

copy to [unclear] [unclear]
complete file of Rose Festival
correspondence

June 28, 1963

Mr. Don Chapman
President, Rose Festival Association
Multnomah Hotel
Portland, Oregon

Dear Mr. Chapman:

Comments in the press, and remarks that have come to our attention from both within the city and outside, have suggested this letter.

It is not our intent to criticize, simply to observe - for we are well aware of the contribution which you and all members of the Rose Festival Association have made to the community, a contribution the extent of which is best measured by the unquestioned success of the Festival.

In the spirit of purely objective observation then, may we suggest that the Arts and Crafts Show at Holladay Park, and more than one of the performances at the Memorial Coliseum, could scarcely represent a standard of which Portland may be proud.

Especially the Holladay Park episode. The most disturbing aspect of the Holladay Park show was its seeming "official sanction" - it appeared in a public park, and therefore what appeared there must perforce (to the Portland visitor) acquire a stamp of at least quasi-municipal approval.

That a visitor to this city should view the appalling mediocrity mostly presented there, and leave, believing this representative of our artistic standards, gives one pause.

Each member of the Rose Festival Association is engaged in business. Most of their organizations in some manner are engaged in public relations, which, we need not tell you, is no more - to put it simply - than putting one's best foot visibly forward.

Unquestionably, many individuals visiting the Holladay Park show quite possibly left, neither impressed nor unimpressed - but reflect, in selling the Portland community, the highest standards in every context are requisite. We sell our community short if we allow anything less than the best the community has to offer. Only in this manner is it possible not just to maintain our standards but to raise them as well; in this way to continue to make living in this community a rewarding experience for those here now - and, equally important, to attract those whose individual presence, and economic presence, will enhance the cultural and business community.

Mr. Ion Chapman - 2

If Portland and Oregon are to grow in the healthy manner in which we wish our children to come to adulthood, it behooves all of us to attend equally to our cultural and business climate.

To observe thus, in what may perhaps appear a negative manner, serves no purpose unless one is able to offer an approach to a solution.

We would like to emphasize - we cannot pretend to have the solution, but perhaps the experience of members of this board could be of use in arriving at an approach. Should your organization so desire, members of this board, or its subsidiary advisory committee, are available to sit with your group in an advisory capacity.

In no sense should our observations be construed as a reflection on the admirable (and sometimes thankless) job performed by the Portland Rose Festival Association members.

We trust you will take this letter in the spirit in which it is given - not of criticism of what is past, but an attempt to assist in the improvement of what is to come.

Sincerely yours,

Douglas Lynch, Chairman
Portland Art Commission

DL:r

CC Mayor

PORTLAND ROSE FESTIVAL ASSOCIATION

OFFICE: SUITE 232 MULTNOMAH HOTEL PHONE CA 7-2681

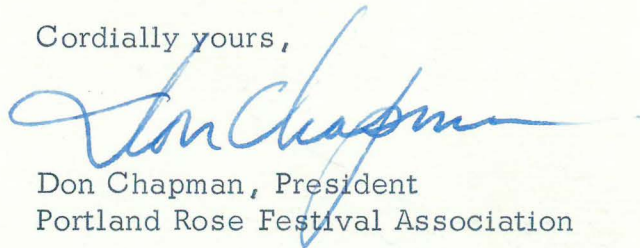
8 July 1963

Dear Mr. Lynch:

I am taking the liberty of keeping your letter until our Committee for the Festival Center meets for the 1964 Rose Festival arrangements.

I am sure they will discuss in detail each item as presented, and your comments and feelings will receive serious consideration.

Cordially yours,



Don Chapman, President
Portland Rose Festival Association

DC/g

Mr. Douglas Lynch, Chairman
Portland Art Commission
City Hall
Portland 4, Oregon



Don Chapman
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Henry Baldrige
First Vice-President
Clyde R. Richardson
Second Vice-President
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PORTLAND ROSE FESTIVAL ASSOCIATION

OFFICE: SUITE 416 HILTON HOTEL PHONE CA 7-2681

March 20, 1964

Mrs. Richard R. Robertson
2615 S. W. Buena Vista Drive
Portland, Oregon

Dear Mrs. Robertson:

We greatly appreciate the invitation to meet with your commission at noon on April 1, Room 102 of City Hall Annex.

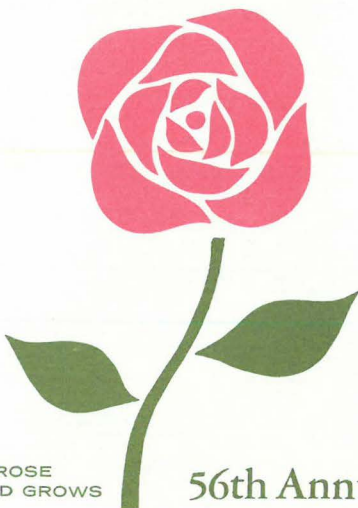
In the interest of saving valuable time spent in such meetings, the enclosed background information is forwarded for your perusal.

Your support and help is solicited in providing a better annual Portland Rose Festival.

Respectfully,

L. W. Mallett
Executive Manager

LWM:cc
Encl.



Henry Baldridge
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Clyde R. Richardson
First Vice-President
Floyd Bennett
Second Vice-President
Robert H. Hazen
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Allen O. Carden
Gerald W. Frank
Ray E. Garner
C. P. Keyser
Lea Phillips

FIRST ANNUAL PORTLAND ROSE MUSIC FESTIVAL

June 10, 11, 12, 1964

MUSIC FESTIVAL

In order to give due recognition to outstanding High School, College and University performing groups, the Portland Rose Festival Association wishes to stage its First Annual Music Festival in June, 1964. Since there are so many fine choirs, bands, orchestras and stage bands in the high schools and colleges, the opportunity for them to perform before large audiences is being made possible Wednesday, Thursday and Friday nights, June 10, 11, and 12 in the Portland Coliseum. In addition to the individual group performance of 15 minutes, a massed festival number will be performed to end the evening's program.

Each evening program will feature three instrumental groups (bands or orchestras), three choirs, one stage band, and two of the scholarship winners of the solo contest. Each group will be allowed 15 minutes of performing time. This amount of performing time must be strictly followed in order to keep the total amount of time for the program within two hours.

Any High School, College, University or Community College band, choir, orchestra, or stage band in Oregon, Washington, or Idaho is eligible to appear on one of the evening programs. A performance tape and picture of the 1963-64 group must be submitted to the Festival Chairman along with application for appearance not later than April 15, 1964.

A Festival Finale number will be performed each evening by all participating groups. Rehearsal for this number will be at 3 P.M. the day of the evening performance. Participation in the finale will be expected of all participating groups..

The calibre of program material to be performed by each group shall be of the highest order. Numbers should display the capabilities and versatility of the group. A tentative program should accompany the application blank or tape.

MUSIC SCHOLARSHIPS

A new music scholarship program is being instituted in 1964 to the finest young talent available in Oregon, Washington, and Idaho. Competition will be held in Portland on June 9 and 10 to determine the scholarship winners. In connection with the Large Group Festival, scholarship winners will perform on one of the evening programs June 10, 11, and 12.

Scholarships will be made available in the following categories:

1. Voice--Best Woman Singer--\$400.00. Best Male Singer--\$400.00.
2. Piano--\$400.00.
3. Strings--\$400.00.
4. Woodwinds--\$400.00.
5. Brasses--\$400.00.

Scholarship awards will be payable to the College or University of the winner's choice for further study in his chosen field. The awards will be available only if the student pursues his study in an institution of higher learning in Oregon, Washington, or Idaho.

RULES

1. Contestants must be residing in or studying in the states of Oregon, Washington, or Idaho.
2. Contest is open to all musicians 17 years of age up to and including 24.
3. Vocalist must be prepared to sing at least two numbers from the classical or semi-classical literature. Music must be memorized.
4. An accompanist will be provided, if contestant is unable to provide his own.
5. Instrumentalists must be prepared to perform standard literature of the highest calibre.
6. Performing time for any soloist shall not exceed 6 minutes. Music must be memorized.

7. Contestant must furnish his own copy of music to be performed, as well as a copy for the judge.
8. Each contestant will pay an entry fee of \$3.00. Attach money order, or check to entry blank. Make payable to Portland Rose Festival Association, Suite 415, Hilton Hotel, Portland, Oregon.
9. All entries must be in Portland Rose Festival Headquarters not later than May 1, 1964.
10. Contestants will be designated to judges by number only. The judge's decision will be final.

Henry E. Baldrige

905 American Bank Bldg.
Portland 5, Oregon

April 7, 1964

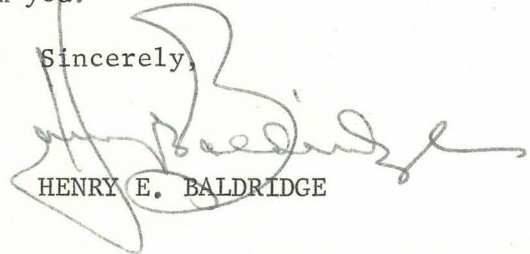
Mr. Douglas Lynch, Chairman
Portland Art Commission
City Hall
Portland, Oregon 97204

Dear Mr. Lynch:

I am returning herewith the clipping which you handed me the other day at the meeting. I found it very interesting.

I thought the joint meeting was informative and I hope it will lead to a closer coordination of efforts between your Commission and the Portland Rose Festival Association. If I can be of any assistance in this regard, please do not hesitate to let me hear from you.

Sincerely,

A handwritten signature in dark ink, appearing to read "Henry E. Baldrige", written over a circular stamp.

HENRY E. BALDRIDGE

HEB:abc
Enclosure (1)

DEPARTMENT OF FINANCE

BUDGET
BUREAU OF PARKS
BUREAU OF SHOPS
BUREAU OF LICENSES
EMPLOYEE RELATIONS
OFFICE OF CITY TREASURER
REAL ESTATE TRANSACTIONS
BUREAU OF PROPERTY CONTROL
BUREAU OF LIGHTING AND POWER
BUREAU OF PURCHASES AND STORES



ORMOND R. BEAN
COMMISSIONER

CITY OF PORTLAND
OREGON

April 13, 1964

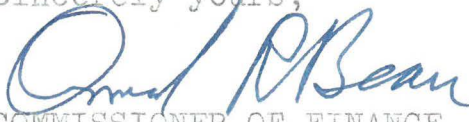
Mr. Douglas Lynch, Chairman
Portland Art Commission
10 S. W. Washington
Portland, Oregon

Dear Mr. Lynch:

The Rose Festival Association is donating a fountain which it is planned to have installed in Holladay Park. It is their desire to have it in operation before June 1st.

Mr. Buckley will submit pictures and plans, and we shall appreciate it if you will bring this matter up for discussion at your next meeting.

Sincerely yours,


COMMISSIONER OF FINANCE

B:a

to sent

April 14, 1964

To the Editor
The Oregonian

Sir:

Your Lake Oswego art correspondent's letter of April 10 raises questions about the Rose Festival arts program. It also contains misinformation about the Art Commission which should be corrected.

The Art Commission has not "offered its services in the selection of art to be shown at Holladay Park."

The Art Commission is not, as she states, "responsible for the Airport Mural." The Port of Portland Commission initiated its own transaction with a nationally known Portland painter. The Art Commission was requested to enter the situation only to mediate heated controversy which humorous news stories generated among various art groups.

Inferences that the Art Commission "selected art for our Centennial Celebration" is untrue. The fact is that the Art Commission was not involved in that event for any purpose whatever.

Beyond stating these facts, no purpose is served to exhume details of events of six years ago. Your correspondent has a right to her opinion, a right strong-minded partisans guard zealously for themselves, if not for others. But others there are who believe these works of art, however, controversial, brought the only excellence and distinction into otherwise drab affairs. These people also have the right to their opinions; they, too, are the "public" whose "taste" your correspondent alleges may be "flouted".

But even this is over-simplification. In the Arts, as in all human affairs, new attitudes, objectives and standards of taste, and an ever changing spectrum of new forms, styles of expression, and special interest groups have developed in the last 50 years. Your correspondent may deplore these developments but they are also facts. Considering this, and the transitional state of public values, it is presumptuous for the spokesmen of this faction, or any other, to make judgments about who is "flouting public taste".

To plead the case of one group against another is not the Art Commission's business - its business is to encourage excellence and to discourage mediocrity in aesthetic matters affecting the public interest.

The City Ordinance creating the Art Commission states: "The functions of the Art Commission shall be to study, analyze, and promote the cause of art as a cultural attribute to the city of Portland and its citizens, to cooperate with existing and

April 21, 1964

Mr. Henry E. Baldrige
President, Rose Festival Association
American Bank Bldg.
Portland, Oregon

Dear Mr. Baldrige:

At your request the Portland Art Commission, with the Mayor's Art Advisory Committee, has met to study ways and means of re-establishing a Rose Festival Exhibition of the highest possible artistic merit. Following are our recommendations:

Location:

Memorial Coliseum - one or more of the lower level rooms.

Determination:

Congeniality. For 1964, all performing arts activities and the Rose Show will be held in the Memorial Coliseum. Location here would bring all of the arts, plus the Rose Show, under one roof.

Security:

Many artists have been reluctant to exhibit in outdoor shows in our public parks because of possible danger, not only from theft and vandalism - but most important, from possible damage from extreme changes in humidity. In June especially, it is possible for the humidity to run the full scale in twenty-four hours, plus the ever-present possibility of dew in the early morning hours. Damage from humidity is insidious - usually not becoming apparent until a year or even more after exposure.

The show would be divided for convenience into four sections, without category, other than that I, II and III would be for painting and sculpture; IV the crafts. Sections were determined for division of effort, large committees frequently becoming unwieldy.

Nomination for committees of selection is of individuals who might have the broadest possible knowledge of artistic endeavor in the community, and who, by training and occupation, are actively engaged - each day - in some respect pertaining directly to the visual arts. With four sections, committees of selection will be able to establish broad community representation. The Art Commission would like to emphasize that last word - "representation".

It must be recognized, as it is with the performing arts in the Coliseum, that every individual who might play the violin or the piano, may not be included. The committees of selection, because of space limitations, will be unable to include everyone

Mr. Henry E. Baldrige - 2

who paints - but they will be charged, in their exercise of judgment, to arrive at as broad a representation in all visual arts media as is possible.

The composition of the committee of selection of Group III is such as to give the younger artist, who is less known, an opportunity to show. Heads of college-level schools were nominated for this reason - although this does not necessarily limit Group III to individuals still in college.

Nominations for committees of selection for 1964:

Section I

Menalkas Selander, chairman
Hamilton Aaris
Mike Hall

Section II

~~Dr. Wallace Baldinger, Director, Museum of Art, University of Oregon,~~
chairman
Mrs. Arlene Schmitzer, *chairman*
Mrs. Jack McLarty

Section III

Frederick Heidel, Portland State College, chairman
Willard Midgette, Reed College
Mrs. Mary , University of Portland
Bernard Hinshaw, Lewis & Clark College

Section IV

Ken Shores, chairman
Phil Eagle
Martha Ebener

The Art Commission also has considered the question of ~~sponsorship of the~~ Festival Show - the possibility of some official city designation. This might be a Mayor's Invitational, or combined Mayor and Art Commission Invitational. The matter of sponsorship requires and deserves further exploration.

