

There's nothing in Oregon of a man-made nature that quite matches the beauty and grandeur of the annual Rose Festival Grand Floral Parade. The gorgeous floats, the hand-picked beauties who ride them, the great band music, the prancing horses . . . all combine to create a two-hour wonderland of sight and sound. The parades have been getting better year by year . . . and the 62nd annual parade promises to be the greatest of all!

The huge throngs who turn out to see the Grand Floral Parade every year are really only half the story. Actually, **six other audiences** see the parade, both on parade day and during the months to follow.

—The parade goes onto a regional 13-station television network, covering an area in which nearly two million homes are located.

—Portland newspapers give the parade extensive photographic coverage, with papers and pictures going into homes throughout the United States.

—A color movie of the Rose Festival, including detailed coverage of the parade, is seen by audiences totaling over a million during the year following the Festival.

—Radio stations carry live coverage of the parade throughout the Portland metropolitan area.

—Thousands of camera fans make a permanent record of the parade, which they will enjoy for many years to come.

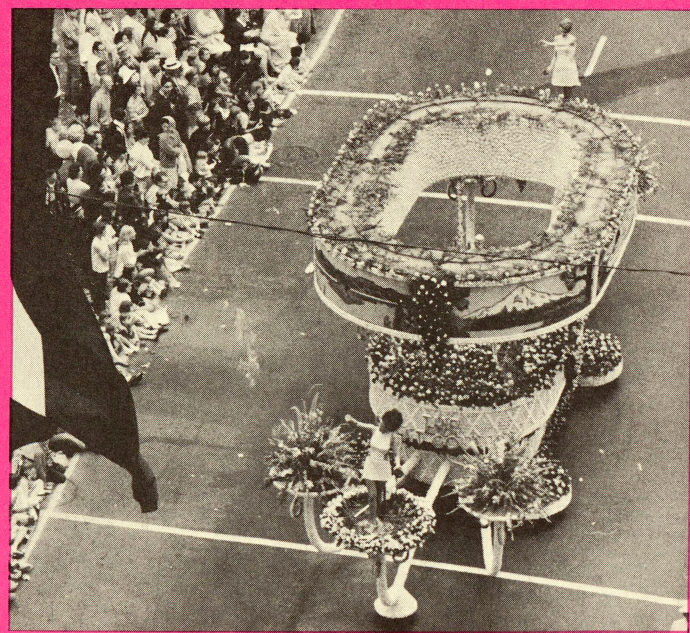
—At the annual post-parade, floats remain on display for two days, where they are seen by thousands more.

hundreds of thousands see the parade and see it!

grand floral parade, oregon's mightiest spectacle!



**1970
portland
rose
festival
june 5 to 14**



**portland
rose
festival
association
suite 416
hilton hotel
portland
oregon 97204
503/227-2681**

Robert T. Bryant, Executive Manager

**1970
portland
rose
festival**



**grand
floral
parade
saturday
june 13, 1970**



theme: fantasy in flowers

see inside for facts, rules, regulations, etc.

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 to be awarded in both 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: Most Beautiful Entry in the Parade.

GRAND PRIZE: Most Beautiful Commercial Entry.

PRESIDENT'S TROPHY: For Exceptional Merit in Commercial Class.

ROYAL ROSARIAN TROPHY: Most Beautiful Non-Commercial Entry.

GRAND MARSHAL'S TROPHY: For Exceptional Merit in Non-Commercial Class.

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 Decoration by Amateur Group.

ROSE SOCIETY TROPHY: Most Effective Use of Roses in Float Decoration.

THEME TROPHY: For Best Over-all Interpretation of Parade Theme.

INTERNATIONAL TROPHY: For Most Beautiful Entry Outside the Continental Limits of the United States.

LEITH ABBOTT AWARD: For Float Displaying Most Humor—This Trophy to be Given if There Are Any Qualifiers.

