAY**  
JUNE 11, through  
**SATURDAY**  
JUNE 15, 8 p.m.  
**SUNDAY**  
JUNE 16, 2 and 6 p.m.

**STAGE**  
**SPECTACULAR**

**Portland Memorial Coliseum**

**GENE HOLTER'S RACING ELEPHANTS**  
Direct from Intercollegiate Elephant Races  
A2004-002.1869



The 1963 Rose Festival Stage Spectacular, a fast-paced show in the Memorial Coliseum, has a top star lineup which includes Frank Fontaine, Shari Lewis and Homer & Jethro.

Shows will be June 11 through 16, with the opening curtain at 8 p.m., Tuesday through Saturday, and 2 and 6 p.m., Sunday.

Fontaine, the singing comic on the Jackie Gleason television show, has recorded one of the top-selling record albums. He has appeared in 12 motion pictures and has made guest appearances on all the major television shows.

Shari Lewis, who has appeared on NBC-TV color in her own production, has enthralled millions of children with her puppets, Charlie Horse, Lamb Chop and Hushpuppy. As a dancer, singer and magician, she has appeared on the shows of Jack Paar, Dinah Shore and Ed Sullivan.

Crown Princes of Corn, Homer & Jethro started their careers as country musicians. Their musical parody

has given them the title of Tin Pan Alley's wrecking crew and has caused grey hairs among the song writers.

The two-hour show also will include show-stopper Francis Brunn, former Ringling Bros. acrobat; the Bumpy Spectaculars, tumblers who have been labeled Ed Sullivan's favorite family act; and Gene Holter's Racing Elephants. Johnny Matson, musical comedian, is the master of ceremonies.

Reserved seat tickets are now on sale at the Memorial Coliseum box office. Prices are \$2.50 and \$2.00 for reserved seats with general admission prices \$1.50 for adults and 75 cents for children under 18.

A free daily attraction at the Coliseum from June 11 through June 16 will be the Rose Festival Food and Product Show in the exhibit hall. Cook-off contests, gourmet demonstrations and hundreds of displays and exhibits of food products are some of the features of the Northwest's first major food show.

Cook-off contests will be in five categories: Sweet treats, meat or main dish masterpieces, teen-age feasts, men on the range, and Oregon famous food features.



**JOHNNY MATSON**  
Musical Comedian and Master of Ceremonies

Garbo  
CHICAGO

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**PORTLAND ROSE FESTIVAL ASSOCIATION**

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 (all the above are past presidents)

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- L. W. (BUD) MALLETT



**SATURDAY  
 JUNE 15  
 STARTING AT  
 10 a.m. (DST)**

**Grand FLORAL PARADE**

**ORDER OF MARCH**

Code: 1-47 Floats; B—Bands; H—Equestrian Units

**QUEEN'S DIVISION**

- B-1 Portland Police Motor Escort—Capt. Pittinger  
 B-2 Valentine, Nebraska, High School Band (75)  
 B-3 U.S. Marine Corps, Color Guard (4) and mass colors  
 H-1 King County Sheriff's Posse  
 B-4 Royal Rosarians Marching Unit (60)

**GRAND MARSHAL—TERRY BAKER**

1. GOVERNOR HATFIELD, MRS. HATFIELD, AND FAMILY  
 H-2 Oregon Mounted Posse—Governor's Guard—Color Guard  
 2. MAYOR AND MRS. TERRY SCHRUNK  
 H-3 Portland Mounted Police Posse—Color Guards

**DIVISION No. 1**

- B-5 Eisenhower High School Band—Yakima, Washington (100)  
 3. PRESIDENT DON CHAPMAN AND MRS. CHAPMAN, PORTLAND ROSE FESTIVAL ASSOCIATION  
 4. PRIME MINISTER ROYAL ROSARIANS ELLSWORTH D. PURDY AND MRS. PURDY  
 H-4 A. M. Minden  
 5. PRESIDENT ROBERT STONE, PORTLAND ROSE SOCIETY AND MRS. STANLEY DAVIS, CHAPERON ROYAL COURT  
 B-6 Benson Polytechnic Band (will substitute for Queen's Band) (80)  
 6. PORTLAND CHAMBER OF COMMERCE QUEEN'S FLOAT