Yours truly,

Douglas Lynch
Chairman, Portland Art Commission

DL:r

ART COMMISSION



DOUGLAS LYNCH, Chairman
MRS. LYLE ASHCRAFT, Vice-Chairman
MRS. RICHARD R. ROBERTSON, Sec.-Treas.
ARLYN E. COLE
LEWIS CRUTCHER
CLAYTON HARE
FRANCIS J. MURNANE

Ex-Officio Members
TERRY D. SCHRUNK, Mayor
DOROTHEA LENSCH, Director of Recreation
LLOYD KEEFE, Dir., City Planning Com.

Address: City Hall

CITY OF PORTLAND, OREGON

April 24, 1964

Mr. Henry E. Baldrige
President, Rose Festival Association
American Bank Bldg.
Portland, Oregon

Dear Mr. Baldrige:

At your request the Portland Art Commission, with the Mayor's Art Advisory Committee, has met to study ways and means of re-establishing a Rose Festival Exhibition of the highest possible artistic merit. Following are our recommendations:

Location: Memorial Coliseum.

Determination: Congeniality. For 1964, all performing arts activities and the Rose Show will be held in the Memorial Coliseum. Location here would bring all of the arts, plus the Rose Show, under one roof.

Security: Many artists have been reluctant to exhibit in outdoor shows in our public parks because of possible danger, not only from theft and vandalism, but, most important, from possible damage from extreme changes in humidity. In June especially, it is possible for the humidity to run the full scale in twenty-four hours. Damage from humidity is insidious - usually not becoming apparent until a year or even more after exposure.

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ART COMMISSION

DOUGLAS LYNCH, Chairman
MRS. LYLE ASHCRAFT, Vice-Chairman
MRS. RICHARD R. ROBERTSON, Sec.-Treas.
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LEWIS CRUTCHER
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LLOYD KEEFE, Dir., City Planning Com.

Address: City Hall

CITY OF PORTLAND, OREGON



Mr. Henry E. Baldrige - 2

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Section II

Mrs. Arlene Schnitzer, chairman
Mrs. Jack McLarty
Richard Muller
Claude McGraw

Section III

Frederick Heidel, Portland State College, chairman
Willard Midgette, Reed College
Mrs. Mary Schorenberg, University of Portland
Bernard Hinshaw, Lewis & Clark College

Section IV

Ken Shores, chairman
Phil Eagle
Martha Ebener

The Art Commission also has considered the question of name designation of the Festival show - the possibility of some official city designation. It is suggested that the event be designated as the Mayor's Invitational Rose Festival Art Exhibition, under the direction of the Art Commission.

Yours truly,

A handwritten signature in cursive script that reads "Douglas Lynch".

Douglas Lynch
Chairman, Portland Art Commission

DL:r

Copies to; Mayor Terry Schrunk
L. W. Mallet, Executive Manager;
and all interested parties.

PORTLAND ROSE FESTIVAL ASSOCIATION

OFFICE: SUITE 416 HILTON HOTEL PHONE CA 7-2681

April 24, 1964

Mr. Douglas Lynch
Chairman, Portland Art Commission
City Hall
Portland, Oregon

Dear Mr. Lynch:

This will acknowledge receipt of your letter of April 24 and to confirm our telephone conversation of today between yourself, Mr. Mallett and myself, wherein we discussed the recommendation to the Rose Festival Association as set forth in your letter referred to above.

Unfortunately, although we are completely sympathetic with the ideas and recommendations as outlined, the timing for this year is such that we believe it impossible to schedule your proposal during the 1964 Rose Festival week. We are willing and will confer further with you in an effort to get a location that will allow it to be included if possible. However, references made to the Memorial Coliseum already looked into by Mr. Mallett would indicate that no space is available at the Coliseum for this year.

We are agreeable to and would eagerly hope that although we cannot follow your recommendation for this year that representatives of the Art Commission and the Rose Festival Association can confer again on or about September 1 with the hope of working out a mutually agreeable program that can become a part of the Rose Festival for 1965 and subsequent years.

Again, we regret receipt of your recommendation too late to do anything this year; however, we will continue to do everything we can to work with you to finalize something if at all possible.

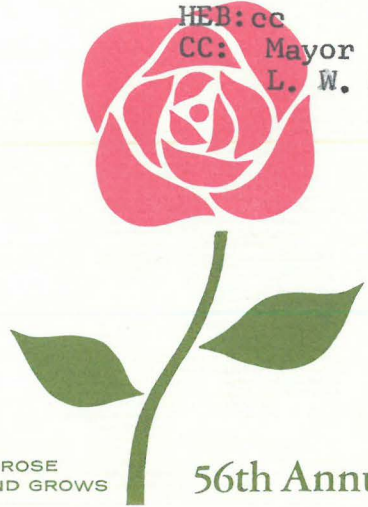
Sincerely yours,

Henry E. Baldrige
Henry E. Baldrige, President
Portland Rose Festival Association

copy to Mr. Richardson Oct 5, 1964

HEB:cc
CC: Mayor Terry Schrunk
L. W. Mallett

- | | | | |
|--|--------------------------|--|---|
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<i>President</i> | Harry Buckley | ACTIVE HONORARY DIRECTORS | ASSOCIATE DIRECTORS |
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| Robert H. Hazen
<i>Secretary</i> | Robert E. Franklin | Edward L. Casey | Dr. R. Mott Erwin, Jr.
<i>Prime Minister</i> |
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| L. W. (Bud) Mallett
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<i>Supt. of Schools</i> |
| | Charles R. Holloway, Jr. | George Henderson | |
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| Carroll W. Brissenden | Melvin Mark, Jr. | W. R. Moore | Ray E. Garner |
| | Eddie Mays | Milton W. Rice | C. P. Keyser |
| | W. A. Oliver | James J. Richardson | Lea Phillips |
| | Ross W. Porter | George Schoeffel | |
| | James Rathbun | Harold Weiss | |
| | James M. Simmons | <i>All the above are past presidents</i> | |
| | Robert G. Swan | | |
| | Walker M. Treece | | |



FOR YOU A ROSE IN PORTLAND GROWS

56th Annual Rose Festival June 5th thru 14th 1964 Portland Oregon

4401 SW Hamilton Terrace
18 Sept '64

Douglas Lynch
2344 NW Irving
Portland


Dear Doug:

As you wished, I have checked with members of the Artist Membership of the Portland Art Association regarding their reactions to the idea of an art show connected with the Rose Festival. These are the results:

1. A high percentage want absolutely nothing to do with a Rose Festival Art Show, based upon a long-standing disenchantment with the results of earlier attempts. They see no possible advantage to art or to individual artists.
2. If the Artists of Oregon Annual is held during Rose Festival Week, it would enable visitors to Portland to view fine art in a compatible environment, and would also ensure professional presentation of an art show.
3. Any art activity related to the Festival should not be in competition with the current events at the museum.
4. FINAL POSITIVE SUGGESTION: Let the Rose Festival publicity play up shows at the museum and local art galleries instead of any special Rose Festival Art Show.

Personally I feel that this sampling does indicate that any chairman of Artist Membership would have one hell of a time overcoming obstacles to full participation of this group. Knowing of your efforts to devise means by which a broad range of art could be presented to the community as a cultural balance to the "carney" aspect of the Festival, I'm sorry that 'organizers' of the Festival have made this even more difficult by their recent statements.

Sincerely,


Richard A. Miller
Chairman, Artist Membership
Portland Art Association

COPY

ART COMMISSION

October 5, 1964

Mr. Clyde R. Richardson
Franklin Building
333 SW 5th

*preliminary
copy*

Dear Mr. Richardson:

This letter and the items enclosed are by way of review of communications this year between representatives of the Rose Festival Association and the Art Commission on the subject of the Rose Festival Center art presentation.

The city ordinance which created the Art Commission specifically charges it with the responsibility "to study, analyze, and promote the cause of art as cultural attribute to the city of Portland, to cooperate with existing and future organizations interested in the fields of art --- and to establish ~~or~~ standards, and interests in the various cultural fields." *police*

The Arts and Crafts presentations at the Holladay Park Festival Center in recent years have noticeably deteriorated in the professional standards of the work shown and in the methods of exhibition. During the 1964 Festival the art had reached such a low point that no reputable art group would participate. Critical comment went beyond mere conversation and was publicly expressed in the city's newspapers.

Noting this situation, and with its civic responsibilities in mind, the Art Commission addressed a letter on June 28, 1963 to Mr. Don Chapman, Association president of that year. The Commission suggested that the experience of its members could be of use in an "approach" to improving the exhibitions and offered its services in an advisory capacity.

Mr. Chapman responded on July 8, 1963, with the assurance that the Commission's comments would "receive serious consideration" in the arrangements ~~for~~ for the 1964 Festival.

This spring the Commission again approached the Festival Association and at the request of Mr. Henry Baldrige and Mr. Bud Mallett, the Commission, at some expenditure of time and effort, came forward with a plan which had the approval of representatives of most major art groups, and the promise of their participation. The exchange of correspondence that followed is here attached and speaks for itself.

Other than a personal phone call about August 30th to one of the Commission members from Mr. Mallett in which he expressed doubts that the Festival would proceed with the Commission's suggestion, the Commission has had no official communication from the Festival Association. We have of course read with concern Mr. Mallett's comments as reported in the press, and here, apparently the matter rests.

In view of the enormous potential of the Rose Festival, as a prime tourist attraction, and the active interest, at civic and state levels, in the economic value of tourism, disregard for the value of the Art Events seems short

sighted and regrettable. This should be a time when Portland moves forward in developing a community-wide, professionally directed program of cultural events and attractions of the highest standards in order to hold our place among the other culturally inclined communities in the Northwest.

~~In view of the enormous potential of the Festival as a prime tourist~~
The Art Commission has no interest in forcing its views on any group. We feel the plan submitted for the Festival exhibition this spring is still valid and workable. But if the Festival Association doesn't think there's a need for it", as has been quoted in news stories, then at this point we can only accept this decision as expressed on the Festival's management's own responsibility.

Sincerely,

Mrs. Lyle Ashcraft, Chairman
Portland Art Commission

Enclosure

cc: Mr. Henry Baldrige

cc: Mr. Bud Mallett

Enclosure:

{ copy letter to Mr Chapman Jan 28, 1963
" Reply from " " 8 July 1963

{ copy letter to Mr. Baldrige Apr 24 '64
" copy reply from " " Apr 24 '64

{ 2 clippings. Reporter Sept 9 '64
mag. Sept. 18 '64

PORTLAND ROSE FESTIVAL ASSOCIATION

OFFICE: SUITE 416 HILTON HOTEL PHONE 227-2681

November 13, 1964

Portland Art Commission
City Hall
Portland, Oregon

Attention: Mrs. Lyle Ashcraft, Chairman

Dear Mrs. Ashcraft:

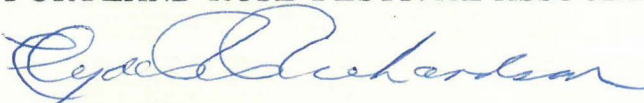
Please accept my apologies for the delay in answering your letter to me of October 5, 1964. However, I believe you will appreciate that until an Executive Board was appointed and held its first meeting, no formal or legally authorized action could be taken as regards the contents of your letter.

A complete review of the communications between the Art Commission and the Rose Festival Association and the underlying problems involved was recently made by the newly appointed Executive Board of the Rose Festival Association. It was the opinion of the Board that the Association, as such, cannot directly sponsor an Art Show. The Board, however, commends the Commission for its ideas and recommendations and its interest in the future of the Rose Festival.

We assure you that should the Commission, through its many well qualified and public-spirited members, sponsor an Art Show during the Festival period, and we hope you will, the Association will want to and be most pleased to include this event upon its program and thus afford the Commission the benefit of this advertising media.

Very truly yours,

PORTLAND ROSE FESTIVAL ASSOCIATION



Clyde R. Richardson,
President

CRR:lo



Clyde R. Richardson
President
Floyd Bennett
Vice President
Jack Campbell
Secretary
James M. Simmons
Treasurer
L. W. (Bud) Mallett
Managing Director

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PORTLAND ART MUSEUM
S. W. PARK & MADISON
PORTLAND 5, OREGON

January 5, 1965

The Honorable Terry D. Schruck, Mayor
City Hall
Portland, Oregon

Dear Mayor Schruck:

As officers of the Artist Membership of the Portland Art Association we represent 106 Portland artists and 73 artists throughout the state. The history of this group indicates its concern for the welfare of the arts in this community. It is the consensus of the Membership that the manner in which the idea of a Rose Festival Art Exhibition was rejected indicates that clarification of this issue is long overdue.

It is difficult to conceive of a city-wide festival that claims endorsement of government and citizens but which is devoid of mature cultural activity. At this juncture it seems necessary that the Festival be recognized as the semi-commercial "booster" activity which it is. In full recognition of the selfless efforts of hundreds of individuals, clearly steps must be taken to broaden its meaning beyond the "fun for kids" activities which have established its most valid meaning--if it claims to represent Portland.

In April 1964 the Portland Art Commission presented the Rose Festival Committee with a plan for an art exhibition. This proposal attempted to provide for the professional installation of what may have turned out to be the most idiomatically varied art show ever to represent Portland. In their preparations the Commission elicited the aid and approval of spokesmen of varied art interests in the area.

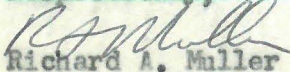
We understand that the Art Commission can do nothing more than advise the Rose Festival Committee.. RFC makes its own decisions and takes full responsibility for the Festival. However, after requesting such advice, we feel that Mr. L. W. Mallet, RFC Executive Manager, in his Journal statement of September 17, 1964, seems to have publicly dismissed the advisory aid of the Commission and given rise to the question of whether he ever intended to make use of the Commission's lengthy preparations. His last statement: "...we don't think there's a need for it as far as the festival is concerned." Only enough need to toy with the idea? RFC really thinks the form of the festival is fine as it is? Recalling the continual decline of festival art shows makes those artists who contributed to them squirm. There was a need then? But now now?

Until the Art Commission proves itself incapable of making a professional contribution to the culture of the community it should not be implied that it is an inept meddler. Whether a Rose Festival Art Exhibition ever happens is of little concern compared to how citizens of Portland work together to build their image. What we do to build cultural opportunities will someday result in our being known as cultured, or merely having labelled ourselves thusly.

Your Honor, Artist Membership requests your help in clarification of this matter.

CC Mrs. Lyle Ashcraft ✓
Mr. Clyde R. Richardson
Miss Beth Fagan
Mr. Andy Rocchia

Respectfully,


Richard A. Muller
Chairman
Artist Membership
Portland Art Assn.

Harry F. Widman
Exhibition Chrmn.
Artist Membership
Portland Art Assn.

Andy —

Rose Fest

February 26, 1965

Mr. Clyde Richardson, President
Rose Festival Association
Franklin Building
Portland, Oregon

Dear Mr. Richardson:

The Portland Art Commission, believing that the annual Rose Festival is of signal importance in creating and maintaining a desirable image of Portland, feel concern for the entertainment and artistic features of the Festival.

The Teen-Age Fair, announced by Jack D. Matlack to occupy the Memorial Coliseum from noon to midnight, June 4 - 13, would seem incompatible with the original ideals and standards of the Festival. This is admittedly a trade fair with the avowed purpose of stimulating a teen-age market for certain products. It would appear to be a sort of supermarket with carnival and nightclub acts, beauty pageant and queen, juvenile TV personalities, competitions for prizes, marathons, dancing to assorted swing bands, games, races and other amusements added.

There is no objection to an "accent on youth," but frank commercialism in exploiting the young people of Portland as a part of the Festival is distasteful.

