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Rose Festival

PICTORIAL

June 1937
PORTLAND, OREGON

QUEEN DOROTHY III

Special
**FLEET
WEEK**
EDITION



29TH ANNUAL ROSE FESTIVAL

PORTLAND, OREGON, JUNE, 1937



THIRTY years ago this month, Portland established herself in the eyes of the world as "The City of Roses". In June of 1907 was held the first annual Portland Rose Festival. Since that time, with the exception of but two years, 1918 and 1926, all Portland has paused each June to do homage to the queen of flowers—the Rose.

As the 29th Annual Rose Festival draws to a close, it takes its place as one of the most beautiful and elaborate pageants of all time. Here we have seen a glorious combination of beauty, pageantry and gaiety, combined in one great spectacle. The regal beauty of the coronation, the spontaneous laughter of a thousand children, the spectacular parading of a million blooms, the joyous fun of Merrykana—all these make Portland's 1937 Rose Festival a lasting memory in the hearts of all who love the Rose.

ROSE FESTIVAL ASS'N



ROYAL ROSARIANS



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Every great civic undertaking requires much planning and detail. Portland's Rose Festival is not unusual in this respect. We are fortunate, however, in having secured the services of business and professional leaders throughout the community. In the months of preparation that have preceded the 29th Annual Rose Festival, they have given unselfishly of their time and talents that this pageant might be brought to a successful conclusion.

E. A. Burkitt, President of the Association, has gained the admiration and cooperation of thousands of citizens in Portland and surrounding communities through his courage, initiative and leadership in directing this community undertaking.

We doff our hats to the courage and vision of the men who have made this Festival possible.



MARK WOODRUFF
*Manager,
Rose Festival*

ROSE FESTIVAL PICTORIAL
BEAVER ENGRAVING CO., *Engravers*
JAMES, KERNS & ABBOTT CO., *Printers*
PHOTO ART STUDIOS, *Photographers*
WILLIAM F. SELLECK, *Editor*

Responsible to a large degree for the beauty and pageantry of each Rose Festival are the Royal Rosarians. Behind the grand floral parade and other colorful events of the festival lie months of planning on the part of these civic leaders. In their white uniforms, with the Royal Rosarian insignia, and headed by the Royal Rosarian band, they present a striking appearance in the Floral Parade and other occasions. The Royal Rosarians are members of the city's official hospitality committee during the period of each Rose Festival.

In addition to local membership, many distinguished men throughout the world have been made honorary members of the order, all of whom have received the degree of knighthood which is conferred through a special ceremonial.



DAVID H. SMITH

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DAVID H. SMITH
Prime Minister
GEO. L. KOEHN
Lord High Chancellor
DR. DONALD G. HOOD
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HARRY A. NORQUIST
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ROSCOE W. SEGAR

HONORARY
DR. C. E. BROUS
Prince Regent



ALL HAIL THE ROSE!

- 1-The great Rose Parade ready to move out of Multnomah Stadium.
- 2-Foregoing her usual float, the Queen rides in a gilded carriage.
- 3-Royal Rosarians present a striking appearance.
- 4-Captain Truman De Rush, of the MacLaglen Motorcycle Riders presents Queen Dorothy with a gift of roses.
- 5-The royal scepter waves a greeting.
- 6-Pasadena's band thrills the crowd.



Her Majesty.



ALL HAIL, DOROTHY III, QUEEN OF ROSARIA!

Her majesty receives her crown at one of the most colorful ceremonies of Rosaria. On this page are grouped pictures depicting portions of the coronation ceremony. The Queen and eight princesses, the choice of Portland's High Schools; officials of Rosaria, and ceremonial events, are caught informally by the cameraman; and the thrilling climax as Prime Minister David H. Smith places the crown on Portland's fairest—the girl of the year. Rosarian Clarence Porter directs the coronation show.