**DIVISION No. 2**

- B-7 ICOA—Roman Wedge (12)  
 ICOA COLOSSUS  
 ICOA Drum and Bugle Corps (13)  
 B-8 ICOA Roman Legion (50)  
 ICOA Chariot and 2 guide riders  
 ICOA Slaves (6)  
 ICOA Mounted Centurion  
 ICOA Bull Idol  
 ICOA Roman Flower Girls (10)  
 ICOA FLOAT  
 ICOA FLOAT  
 ICOA Egyptian Flower Girls (10)  
 ICOA Egyptian Slaves (10)  
 7. ICOA ROMAN FIESTA FLOAT  
 H-5 Afifi Temple Mounted Patrol  
 B-9 David Douglas High School Band (40)  
 8. EASTPORT PLAZA SHOPPING CENTER—JUNIOR COURT  
 H-6 Sheri Lynn Miethe  
 9. KIWANIS CLUBS IN GREATER PORTLAND AREA  
 H-7 St. Paul Rodeo Association Queen and Court  
 B-10 Chinese Girls Drill Team, Seattle Seafair (60)  
 B-11 Seafair Pirateers (32)  
 B-12 Seafair Commodores  
 10. SEATTLE SEAFAIR  
 H-8 Clackamas County Sheriff's Mounted Posse—Color Guards  
 11. PACIFIC POWER & LIGHT COMPANY  
 H-9 Anita Howard Thorson

**DIVISION No. 3**

- B-13 United States Air Force Band (30)  
 B-14 United States Air Force Drill Team (20)  
 12. EAST SIDE COMMERCIAL CLUB AND UNITED STATES AIR FORCE  
 H-10 Golden West 4-H Club—Color Guard  
 B-15 Cleveland High School Band (85)  
 13. PACIFIC SUPPLY COOPERATIVE  
 H-11 Molalla Buckaroo Queen and Court  
 14. MEADOWLAND DAIRY

**DIVISION No. 4**

- B-16 Marshall High School Band (70)  
 15. PASADENA TOURNAMENT OF ROSES  
 H-12 Heck Harper  
 16. PORTLAND FIRE DEPARTMENT  
 H-13 Morrow County Fair Rodeo Court  
 B-17 South Salem High School Band (75)  
 B-18 The Salem Cherrians (24)  
 17. THE SALEM CHERRIANS  
 H-14 Salem Saddle Club—Color Guard  
 B-19 Lincoln High School Band (65)  
 18. FRANZ BAKERY  
 B-20 Stevenson High School Bandettes (24)

**DIVISION No. 5**

- B-21 Stevenson, Washington High School Band (54)  
 19. SKAMANIA COUNTY, WASHINGTON  
 H-15 Lonnie Logsdon  
 H-16 Sheryl Lee  
 B-22 Franklin High School Band (90)  
 20. FARMERS INSURANCE GROUP  
 H-17 John Beall  
 21. HAROLD'S CLUB—RENO  
 H-18 Multnomah Count Sheriff's Mounted Posse  
 B-23 Centennial High School Band (50)  
 22. PORTLAND GENERAL ELECTRIC COMPANY  
 H-19 Laton Kirk  
 B-24 Battle Ground Businessmen's Club (20)  
 B-25 Battle Ground High School Band (50)

**DIVISION No. 6**

23. BATTLE GROUND BUSINESSMEN'S CLUB, BATTLE GROUND, WASHINGTON  
 H-20 Lyle Cobb  
 24. PORTLAND RETAIL TRADE BUREAU  
 B-26 Jefferson High School Band (54)  
 25. PACIFIC NORTHWEST BELL TELEPHONE  
 H-21 Sue Ann Carty  
 26. LLOYD CENTER  
 H-22 Gresham Westernaires 4-H riders—Color Guard  
 B-27 Neighbors of Woodcraft Band (4)  
 B-28 Neighbors of Woodcraft (30)

