

Official
Program



PRICE
10c

FOURTEENTH ANNUAL
Rose Festival

PORTLAND, OREGON
June 8, 9 and 10, 1921

Portland
Rose Festival

June 8-9-10

1921

Portland, Oregon



PORTLAND'S gates are open wide. The City of Roses welcomes all the guests within her borders. The Rose Festival is a time for making merry. It is a time to forget care and to rejoice. The city's rose gardens make of Portland a great garden of roses. Among the flowers our pageantry will be conducted, our Festival Queen will be crowned, our royal regatta and water sports will be held and the voices of our most eloquent speakers and sweetest singers will be carried to the multitude of merrymakers by that miracle device, the Bell tone amplifier, which last was used to carry the voice of the President of the United States at the time of his inaugural to the greatest crowd that had ever assembled in the National Capitol. Let all gain fullest pleasure from these festival days.



QUEEN DOROTHY
(MISS DOROTHY METCHAN)

Wednesday, June eighth

Program

- 10 A. M.—Annual Police Inspection at Multnomah Field.
- 10 A. M. to 1 P. M.—Annual Rose and Flower Show at Auditorium—Judging of Exhibits—not open to public—auspices Rose Society and Florists of Portland.
- 12 O'CLOCK NOON.—Arrival of Queen Dorothy and Princesses at Municipal Dock, foot of Stark Street from the Kingdom of Rosaria, aboard the Yacht "Wisdom". Reception and escort by Royal Rosarians.
- 12:15—Luncheon for Royal Party at University Club.
- 1 to 2 P. M.—Rose and Flower Show open to members of Rose Society.
- 2 P. M.—Rose and Flower Show at Auditorium opens to the public. The Auditorium will be open until 10 P. M. From 2 to 5 and from 7:30 to 9, there will be an organ recital by Prof. Goodrich. No admission will be charged.
- 2:30 P. M.—Laurelhurst Park (take MV, MT or SS cars).
Coronation of Queen.
Christening of Roses.
Dancing—Forest Spirits.
Solo Dance, Lydia Patzvelt.
Rose Ballet.
All of the above under the supervision of Prof. Robt. Krohn, assisted by Mrs. Alta Travis and Miss Georgia Wey.



ADMIRAL JOHN S. BEALL
(ROSE FESTIVAL REGATTA)

Wednesday, June eighth

Program, Continued

4 P. M.—Dedication of Festival Center (Park Blocks) and wonderful Sound Amplifier (the same apparatus used to convey the Inaugural Address of President Harding). Otto W. Mielke, President of the Rose Festival, introducing Queen Dorothy.

Response by the Queen.

Response by Mayor Geo. L. Baker in behalf of the City of Portland.

Response by Governor Ben W. Olcott on behalf of the State of Oregon.

Violin Solo by Albert Kreitz.

Additional Musical Features to be announced.

4:30 P. M.—Official visit of Queen to Rose Show at Auditorium.

7:30 P. M.—Festival Center.

Chas. F. Berg presiding.

Concert—Victrola Selections.

Address—Frank Branch Riley:

“The Lure of the Great Northwest.”

Music.

7:30 P. M.—Pipe Organ Recital by Prof. Goodrich at Auditorium, where Rose Show is in progress.

8 P. M.—Laurelhurst Park (take MV, MT or SS cars).

“The Pageant of the Roses.”

Under supervision of Prof. Robt. Krohn, assisted by Mrs. Alta Travis and Miss Georgia Wey.

Immediately following the pageant there will be street dancing on East Ankeny Street on the north side of Laurelhurst Park.



W.L. Thompson V.P.

Mrs. C.E. Rungor V.P.

OFFICERS
1921

ROSE
FESTIVAL

O.W. Mielke Pres.

W.J. Piepenbrink Sec.

Fred W. Vogler Treas.



"FOR YOU A ROSE IN PORTLAND GROWS"

PORTLAND, CITY OF ROSES

Is the natural gateway for a vast and fertile territory within the Columbia Basin, embracing an area equal to that of the States of Illinois, Ohio, Pennsylvania, New York and the whole of the New England. "The Columbia, viewed from the sea to the mountains, is like a rugged, broad-topped, picturesque old oak, about six thousand miles long, and, measured across the spread of its upper boughs, nearly a thousand miles wide." The people of this thoroughly modern city are growing into the greatness of their natural surroundings. The resources of the Oregon country are ap-

parently boundless. [Her fertile fields and giant forests, her factories, shipyards, mills, mines and quarries, are yielding rich returns. The mighty hydraulic forces of the mountains are also being utilized with excellent results.

One of the most striking tributes that could be paid to the climate and soil of Oregon is that Portland, the chief city of the State has won a clear title to "The Rose City." One finds roses blooming everywhere in Portland, and the luxuriant growth of bushes, the number and beauty of the blooms, attract unqualified praise and admiration on the part of rose experts as well as the general public.

