

ROSARIA



ALLEGORICAL

PAGEANT

Brilliant Stupendous



DORIS SMITH, celebrated authoress of Rosaria, eloquently expresses her sentiments upon the community spirit displayed in producing Rosaria. "It is with deep sincerity of feeling that I say, it was Portland and the people of Portland who really created the great Rose Pageant 'Rosaria.' I was merely the instrument by which this civic pride and worship of the Rose, symbol of love and beauty, should be broadcasted to all our citizens and all our guests who will come to Portland to see the City of the Rose, and pay homage for one week to the spirit of the rose thru the ages."

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ROSARIA



MAGNIFICENT

PAGEANT

of the

ROSE

festiva

and

Musical Festival



ROSARIA



A colorful
PAGEANT
of SUPERB
ARTISTRY

CHARLES WAKEFIELD CADMAN, celebrated American composer, who has written the choral music of this pageant pays the following splendid tribute to Rosaria: "In 'Rosaria' I have been given the big chance of my career. The scope of its music is wider than that of grand opera. I have written every style of music for it from the most primitive through the melodious to the ultra-modern. 'Rosaria' is poetic and romantic and I am particularly glad to be identified with it."



Announcing

ROSARIA

Magnificent Pageant of the Rose

Feature Attraction

PORTLAND'S ROSE FESTIVAL

Author . . . Doris Smith
Music by Charles Wakefield Cadman
Director . . . Montgomery Lynch
(Producer of Wayfarer)
General Manager . . . J. R. Raley

Multnomah Stadium Every Evening
at 8:15 o'Clock

Prices: \$2.00, \$1.50, \$1.00 and 75c

NOTE: To avoid disappointment, mail your
reservations NOW.

O. W. Mielke, President
Portland Rose Festival Incorporated

period, introducing classic dances and costumes of those days.

The brilliant court and harem of King Solomon in all its gorgeousness will introduce the "Rose of Sharon" as symbol of the right of one woman to choose for herself her one mate. The birth of Christianity will be illustrated through the flight of Joseph and the Holy Family into Egypt, showing how the Virgin Mother and Child rested besides a withered rose bush "The Rose of Jericho" whereby the bush blossomed again in all its beauty.

Part 2 ushers in a new era in the history of the rose. Here it is the badge of war, the "white rose" of the House of York, the "red rose" of the House of Lancaster, initiating the War of the Roses, the scene closing with a grand climax, the union of the House of York and Lancaster. An Indian scene follows, linking up the history between the early English period and our western civilization, indicating the pathetic mental state of the Indian when contemplating his extinction. The crowning of the Queen of Rosaria in Portland, Oregon, is the last great episode when our citizens and people from all parts of the world will render obeisance to the queen of the rose and pledge to her their allegiance for all time. It is expected 10,000 people will participate in the ceremony.

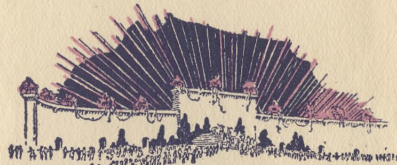
DIRECTED BY

Montgomery
Lynch



MONTGOMERY LYNCH, the noted producer of "Wayfarer" one of the out-standing pageantry successes in America, who is directing "Rosaria," expresses his professional opinion in the following statement:

"To my mind Rosaria is as beautiful, as spectacular, as any pageant ever produced. The music is wonderfully beautiful, not of the jazzy type, nor is it so highbrow that people without musical training cannot appreciate it. The action is rhythmical and beautiful as well as story-telling. The costuming and scenery are colorful and artistic. The lighting will be a great revelation and the staging equal to any professional production."



ROSARIA is the history of the rose and its influence on civilization, in allegory, interpreted by a prologue and seven episodes of exquisite beauty. This pageant is being produced as a community enterprise by the citizens of Portland with the support and cooperation of professional musicians, dance masters, and the leaders

in dramatic art, of the city of Portland.