**DIVISION No. 7**

27. NEIGHBORS OF WOODCRAFT  
 H-23 Queen Joyce and Malheur County Color Guard  
 B-29 Washington High School Band (57)  
 H-24 Gene Teague

28. THE FIRST NATIONAL BANK OF OREGON  
 H-25 4-H Glittering Hoofs—Color Guard  
 29. PORTLAND FEDERAL SAVINGS  
 B-30 Hillsboro High School Band (90)  
 30. HILLSBORO ROSE FLOAT ASSOCIATION

**DIVISION No. 8**

- H-26 Miss Sandy Dunson, Miss Rodeo Portland (Honorary)  
 31. BOYD COFFEE COMPANY AND PORTLAND STATE COLLEGE  
 H-27 Bronco Busters—4-H Riders—Color Guard  
 B-31 Grant High School Band (90)  
 32. HOLLYWOOD BOOSTERS  
 H-28 Pat Scholer (Honorary)  
 H-29 Barbara McCarger (Honorary)  
 33. BARBARY COAST RESTAURANT  
 H-30 Judy Nash (owner Guy Carr)  
 B-32 Central Catholic High School Band (50)  
 34. NORTHWEST NATURAL GAS COMPANY

**DIVISION No. 9**

- H-31 Clover Crest 4-H Drill Team—Color Guard  
 B-33 Fort Vancouver Washington High School Band (90)  
 35. VANCOUVER ROSE FLOAT COMMITTEE  
 H-32 Gresham Elks Lodge (5) Color Guard  
 B-24 Clan Macleay Pipe Band (50)  
 36. U.S. NATIONAL BANK OF PORTLAND  
 H-33 Julie Kay King  
 37. MEIER & FRANK COMPANY  
 H-34 Beverly Puth  
 B-35 Girls Polytechnic Drillettes and Drum Corps (45)  
 38. PORTLAND HOME BUILDERS ASSOCIATION  
 H-35 Al Kader Temple Mounted Patrol

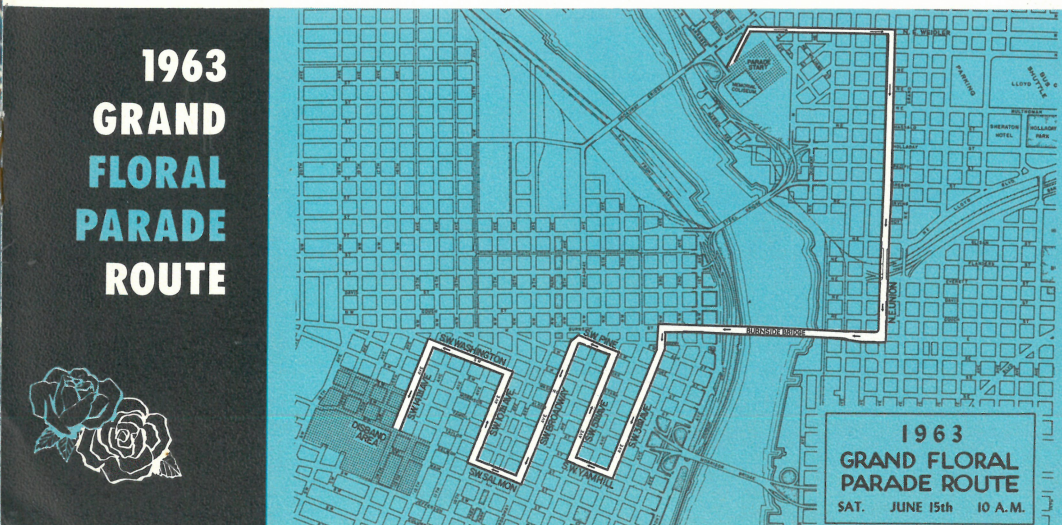
**DIVISION No. 10**

39. AL KADER SHRINE TEMPLE  
 B-36 Roosevelt High School Band (83)  
 40. BEAVERTON AREA JAYCEES  
 H-36 Washington County Sheriff's Posse—Color Guard  
 B-37 U.S. Navy Band (24)  
 41. U.S. NAVY RECRUITING AND THE SHIPBUILDERS OF PORTLAND  
 B-38 Banks, Oregon, High School Band (60)  
 42. FOREST GROVE JUNIOR CHAMBER OF COMMERCE