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 & Bureaus

Division B—City Fire Department

First and Second place in each division
Section 13. Trade Associations

First and Second Place
Section 14. Cities Outside the Continental Limits of the United States

Section 15. Insurance and Health Associations

Section 16. **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 13th, 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.

grand floral parade 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, brakes, 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 of the judges.

Because of narrow streets, width and height of Memorial Coliseum doors and overhead traffic signals, floats will not exceed 13 feet in height, 15 feet in width and 55 feet in length per unit. Variances for construction of floats exceeding the length limitation must be obtained by the decorator from the Executive Director in charge of the Grand Floral Parade in writing before proceeding with any work on the float. Accessible tow hitches (both front and rear) are required.

No entry that displays advertising of any trade, mercantile pursuit, article of merchandise or replica thereof, trademark of any product, or which is symbolic of an industry, or of a business occupation other than the name of the sponsor, 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 per-

mission from the Executive Director of the Association or the Director in charge of the Grand Floral Parade. Requests are to be submitted with the float entry application.

Floats must be delivered to the Parade Committee on Saturday, June 13th, at such time and place as the Chairman of the Judges will advise. Any decision regarding floats will be made by the Director in charge of the Grand Floral Parade once the float has been presented to the judges. Failure to comply with the above rules will eliminate the float from award competition and possibly from the Parade.

Decorated bicycles, motorcycles and automobiles 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 their effect in interpreting the theme involved.

Roses, flowers, samples of 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 or Builder 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 until it has first passed the inspection and approval of the Parade Committee.

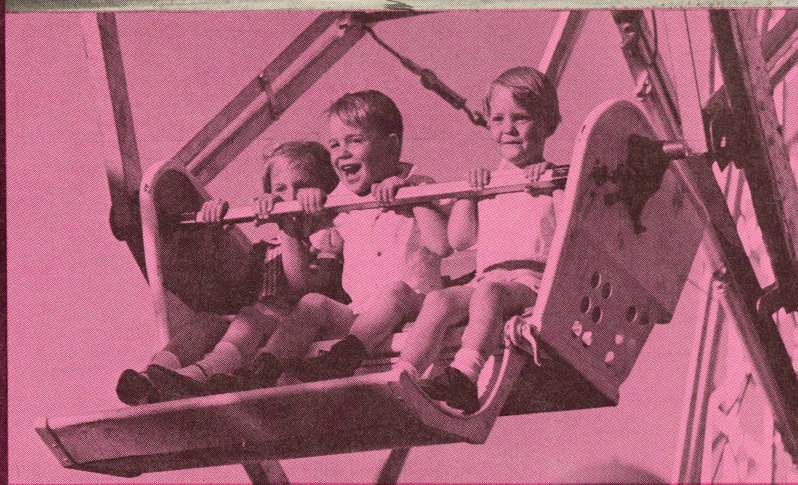
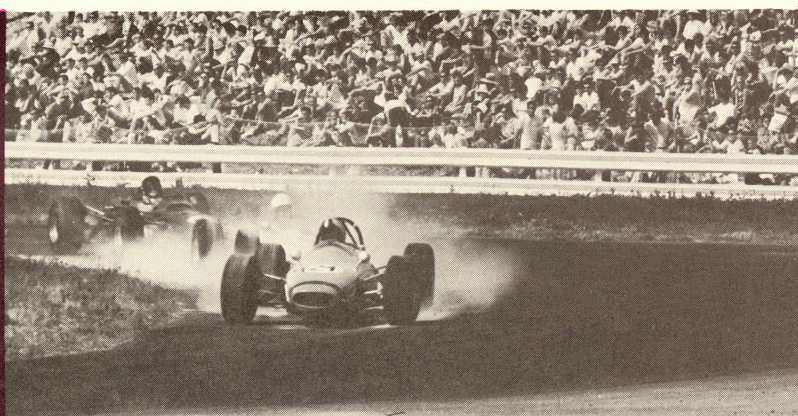
Any variance from the established regulations of the Grand Floral Parade must be applied for in writing to the Executive Director or the Director in Charge of the Grand Floral Parade by the decorator, and may not be considered granted until written permission is received from that group. Efforts should 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 that a full and complete description of the float to be entered in the Parade shall be delivered to Rose Festival Headquarters not later than May 1, 1970. The Association will have descriptions copied and placed in the hands of all persons handling Parade publicity.