Are profit from and diversion for teen-agers to be the sole consideration? Would a fair exclusively for teen agers be of interest to adults who come to Portland expressly for the Rose Festival?

Elsewhere this Teen-Age Fair has only been included as a commercial activity at county and state fairs. What percent of the receipts goes to the California promoters?

In view of recent experiences in the Northwest and at jazz sessions on the East Coast, would not policing of the Coliseum and adjoining blocks present a real and perhaps serious problem to school and civil authorities?

All these questions resolve themselves into one. How best can and should the Rose Festival represent the city to outsiders and be as well a source of pride to its citizens?

The gala week in June, in the past a unique festival of non-commercial character, ought to carry on the tradition of roses and pageantry of flowers. It should feature our unmatched scenic views; promote sports; and display the advantages and opportunities of life in Oregon. Is not this the image to be cultivated?

If the Teen-Age Fair is already contracted for, would it not be well before 1966 to take a good look at what the Portland Rose Festival really stands for?

Sincerely,

Mrs. Lyle Ashcraft, Chairman

cc: Mayor Terry Schrunk
Dr. Howard Cherry
Dr. Melvin Barnes
The Oregonian
The Oregon Journal

Lincoln High School Student Body Cabinet
Lincoln High School
1600 Southwest Salmon
Portland, Oregon

Copy
Mrs. Ashcraft

29

Dear Cabinet Members,

We were glad, some time ago, to read "Students Rap Pushy Adults" in The Oregonian, and "Lincoln High Students In Revolt" in The Journal. You wisely resented "American businesses preying on gullible teen-agers," and also objected to "Hi-Board" parties, which for parents and students alike have created a problem because they represent a false standard of values.

Later on, we were surprised to read in a Journal article, "Teen Fair Operator Cites Key To Dealing With Youths," which exposed the fact that on the same day which Mr. Al Burton signed a contract with the Portland Rose Festival Association for the Teen-Age Fair, he was also permitted to talk to the Lincoln Student Cabinet to try to accomplish just what you have been trying to resist in your small revolt--the preying upon gullible teen-agers by business. The radio newscasts sounded as though you had assented to the Fair, but I am not sure if this assumption is correct.

This same article in the evening paper explains Mr. Burton's idea that the Teen-Age Fair has helped prevent "riots" and "the incidence of disorderly conduct and drunkenness," just as though students in Portland schools might need to be helped in this same way by a Teen-Age Fair at the Rose Festival. Adults who read this article must have been angered by this inference. This might have included some of the members of the Portland Youth Advisory Commission whom you have asked for advice. If you want any of the news articles which I am mentioning in this letter, I will be glad to mail them to you.

In a companion article in The Oregonian by Mr. Gerry Pratt, "Affluence Of Youth Challenge To Market," Mr. Burton explains how the Fair helps to reach the "\$3 to \$90 a week" teen-ager income through its belief that you must "let them shake hands with the merchandise, let them touch it, smell it, try it out as it were." Mr. Pratt, at the end of this interesting story, says, "For Burton, this affluent teen-age market has put his Teen-Age Fair on a premium basis where participating companies pay him for the privilege of taking part." And yet, you teen-agers will have to pay \$1.50 to get into this Fair, which means that you will be paying for the privilege of observing advertising which is aimed at your hard-earned funds.

This week, in both The Journal and The Oregonian, the Portland Art Commission has objected to this Teen-Age Fair. Mrs. Lyle Ashcraft, in her letter to the Rose Festival Association, as quoted, said that "frank commercialism in exploiting the young people of Portland as a part of the Festival is distasteful." So I am writing to you students to urge you to defend the stand which the Art Commission has taken: it matches just what you had started to do for all the young people of Portland. As a Mother of six children--three in high school--I know that you will have to learn to live with pressures like this, even now in high school. You cannot always be protected from them by your parents, and this is one time when you perhaps need to be "spirited and rebellious" because you are being hurt by what A. Huxley calls the "demoniacal archangel of industry--public persuasion." This is the time you need to be saving money for camps and trips and college. The City of Portland would want you to learn the lessons of handling your money wisely, and now the Art Commission is trying to do this by opposing the commercialism of the Teen-Age Fair. You have a host of friends who wish you success in all that you are trying to do as a Student Body Cabinet.

Sincerely,

Mrs. Carl M. Halvorson
Island, Lake Oswego, Oregon
March 3, 1965

Copies, Portland Art Commission, Lincoln High
Mr. John Salisbury

8
Rose Fest

March 11, 1965

My dear Mrs. Halvorson:

The Portland Art Commission has directed me, as Secretary, to acknowledge copy of your letter of March 3 to Lincoln High School Student Body Cabinet, and to thank you most warmly for the sentiments you have expressed in support of our position relative to the Teen Age Fair.

I am sorry not to be writing you on our official stationery but I am "fresh out" and a new supply will not be ready for several days.

We were so pleased with your letter that we preferred not to wait any longer to tell you so. We have been trying for quite a while now to upgrade the Art Festival (so-called) which the Rose Festival has provided in the past, but it has all been rather frustrating and unsuccessful. Perhaps, with the help of people like you, something may be accomplished next time.

Whenever you feel so inclined, drop in on one of our meetings - we meet every Wednesday at 12:15PM in the City Hall Annex, SW 4th and Main Sts.

Sincerely yours,

(Mrs. Richard R. Robertson)

Mrs. Carl M. Halvorson
Island, Lake Oswego, Oregon

Board Decides Against Rose Festival Art Exhibition

By **ANDY ROCCHIA**
Journal Staff Writer

"There just are not adequate facilities there for a show . . . Problems of admissions control, security are difficult . . . Moreover, we don't think there's a need for it as far as the festival is concerned."

Such was part of the explanation given by L. W. (Bud) Mallet, executive manager of the Rose Festival Association, that there would be no art exhibition in the festival's future — for June, 1965, at least.

Mallet told The Journal Wednesday that rooms reserved at the Memorial Coliseum last June for the construction of floats could have been utilized for such a display, and the coliseum's concourse could have been employed for such a purpose, but it was the problem of admissions control more so than security which decided against it.

THE THINKING of the festival board is that it does not want to get into "the art show business," said Mal-

let. "When the association started exhibitions in Laurelhurst Park in 1949 there were no galleries in Portland for artists to show their work, but now there are galleries and other outside facilities."

"The association will continue to rent booths to artists in Holladay Park, but what happens there shouldn't be misconstrued as an art show. It is an artist's market place," he added.

REACTION TO Mallet's remarks ruling out a festival - sponsored exhibition brought an array of interesting statements Wednesday from Portlanders:

Leith Abbott, 1956 Rose Festival president: "I recall the first displays in Laurelhurst Park. The arts and crafts were well-represented as were the city's various photography clubs. The park department headed it up. There were problems of security and damage, but some very professional artists participated. Certainly, what has been taking place in Holladay Park adds to the show, but the offerings there are not representative of Oregon art. I think if an exhibit could be staged indoors, say Lloyd Center Auditorium or the Louver Gal-

lery, it might have the blessings of some of our top artists such as Percy Manser."

MRS. LYLE ASHCRAFT, Portland Art Commission chairman: "Surely Portland has reached the size sufficient to sustain such a cultural interest. At Rose Festival time, especially, we are short-changing many . . . visitors especially. The festival has so many light entertainment features. Wouldn't it be stimulating at such a time to have a serious art show?"

Mrs. Maure Goldschmidt, housewife: "Rose Festival entertainment is so corny . . . I think there is a growing segment of the population that pays no attention whatsoever to the festival. Maybe the organizers think they have sufficient audience, but the caliber of presentations is not complimentary to Portland. There are many artists, dancers, poets, painters in this region and they are doing exciting things. Let's hope for more attempts such as the 'Fountain Fete,' staged in Skidmore Plaza . . . a worthy exhibit in a worthy setting."

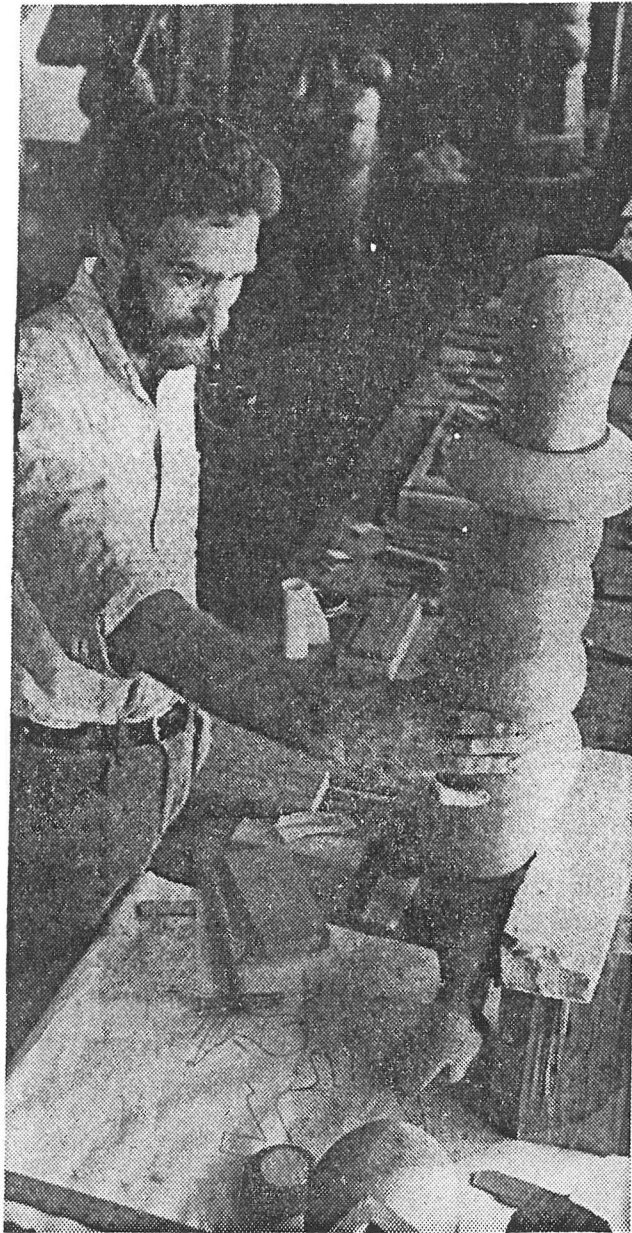
SISTER MARY EDITHA, chairman of the Art Department, Marylhurst College: "True, the private galleries

are making a substantial contribution. However, if the galleries and the festival association could get together on plans for a show, greater participation by professionals would ensue. I think viewing is seriously interfered with by crowds. Paintings should be in a place where they can be enjoyed, viewed seriously."

John Waddingham, newspaper staff artist: "Visitors to the festival's 'Art Marketplace' in Holladay Park are subjected to a mess of amateur daubing in house paint by anyone who has the price of a booth rental. Years ago some professional artists showed there, but the cheap, carnival atmosphere and the proximity of glazed kewpie dolls and shell jewelry drove the serious artist away. Two unfortunate things happen when the public sees this kind of show; first, it thinks this is a true cross section of the artistic culture of our state; and second, some people actually buy this junk, thinking they are getting a real work of art. The price is usually as high as a professional would charge. The hack is encouraged to make another splash, and the real artist finds it more impossible than ever to make a livelihood."

DR. RICHARD M. STEINER, minister, First Unitarian Church: "A Rose Festival - sponsored exhibition would be very desirable if it went beyond the local artist. To such a show an artist would be encouraged to send his best for judging. I don't see much point in amateurish presentations."

Dr. Francis J. Newton, director, Portland Art Museum: "Such an exhibit, the same as the one at the State Fair, offers quite a lot of recognition to the artist whose opportunities for display are limited. Such an attraction also reaches people who don't set foot inside a museum or gallery. They don't have much of an op-



WOOD SCULPTURES — many combinations of satire, comedy and tragedy — are contribution of Portland sculptor Don Wilson to three-man show opening Tuesday in Fountain Gallery. Showing paintings and drawings will be Jay Backstrand and Bert Garner. (Herb Alden Photo)

portunity, therefore, to see what's happening seriously in art. In other words an exhibition sponsored by the Rose Festival would be reaching a public that

doesn't see art at a high level"

Dr. Robert Bonthius, pastor, Westminster Presbyterian Church: "The artist receives too little recognition.

It's because of the pressures exerted by our highly commercial society, but we are beginning to discover human values. Statements by painters and poets are emerging as important parts of our human concern. An art exhibition would be a definite contribution. I would like to see such a display as not one limited solely to the output of the Oregon artist. Outstanding work is done outside the state, work which many people rarely have the opportunity to see. Let's enrich the dimension of attention, too."

BARBARA McLARTY, Image Gallery director: "I was astonished at Mallet's statements. What he has said about galleries taking over isn't so. The independent gallery just doesn't attract much in the way of a crowd."

Richard A. Muller, art instructor, Portland State College: "Serious art needs a kind of atmosphere the carnival of the Rose Festival doesn't provide. We shouldn't expect the festival association and its businessmen to commit themselves to an art exhibition—the organization of which would be a lot of trouble. Portland has grown rapidly and 'easy answers' are out."

Dorothea Lensch, director of recreation, Portland public parks: "There should be no question as to the need for such an exhibition. The festival association looks at it economically, but the economic value is hidden. Such an exhibition would draw thousands, many from out-of-state and they would go away with a better impression of the quality of people who live here."

KEN SHORES, Oregon Ceramic Studio director: "There's real need for such an event. And true, the facilities for display, security, etc.; should be adequate. As to where such a show might be staged, I wouldn't specify, but surely you can't tuck in an art show at the last minute."

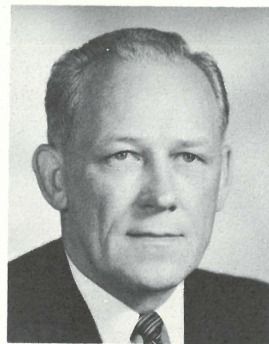
p. 2



1963

PORTLAND
ROSE
FESTIVAL

SOUVENIR PROGRAM 50c



A2004-002.1849

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.

Gary 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.

Van 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)**

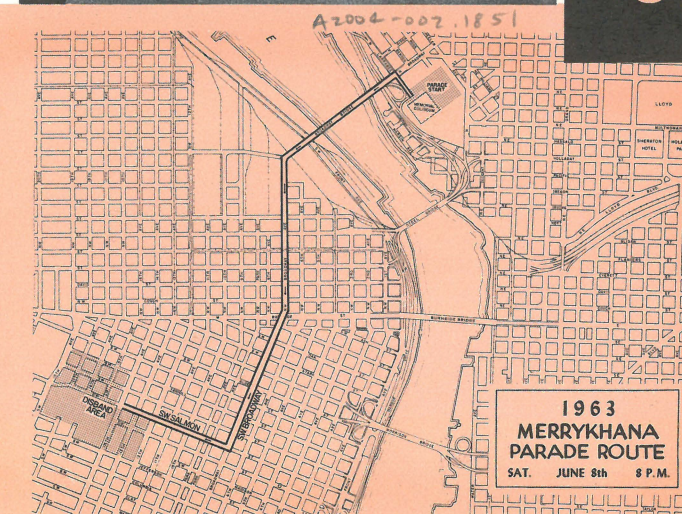
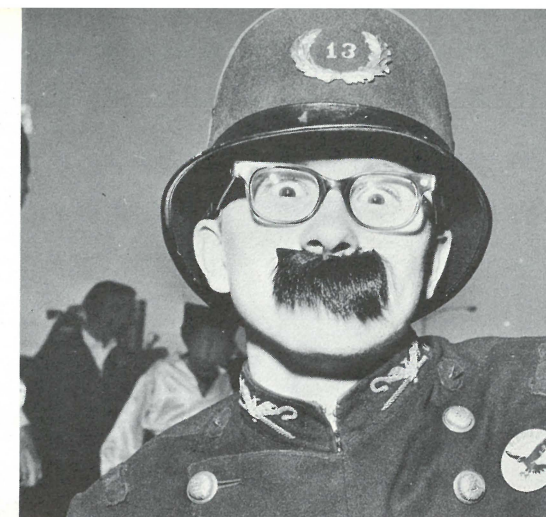
The gay floats, loaded with happy paraders, can be viewed from comfortable seats inside the Coliseum. Parade tickets for the Coliseum, selling at \$2,

\$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.

