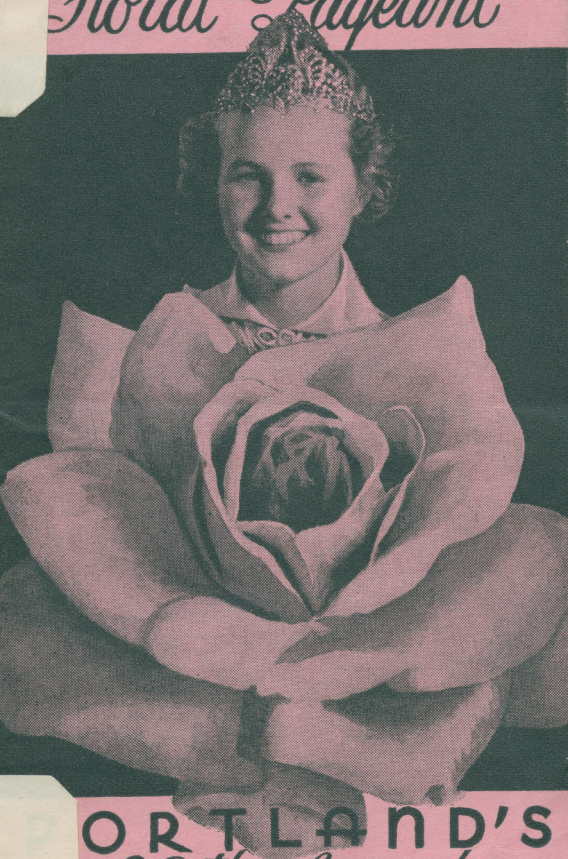


*The World's Greatest
Floral Pageant*



ORTLAND'S
29th. Annual

ROSE FESTIVAL, JUNE 9-10-11-12-13-1937

PORTLAND

Invites, and Her Gracious Majesty, the Queen, commands your presence at this most wonderful and delightful Rose Festival, June 9, 10, 11, 12 and 13, 1937—

"It is our pleasure that you join our thousands of happy and loyal subjects in our Annual Celebration of the Return of the Rose."

So reads the Royal edict.

As a faithful subject of Her Majesty, may I urge you to accept her Royal Invitation. You will marvel at the beauty of Portland's roses, their gorgeous profusion will astound you; 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.

Come. Be happy and carefree with Portland.

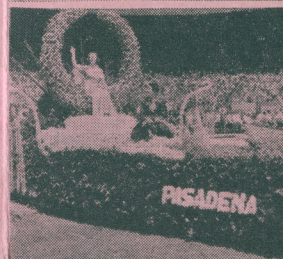
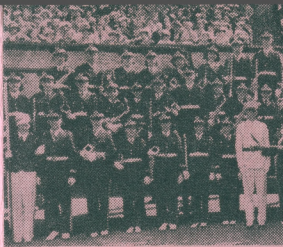
Come and stay a while. Enjoy the Mountains, Forests, Beaches, Glaciers, Rivers and other scenic wonders of Oregon, Washington, Idaho and British Columbia, all linked by marvelous highways.