It is possible that float themes may be duplicated. Therefore, it is desirable that participants report their float themes to the Rose Festival Association office as early as possible. Entries will be filed in order of their receipt and will have theme preference in that order.

Entries of all bands, drum corps or uniformed bodies will be strictly by invitation. A separate entry blank, with rules and regulations, is available through the Portland Rose Festival Association.

No counter marching is permitted on the parade route. Bands must remain equally spaced, approximately 75 feet behind the unit ahead. Failure to comply will result in removal from the parade.



emotion...
thrills
excitement...

mark 10 days of
rose festival

Queen Rhonda Anderson is the picture of royalty as she waves during an official appearance.

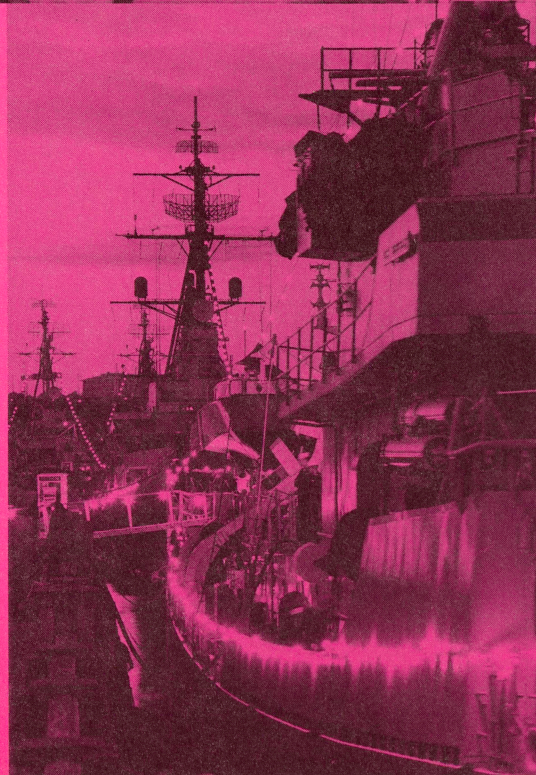
The Queen Selection and Coronation ceremony at the Coliseum is a highlight of every Festival.

The exciting Rose Cup Sports Car Races attract over 12,000 to the track at Delta Park.

Carnival rides are only one of the many family-type attractions at the Festival Center in Holladay Park.

15 or more Navy vessels tie up at the seawall during every Rose Festival.

Outboard racing is an exciting attraction during Marine Day on the Willamette River.



62nd
annual

portland rose
festival
grand floral
parade

FLOAT ENTRY FORM

On behalf of _____ we desire to enter the Portland Rose Festival Grand Floral Parade

Name of Organization _____
(As it should appear for publication)

Street Address _____

City _____ Phone _____

Name of person who will be in charge of entry _____

Address _____

Phone _____

FLOAT Will Float be accompanied by Queen? _____

We agree to comply with the rules and regulations prescribed by the Portland Rose Festival Association. Detailed information covering our entry will be supplied as soon as arrangements are completed.

Signature _____

Date _____ Title _____

Rose Festival Committee Member _____

Bands, Drum Corps and Marching Units require separate entry forms

theme: fantasy in flowers

Outline map shows parade TV coverage area.