The lighting equipment will include modern, up-to-date, and many original devices. The costuming will represent artistically and accurately the various periods of the several episodes.

The beautiful and entrancing choral music by 2000 selected trained voices, accompanied by a huge orchestral band will supply the musical interpretation of the various episodes. Portland's best solo singers, solo dancers and dramatic-art exponents are included in this wonderful cast.

The prologue will introduce a scene wherein cavemen discover maidens participating in a rose dance, taking the audience back to the cavemen period, demonstrating the antiquity of the rose.

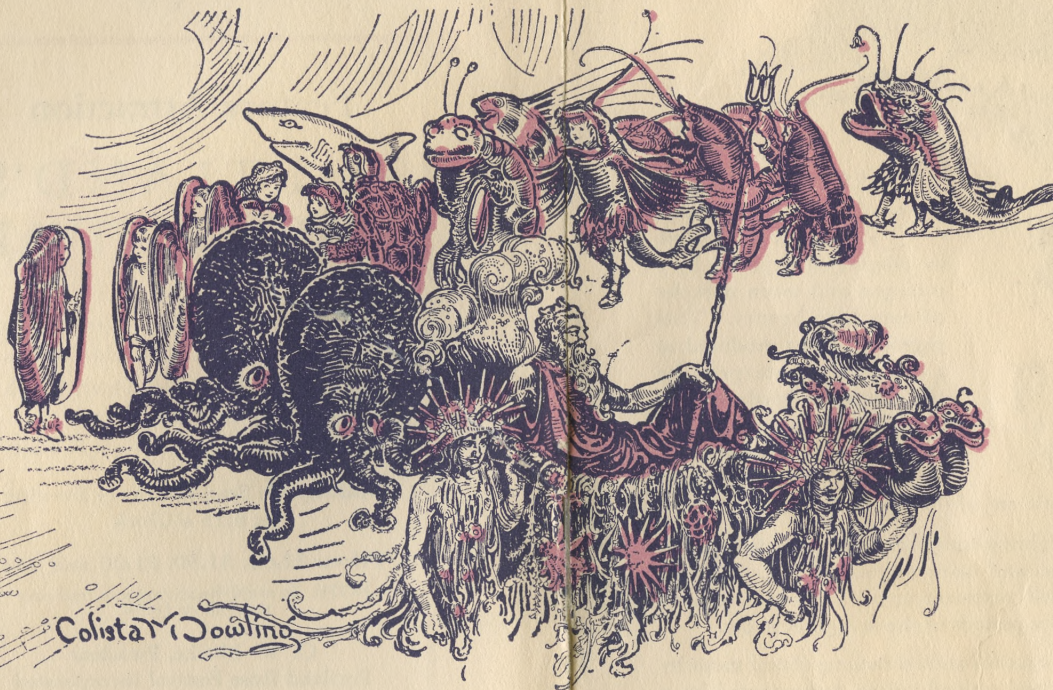
The seven episodes comprise a Persian scene, wherein will be shown the original Attar of Roses with hundreds of maidens in all their brilliant costumes in the act of filling a great rose jar.

A mythological scene in which the gods and goddesses are engaged in a Rose Festival of that

ROSARIA

Magnificent Pageant of the Rose

The gifted authoress of Rosaria, Doris Smith of Portland, has given to the world in artistry and pageantry, a history of the rose as the emblem of love, of hope, religious fervor, and of our modern civilization. To interpret this story and to render the wonderful music 5000 people are required in the various episodes.



Portland, the only city in the world to devote a special week to the worship of the rose, appreciates the privilege of being able—as a further means of bringing honor and fame to its beloved emblematic flower—to produce Rosaria, and desires to commend this truly wonderful pageant in all its pomp and splendor to its citizens and visitors during Rose Festival week, June 15 to 20th.

PORTLAND ROSE FESTIVAL, Inc.

O. W. MIELKE, PRESIDENT

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