Thursday, June ninth

Program

10 A. M.—Festival Center.

Wm. D. Wheelwright presiding.

Music—Instrumental and vocal.

Address—Frank Branch Riley.

"The Lure of the Great Northwest."

10 A. M.—Rose Show opens for day at Auditorium. No admission.

12:15 Noon.—Festival Center.

Progressive Business Men's Club will hold its regular weekly meeting at the Festival Center.

Dr. Wm. F. Fiebig, President of the Club, will preside.

Address—General U. G. McAlexander,

"The Rock of the Marne."

Music.

2:00 P. M.—Grand Floral Parade, Barge E. Leonard, Grand Marshal.

Route—Forming at Fourteenth and Morrison Streets, parade will move east on Morrison to Twelfth, north on Twelfth to Alder, east on Alder to Broadway, north on Broadway to Flanders, east on Flanders to Sixth, south on Sixth to Pine, east on Pine to Fourth, south on Fourth to Alder, west on Alder to Fifth, north on Fifth to Oak, west on Oak to Sixth, south on Sixth to Morrison, east on Morrison to Fourth, south on Fourth to Madison, west on Madison to Fifth, north on Fifth to Yamhill, west on Yamhill to Sixth.



Thursday, June ninth

Program, Continued

south on Sixth to Main, west on Main to Broadway, north on Broadway to Morrison, west on Morrison to Eleventh and disband.

7:30 P. M.—Festival Center.

Music.

Address to be announced.

7:30 P. M.—Organ Recital by Prof. Goodrich at Auditorium, where Rose Show is being held.

8 to 9 P. M.—Band Concert preceding Fireworks at Multnomah Field.

9 P. M.—Grand Fireworks Display.

"Liberty and Peace—Two Hours of Wonderment" at Multnomah Field.

There will be an admission charge of 30 cents for adults, children under six will be admitted free. In case of rain, this spectacle will be given at the same hour on Friday night, June 10th. In case of rain both Thursday and Friday nights, the exhibition will take place Saturday night, June 11th.

9 P. M.—Royal Rosarian Grand Ball at Cotillion Hall. By invitation only.

9 to 11 P. M.—Street dancing at Festival Center.

10 P. M.—Rose Show at Auditorium closes.

Friday, June tenth

Program

10 A. M.—Festival Center.

Music.

Address to be announced.

12:15 NOON.—Regular meeting of City Club will be held at Festival Center, L. D. Bosley, President of the Club, presiding.

Speakers and music to be announced later.

2 P. M.—Rose Festival Regatta.

Admiral of the Regatta, John S. Beall.

1.—First heat of the 16-ft. speed boat race.

2.—Class B, Handicap Race.

3.—Second heat of the 16-ft. speed boat race.

4.—Class A, Handicap Race.

5.—Third heat of the 16-ft. speed boat race.

6.—Cutter Race.

7.—Free-for-all Race.

8.—Surf-board riding.

9.—Novelty Contest between "Vogler Boy IV" and Hydro-Airplane.

These races will take place on the river between the Burnside and Morrison Street Bridges, except the novelty contest which will be between the Steel Bridge and the Hawthorne Bridge.

An excellent view of the above can be obtained from any of the public docks (both east and west sides of the river) in this district and from the foot of each of the streets leading to the river.

7:30 P. M.—Festival Center.

Music.

Address—Frank Branch Riley:

"The Lure of the Great Northwest."

Friday, June tenth

Program, Continued

9 P. M.—Admiral's Ball.

Grand Ball Room, Multnomah Hotel.
By invitation only.

9 to 11 P. M.—Street dancing at Festival Center.

During the entire Festival, the Cruiser Frederick and six destroyers will be anchored in the river. Announcement of visiting hours will be made in the daily press. Bands and sailors from these warships will participate in the Grand Floral Parade on Thursday.

On Sunday, June 12th, at 11 A. M., at the Festival Center, will be held the first church service of its kind in the history of the world by means of the Sound Amplifier. Mayor Geo. L. Baker will preside.

Remarks on behalf of Portland Federation of Churches by Ralph McAfee.

Sermon by Dr. W. T. McElveen, Pastor First Congregational Church—"Portland, the Garden City."

Music.—Chorus of forty voices.

Benediction, Dr. Thos. Lamb Eliot.

On Wednesday, June 8th, the Boy Scouts will hold their Annual Field Day at Multnomah Field at 1 P. M.

On Saturday, June 11th, the American Legion will stage a collision between two monster locomotives at Rose City Park Speedway, at 2 P. M.

Programs at Festival Center under direction of Marshall N. Dana and Fred Carlton. Musical features arranged by Joseph A. Finley, President of Musicians' Club. Victrolas through courtesy of John H. Dundore, Manager Sherman Clay & Company.

Wonderful sound amplifier apparatus used at Festival Center was installed by the Pacific Telephone & Telegraph Co. without expense to the Rose Festival Assn. Acknowledgement is made of the many courtesies extended by Mr. Hickman, local superintendent, and Messrs. Leonard and Malloy, engineers, of New York.