PORTLAND ROSE FESTIVAL ASSOCIATION

THE PORTLAND ROSE FESTIVAL STORY

OFFICE: SUITE 416 HILTON HOTEL • PHONE 227-2681



- 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 because 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 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 re-established 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.
- 1962 - First Northwest regional telecast in color of the Grand Floral Parade, which to date has been sponsored by Buick Division of General Motors.
- 1963 - Holladay Park (Festival Center) restoration - new lighting and underground electrical systems installed.
- 1964 - Holladay Park (Festival Center) restoration - multi-stage fountain installed, with colored lights and music.
- 1965 - First annual Teen-Age Fair held.
- 1966 - Annual Rose Cup Sports Car Race sponsorship and management undertaken by Rose Festival Association.
- 1967 - Bob Hope Show - First time Coliseum show complete sellout for two-night show.
Grand Floral Parade post-parade showing of floats initiated.
- 1968 - Hosted 19 Navy ships; 11 U.S. Navy vessels, two U.S. Coast Guard cutters, five Royal Canadian Navy ships and one British guided missile destroyer. Grand Floral Parade post-parade area expanded to accommodate additional spectators.
- 1969 - Rose Festival Drag Races held at Delta Park.

The story of the Portland Rose Festival, to be staged for the 62nd time next June 5 through June 14, goes back 79 years into Portland's past. In 1889,

Portland Rose Festival Story - 2

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 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 natural flowers.

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; through September, 1969, nearly \$200,000 had been distributed in this way. The princess chosen queen wears a crown valued at \$5,000, containing saffhires, 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.

In 1958, the Festival Center was re-established as a Rose Festival event, staged in Portland's downtown park blocks. The Center, which is open each day of the Festival, proved to be such an outstanding success that in 1960 it was moved to an expanded area at Holladay Park adjacent to the Lloyd Center, where it attracted more than half a million visitors each year. There is no admission charge to the Center, which features stage show, band concerts, commercial exhibits, arts and crafts, hobby displays, ethnic food stands, carnival rides and concessions.

Also in 1958, the Merrykhana Parade was re-introduced as a feature of the Rose Festival. This is a zany evening affair, completely unlike the beautiful and dignified Grand Floral Parade, and features clowns, calliopes, band music and eccentric floats of all types.

Portland Rose Festival Story - 3

The Rose Cup Sports Car Races, which were sponsored by the Rose Festival Association for the first time in 1966, have become a major annual attraction of the Festival. Thousands of spectators gather at Delta Park to watch the high-powered speedsters compete for both prize money and trophies. In addition to the Rose Cup Races, 1969 found the Rose Festival drag races at Delta Park added to the many activities on the Rose Festival calendar.

Highlight of the Rose Festival is always the Grand Floral Parade, which attracts visitors to Portland from all parts of the world to see the more than fifty floats decorated completely with fresh natural flowers. After the floats have completed the parade route, they are taken to an area located near the heart of Portland, where the public is invited to view them at leisure.

For those who are unable to make the trip to "The City of Roses" to view the many Festival events, a 16 mm. color-sound film is loaned free of charge. The 27-minute movie, which captures all the highlights of the Festival, can be obtained by contacting the Rose Festival office.

* * * *

Through the years, the Festival has grown and matured until it now comprises 10 full days of varied events. Major activities of the 1970 Rose Festival will include the following:

- Junior Rose Festival Selection and Coronation ceremony
- Memorial Coliseum Show, which in the past has featured top entertainment names
- Merrykhana Parade, the night "fun" parade revived in 1958
- Festival Center--exhibits and gayway
- Marine Day on the Willamette River
- Rose Festival Queen Selection and Coronation in the Memorial Coliseum
- Visit by American and Canadian Navy ships
- Knighting ceremonies for new nobles of the Realm of Rosaria
- Junior Rose Festival Parade
- Rose Show - America's oldest and largest
- Teen '70 Fair in the Memorial Coliseum
- Grand Floral Parade
- Post-parade viewing of floats
- Golden Rose Ski Tournament on Mt. Hood
- Rose Cup Sports Car Races at Delta Park
- Rose Festival Drag Races at Delta Park
- Rose Festival Track and Field championships
- Rose Festival National Bicycle Races

THE STORY OF THE ROSE FESTIVAL QUEEN'S CROWN

Each year in June, a lovely Portland area girl is selected from a court of equally lovely princesses and crowned Queen of Rosaria. The symbol of her reign is a beautiful jewel-encrusted crown.

Where did the crown come from? Who made it? Who owns it? Does it have real jewels? Does the queen keep it all year long?

