

Portland
Rose Festival
Association

INCORPORATED

Direction of

Royal Rosarians, Inc.

H. J. BLAESING, General Chairman
Decorated Car Entry and Floral Parade Committee
BERT ALLEN
MRS. PERCY ALLEN
G. EVERETT BAKER
A. L. BARBUR
C. A. BIGELOW
W. E. BOYD
CARL DETERING
DAN C. FREEMAN
FRED W. GERMAN
WM. P. MERRY
MRS. CHAS. RUNYON
ROBERT STEWART
E. B. WIGGINS



The Committee
Takes Pleasure in Extending to You
a Cordial Invitation
to Enter the
GRAND FLORAL PARADE
of the
Rose Festival
to Be Held in Portland, Oregon,
Thursday, June Twelfth
Nineteen Twenty-Four
Two-thirty p. m.

Kindly note that three of the largest moving picture corporations will have their best camera men here to make reels to be shown in all parts of the world. Your entry will help to make your community known to the world.

Grand Floral Parade

Thursday, June 12th

List of prizes on opposite page. Over \$4,000.00 in cash will be awarded and very many business houses have signified their intention to present expensive silver cups and trophies for marching organizations.

ENTRY INSTRUCTIONS

Entries—Please make your entries as soon as possible, on enclosed card. No entrance fee required.

Gloves add to the neat appearance of the driver.

Eligible for Entry—Only one entry from any business house or organization is permitted.

Any vehicle, float or automobile properly decorated in accordance with the following rules is eligible for entry.

Numbers—Vehicles will line up in their respective classes as published in the newspapers of Portland the day before and on the day of the parade. They will be inspected upon their arrival at the proper station, and when approved, will be given numbers which must be prominently displayed, and carried throughout the parade.

Advertising—No objectionable advertising, consisting of banners, signs, etc., will be permitted. The name of the city, town, firm or corporation, trade-mark, product, club or society, may be used, if worked out artistically in floral design. **No artificial flowers permitted.**

To secure good photo effect, use flowers with a strong contrast for lettering signs.

Bunting, Flags and Banners—No ordinary bunting may be used. Banners of artistic merit may be permitted, if approved by the censors. National flags, when used with flowers, are permitted.

Ribbons—Ribbons, tulle, chiffon and such materials may be profusely used in combination with flowers to secure artistic effect.

Flowers—Any kind of natural flowers, shrubs or greens, wild or cultivated, may be used. **Artificial flowers are not permitted.**

Prizes—Only one prize will be awarded to any single entry, except special prizes donated by firms or individuals.

Inspection—Censors will inspect each entry. Positively no participants will be allowed in the parade who do not comply with the printed instructions. Especial attention is drawn to the fact that no advertising is permitted except it be worked out in natural flowers.

Parade—Parade starts promptly at 2:30 P. M. All entries must be in line by 1:30 P. M., facing Hassalo Street, west of Holladay Park.

Uniform marching bodies accompanied by band or float will be permitted if limited to 36 people.

Cars decorated by Florists can enter only in Class A.

All entrants must agree to park in the South Park Blocks, or where otherwise designated, their entries for one hour after the parade is over. This must be done for the purpose of further inspection by the judges and for the taking of photographs with the proper setting.

For further information apply to Rose Festival Headquarters, 608 Oregon Building, Fifth and Oak Streets, Portland, or to H. J. Blaesing, Chairman Floral Parade, 267 Third Street, Portland.

Phone Broadway 0440

CLASSIFICATION LIST

SECTION ONE

Robert Stewart, Chairman, Broadway 1523

Cities Outside of Oregon—

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION TWO

Cities in Oregon

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION THREE

C. A. Bigelow, Chairman, Atwater 4100

City Departments—Street, Water, Parks and Police

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION FOUR

Fire Department

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION FIVE

Dan Freeman, Chairman, Broadway 0440

Industrial

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION SIX

Carl Detering, Chairman, Broadway 0951

Banks, Theaters and Retailers

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION SEVEN

BEACON

Wm. P. Merry, Chairman, Broadway 2530

Schools, Colleges, Churches, Sunday Schools and School Clubs

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION EIGHT

A. L. Barbur, Chairman, Atwater 4100

Fraternal and Athletic Societies

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION NINE

Bert Allen, Chairman, Broadway 0360

Railroad, Steamship and Public Utilities

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION TEN

W. E. Boyd, Chairman, Broadway 0411

Hotels, Building Owners and Restaurants

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION ELEVEN

E. B. Wiggins, Chairman, Broadway 0277

Automobile Dealers, Motor Boats, Motorcycles and Bicycles

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION TWELVE

G. Everett Baker, Chairman, Main 0974

Community Clubs

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION THIRTEEN

Fred W. German, Chairman, Broadway 6445

Civic Clubs

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION FOURTEEN

Women's Clubs

Mrs. Chas. Runyon, Chairman, East 2124

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION FIFTEEN

Mrs. Percy Allen, Chairman, Tabor 9468

Roadsters and Coupes (All Makes) and Cars Less Than \$1500.00.

Class A	\$100.00	\$50.00
Class B	50.00	25.00

SECTION SIXTEEN

Private Touring Cars and Sedans (Retailing Over \$1500.00)

Class A	\$100.00	\$50.00
Class B	50.00	25.00

GRAND PRIZE—\$300.00

Suggestions for the Decorations of Automobiles by Individuals

If you wish to cover car, use dark tarpaulin, canvas, oilcloth or outing flannel, the latter more easily adjusted than the others.

Florists often use board covered six inches deep with moss tied on securely. These can be used on the running boards and on the open top.

Wire flowers to pointed sticks and insert in moss.

Make wire designs, fill with moss and use as desired. Joseph W. Huserik, East 39th and Grant Sts., Tabor 6118, makes wire designs.

Use plenty of green in the form of long branches. Huckleberry or maple is good. Any firm background of green is desirable before flowers are inserted.

Long vases or baskets can be used, or tin cornucopia or cemetery tins, which can be tied or inserted in the deep moss. These tins can be secured at any department stores or seed stores.

For high effects use laths decorated.

First decide upon design and color scheme and then hold to it absolutely. Use flowers which you can obtain in large quantities.

Flowers tied in large bunches and spraying effects are advised.

All costumes and designs should correspond in color and effect.

Use plenty of tulle, tarletan and ribbon where desirable.

Any design where movement can be obtained is most effective, such as butterflies and birds with wings in motion.

Flowers that are most effective and least apt to wilt are the following:

Lupins	Larkspur	Hydrangea
Daisy	Gladioli	Snowball
Broom	Peony	Bachelor Buttons
Carnations	Rhododendrons	Canterbury Bells
Cosmos	Snapdragon	Coreopsis

Roses are the most perishable of all other flowers for this purpose, the Dorothy Perkins and Red Rambler are recommended if the rose is to be used.

Artistic and pleasing effects may be secured by the proper grouping of little children attired in white or light colored dresses.

Very beautifully decorated cars and floats are often spoiled because of men drivers appearing in black or shabby hats. It is suggested that men drivers wear either straw hats or no hats at all.