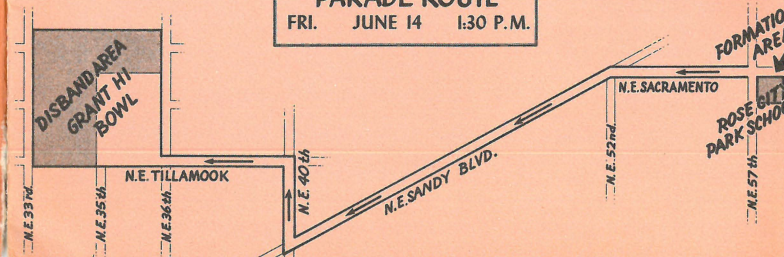
Baker, a Portland resident, won the Heisman award for the best football

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.

**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 JULIE
Lincoln A2004-002.1853



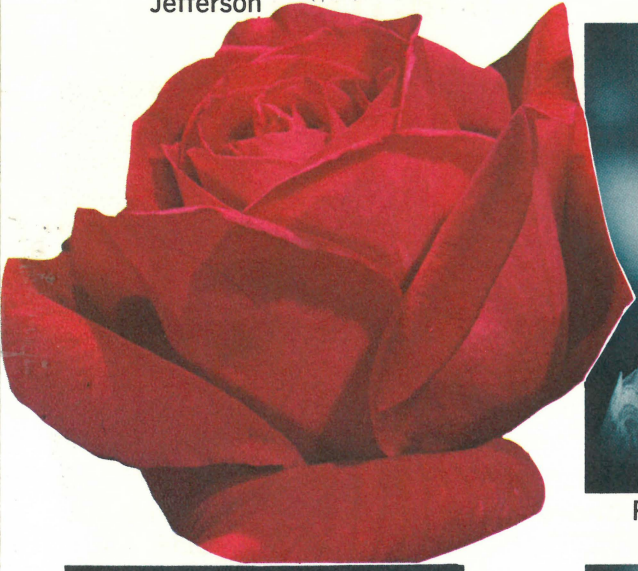
PRINCESS VICKI
Roosevelt A2004-002.1854



PRINCESS LINDA
Washington A2004-002.1855



PRINCESS GWEN
Jefferson A2004-002.1858



PRINCESS SANDY
Madison A2004-002.1862



PRINCESS LINDA
Grant A2004-002.1856



PRINCESS GAIL
Franklin A2004-002.1859



PRINCESS CHARLOTTE
Girls Polytechnic A2004-002.1860



PRINCESS SUZANNE
Wilson A2004-002.1863



PRINCESS PAM
Cleveland A2004-002.1857



PRINCESS KRIS
St. Mary's A2004-002.1861



PRINCESS ROXANNE
Marshall A2004-002.1864



FRANK FONTAINE
TV Singing Comedian
A2004-002.1845



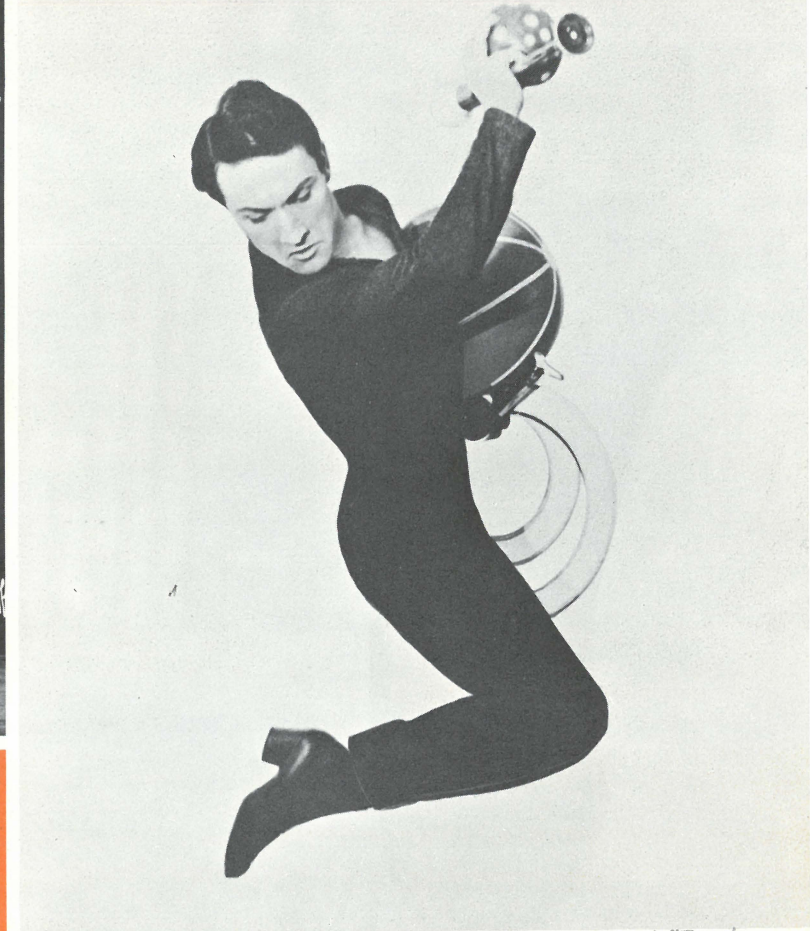
SHARI LEWIS
TV Puppeteer and Ventriloquist
A2004-002.1864



HOMER & JETHRO
Crown Princes of Corn
A2004-002.1867



THE BUMPY SPECTACULARS
Spectacular Tumbling and Acrobatic Family
A2004-002.1868



FRANCIS BRUNN
Juggler and Acrobat

A2004-002.1870

A2004-002.1871

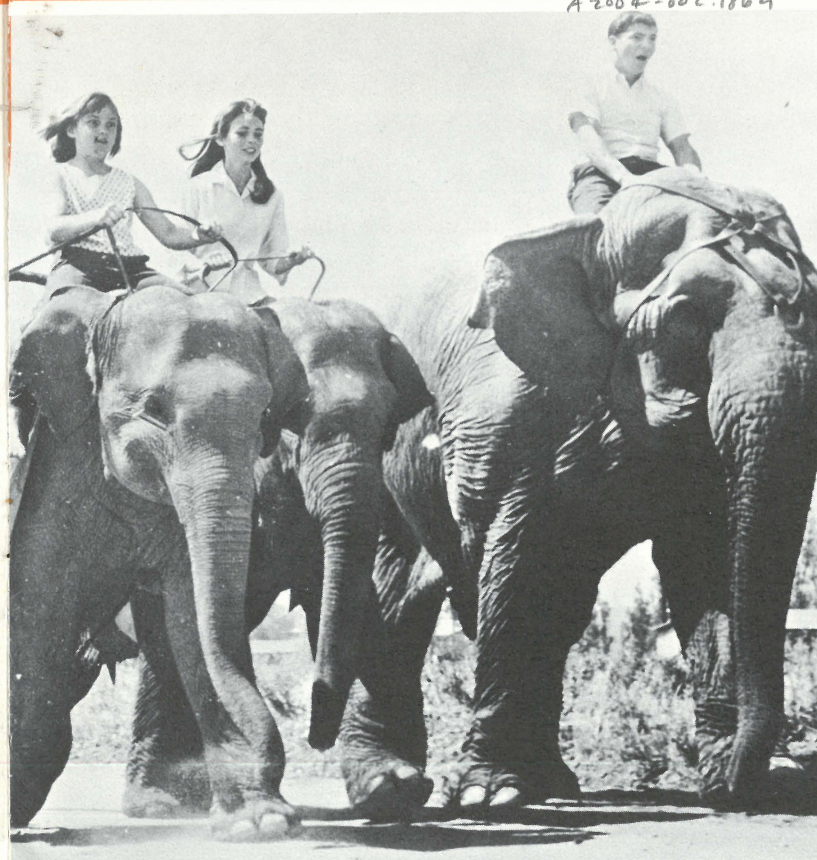
TUESDAY
JUNE 11, through
SATURDAY
JUNE 15, 8 p.m.

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

1963 OFFICERS AND DIRECTORS

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 JAMES J. RICHARDSON
 GEORGE SCHOEFFEL
 HAROLD WEISS
 (all the above are past presidents)

ASSOCIATE DIRECTORS

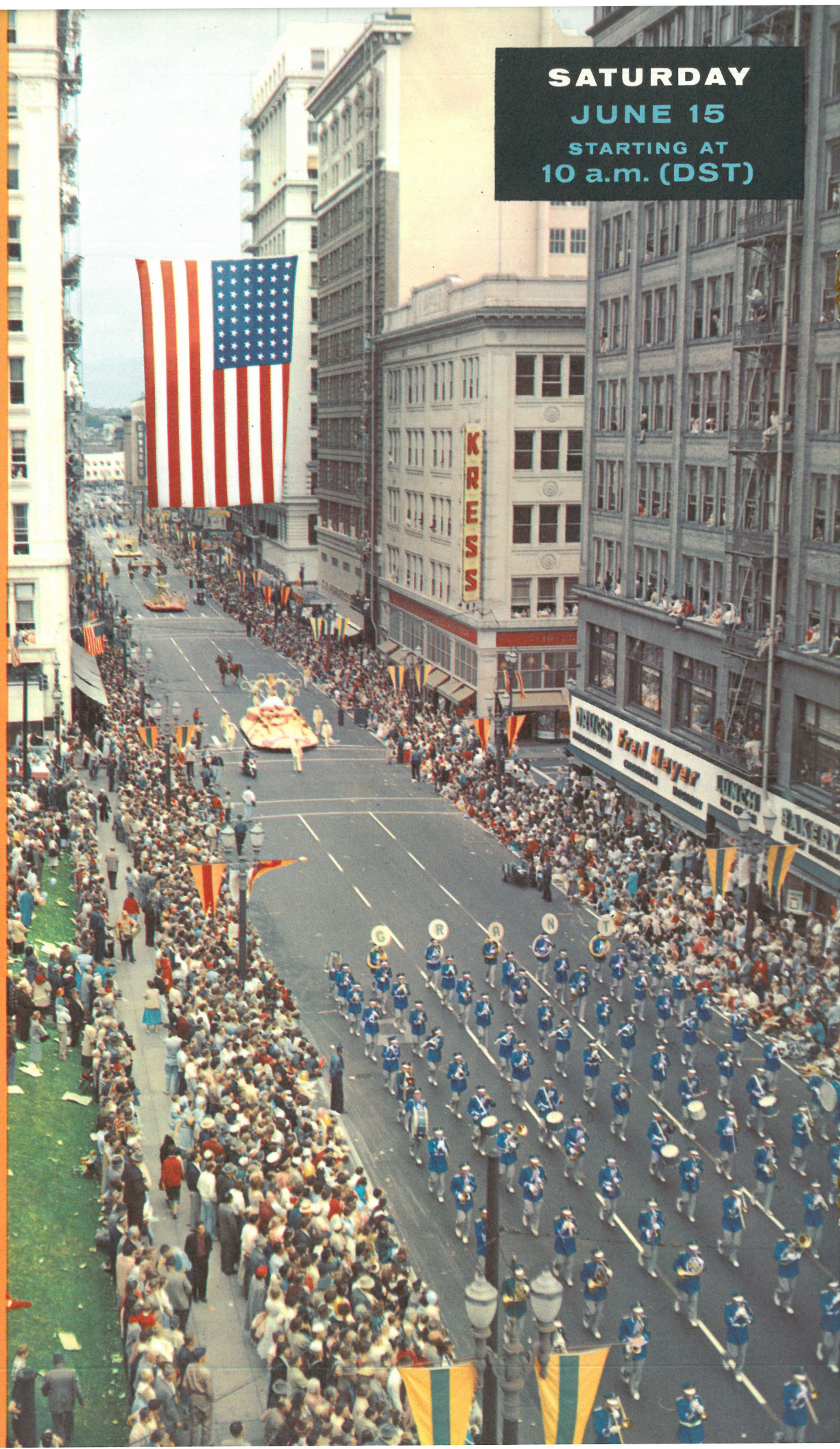
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 TERRY D. SCHRUNK, Mayor
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 HAROLD L. DAVIDSON, Portland Rose Society
 DONALD V. McCALLUM, President, Portland Chamber of Commerce
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- L. W. (BUD) 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

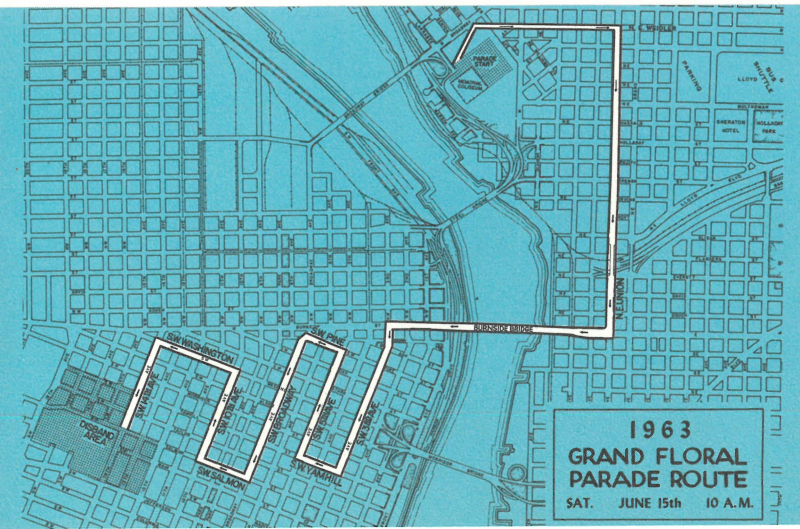
39. AL KADER SHRINE TEMPLE
 B-36 Roosevelt High School Band (83)
 40. BEAVERTON AREA JAYCEES
 H-36 Washington County Sheriff's Posse—Color Guard
 B-37 U.S. Navy Band (24)
 41. U.S. NAVY RECRUITING AND THE SHIPBUILDERS OF PORTLAND
 B-38 Banks, Oregon, High School Band (60)
 42. FOREST GROVE JUNIOR CHAMBER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



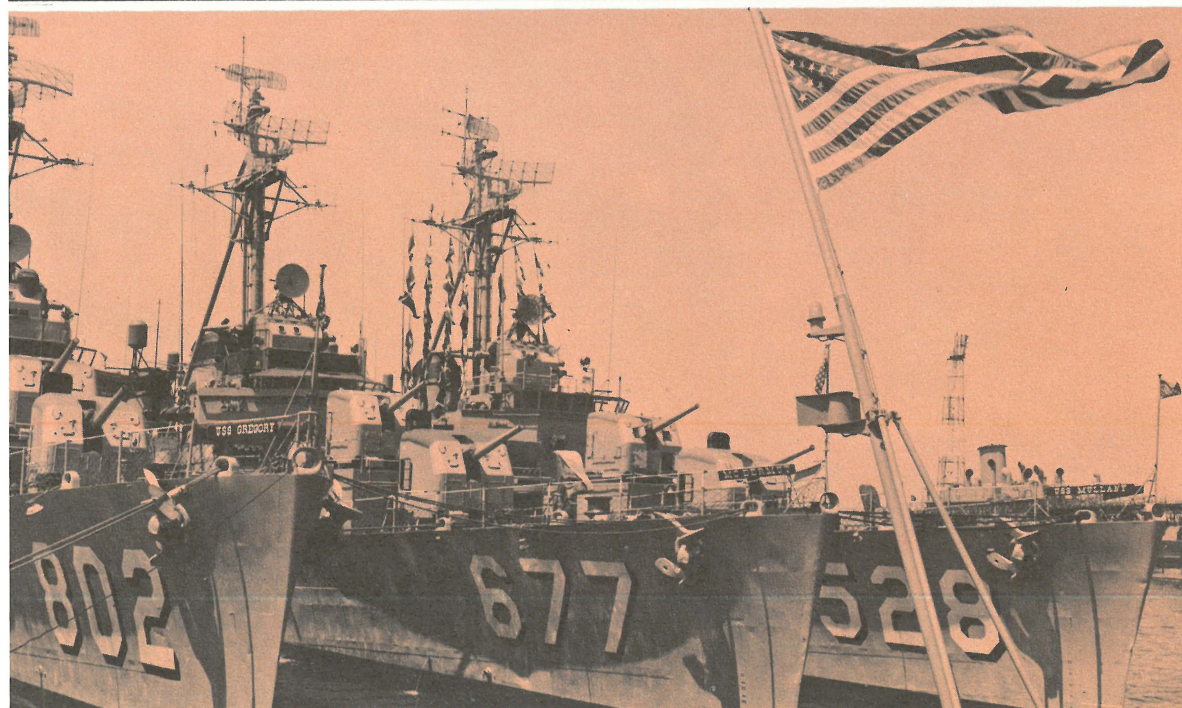
THE GREAT MOMENT arrives. One of the 12 beautiful princesses is selected Queen of Rosaria. The coronation never fails to excite the loyal subjects who fill the Memorial Coliseum. Selection and coronation are scheduled for 8 p.m., Monday, June 10.