Perhaps you've wondered about these and other things. There are many interesting yet little-known or half-forgotten facts about the crown and its history. We think many of you might like to know the fascinating story.

Portland's world-famed Rose Festival started in 1907. For the first few years the fete was ruled over by Rex Oregonus--a masked king whose identity was kept secret until the conclusion of the festival celebration. Commencing in 1914, a queen was selected to rule the Realm of Rosaria each year. She wore a crown, as all queens do. But, as time passed, there grew a feeling among her loyal subjects that their queen needed a finer crown to match her regal beauty. So, early in 1922, the Business and Professional Women's Club of Portland undertook the job of raising funds for a beautiful new crown. This was accomplished through the sale of thousands of miniature paper rosebuds which the club members made themselves.

Charles Pennell, a talented Portland jewelry craftsman, volunteered his services to design the crown free of charge. By Rose Festival time in 1922 the crown was finished and was presented to the Portland Rose Festival Association. And it has graced the head of every queen from that year on.

The crown is truly a thing of splendor and delicate beauty. The frame is made of fourteen-carat gold. A large blue zircon graces its tip, and six hundred and fifty white sapphires, accented by eight rare pigeon-blood rubies, give the crown its sparkling beauty. Thus are blended together the colors of red and white--the shades of roses most popular in the early 1920's.

The queen of Rosaria in 1922, and the first one to wear the new crown, was Harriet Griffith--now Mrs. Zina A. Wise of Portland.

It is difficult to place actual monetary value on a treasure of this kind. Its heritage and intrinsic value are priceless. However, the crown itself is valued today at \$5,000.

Naturally, such a valuable item must be kept in a safe place. For many years it has been the responsibility of the United States National Bank of Oregon to be the safekeeping custodians of the Queen's crown for its owner, the Portland Rose Festival Association. Originally the crown was stored in a safe deposit box when not being worn by the Queen. However, it was felt that the handsome crown should be more prominently displayed. So, in 1956, permission was obtained from festival officials to display it in a secure glass case which had been specially made. This display case is in the U.S. National Bank main branch safe deposit department. When not in use, the lovely crown of Rosaria is on view to all entering the vault area.

HERE'S NEWS



PORTLAND ROSE FESTIVAL ASSOCIATION

1970 Rose Festival — June 5th thru June 14th
Portland Rose Festival Association • Suite 416 Hilton Hotel
Robert T. Bryant, Executive Manager • Phone 227-2681
December, 1969

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OFFICE OF COMMISSIONER
OF PUBLIC AFFAIRS

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SEC.	
STENO.	

Season's Greetings



*from the Rose Festival Officers
and Staff*



BULK RATE
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SCHEDULE OF EVENTS – 62ND ANNUAL PORTLAND ROSE FESTIVAL JUNE 5TH THROUGH JUNE 14TH, 1970

- Fri. June 5 – Official opening of 1970 Rose Festival Center. Teen '70 Festival.
- Sat. June 6 – Merrykhana Parade, Marine Day, Rose Festival Drag Races, Festival Center, Teen '70 Festival
- Sun. June 7 – Marine Day, Rose Festival Drag Race, Festival Center, Teen '70 Festival
- Mon. June 8 – Queen Selection & Coronation, Festival Center, Teen '70 Festival
- Tue. June 9 – Festival Center, Teen '70 Festival
- Wed. June 10 – Coliseum Show, Festival Center, Teen '70 Festival
- Thur. June 11 – Coliseum Show, Rose Show Opens, Festival Center, Teen '70 Festival
- Fri. June 12 – Rose Show, Junior Rose Festival Parade, Knighting Ceremony, Queen's Ball, Festival Center, Teen '70 Festival
- Sat. June 13 – Grand Floral Parade, Rose Cup Sports Races, Festival Center, Teen '70 Festival
- Sun. June 14 – Rose Cup Sports Car Races, Golden Rose Ski Tournament, Festival Center, Teen '70 Festival

