

# EVENTS

## ILLUSTRATED

V. 4 NO. 6

PUBLISHED BY BEAVER ENGRAVING COMPANY, PORTLAND, OREGON

JUNE, 1937



**HER MAJESTY, QUEEN DOROTHY III**  
1937 Rose Festival in Portland, Oregon





## **DRIVE OREGON HIGHWAYS**

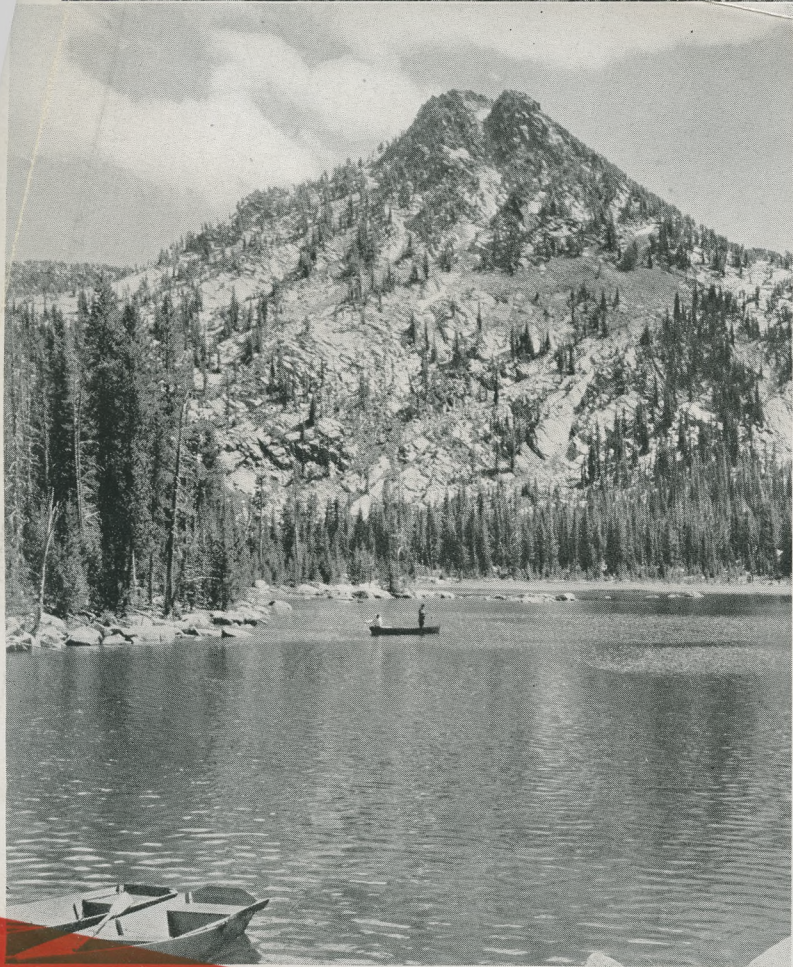
Through the Oregon State Highway commission's advertising and publicity program the rest of the world is being told of the scenic and recreational attractions this state possesses. This work is under the direction of the Travel and Information department of the Commission which was created in 1935.

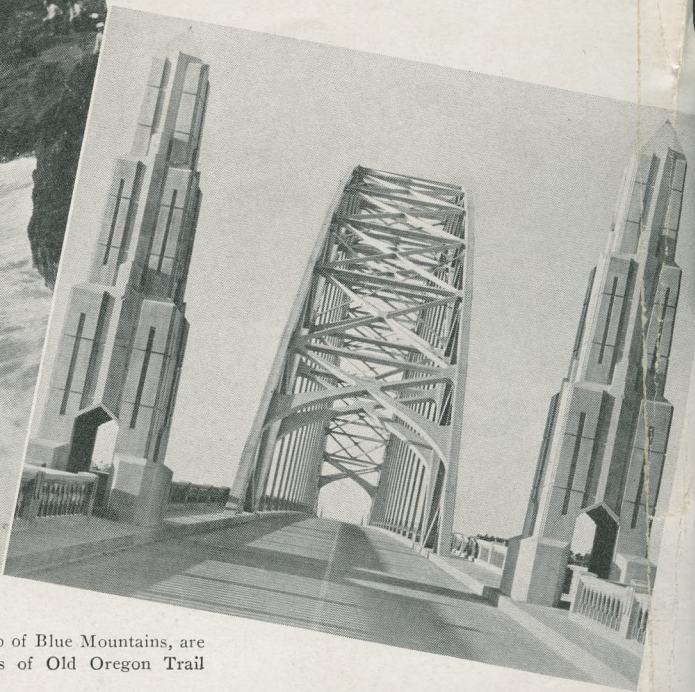
The story is going out through advertising in the leading national magazines, newspapers of primary population centers throughout the west and via radio. Backing up the advertising and broadcasts which invite readers and listeners to send to the Commission for information on the state are beautifully illustrated booklets with authentic information on attractions. In addition to the medium of direct mail these booklets have been placed in tourist and travel bureaus throughout the United States and western Canada.

In 1936 the department handled approximately 40,000 inquiries for information on Oregon. During the first four months of 1937 nearly 25,000 inquiries were received and cleared by the department. Total for the year is expected to reach between 50,000 and 60,000.

Automobile travel to the state increased 40 per cent last year. Notwithstanding the bad weather prevailing the first three months of this year non-resident motor registrations were up 25 per cent over the corresponding period of 1936.

In short, Oregon can look forward to by far the largest travel year it has ever enjoyed.





Pictured below, on top of Blue Mountains, are original wagon tracks of Old Oregon Trail





**Princesses  
1937 Rose Festival**

*Left to right*

- VIRGINIA COLLINS  
*Washington High School*
- MARJORY NAGEL  
*Jefferson High School*
- ALBERTINE PRINCEN  
*Commerce High School*
- DONNABELLE JAMES  
*Girl's Polytechnic School*
- ALICE VON PIER  
*Edison High School*
- DRUSCILLA WALKER  
*Franklin High School*
- EVELYN NELSON  
*Roosevelt High School*
- KATHERINE THOMAS  
*Lincoln High School*
- DOROTHY HARDIN  
*Grant High School*



All photos by Photo-Art Studio

**ATTEND THE 29th ANNUAL ROSE FESTIVAL**



# DRAMA IN INDUSTRY



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ship*

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## BEAVER ENGRAVING CO.

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PORTLAND, OREGON