**DIVISION No. 11**

- H-37 Nancy Pfeifer  
 H-38 Karen Grimstad  
 43. RELIABLE TRANSFER COMPANY  
 B-39 Madison High School Band (87)  
 44. PALESTINE DE MOLAY  
 H-39 Clatsop County Sheriff's Mounted Posse—Color Guard  
 45. ALPENROSE DAIRY  
 B-40 Wilson High School Band (88)  
 46. DICKEDDY TOY TOWN  
 47. SMOKEY HUMBIRD  
 Jay Stevens Disaster Car

A2004-002.1872



**1963  
 GRAND  
 FLORAL  
 PARADE  
 ROUTE**

A2004-002.1873





THE FINAL DAY of the Portland Rose Festival, Sunday, June 16, is also the day for the Golden Rose Ski Tournament. Skiers from all over the nation come to Mt. Hood to compete in the last sanctioned ski race of the season. First race starts at 2:30 p.m. While Mt. Hood is only a short driving distance from Portland, its elevation assures good skiing during the festival. Timberline Lodge, with its swimming pool and dining facilities, provides a pleasant setting for skiers and tourists. A banquet is held at the lodge for the contestants at the close of the tournament.

A2004-002 1874

TWO DAYS OF sports car racing begin Saturday, June 15, at West Delta Park race course. Now in its third year, the Rose Cup races attract top Northwest amateur and professional drivers. Time trials are scheduled for Saturday. Production car, Formula junior and modified car events are set for Sunday. Winners from many other top races are entered.



A2004-002 1877



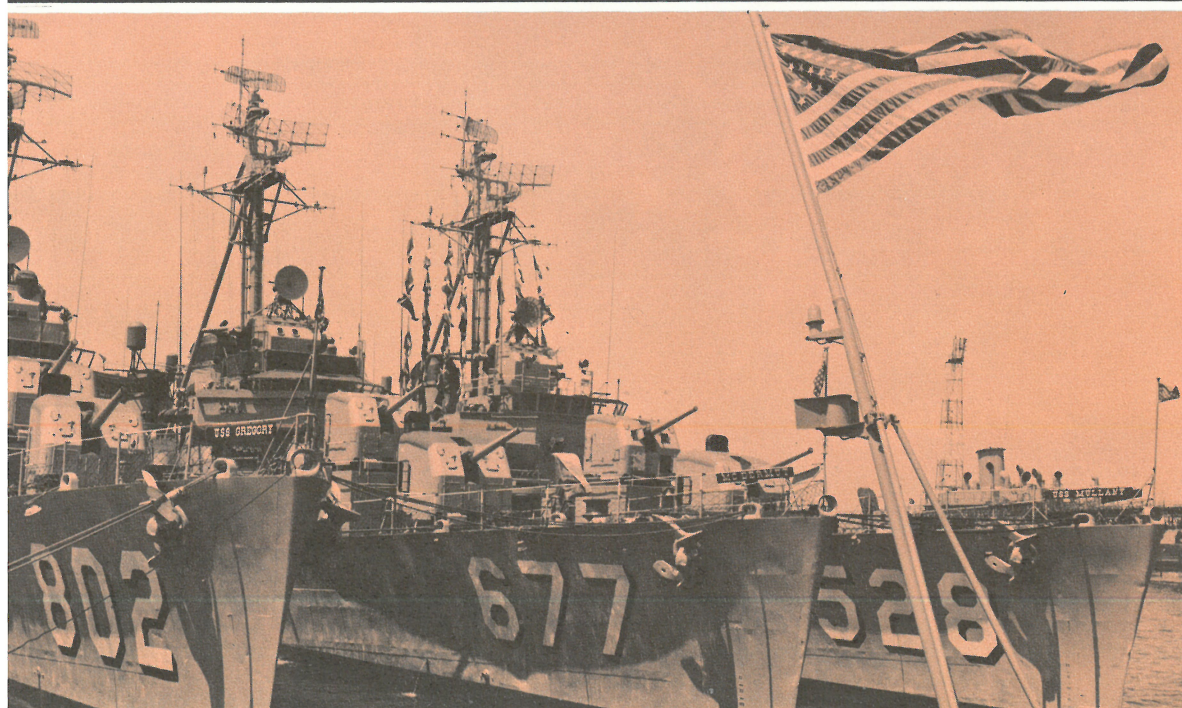
THE GREAT MOMENT arrives. One of the 12 beautiful princesses is selected Queen of Rosaria. The coronation never fails to excite the loyal subjects who fill the Memorial Coliseum. Selection and coronation are scheduled for 8 p.m., Monday, June 10.