Commissioner Frances J. Ivancie
City Hall
Portland, Oregon 97204



OFFICE: SUITE 416 HILTON HOTEL • PHONE 227-2681
PORTLAND, OREGON 97204

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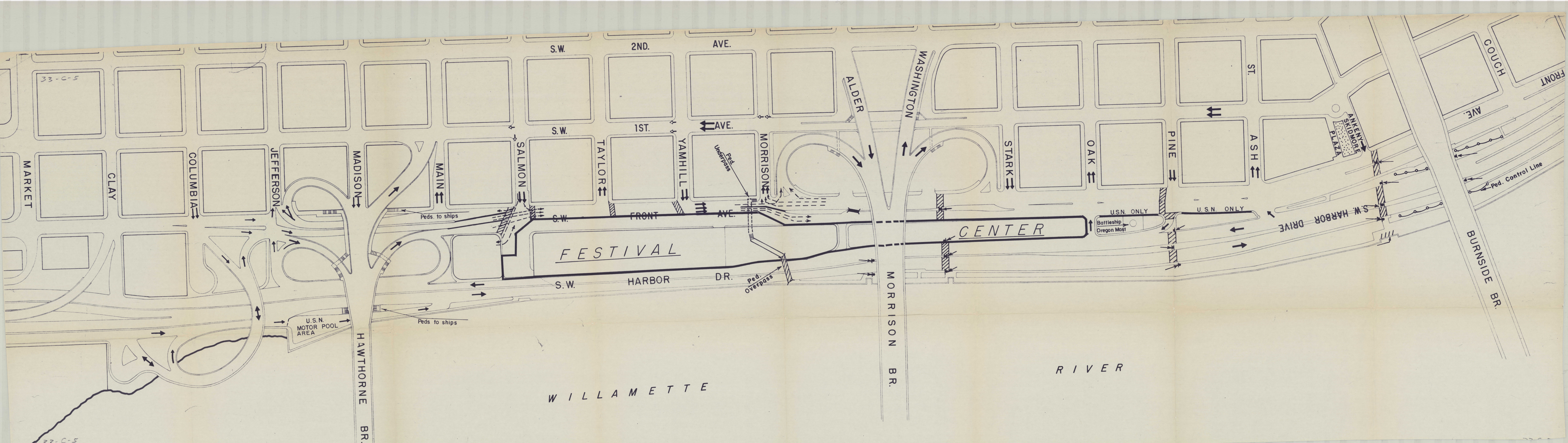
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 OF PUBLIC AFFAIRS



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22-C-5

MARKET

CLAY

COLUMBIA

JEFFERSON

MADISON

MAIN

SALMON

TAYLOR

YAMHILL

MORRISON

MORRISON BR.

S.W.

2ND.

AVE.

S.W.

1ST.

AVE.

ALDER

WASHINGTON

STARK

OAK

PINE

ASH

COUCH

FRONT

FESTIVAL

S.W.

HARBOR

DR.

CENTER

USN. ONLY

U.S.N. ONLY

S.W. HARBOR DRIVE

BURNSIDE BR.