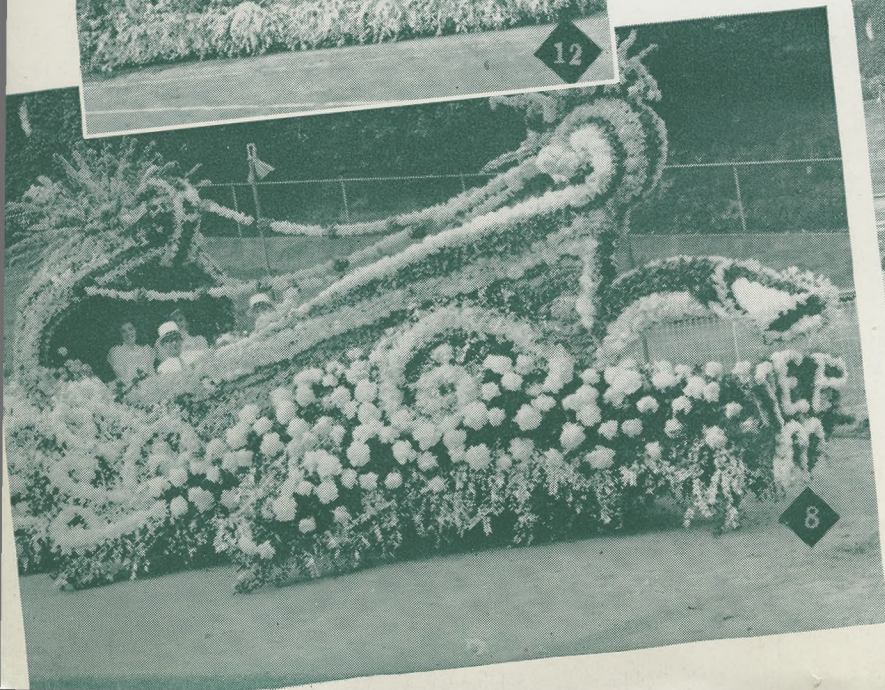




...The Queen!



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1—SWEEPSTAKES WINNER

Commercial Class—Safeway Stores.

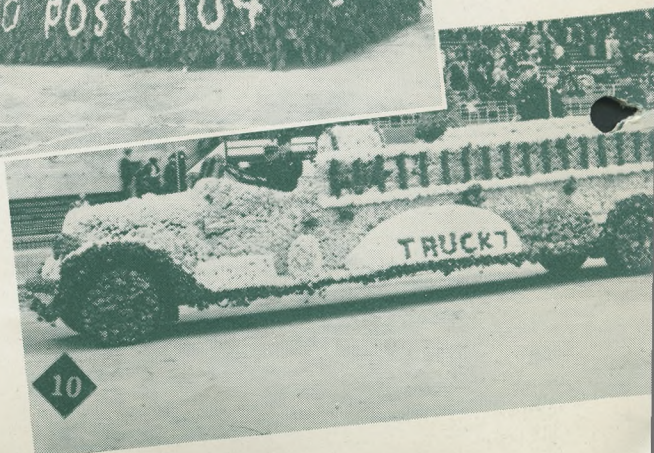
7—Division Winner—Portland's Park Bureau.

8—Division Winner—Portland General Electric Co.

9—Division Winner—Pepco American Legion Post No. 4.

10—Division Winner—Fire Department Thuck Company No. 7.

12—Division Winner—Standard Railroad Union No. 21.