Places of Interest In and Around Portland and How to Reach them

UPPER COLUMBIA RIVER HIGHWAY—"The World's most famous scenic thoroughfare." Pavement from Hood River to Astoria, 170 miles. Wonderful scenery 30 miles east of Portland. Cross Broadway bridge, thence east on Broadway to Sandy boulevard, east by north on Sandy boulevard to city limits, where this boulevard becomes the Columbia River Highway, which parallels the Columbia River to the east through the gorge in the Cascade mountains.

BENSON PARK—On Columbia River Highway, 33 miles from Portland.

PENINSULA PARK—Take MA street car. Seventeen acres. Sunken rose garden comprising 700 varieties of roses. Playground, swimming pool, field house.

FORESTRY BUILDING—At Twenty-eighth and Upshur streets. The largest log cabin in the world. Picnic and playgrounds. Take W street car.

MT. TABOR PARK—Situated on top of Mr. Tabor, directly east of the Morrison street bridge. Three of the city's water reservoirs are located there.

COUNCIL CREST (old Indian Council Fire Grounds)—Situated on an eminence 1073 feet above the sea, reached by street car or auto in twenty minutes from the heart of the business district, through one of the finest residential sections. The rivers, Willamette and Columbia, become a part of the view; Mt. Hood, 60 miles east, height 11,225 ft.; Mt. Adams, 80 miles northeast, height 12,307 ft.; Mt. St. Helens, 63 miles north, height 9,671 ft., are visible, while in the foreground are seen the valleys, fields and forests of two great states, an area of more than 3000 square miles.

Take Council Crest (C. C.) Car.

Mount Hood Resorts

MT. HOOD (north side)—Is reached by the Columbia River Highway to Hood River, thence up the Valley Road on either side of Hood River to Mt. Hood Lodge or Cloud Cap Inn, where guides may be had for mountain climbing.

MT. HOOD, (south side) via auto—South on Broadway to Madison, left over Hawthorne Bridge to 12th. Take diagonal street through Ladd Addition to Division street, left into Division; continue east on Section Line Road, right into E. 82nd street to Powell Valley Road; continue through Gresham via Bluff Road to Sandy, Cherryville, Brightwood, Zigzag and Barlow Trail to Mt. Hood.

RELIANCE MT. HOOD AUTO STAGE makes regular trips to all points including the beautiful resorts of Arrah Wannah, Welch's Mountain Home, Tawney's Tavern, Rhododendron Inn, and Pridemore's Hotel at Government Camp, at the latter place guides may be had for mountain climbing.

Oregon's Beaches

One of the main features for recreation in Oregon is cottage and hotel life at the seaside. There are guests the year round at the Oregon beaches. Groups of bathers are to be seen in mid-winter as well as mid-summer. Some of the best known beaches are:

Seaside, Gearhart, "By-the-Sea," Tillamook County Beaches, which include Brighton, Manhattan, Rockaway, Bar View, Saltair, Bay Ocean and Garibaldi; Newport and Bandon Beach.

The summer vacationist can find a wide diversity of pleasure, sport and recreation at the various beaches and summer resorts surrounding Portland. Some of the diversions are deep-sea fishing, hunting, trout fishing, clam digging, crab catching, swimming inside at the Natatoriums for those who do not care for surf-bathing; hiking, automobiling and horseback riding.

Oregon beach hotels, cottages and tents for camping are filled to capacity each year.

Appendix to Rose Festival Program

THE GLADWAY OF AMERICAN LEGION CARNIVAL

ENTRANCE ELEVENTH & COUCH STREETS

Monster Sea - Plane Swing
\$20,000 Merry - Go - Round
Ferris Wheel : '21 Model Whip
The Human Roulette Wheel
2-Ring Circus : Monkey Land
Jungle Land : Hawaiian Village
House Up-Side-Down : Lobster Boy

ACTION STARTS AT 2 P. M. AND RUNS UNTIL MIDNIGHT DAILY
CONCERTS AFTERNOONS & EVENINGS

BOY SCOUT FIELD RALLY WEDNESDAY, JUNE EIGHTH : ONE P. M.

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|---|------------------------------|
| 1. Bugle, Drum and Fife | 9. International Morse |
| 2. Presentation of American Flags | 10. Rolling Race |
| 3. Knot-Tying Relay | 11. First Aid to the Injured |
| 4. Crab Race | 12. Skinning the Snake |
| 5. Semaphore Signaling | 13. Wall Scaling |
| 6. Horse and Rider | 14. O'Grady Game |
| 7. Presentation of First Class,
Life Scout, Star Scout, and
Eagle Scout Badges. | 15. Archery Contest |
| 8. Fire by Friction & Water Boiling | 16. Troop Stunts |
| | 17. Push Ball |

Official Song

Portland Rose Festival

1921

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of

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