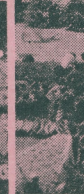
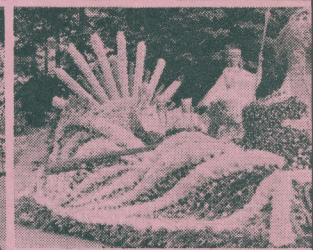
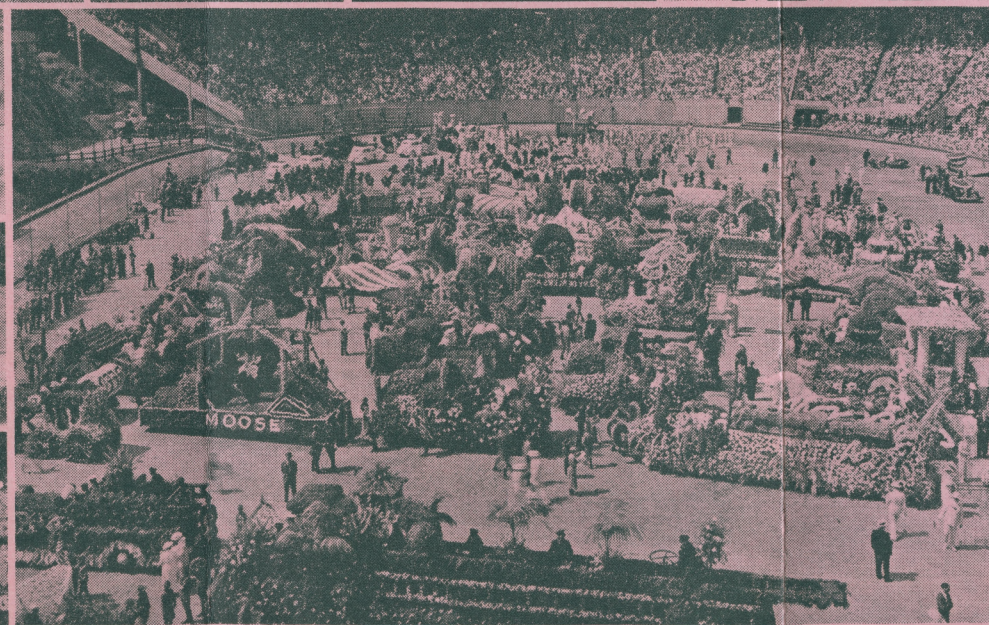
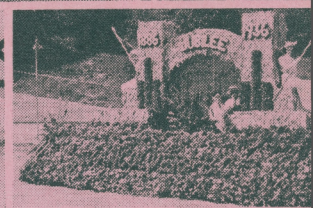
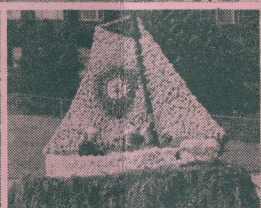
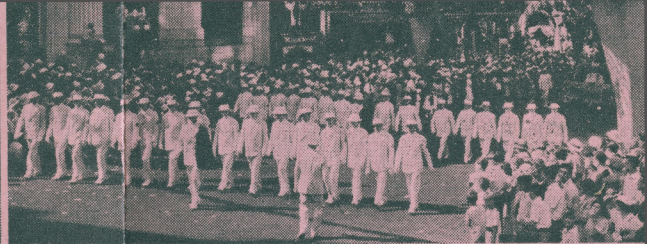
Make the Rose Festival at Portland, Oregon, the first step toward a grand vacation in Roseland.

E. A. BURKITT, President

PORTLAND ROSE FESTIVAL, INC.

PUBLIC SERVICE BUILDING, PORTLAND, OREGON





For You a Rose in Portland Circus

June 9, 10, 11, 12 and 13

PROGRAM

WEDNESDAY, JUNE 9—

International Rose Test Gardens, Washington Park, and Sunken Gardens at Peninsula Park, open all day.
11:30 to 1 P.M. Street concerts, Tournament of Roses and other bands.

AT THE STADIUM

6:30 P.M. Entrances will be thrown open.
7:30 Assembling concert by Portland Band, directed by Ashley Cook; featuring the "City of Roses" song by Goldia Basler.

8:50 P.M. Coronation of Queen for 29th Rose Festival, attended by Maids of Honor, Royal Rosarians and Mounted Officers of the National Guard in a marvelous ceremonial concluding with

THE CHRISTENSEN BALLET

9:50 P.M. Tournament of Roses Band (from Pasadena Junior College) directed by Audre L. Stong:

1. Musical Drill.
2. Afternoon at the Circus.
3. History of Portland Rose Festival.

The Victor McLaglen Motorcycle Corps
in a Program of Thrills.