A2004-002 1875

FESTIVELY DECORATED yachts parading on the Willamette River at 11:30 a.m., Sunday, June 9, begin Marine Day. The hundreds of yachts then will tie up in the Swan Island Lagoon to watch the ski show which starts at 1 p.m. On shore motorists have a good view and ample parking space. Helicopter acrobatics and boat drag races will follow. Watching from two boats will be King Neptune and his daughters, and the Rose Festival Court.



A2004-002 1876



PORTLAND ENJOYS playing host to the Rose Festival fleet, made up of ships from the United States and Canadian navies. Among the American ships is the guided missile destroyer U.S.S. Berkeley and the submarine U.S.S. Sabalo. The Canadian navy has sent the submarine H.M.C.S. Grilse and destroyer escorts. The vessels are tied up in the Willamette river at the West Sea Wall, a short walk from the downtown district.

A2004-002 1874

CANADIAN SAILORS and Portland firemen trade water hose techniques each year for the international championship of Beer Barrel Polo. The wet competition is scheduled for noon Friday, June 14, at Lincoln High School.



A2004-002 1879



# fun for everyone... festival

**OPEN DAILY**  
11 a.m. to midnight  
JUNE 8 through JUNE 16

## GRAND OPENING

**JUNE 7**  
6 p.m. to  
midnight

The Fun Center, started five years ago, immediately proved popular and has expanded each year. Located in Holladay Park, adjacent to the world's largest shopping center, it offers free admission, free parking, free stage shows and free kiddies' circus.

**STREETS OF THE WORLD** show imported dishes, fabrics, food stuffs, handicrafts and gift items from all over the world.

**OREGON PRODUCTS EXHIBITS** display the many fine products manufactured in this state.

**ARTS AND CRAFTS EXHIBITS** feature outstanding works from Oregon artists including hand-weaving, ceramics, sculpture, painting, jewelry, print-making and photography.

**GARDENERS' MARKET PLACE** has everything for the gardener from outdoor living accessories to plants and fertilizers. Portland area garden clubs provide many of the floral and garden displays.

A2004-002-180



# FUN CENTER



A2004-002-181

**PLUS A GAY WAY** with the largest array of amusement rides ever assembled in the Northwest, an International Cafe and attractions for all ages.

Youthful folk with a zest for living have a natural affinity for the amusement rides at the Festival Fun Center. The large array of attractions assure fun for the entire family, from little tots to spry grandmothers. The ferris wheel pleases those who like a view with their rides, while