U.S.N. MOTOR POOL AREA

Battleship Oregon Mast

ANKENY SIXDMORE PLAZA

Peds. to ships

Peds. to ships

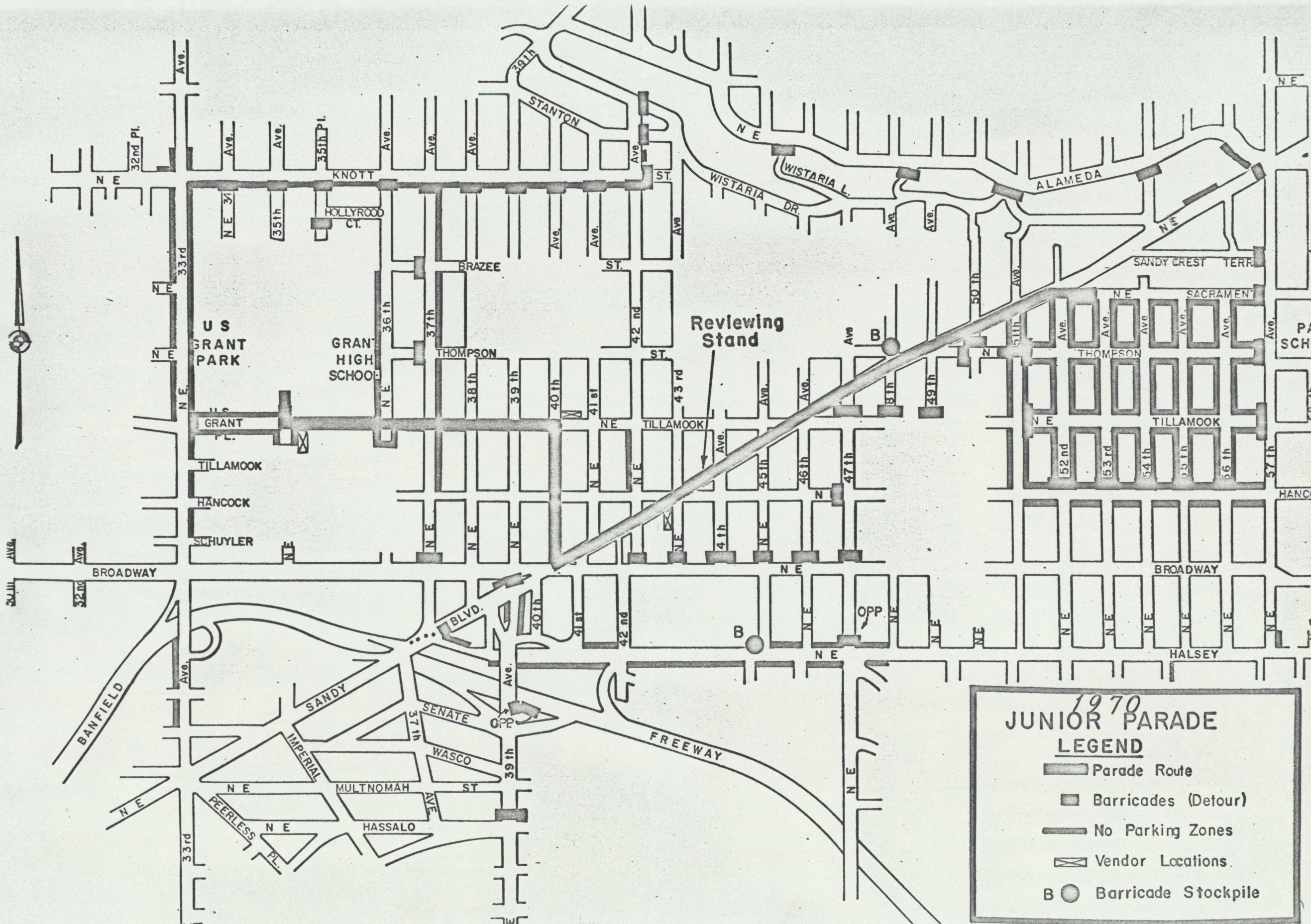
Underpass

Ped. Overpass

Ped. Control Line

RIVER

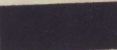
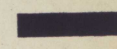
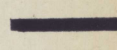


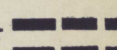
WILLAMETTE



**1970
JUNIOR PARADE
LEGEND**

- Parade Route
- Barricades (Detour)
- No Parking Zones
- X
 Vendor Locations
- Barricade Stockpile