Stadium admission free to button holders; others 50c and 25c.

THURSDAY, JUNE 10—

Visit International Rose Test Gardens at Washington Park, and Sunken Gardens at Peninsula Park.

1:30 P.M. Opening 49th Rose Show by Portland Rose Society, together with Second Annual Air Mail Rose Show, directed by Portland Post-office Employees, at ARMORY.

(Admission by button; others 25c and 10c.)

2:00 P.M. The Festival Queen and her Court, escorted by Rosarians, visit the Rose Show.

3 P.M. The Festival Queen, Court and Escort, visit the Queen's Rose Bower at Lambert's Gardens, 5120 S.E. 28th Avenue. Admission is free to the public from 2 to 5 o'clock P.M.

Millions of Choice Roses

Thousands of Friendly People

PROGRAM

AT THE STADIUM

6:30 P.M. Gates will be opened.
7:30 P.M. Assembling Concert by Portland Band.

8:30 P.M. Tournament of Roses Band.

1. "Skyliner"—Descriptive.
2. Story of the Flags that Have Flown Over the Land of the Pacific.
3. Peace-War-Peace.

9:20 P.M. Thrilling exhibition by units of Oregon National Guard.

10:30 P.M. The Tournament of Roses Band and

The Victor McLaglen Motorcycle Squad

Admission by button; others 50c and 25c.

FRIDAY, JUNE 11—

Last day of Rose Show at Armory. Open 9 A.M. to midnight.

8 A.M. Opening of gates at Stadium for FORMATION OF GRAND FLORAL PARADE.

9 A.M. Assembling of flower decorated floats—a gorgeous picture.

9:15 A.M. Contest; visiting Amateur Bands and Drum Corps.

10:30 A.M. Parade leaves Stadium. See newspapers for route of parade.

1:30 P.M. Luncheon at Multnomah Hotel for participants in parade.

2 P.M. Parade Chairman's Dinner, Multnomah Hotel.

AT THE STADIUM

6:30 P.M. Gates open at Stadium.
7:30 P.M. Assembling Concert by Portland Band.

8:30 P.M. Ceremonial Conferring of Rank of Knighthood by the Royal Rosarians, Mr. David Smith, Prime Minister.

Second Annual Air Mail Rose Show

Marvelous Floats and Exhibits

PROGRAM

9:20 P.M. The Tournament of Roses Band.
1. Opening Drills, and "I Feel a Song Coming On."
2. "Death of Custer."
3. History of the Portland Rose Festival."

The Victor McLaglen Daredevils—Fireworks
—Gorgeous Set Pieces—Brilliant Effects

Admission by button, others 50c and 25c.

SATURDAY, JUNE 12—

10:30 A.M. The JUNIOR ROSE FESTIVAL PARADE. Five Thousand Children paying tribute to the ROSE. See newspapers for parade route.

Use afternoon for a glimpse of the International Rose Test Gardens, and Sunken Garden at Peninsula Park.

7:00 P.M. Queen's Banquet, auspices Royal Rosarians.

AT THE STADIUM

6:30 P.M. Gates will open.
7:30 P.M. Assembling Concert by Portland Band.

8:30 P.M. Assembling of entrants in Merrykana Parade, exemplifying Carnival Supreme. Stunts by participants.

9:30 P.M. Merrykana Parade moves out of Stadium and into downtown section of city.

9:40 P.M. Tournament of Roses Band.

1. Rose Songs, Past and Present.
2. An Afternoon at the Circus.
3. Story of the Flags that Have Flown Over the Land of the Pacific.
4. Peace-War-Peace.

The Victor McLaglen Motorcycle Daredevils

10 P.M. Queen's Ball.

SUNDAY, JUNE 13—

10 A.M. Ski Tournament at Timberline Lodge, Mt. Hood, auspices Oregon Winter Sports Association.

Brilliant Night Illumination