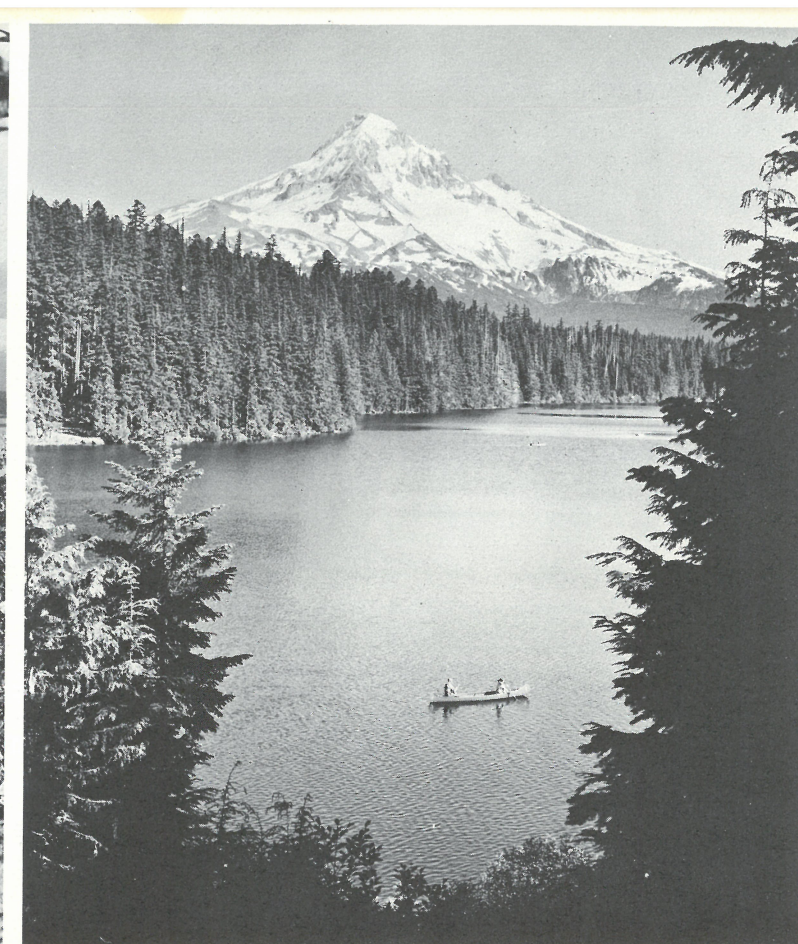
the old-fashioned merry-go-round maintains special appeal to the nostalgic. Teenagers, seeking a faster pace, gravitate toward such rides as the octopus, roll-a-plane and the loop. The bright colors, catchy tunes and ever-present cotton candy all add to the holiday atmosphere.



A2024-002 1882



A2004-002 1883



A2004-002 1884

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

Nature was bountiful when scenery was distributed to Oregon. And Portland is strategically located for visitors who want to enjoy the outdoor beauty spots. Within a few hours drive are glacial peaks, sandy and rocky coastal beaches, gentle farming valleys, fishing streams and mountain lakes. With more and more people discovering the state's attractions, tourism has become a major industry.

