



*- and Again*

# PORTLAND

INVITES THE WORLD

*to Her Twenty-eighth Annual*

## ROSE FESTIVAL

June 10 • 11 • 12 • 13 • 1936

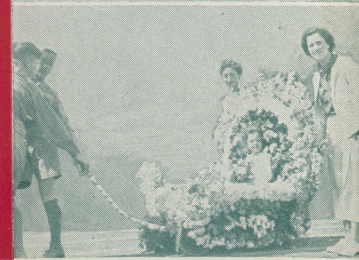
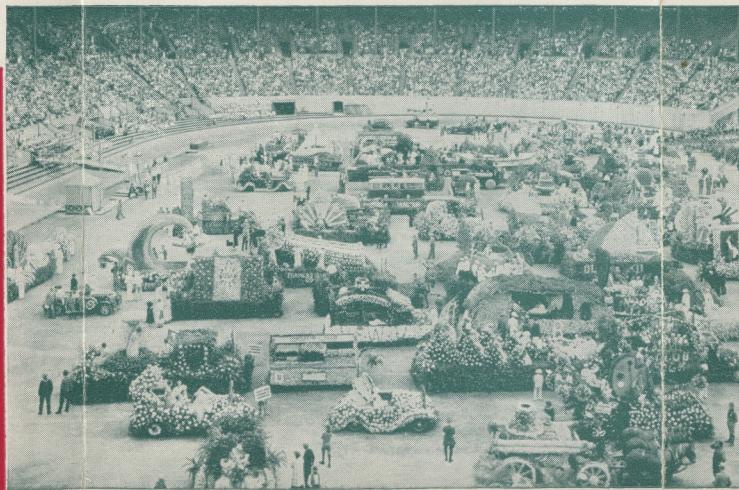
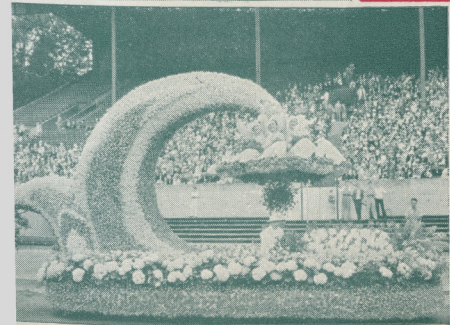
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*Come to The City of Roses!  
In the Kingdom of Rosaria! Come!*

"Come," commands Her Gracious Majesty, the Queen. "Your presence is desired at this most wonderful and delightful four days Festival. It is our pleasure that you join our thousands of happy and loyal subjects in our Annual Celebration of the Return of the Rose."

As a faithful subject of Her Majesty, may I urge your acceptance of her Royal Invitation for June 10, 11, 12 and 13, 1936? You will marvel at the gorgeousness, the profusion of Portland roses; you will like the spirit, the enthusiasm, the loyalty of those who live here, as well as of those who come a-visiting. We offer you a continuous four-day program, climaxed by that most notable of all events, The Grand Floral Parade. Come and stay a while. Enjoy our Mountains, our Forests, our Beaches, our Glaciers, our Scenic Wonders, our Highways, and remember, "For You a Rose in Portland Grows."

ARTHUR L. FIELDS, President Portland Rose Festival Association, Portland, Oregon



# Program

## ● Wednesday, June 10

### AT THE STADIUM

- 7:45 p.m. Entertainment by musical organizations of two countries—The Royal Bagpipers of Vancouver, B.C., Canada, and the famous Marching Band from American Falls, Idaho.
- 8:30 p.m. Coronation of the Queen of the Rose Festival attended by the Royal Court, and under the auspices of the Order of Royal Rosarians. Concluding with a marvelous picture of joyous dancing presented by 60 artists from the William F. Christensen School of Dancing, in the "Royal Ballet".
- 9:15 p.m. The Musical Ride by Canada's Famous Mounted Police.  
Admission free to button-holders; others, 50c and 25c.

## ● Thursday, June 11

11:00 a.m. Official opening of the Rose Festival Center in the South Park blocks by Queen, her Court, and the Royal Rosarians.

1:00 p.m. Official opening of the Forty-ninth Annual Rose Show by the queen and court. City Auditorium (down stairs).

Official opening of the First Annual Air Mail Rose Show, exhibits from all States.

Admission to Rose Show is free to all button-holders; others 25c and 10c.

3:00 p.m. Music, Festival Center, Park Blocks.

### AT THE STADIUM

8:00 p.m. Thrilling performance by the Canadian Mounted Police, Bagpipers, and spectacular program by Portland Social Turn Verein, under personal supervision of Prof. Richard Genserowski. Followed by Gorgeous Night Fire Pictures — FIREWORKS — Wonderful set pieces.

Admission free to button-holders; others 50c and 25c.

# Program

## ● Friday, June 12

- 9:00 a.m. Assembling of Flower and Rose decorated floats at Stadium—a glorious picture.  
The Canadians; Band music.  
Admission by button; others 50c and 25c.
- 10:30 a.m. The Grand Floral Parade leaves the Stadium. (See Newspapers for route of Parade.) On disbanding the floats will proceed to N.E. 13th and Multnomah for observation during afternoon.
- 2:00 p.m. Luncheon at Multnomah Hotel for visiting members of music organizations and marching groups.
- 6:00 p.m. Invitational dinner to distinguished participants in Floral Parade.
- 8:00 p.m. At Auditorium—Conferring honorary degree of Knighthood in Order of Royal Rosarians.
- 8:30 p.m. Canadian Mounties, in their thrilling exhibition at the Stadium, the Bagpipers and the Portland Turn Verein, under the personal direction of Prof. Richard Genserowski.  
Admission by button; others 50c and 25c.
- 10:00 p.m. Awarding Rose Show prizes at Auditorium.  
Admission by button; others 25c and 10c.

## ● Saturday, June 13

- 9 to 12:00 a.m. Bait and Fly Casting Tournament for Juniors, Sellwood Park.
- 1:30 p.m. The Junior Rose Festival Parade in East Portland, concluding in Grant High School Bowl.
- 7:30 p.m. Queen's Dinner, auspices of the Royal Rosarians.
- 8:00 p.m. Royal Canadian Mounted Police, Constabulary Bagpipers, Portland Boy Scouts and Portland Social Turn Verein.  
Button-holders admitted free; others 50c and 25c.
- 9:00 p.m. Mardi Gras on downtown streets.
- 9:00 p.m. Queen's Ball at Masonic Temple, with street dancing to music from Queen's Own Orchestra, conveyed over loud speaker system.

## ● Sunday, June 14

- 10:00 a.m. International Ski races on the slope of Mt. Hood, auspices of Portland Winter Sports Association.
- 4:00 p.m. Vesper Service, Rose Bowl, Washington Park, auspices Portland Council of Churches.