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.

A2004-002-1880



FUN CENTER



A2004-002-1881

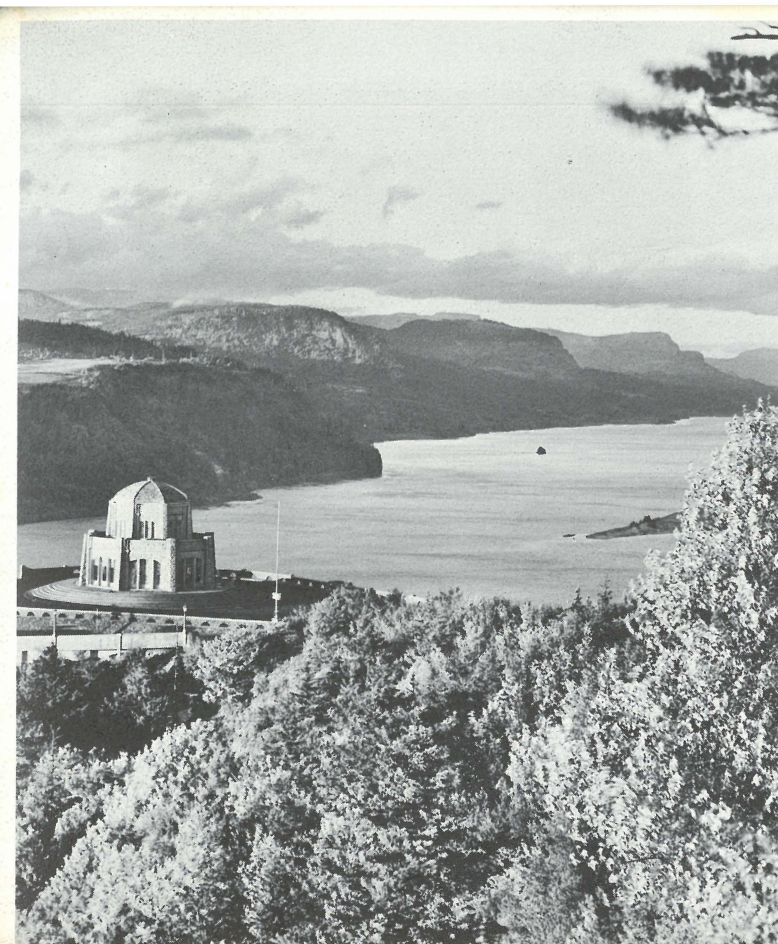
PLUS A GAY WAY with the largest array of amusement rides ever assembled in the Northwest, an International Cafe and attractions for all ages.

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

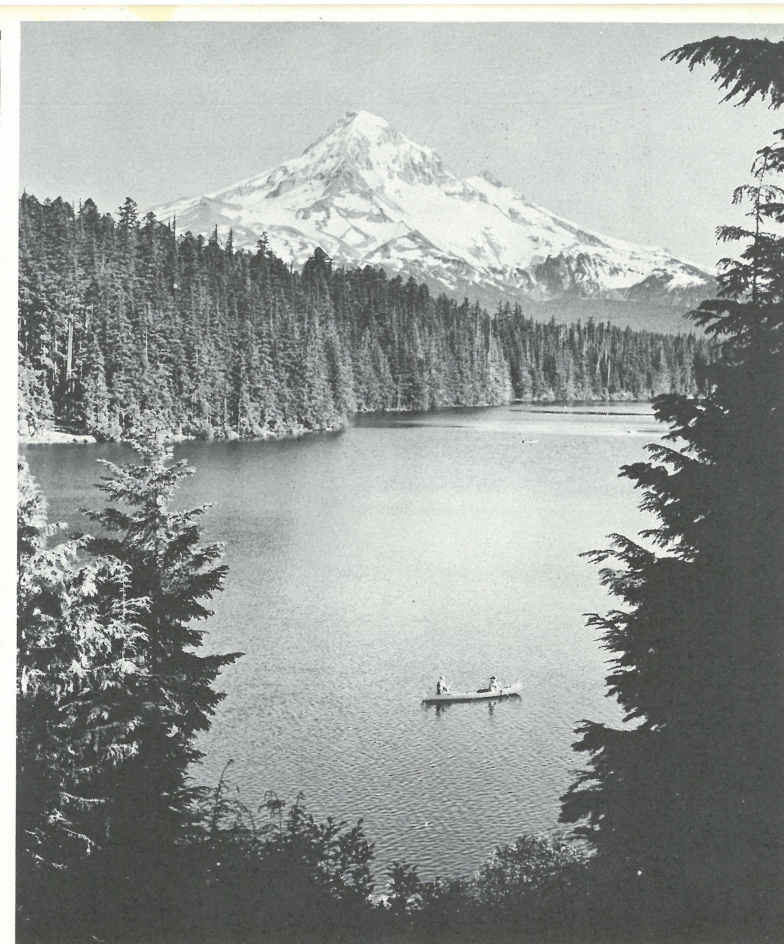
the old-fashioned merry-go-round maintains special appeal to the nostalgic. Teenagers, seeking a faster pace, gravitate toward such rides as the octopus, roll-a-plane and the loop. The bright colors, catchy tunes and ever-present cotton candy all add to the holiday atmosphere.



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.

A2004-002 1885

75th ANNUAL PORTLAND ROSE SHOW

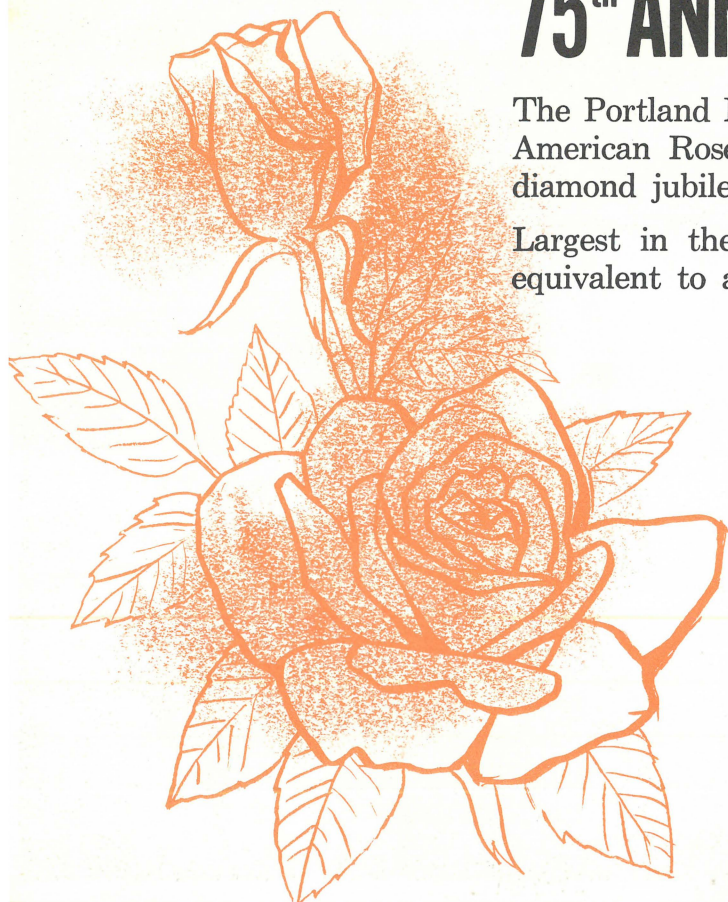
The Portland Rose Society was organized in 1889—11 years before the American Rose Society. The nation's oldest rose show celebrates its diamond jubilee this year.

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.

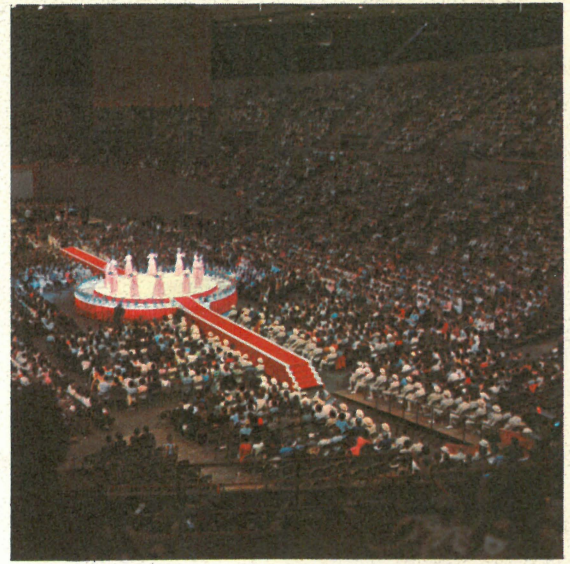
The Portland Rose Show will be open at the Sheraton Motor Inn Thursday, June 13, from 1 p.m. to 9 p.m. and Friday, June 14, from 10 a.m. to 9 p.m. Theme this year is "75 Years Young."





Merrykhana Parade

A 2004-012 .1887



Coronation of the Queen of Rosaria

A 2004-002 .1888

10 days of fun! during Portland's Rose Festival



Junior Rose Festival Parade

A 2004-002 .1889



Marine Day

A 2004-002 .1890



Festival Fun Center

A 2004-002 .1891



Grand Floral Parade

A 2004-002 .1892

Portland Artist Group Cites Culture Void In Rose Festival; Suggestions Said Ignored

By BETH FAGAN

Art Editor, The Oregonian

Controversy over rejection of recommendations that an art show of the highest possible artistic merit be re-established during the 1965 Rose Festival flared up again this week with a letter sent Mayor Terry D. Schruck by the artist membership of the Portland Art Association.

Acting on behalf of the 179 artists, chairman Richard A. Muller advised the mayor that clarification of the manner in

which recommendations were rejected was long overdue.

"It is difficult," the Portland Art Association's artist members advised Mayor Schruck this week, "to conceive of a city-wide festival that claims endorsement of government and citizens but which is devoid of mature cultural activity."

"At this juncture," they added, "it seems necessary that the Festival be recognized as the semi-commercial 'booster' activity which it is.

"In full recognition of the selfless efforts of hundreds of individuals, clearly steps must be taken to broaden its meaning beyond the 'fun for kids' activities which have established its most valid meaning—if it claims to represent Portland."

Requesting the mayor's help in clarifying the manner in which the art commission's recommendation for an art show of artistic merit had apparently been dismissed, the artist membership said that in

the Sept. 17, 1964, Oregon Journal, L. W. Mallett had been quoted as stating "... We don't think there's a need for it as far as the festival is concerned."

Mallett, Rose Festival manager, told The Oregonian Wednesday he was inaccurately quoted in the Oregon Journal news story to which the artist group referred.

In response to an Oct. 5, 1964, letter from Mrs. Lyle Ashcraft, Portland Art Commission chairman, requesting an official statement from the Rose Festival Association on the art show proposals, Mallett said Clyde R. Richardson, Rose Festival Association president, told Mrs. Ashcraft "it is the opinion of the board that the association as such cannot directly sponsor an art show."

Commending the commission for its ideas, recommendations and interest, Mallett said Richardson assured Mrs. Ashcraft "that should the commission, through its many well-qualified and public-spirited members sponsor an art show through the Rose Festival period—and we hope you will—the association will want to and be most pleased to include this event upon its program, and thus afford the commission the benefit of this advertising medium."

Mallett also said Wednesday that "we hope to continue the arts and crafts market, as it has been designated in the past, as a feature of the Rose Festival in Holladay Park be-

cause people want it, which is evidenced by the attendance."

"It is not an art show," he asserted.

Asked if he considered the "arts and crafts market" damaging to the cultural image of Portland presented Rose Festival visitors, Mallett said "I just don't know, but I think visitors expect to look for art shows in other places, such as the museum."

The recommendations, which the Portland Art Commission and the Mayor's Art Advisory Committee had been asked to submit to the Rose Festival Association, were submitted in April, 1964.

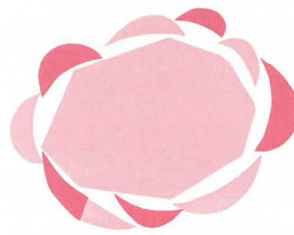
Ideas Said Rejected

Henry E. Baldrige, who was then president of the Rose Festival Association, that same month advised Douglas Lynch, then chairman of the Portland Art Commission, that although the recommendations were too late for enactment in 1964, he was hopeful that representatives of the art commission and the Rose Festival Association could confer on or about Sept. 1, 1964, and work out a mutually agreeable program for future years.

In September, Lynch, who still serves on the art commission, though not as chairman, told The Oregonian that in a telephone conversation with Mallett he was led to believe that the Rose Festival Association was not interested in recommendations made for a quality art show during the 1965 Rose Festival.

Baldrige, advised of what sounded like a dismissal of recommendations, told The Oregonian the day before his term as president of the Rose Festival Association expired that he had written Mallett in June, 1964, to the effect that the matter was still pending and required further study, and that "We're still interested in doing anything and everything possible to provide an art show of quality."

Baldrige further stated, "I think we still have a moral obligation to meet with these people concerning the matter."