A204-002 1886

## 75<sup>th</sup> ANNUAL PORTLAND ROSE SHOW

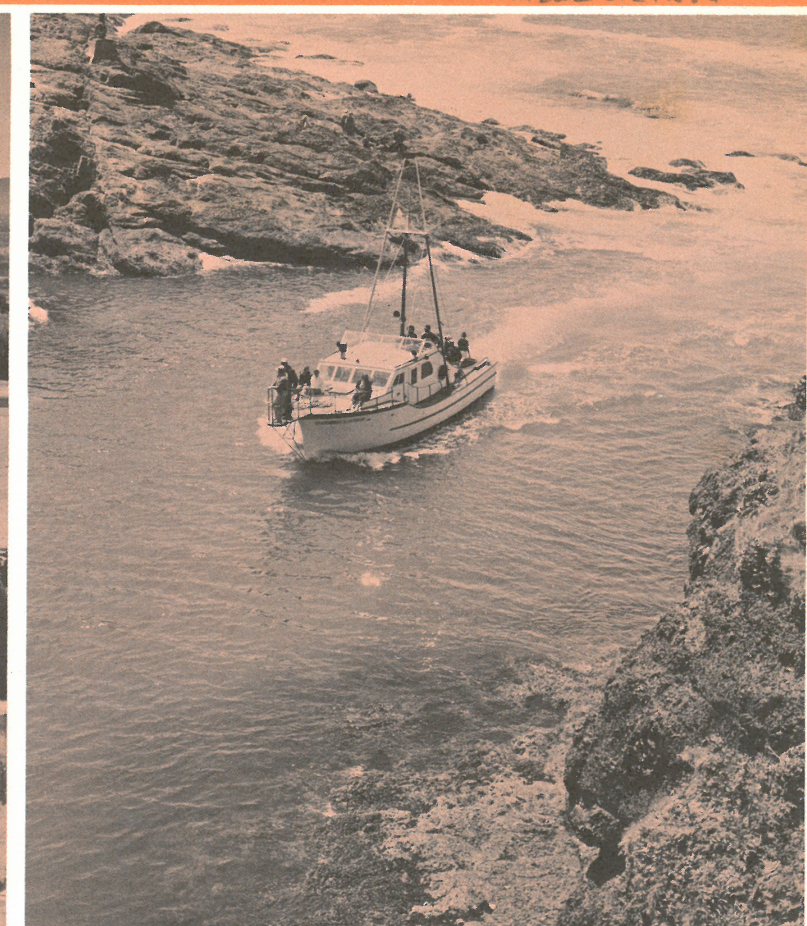
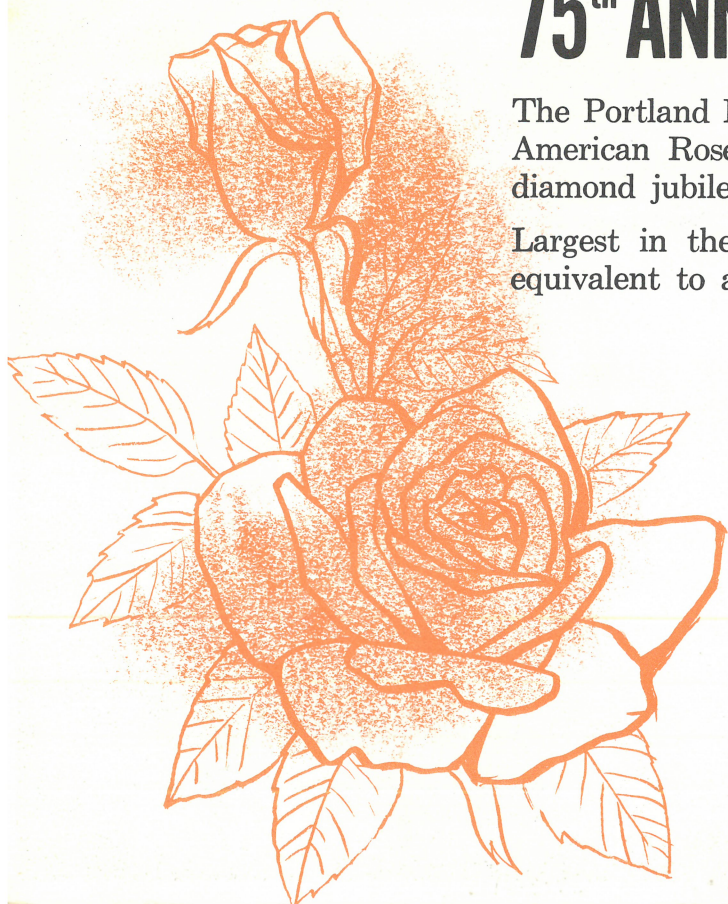
The Portland Rose Society was organized in 1889—11 years before the American Rose Society. The nation's oldest rose show celebrates its diamond jubilee this year.

Largest in the United States, the show's 5,000 entries require space equivalent to a football field. The 15,000 blooms come from as far as Vancouver, B.C., Medford, Ore. and Boise, Ida.

The society has designated the Ena Harkness as the official rose for the queen of the Rose Festival. Other roses have been selected for each of the princesses.

The festival court will be honored by the Rose Show officials at a luncheon in the Sheraton Motor Inn, 1 p.m., Thursday, June 13.

The Portland Rose Show will be open at the Sheraton Motor Inn Thursday, June 13, from 1 p.m. to 9 p.m. and Friday, June 14, from 10 a.m. to 9 p.m. Theme this year is "75 Years Young."







Merrykhana Parade

A2004-002.1847



Coronation of the Queen of Rosaria

A2004-002.1858

# 10 days of fun! during Portland's Rose Festival



Junior Rose Festival Parade

A2004-002.1889



Marine Day

A2004-002.1890



Festival Fun Center

A2004-002.1891



Grand Floral Parade

A2004-002.1892