



ROSE FESTIVAL
PORTLAND, OREGON
JUNE 16 - 17 - 18, 1932



19393
197

1932 ROSE FESTIVAL PROGRAM

THURSDAY, JUNE 16

Coronation of Queen

10:45 A. M. Laurelhurst Park

Inaugurating Portland's 24th annual Rose Festival, a colorful regal coronation ceremony will be held in beautiful Laurelhurst Park. Her Majesty, the Queen of Rosaria, surrounded by her seven princesses and entourage, will receive her jeweled crown from the prime minister of the Royal Rosarians.

Children's Exhibition

2:00 P. M. Multnomah Stadium

An outstanding event of recent Rose Festivals, the Children's Exhibition this year will see thousands of Portland's school children—human rosebuds—again demonstrating their skill in tableaux, dances, drills and formations, with a George Washington bi-centennial theme. Seats for 30,000.

Illuminated River Display

9:00 P. M. Willamette River

The choicest of Portland's and the Pacific Northwest's watercraft, in brilliant electrical garb, will pass in review before the Queen of Rosaria and her thousands of subjects on the city's queenly Willamette River. Thrilling fireboat demonstrations and scintillating fireworks fittingly will climax the event.

FRIDAY, JUNE 17

Grand Opening of Rose Show

1:30 P. M. Civic Auditorium

With a wave of her sceptre, Rosaria's Queen will cause the doors of Portland's great civic auditorium to open upon the city's 46th annual Rose Show. The choicest and finest roses of this or any nation will be on view. Open until 11 P. M.

Grand Floral Parade

3:00 P. M. Downtown Streets

As always, the grand floral parade will be the quintessence of the Rose Festival. . . . Rosaria's greatest floral display. Scores of magnificent, colorful floats will participate in this grand pageant. Will form in the stadium, where seats for 30,000 are available.

Knighting of Guests

8:00 P. M. Civic Auditorium

Rosaria's distinguished guests, from far and near, will be made knights of the Kingdom of Rosaria in a ceremony to be held midst the rose displays at the Rose Show. The ceremony is conducted by Her Majesty, the Queen of Rosaria, and the Royal Rosarians.

Mardi-Gras Night

9:00 P. M. Downtown Center

A night of fun, with street dancing, band and vocal music, radio entertainment, serpentine, costumes and fireworks . . . an hilarious fiesta not to be missed. Open House in Chinatown also is scheduled.

SATURDAY, JUNE 18

Junior Rose Festival

2:30 P. M. Peninsula Park

A new Rose Festival feature . . . the children of Portland's various communities and districts will vie for honors with decorated kiddie carts, bicycles and tricycles, miniature floral floats, pet-drawn vehicles, etc., in a mile long pageant through this mammoth park. This is expected to be an outstanding event.

ROSE SUNDAY, JUNE 12

International Rose Test Gardens

Pre-Festival Event

2 P. M. Washington Park

Under the sponsorship of the Royal Rosarians, Portland will pay homage to the rose and more particularly to the International Rose Test Gardens and the Royal Rosarian gardens in Washington Park. A pageant staged by public school children, and awards of prizes to best juvenile rose growers will be features.

FOR YOU A ROSE IN PORTLAND GROWS

The 1932 ROSE FESTIVAL

AN INVITATION

TO ALL THE WORLD Portland again extends a cordial invitation to come and take part in the annual Festival of the City of Roses. The program for the 1932 Rose Festival is outlined on the pages within this folder.

Portland is proud to present the Rose Festival in this, of all years. The Festival long has been an annual event, of which this year's fete is the twenty-fourth.

The Rose Festival is the embodiment of Portland's hospitality. It has no selfish or commercial purpose. Under the auspices of all the people of Portland, it is conducted for the delight and entertainment of everybody far and near.

So come On-to-Oregon. Play with us. Cares will be forgotten in the enchantment of the Rose Festival events. And after—or before—the Festival, visit Oregon's far-famed outdoor playground. Glorious Mount Hood amidst the Cascades, thrilling Columbia River Highway, amazing Crater Lake, dashing mountain streams, glistening lakes and fascinating ocean beaches await the visitor.

P. L. Jackson, President,
1932 Rose Festival