**PORTLAND
ROSE
FESTIVAL
ASSOCIATION**

OFFICE: SUITE 416 HILTON HOTEL • PHONE CA 7-2681

THE PORTLAND ROSE FESTIVAL STORY

- 1889 - First annual Rose Show (still part of the Rose Festival).
- 1902 - Portland Rose Society organized.
- 1904 - 1906 - Rose Society's Fiesta sponsored together with Rose Show.
- 1907 - First annual Rose Festival held.
- 1908 - First Portland Rose Festival Association formed; first year Festival was presided over by "Rex Oregonus."
- 1912 - Royal Rosarians organized.
- 1914 - First Rose Festival queen selected (Miss Thelma Hollingsworth). Custom of selecting Rex Oregonus discontinued.
- 1917 - Royal Rosarian Garden and International Rose Test Garden in Washington Park developed.
- 1918 - Rose Festival not held on account of World War I; children's parade held on Portland's east side.
- 1926 - Rose Festival Parade not held.
- 1930 - First year in which Rose Festival queen was a Portland high school girl.
- 1932 - Present system of selecting queen from Portland high schools, one girl representing each school, adopted; present Portland Rose Festival Association incorporated.
- 1936 - Junior Rose Festival became official part of Portland Rose Festival.
- 1948 - Curtailed Rose Festival held in spite of Memorial Day flood and destruction of Vanport on outskirts of Portland.
- 1958 - Merrykhana "fun" parade re-instituted after lapse of many years; Rose Festival Center introduced as integral part of Festival.
- 1961 - Memorial Coliseum used as site of evening shows, Coronation, and start of Grand Floral Parade for first time; Rose Cup sports car races introduced as part of Festival program.

**** ** ***

The story of the Portland Rose Festival, to be staged for the 56th time next June 5 through 14, goes back 73 years into Portland's past. In 1889, Portland rose enthusiasts held their first annual Rose Show in a tent, and in 1902 organized the Portland Rose Society. In 1904, 1905, and 1906 the society staged the Portland Rose Society Fiesta to add excitement to the annual Rose Show.

Harry Lane, then mayor of Portland, suggested in 1905, in an address at the Lewis and Clark Exposition that Portland needed a "festival of roses." Civic leaders picked up the idea, and in 1907, produced the first Portland Rose Festival. With the exception of two years, 1918 and 1926, the Rose Festival has been held annually to date. Bertha Slater Smith originated the slogan, "For you a rose in Portland grows."

Twenty illuminated floats on flat cars, riding on the rail of Portland's electric trolley system, were the main attractions of the first Rose Festival pageant, produced by George L. Hutchinson. Ruling as "Queen Flora" was Carrie Lee Chamberlain Wood, who today lives in California. All float entries are now decorated with living flowers

Portland Rose Festival Story - 2

In the next year, 1908, businessmen organized the Portland Rose Festival Association a non-profit civic enterprise set up to plan and finance the annual Rose Festival. Ruler of festivals from 1908 through 1913 was a king--Rex Oregonus--whose identity was kept secret until he removed his huge beard at the Festival's Annual Ball. A Festival Queen, selected from among young Portland socialites, ruled **each year** from 1914 to 1930.

Since 1930, the queen has been a Portland high school senior. In 1932, when the present Rose Festival Association was incorporated, the present method of selection of a queen from the court of princesses, one selected by the student body of each high school, was adopted. Each princess receives a college scholarship contributed by the association; up to June, 1963, some \$154,000 had been distributed in this way. The princess chosen queen wears a crown valued at \$5,000, containing sapphires zircons and rubies, wears a gorgeous robe and carries an impressive sceptre. The crown was created in 1922.

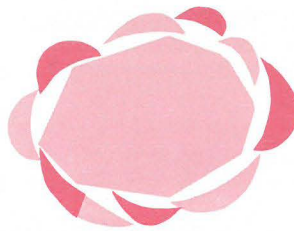
The Royal Rosarians, a separate organization which takes part in many Festival events dates back to 1912. The Royal Rosarian Garden and International Rose Test Garden in Washington Park were established in 1917.

Since 1918, youngsters on Portland's east side have conducted a junior festival in imitation of the successful senior event. The lively junior parade grew in size and fame, and in 1936, was invited to become an official part of the Portland Rose Festival. Over 10,000 children participate in this event.

** ** *

Through the years, the Festival has grown and matured until it now comprises 10 full days of varied events. Major activities of the 1964 Rose Festival will include the following:

- Junior Rose Festival selection and coronation ceremony.
- Merrykhana Parade, the night "fun" parade revived in 1958.
- Festival Center in Holladay Park adjacent to the Lloyd Center.
- Marine Day on the Willamette River.
- Selection and coronation of the Rose Festival Queen in the Memorial Coliseum.
- Visit by vessels of the U. S. and Canadian Navies.
- Knighting ceremonies for new nobles of the realm of Rosaria.
- Junior Rose Festival parade.
- Spectacular stage shows in the Memorial Coliseum.
- Grand Floral Parade.
- Golden Rose Ski tournament at Mt. Hood.
- Rose Cup sports car races at Delta Park.



**PORTLAND
ROSE
FESTIVAL
ASSOCIATION**

OFFICE: SUITE 416 HILTON HOTEL • PHONE CA 7-2681

FACT SHEET

About the Portland Rose Festival Association Membership

1. The Portland Rose Festival Association is the sponsoring and financing body for the annual Rose Festival. Membership in the association is on a continuing basis, inasmuch as Festival planning, and promotion are a year'round affair.
2. Firm memberships are from \$50 to \$1,000. Personal memberships are from \$25 to \$100.
3. The Association is incorporated as a non-profit corporation; membership dues are tax-deductible as a business expense.
4. Associate members receive a monthly Newsletter reporting board decisions, activities and progress of plans for the next Rose Festival.
5. Members receive discount prices for various events during the year.
6. Complimentary tickets are available to the following Rose Festival events on the basis of each \$25 paid in as membership dues: Two tickets to the Rose Festival Coliseum Show, and two tickets to the Grand Floral Parade, which passes through the Coliseum. These tickets are valued at \$2.50 each.

For example, if a firm subscribes for a \$100 membership, eight complimentary tickets to the Coliseum Show, and eight complimentary tickets to the Grand Floral Parade are provided.

7. The Rose Festival brings a wide variety of benefits to the city of Portland, the state of Oregon, individual citizens and businessmen. For example:
 - a. In 1963, credits to demand deposits in Portland banks increased by more than \$54,000,000 during the month of June, compared to previous months. During the war, when there was no Rose Festival, there was no comparable June increase.
 - b. Each Rose Festival princess is given a \$400 scholarship to the Oregon college or university of her choice. Since the scholarship was begun in 1932, the Rose Festival Association has provided 403 scholarships totaling \$161,400.00.
 - c. Out of 27 different events during Rose Festival Week, 21 are free to the public. These events provide entertainment for all age groups, and all members of every family.

Rose Festival - 2

- d. Every year, the Rose Festival Association sponsors the Portland float in the Pasadena Tournament of Roses Parade, to bring favorable attention to Portland and Oregon to the Pasadena spectators and a nationwide television audience.
 - e. The Grand Floral Parade is filmed in color, and several prints of the film are circulated to audiences throughout the country during the ensuing year.
 - f. This year, for the first time, the Grand Floral Parade will be shown on a Pacific Northwest regional color telecast which will bring the Parade into more than five million homes in Oregon, Washington, Idaho and northern California. The resulting attention for Portland and the Rose Festival will mean a great deal in terms of prestige and public interest.
 - g. The Rose Festival is an attraction that brings tourists to Oregon from all states of the union, and many foreign countries. Last year, more than half a million vacationers were in Portland during Festival week. They came from 44 states, the District of Columbia and seven foreign countries.
 - h. The Rose Festival Association sends 100,000 four-color brochures to travel agencies, Chambers of Commerce, railroads, airlines, steamship companies and bus companies throughout the United States. These are in great demand for three or four months preceding the festival.
8. Associate membership in the Rose Festival Association is a continuing proposition. In accepting, the new member firm tacitly agrees to be a continuing supporter; it becomes a part of the association's financial backbone.
 9. Membership in the Portland Rose Festival Association is one of the prime civic privileges and duties that come with being a citizen of Portland. This is the one civic enterprise in which citizens of all ages and conditions join hands every year, and the one enterprise which represents Portland before the nation and the world.



**PORTLAND
ROSE
FESTIVAL
ASSOCIATION**

OFFICE: SUITE 416 HILTON HOTEL • PHONE CA 7-2681

1964 Fact Sheet

Festival Center Exhibits

June 5th thru 14th

Attractions: The attractions that bring over a half-million people into the Festival Center during the ten-day period are many. To name a few: The Giant Gayway which offers the greatest variety of rides ever assembled in the Northwest; The Big Top, a festive colored tent where colorful exhibits are on display; Performers Stage where continuous entertainment reigns; Arts & Crafts displays hosted by many northwest artists in a beautiful park setting; Commercial exhibits that range from Oregon Products to imported British merchandise to oriental delicacies; The Lloyd Center, world's largest shopping center; Free Parking for over 8000 cars; Central Location 10 minutes from any part of town; Festival Center Buffet which offers good food - from sandwiches to dinners - at reasonable prices. No admission charged to enter the Festival Center area.

Expansion: The 1964 Festival Center exhibit space will be expanded to include more exhibits in the commercial and arts-crafts areas. This expansion is due to the growth of the Festival Center and the fact that in 1963 all space was sold out, prior to the Rose Festival opening.

Operation: The Festival Center since its inception in 1958 is one of the highlights of Portland's annual Rose Festival. The Center, and all its activities, is sponsored, operated and managed by the Portland Rose Festival Association for the enjoyment of the many thousands who visit and participate in the festivities of the annual Rose Festival.

Commercial Exhibits: These exhibits are located on 13th ave., (see layout inside attached folder) and approximate 60 in number. All booths are plywood 10'x10' with 8' backs and 3' sides, and are furnished with 500 watts of power and general overhead lighting. Featured in this area are "Streets of the World" (importers' exhibits) and Oregon Products (exhibits by Oregon manufacturers). The booth price in this area ranges from two-hundred to two-hundred-fifty dollars for the 10-day period.

Non-Commercial: The area encompassing the non-commercial exhibit is the Holladay Park area (inside the square - note layout). There are 70 booths in this exhibit, which include all the arts and craft fields. The booths are 10' x 12' with canvas covering over metal framing. Direct overhead lighting is furnished. This exhibit is open to individuals or groups who wish to exhibit and sell their works. There is no commission charged on sales made and the exhibit is not juried. Booth prices start at fifty dollars for the 10-day period.

Security: There is 24-hour security for the full 10-day period. During peak crown periods, security is augmented by over a hundred Portland Police Auxiliary, plus police regulars.

Electricity: Additional power for outlets and light may be purchased directly from the electrical contractor. The cost is nominal and is determined by the amount of extra service needed. The electrical contractor is Mr. Don Cameron of Hollywood Light Co., Portland. If you know that you need extra service, do not wait till you have moved in the show. Contact us or Mr. Cameron at least 10 days prior to June 5th.

Advertising: Experts say that the best way to make a sale is to meet the prospect face-to-face. We offer you a half-million prospects during the 10-day period. These prospects cost less than a dollar per thousand based on the cost of exhibit space, or less than 1¢ per person. Based on today's media costs you can't buy advertising that will give your product this type of exposure for the cost involved.

* * * *

1964 Portland Rose Festival

M E R R Y K H A N A

P A R A D E

RULES . . . REGULATIONS . . . ENTRY BLANK



MERRYKHANA PARADE INFORMATION, RULES AND REGULATIONS

1. The Portland Rose Festival Association takes pride in again presenting the famous Merrykhana Parade and everyone is invited to participate in the spirit of fun and frolic.
2. All entries will carry out the Theme of Fun.
Historical
Humorous
Hilarious
3. All entries will be subject to the approval of the Parade Committee.
4. Because of narrow streets, width and height of Memorial Coliseum doors and overhead traffic signals floats should not exceed 12 feet in height, 15 feet in width and 35 feet in length per unit. Tow hitch (both front and rear) required.
5. All floats must be illuminated.
6. It is expected that advertising on entries will be held to the absolute minimum.
7. All entries must be filed by May 1, 1964.
8. All persons participating must be in costume or uniform.
9. A complete description of your entry must be submitted to the Merrykhana Parade Committee prior to May 1. Notification of the acceptance of your application will be forwarded to you immediately.
10. A convertible automobile will not be acceptable as an entry.
11. So that the float sponsor may get the full benefit to which the entry is entitled, through newspapers, T-V, and radio publicity, it is asked that a full description of the entry be delivered to the Merrykhana Parade Headquarters not later than May 1, 1964.
12. Articles are prohibited from being thrown from floats or by participants marching in the Parade.
13. No military vehicles will be accepted as an entry.

ANY ENTRY FAILING TO COMPLY STRICTLY WITH THE ABOVE RULES AND SPECIFICATIONS WILL NOT BE PERMITTED IN THE LINE OF MARCH, OR ACCEPTED AS AN ENTRY.

Jack Campbell, Director-in-Charge,
Merrykhana Parade

**THE PORTLAND
ROSE FESTIVAL ASSOCIATION**

416 Hilton Hotel • Portland 4, Oregon

Entry Blank For
ILLUMINATED
Merrykhana Parade

ENTRANCE FEE \$25.00

SAT., JUNE 6, 1964

ENTRY

_____ 1964

Application is hereby made for entry in the Merrykhana Parade to be held as the opening event of the Rose Festival, June 6th, 1964 forming at the Memorial Coliseum.

This entry will consist of:

(Use above lines for description of entry offered.)

Name: _____

Address: _____

Telephone _____

Additional parade information will be subsequently supplied to those entries having been accepted-

No Entry Fee For Costumed or Marching Groups

◆◆◆◆◆ Tear off on perforated line and mail or submit to: Portland Rose Festival Association
416 Hilton Hotel
Portland 4, Oregon

↑
Tear off along this line
↓

Thousands of Spectators Will See Your Float or Entry in the 1964 Merrykhana Parade !