MERRYKHANA LEGEND

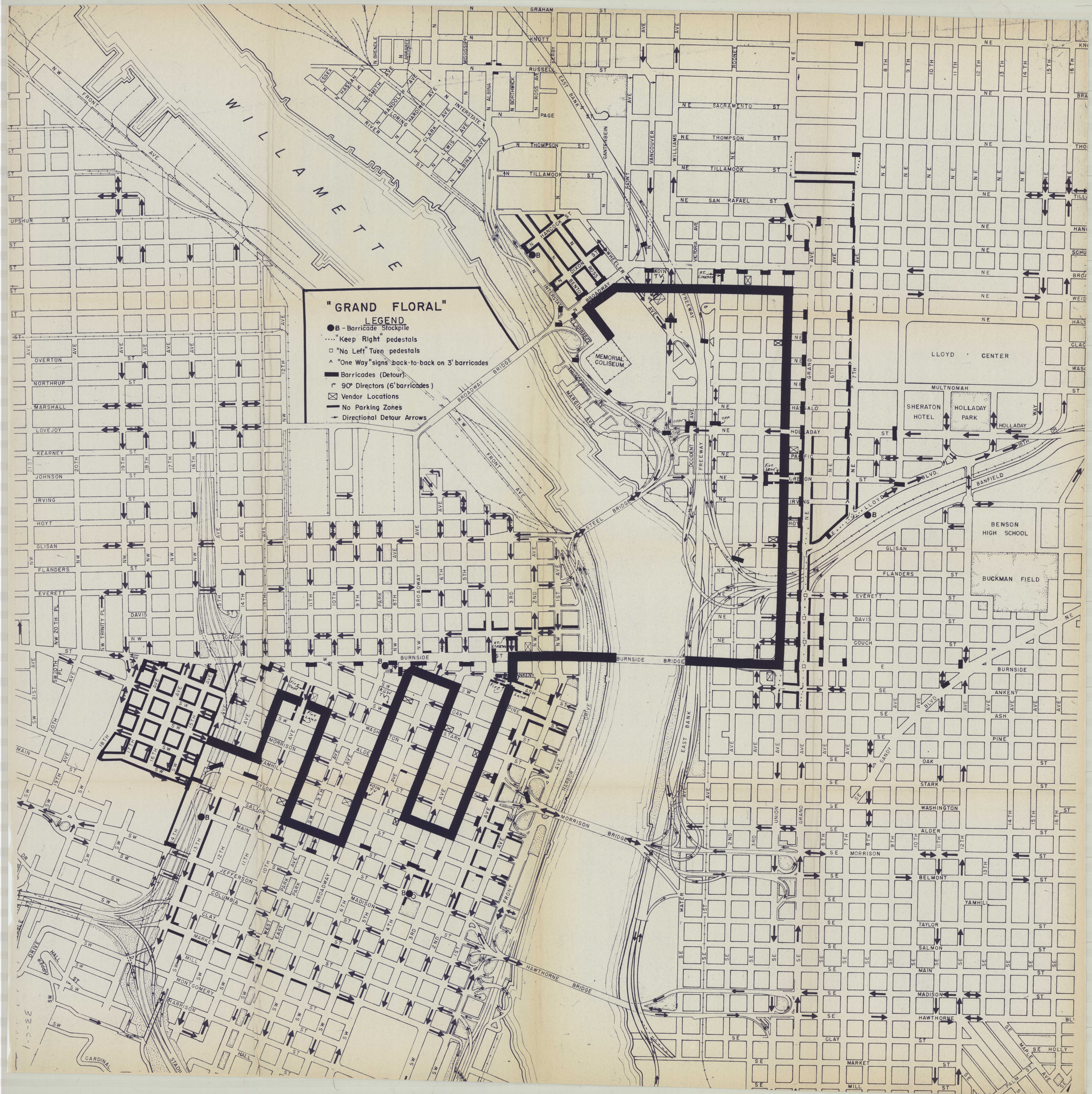
-  PARADE ROUTE
-  BARRICADES (DETOUR)
-  NO PARKING ZONES
-  VENDOR LOCATIONS
-  EXTRA BARRICADES
-  FIRE LANES



"GRAND FLORAL"

LEGEND

- B - Barricade Stockpile
- ⋯ "Keep Right" pedestals
- "No Left" Turn pedestals
- ▲ "One Way" signs back-to-back on 3' barricades
- ▬ Barricades (Detour)
- ↗ 90° Directors (6' barricades)
- ⊠ Vendor Locations
- No Parking Zones
- Directional Detour Arrows



33-0-1