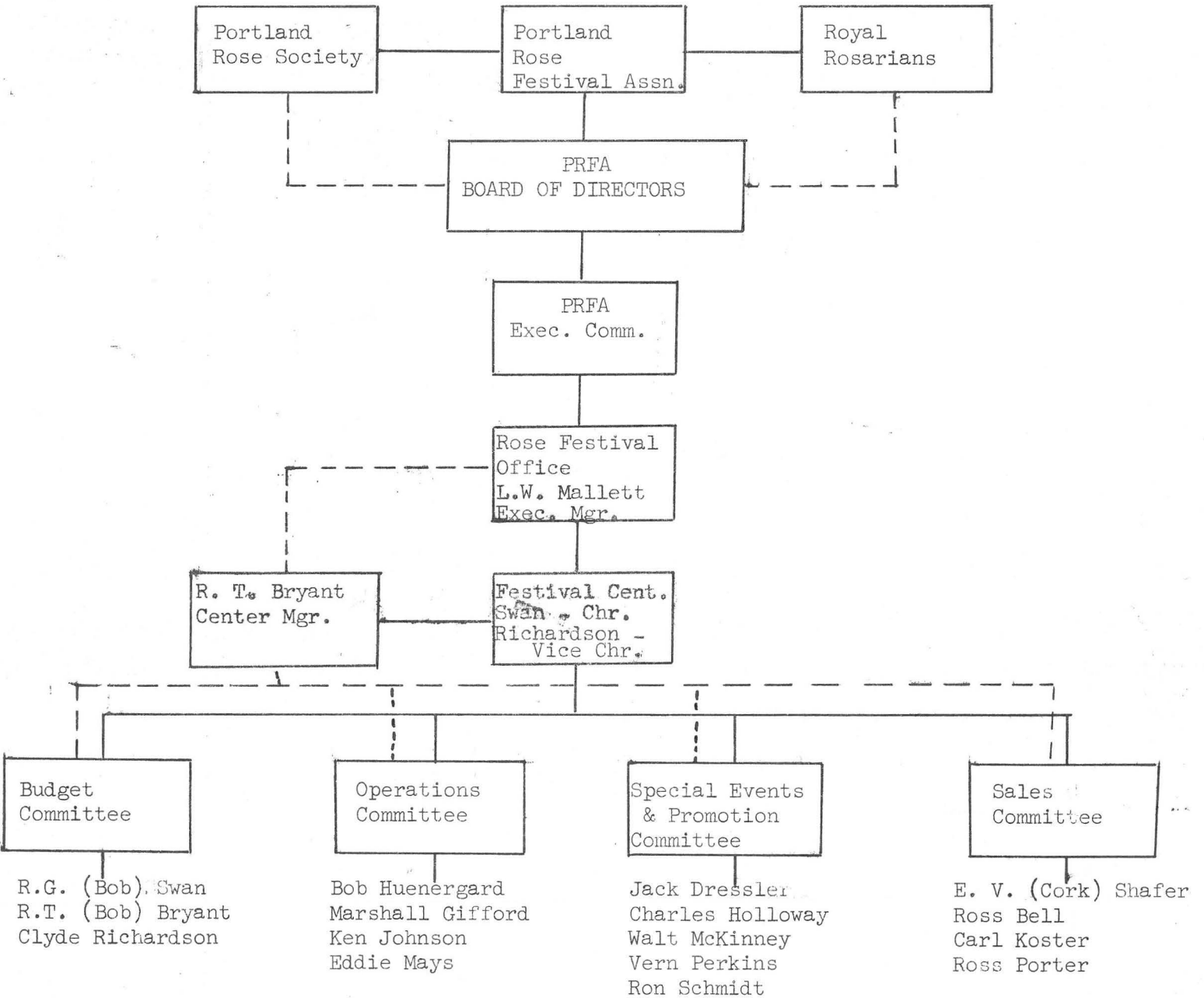


EVERY YEAR, THE GAY MERRYKHANA PARADE HIGHLIGHTS THE FIRST WEEK-END OF THE ROSE FESTIVAL. IN 1963, AN ESTIMATED 225,000 PERSONS ENJOYED THIS SPECTACLE OF CLOWNS, MUSIC, ZANY FLOATS AND HILARITY. JUST ABOUT ANYTHING GOES IN THE MERRYKHANA PARADE... AND THAT'S WHY PEOPLE FLOCK TO SEE IT! BE SURE YOUR FLOAT OR ENTRY IS IN THE LINEUP WHEN THE MERRYKHANA PARADE STARTS!

PORTLAND ROSE FESTIVAL ASSOCIATION
416 Hilton Hotel
Portland 4, Oregon



1964 PORTLAND ROSE FESTIVAL ASSOCIATION
 FESTIVAL CENTER COMMITTEE ORGANIZATION CHART



March 20, 1964

You're invited

to participate in the Arts and Crafts exhibit which will be located in the 1964 Rose Festival Center. The attached brochure will give you general information on the Festival Center.

There will be 66 booths located in the Arts and Crafts exhibit. The price of a 10' x 10' booth for the 10 day period is as follows: one booth, \$30; two booths, \$60; three booths, \$75. This covers less than 25% of the actual cost of erection and dismantling, security, lights and power, clean-up and general maintenance.

The exposure your exhibit will receive during the 10 day period is approximately 500,000 people. This is an excellent opportunity for you, especially when the reasonable space rental is considered. There is no other place in the Pacific Northwest of which we know that makes this kind of opportunity available to an artist.

It is hoped that you will accept our invitation and the opportunity to be with us June 5 through 14.

If you have any questions, please feel free to call or write. There is no obligation.

Cordially,

Bob Swan, Chairman
Festival Center Committee

ES:cc

C
O
P
Y

Portland Rose Festival Center

Holladay Park at the Lloyd Center

**SPACE
IN FOUR
SALES-PROVEN
LOCATIONS!**

EXHIBIT
offers

**PORTLAND
ROSE
FESTIVAL
ASSOCIATION**

**OREGON
PRODUCTS
EXHIBIT
ARTS &
CRAFTS**

**STREETS
OF THE
WORLD
MARKET
PLACE
GARDENERS'**

1964

**Display your product or service to
1/2-million buying prospects during**



**10 BIG DAYS
AND NIGHTS!
JUNE 5-14,
1964
Portland, Oregon**

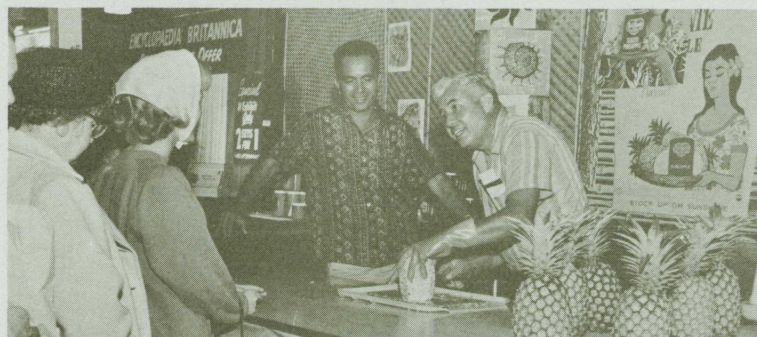
**PORTLAND ROSE
FESTIVAL CENTER**

in beautiful
HOLLADAY PARK
at Fabulous Lloyd Center



1 STREETS OF THE WORLD

Festival time is selling time . . . Here you can sell merchandise from all over the World. Imported dishes, gift items, fabrics, food stuffs and handicrafts. The public will be able to shop the streets of England, Hungary, Italy, Greece, Iceland, and many other countries as well as our own. Many of Portland's ethnic groups will display their food stuffs and handicrafts . . . and all for sale. These exhibit areas are under cover!



3 ARTS AND CRAFTS

The Arts and Crafts exhibits are located in the park area of the Festival Center. Featured are outstanding works from the Northwest artists. Space is available on a group or individual basis. Included in this exhibit are ceramics, handweaving, sculpture, painting (all forms), photographs, printmaking and jewelry. This is one of the finest outdoor exhibits on the Pacific Coast.



2 OREGON PRODUCTS EXHIBIT

This is a wonderful opportunity for Oregon manufacturers to display the many fine products manufactured in this great State to the many out-of-state visitors and thousands of Oregonians who visit the Festival Center. The vast array of fine products of our state can help build a better community by stimulating an increased demand for Oregon products and services. Your exhibit will be exposed to approximately 1/2 million prospects during the 10 day period.



4 GARDENERS' MARKET PLACE

Everything for the gardener can be found in this area, from outdoor living accessories to plants and fertilizers. The garden displays are from the various men's and women's garden clubs around Portland.

Packed with People-Pulling Power...

FREE ADMISSION! **FREE PARKING!**
STAGE SHOWS! **ART & CRAFTS DISPLAYS!**
NO TRAFFIC CONGESTION! **BEAUTIFUL SURROUNDINGS!**
EASY TO REACH! **FREE ATTRactions!**
AMUSEMENT RIDES! **GAYWAY!** **FREE KIDDIES CIRCUS!**
FREE PARKING!



RESERVE YOUR SPACE NOW... to exhibit in the ROSE FESTIVAL CENTER!

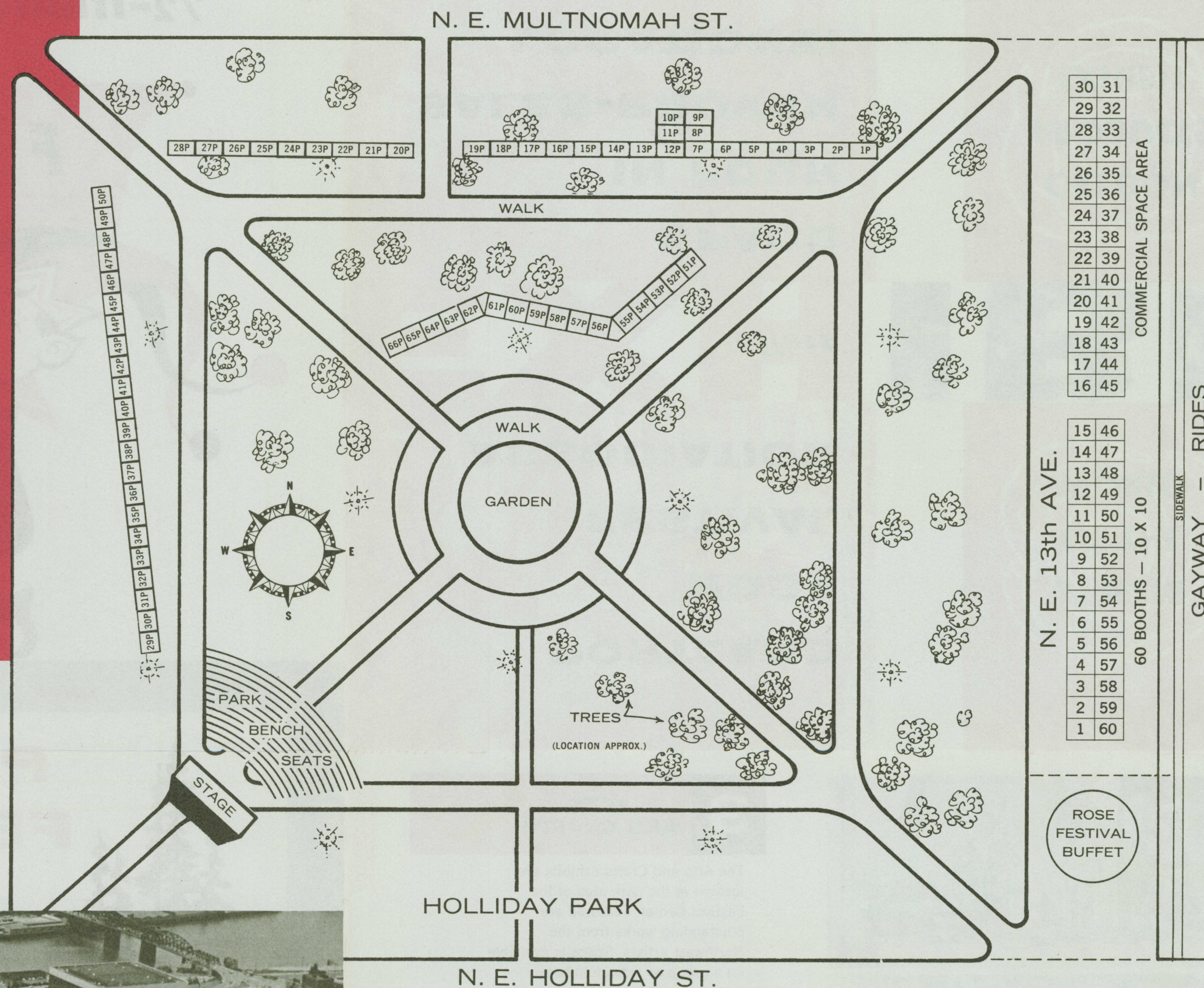
Display 10 Big Days and Nights
During Exciting Rose Festival Week!

JUNE 5-14, 1964

Here's your opportunity . . . to meet over a half million people face to face in the exciting atmosphere of the Rose Festival Center. The Festival Center is now permanently located in Portland's beautiful Holladay Park across the street from the World's largest shopping center—Lloyd Center. The Festival Center features a wonderland of amusements, exhibits, rides, souvenir booths . . . open 14 hours a day during the entire 10 day Portland Rose Festival Week. Many new attractions have been added to make this year's Festival Center the finest. There will be the largest array of amusement rides ever assembled in the Northwest featuring a variety of attractions as well as a circus for the children, stage shows, garden and art exhibits . . . something for everyone in the family. In addition exhibitors will receive publicity through newspaper, radio and TV. Parts of the Festival Center will be featured in a 16mm color film that will cover the entire Rose Festival. Prints of this film are sent all over the world for viewing pleasure of millions.

RIGHT SMACK
IN THE MIDDLE
OF EVERYTHING!

N. E. 11th AVE.



LLOYD CENTER

GAYWAY

**FREE
ATTRACTIONS**
to help you sell . . .

Free attractions plus publicity in the newspapers and on radio and TV all help to make this a top show. There is no admission charged to the Festival Center which is a novelty in community events. This one factor is a big advantage to you...the exhibitor. The other advantages are free attractions such as . . .

- Streets of the World
- Kiddy Circus
- Beautiful Gardens
- Stage Shows
- Band Concerts
- Square Dancing
- Festival Center Cafe
- Art and Craft Exhibits
- Rose Displays
- Giant Gayway
- Garden Exhibits

. . . and many more

ROSE FESTIVAL CENTER

Under direction of
PORTLAND
ROSE FESTIVAL ASSN.

**JUNE 5-14,
1964**

for space or additional information
write, wire, or call . . . CA 7-2681

RATES: Each 10x10 booth under cover contains overhead lighting and 500 watt outlet.

Streets of the World \$200.00 and \$250.00

Oregon Products Exhibit \$200.00 and \$250.00

Gardeners' Market Place — Rates proportionately lower depending on area used, covered or open, and type of display.

Arts and Crafts Display

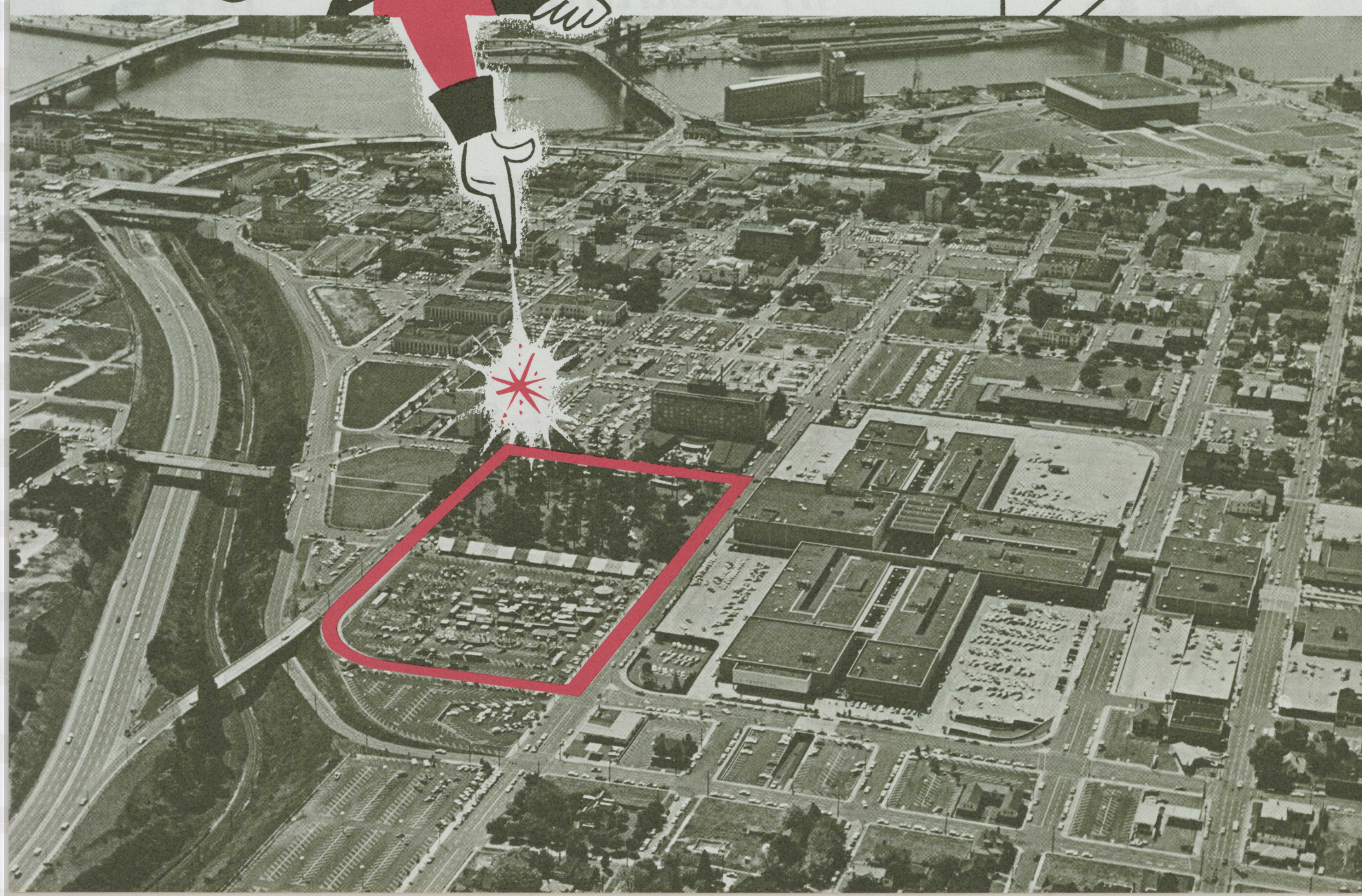
Checks should be made payable to the Portland Rose Festival Association.

for more information write, wire or phone . . .

R. T. "BOB" BRYANT
Festival Center Manager
Capitol 7-2681

L. W. "BUD" MALLETT
Executive Manager
Capitol 7-2681

PORTLAND ROSE FESTIVAL ASSOCIATION
PORTLAND, OREGON



parade divisions AND awards

SPECIAL AWARDS

- BANDS**—The best High School Band in the Parade from a city outside of Portland. Appearance, marching and execution to count.
- Class A**—School enrollment 500 and above.
- Class B**—School enrollment 499 and below.
- First prize trophies to be awarded to first place in both Class A and Class B. Certificates to be awarded to second and third place, Class A and Class B.
- DRUM MAJORETTES**—First prize will be awarded the best Drum Majorette in the Parade. Costume and cleverness of performance to count.
- DRUM CORPS**—First prize will be awarded the best Drum Corps in the Parade. Appearance, marching and execution to count.
- Entries of all Bands, Drum Corps or Uniformed Bodies **WILL BE STRICTLY BY INVITATION.**
- PARADE COMPOSITION AND AWARDS**
- A Float cannot win more than one prize.
- Sweepstakes Award for best Commercial Float in Parade.
- Sweepstakes Award for best Non-Commercial Float in Parade.
- Governor's Trophy for most beautiful entry from outside Portland.
- Mayor's Trophy for most beautiful entry from Portland.
- Queen's Trophy for exceptional merit in design and color harmony.
- International Trophy for most beautiful entry from outside the continental limits of the United States.
- Rose Trophy for most beautiful entry designed, built and decorated *without* professional help.
- Theme Trophy for float which interprets the overall Parade Theme most appropriately.

- Section 1** HONORARY GRAND MARSHAL AND DISTINGUISHED VISITORS, POLICE AND RADIO CONTROL—
No prize awards.
- Section 2** CITIES OUTSIDE OF OREGON
Division A—Cities over 5,000 population
Division B—Cities under 5,000 population
First and Second place in each division
- Section 3** CITIES IN OREGON OUTSIDE OF PORTLAND
Division A—Cities over 5,000 population
Division B—Cities under 5,000 population
First and Second place in each division
- Section 4** SCHOOLS, COMMUNITY CLUBS, PATRIOTIC AND FRATERNAL ORGANIZATIONS
First and Second Place
- Section 5** CIVIC GROUPS
First and Second Place
- Section 6** PUBLIC UTILITIES
First and Second Place
- Section 7** TRANSPORTATION
First and Second Place
- Section 8** INDUSTRIAL
First and Second Place
- Section 9** BANKS AND FINANCIAL INSTITUTIONS
First and Second Place
- Section 10** DEPARTMENT STORES
First and Second Place
- Section 11** WHOLESALE AND RETAIL
First and Second Place
- Section 12** GOVERNMENT
Division A—Federal, County, City Departments and Bureaus
Division B—City Fire Department
First and Second Prize in each division
- Section 13** TRADE ASSOCIATIONS
First and Second Place
- Section 14** CITIES OUTSIDE THE CONTINENTAL LIMITS OF THE UNITED STATES
- Section 15** SPECIAL SECTION will be arranged for any individual or group entry not provided for in this schedule if deemed desirable by the Executive Committee.

LUNCH FOR UNIFORMED BODIES—At the disbanding of the Parade on Saturday, June 13 all uniformed members of Bands, Drum Corps and Marching Bodies from Cities outside of Portland will be presented with tickets for a luncheon as guests of the Portland Rose Festival Association.

AGE LIMITATION ESTABLISHED—Because of the length of the route covered by the Parade, and the fatigue attending almost constant performance during the march, the Rose Festival Association finds it necessary to request Directors and Leaders of all Bands and Drum Corps to establish a minimum age of 14 years for children appearing as members of such organizations. Enforcement of this rule may avoid serious injury to some child. Your cooperation will be appreciated.

INFORMATION AND RULES FOR JUDGES

Floats must be entirely covered with natural flowers. ARTIFICIAL FLOWERS ARE PROHIBITED.

Judges will consider artistic arrangements and harmonious blending of natural flowers together with the general artistic effort of the entry. Natural flowers, ferns, smilax, braks, trailing vines, oaks, etc., may be used for decorative purposes, 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.

Because of narrow streets, width and height of Memorial Coliseum doors and overhead traffic signals floats will not exceed 12 feet in height, 15 feet in width and 35 feet in length. Permits for floats exceeding these dimensions must be obtained from the Executive Committee in writing before the parade with any work on the float. Accessible to highways (both front and rear) are required.

No entry that displays advertising of any trade, mercantile or pursuit article of merchandise or replica thereof, or of a business or occupation other than the name of the sponsor, or trademark of any product, or that which is symbolic of an industry shall be allowed in the Grand Floral Parade; lettering of the name of the sponsor must be in flowers and will be a factor in judging.

Floats will not be accompanied by persons on foot, either individually or as a unit, as part of the entry without specific permission from the Executive Committee. Such requests to be submitted with the Float Entry Application.

Floats must be delivered to the Parade Committee on Saturday, June 13, at such time and place as the Chairman of the Judges will advise. Failure to do so will be automatically accepted by the Sponsors as eliminating the Float from award competition.

Decorated Bicycles and Motorcycles are not acceptable as Float Entries.

The use of banners or bunting on Floats is prohibited.

Judges will take into consideration the appropriateness of the dress of the participants and DRIVERS and their effect in interpreting the theme involved.

Roses, flowers, merchandise, or other articles ARE PROHIBITED FROM BEING THROWN FROM FLOATS, or by other persons during the Parade.

No person is permitted to ride on a Float in the Parade other than those selected and designated by the Sponsor to appear thereon, and the driver of the Float.

No Float or entry will enter the line of march that does not conform to the rules governing participants and until it has first passed the inspection and approval of the Parade Committee.

Any variance from the established regulations of the Grand Floral Parade must be applied for in writing to the Executive Committee by the decorator and may not be considered granted until written permission is received from that group. Efforts should be made to secure variances before May 1.

IMPORTANT RULE: So that the Float Sponsor may get the full benefit to which the Float is entitled through newspaper and radio publicity, it is agreed in the Parade that a full and complete description of the Float to be entered in the Parade shall be delivered to the Rose Festival Headquarters not later than May 1, 1964. The description will have designating the parade and placed in the hands of all persons desiring a number of selections will be duplicated. This is and it is desirable that as soon as possible all participants report their float theme to the Rose Festival Association office in order that we may assist in avoiding duplications. These will be filed in order of their receipt and those sending duplications will be promptly notified.

Sponsors desiring to use horses in the parade must submit their plans with their entry blanks to the Rose Festival Association for approval.

Grand Floral Parade

1964 FLOAT BUILDERS

FLOWERS, INC. (WAYNE HERRIN)
733 S. W. 10th (5)
226-3073

VALLEY DECORATORS (DON CADY)
Memorial Coliseum (12)
234-2958 234-9164

J. W. HUSERIK & SON
4422 N. E. 148th (30)
252-9811

AL LEARMAN
Learman Productions
11th & West Burnside
222-1371

1964 PARADE COMMITTEE

- FRANZ DRINKER, Director
- FLOYD BENNETT, Assistant Director
- ROBERT M. STEWART, Chairman
- BURT SMITH, JR., Assistant Chairman
- GAR HURLEY
- CHIEF DAVID JOHNSON
- GUS KALBERER
- DR. BURGESS KELLEY
- CLAUDE KENT
- ART KOHANEK
- GEORGE H. LORD
- BROOKS MANCHESTER
- WILLIAM MILLER
- AL MOLIN
- ELIZABETH MURPHY
- CROMWELL NOREEN
- TOM O'CONNOR
- DR. W. A. OLIVER
- CHARLES PAINE
- CAPTAIN J. D. PURDY
- ELLSWORTH D. PURDY
- JOE RUBLE
- WALTER SCHADE
- ED SIMPSON
- W. R. THOMPSON
- HOWARD TRAVER
- HAROLD WEISS
- WILLIAM WELLS
- VERN WILSON
- HAROLD YORK
- JOE BATTAGLIA
- DON BERGSTROM
- CARROLL BRISSENDEN
- CECIL L. BROWN
- GEORGE BUCHANAN
- HARRY BUCKLAND
- ERNEST BURGARD
- JACK CAMPBELL
- ART CARLSON, JR.
- H. ROBERT COWARD
- JOE DELFINO
- FRED DRUCKER
- AL DUNHAM
- KARL EMMRICH
- DR. R. MOTT ERWIN, JR.
- ROBERT E. FRANKLIN
- GEORGE FRECK
- ROLLAND GABEL
- JAMES GEDAMIKE
- RAY GARNER
- BEN GILLESPIE
- DR. R. C. GODFREY
- HENRY HAUSCH
- FRED HELBOCK
- DAVID A. HOFFMAN

PORTLAND ROSE FESTIVAL ASSOCIATION
Suite 232, Multnomah Hotel
Capitol 7-2681

You can be a part of the 1964 rose festival

Grand Floral Parade.....

Parade theme:
*Between the
Backends*



56th ANNUAL PORTLAND ROSE FESTIVAL
JUNE 5-14, 1964 . . . PARADE DAY JUNE 13
PARADE FACTS, RULES, REGULATIONS, ENTRY INFORMATION INSIDE

More than half a million spectators pour out every year to see the Grand Floral Parade!

Beyond question, Portland's Grand Floral Parade is seen by more spectators every year than any other single event in Oregon! With the passing years, the parades have become more colorful, the floats more beautiful . . . and the spectators more numerous.

Everybody benefits from the parade—the visitors who see it, the businessmen who serve these visitors during Rose Festival week, and the firms and organizations which sponsor floats.

Yet the benefits to the sponsors go far beyond the considerable advertising value which they derive. There's a creative challenge in conceiving and designing a representative float. There's fun and excitement in getting the float ready for the parade . . . watching it take form and acquire beauty as the last flowers are applied. There's a tremendous sense of pride as the float drifts majestically along the route, winning the applause of thousands as it passes.

Plan now to share in the excitement of the parade . . . to be a part of Oregon's biggest and most beautiful show . . . by entering your float in the Grand Floral Parade. This folder tells you how.

When the Grand Floral Parade starts . . . be sure YOUR FLOAT is there!

You won't want to be among the missing when the 1964 Grand Floral Parade gets under way! In 1964, more than ever before, the floats in the parade will be exposed to the admiration of millions of residents of the entire Pacific Northwest. Consider all these ways in which the parade will be presented to the public:

- The parade will be telecast in full color into metropolitan centers where more than 5,000,000 people live.
- The parade will be seen first-hand by more than half a million people.
- Newspapers will carry entire pages of pictures of the parade, going into half a million homes; thousands of single copies will be mailed to friends and relatives throughout the country.
- Photos and stories about the parade will be sent by wire services to newspapers and magazines everywhere.
- A full-color movie of the parade, and other Festival events, will be shown continuously for a full year following the Festival.
- Individual "camera bugs" in the parade audience will snap pictures which will be treasured for many future years.

Between the Bookends . . . a theme

that urges the imagination to spectacular heights!



The entire world of literature lies wide open before those who are selecting subjects for their 1964 floats. For excitement, how could you top 20,000 Leagues Under the Sea . . . or Treasure Island? For appeal to children, what about Snow-White and the Seven Dwarfs? For spectacle — Ben Hur? For sheer beauty, pick a subject like Lost Horizon, or James Michener's Hawaii.

Technical Help Available—Use It!

As a special service to float sponsors and builders, the Multnomah County Library Association has offered its facilities in selecting float subjects, and developing authentic settings and backgrounds. Anyone wishing information about appropriate books, or other source materials, should contact Miss Mary Phillips, chief assistant librarian.

Also, the library maintains a large file of photographs, drawings and picture clippings on a multitude of subjects. The file can be of invaluable assistance to anyone planning a float, and desiring to bring the proper elements together.

Beauty, activity, excitement . . . yours at the

1964 rose festival

The Grand Floral Parade is just the frosting on a giant cake . . . the cake being the marvelous "mix" of fun and excitement that will make up the 1964 Rose Festival. Plan to see as much of it as you can . . . and be a part of it too!



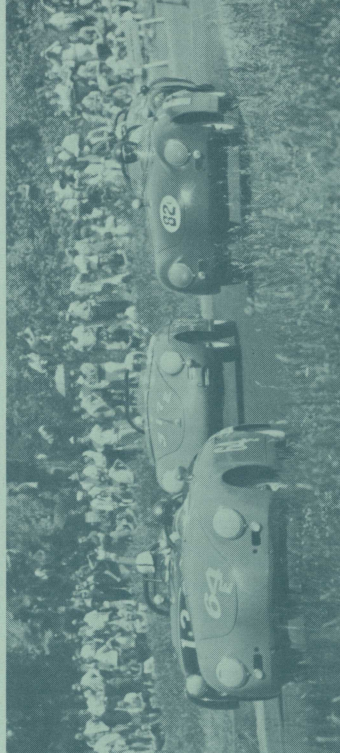
Beautiful Queen Linda Jean Jackson knights Heisman Trophy Winner Terry Baker at colorful Washington Park ceremonies during the 1963 Festival.



Splendid enough for the Grand Floral Parade was this "peacock" float, which was an eye-catching entry in the Junior Rose Festival parade.



Highlight of every Rose Festival for years past . . . the annual visit of big warships from the U.S. Navy's active fleet . . . open to the public during Rose Festival week.



Thrills at 100 miles an hour . . . lightning-fast sports cars compete in the annual Rose Cup races at Delta Park.

Breathtaking beauty greets the visitor to the annual Rose Show, where thousands of gorgeous blossoms, singly and in stunning arrangements, compete for valuable prizes.