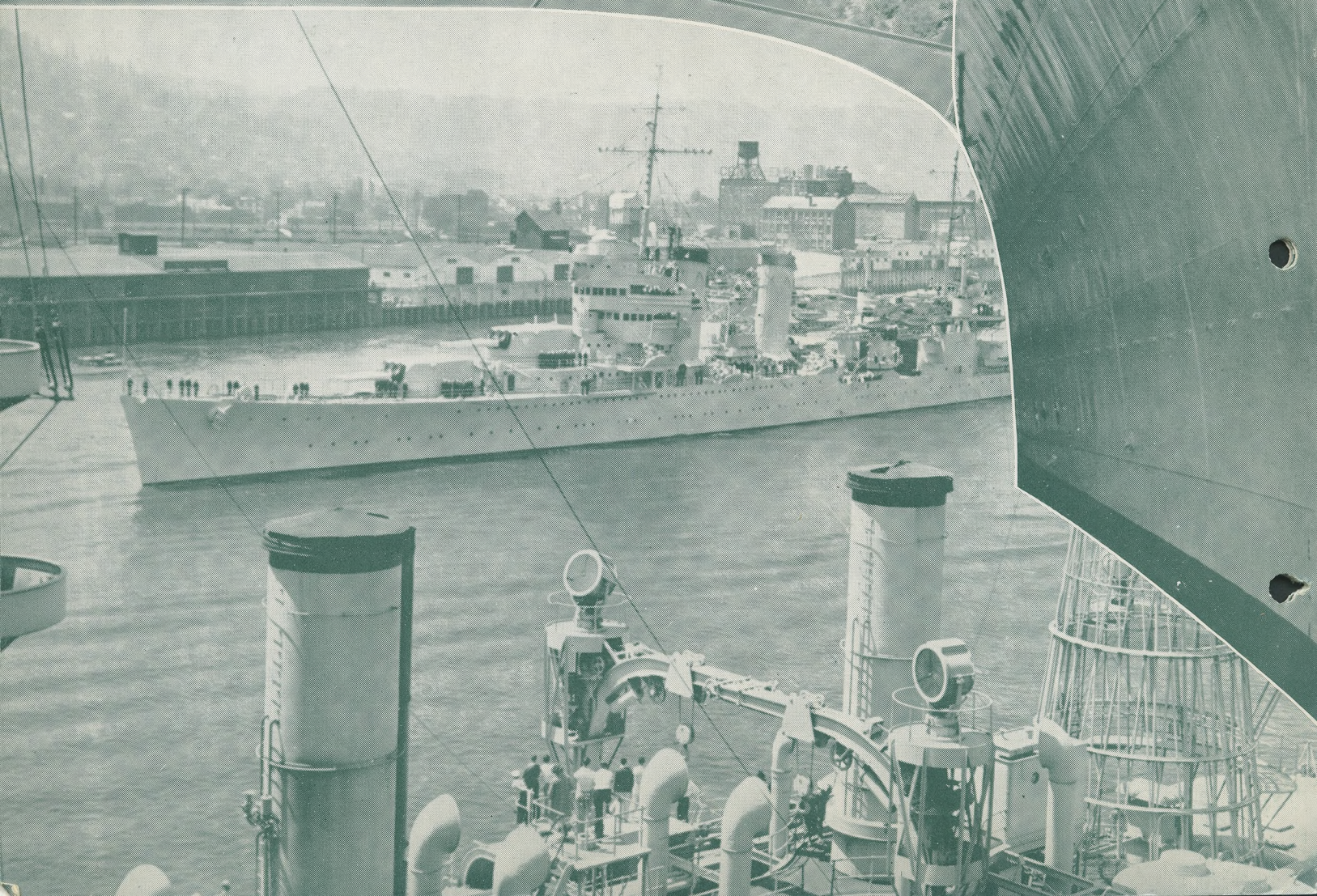




WELCOME, NAVY!

Two years ago, when Joseph K. Carson, Jr., Mayor of Portland, invited the U. S. Navy to visit the City of Roses, he said, "Try to be with us during our great Rose Festival in June." When the Navy couldn't make a June date, many a blue jacket gave up all hope of seeing the Rose Festival. It is for those who missed this grand spectacle that this special edition of the Rose Festival Pictorial has been prepared. Again we say, "Welcome, Navy!"

- 1—Big guns gleam over Portland Harbor.
- 2—A lone midshipman surveys the city.
- 3—Portland's Mayor holds the mike as Vice-Admiral W. T. Tarrant speaks to a radio audience.
- 4—It's work before play for these sailors.
- 5—Portland's Royal Rosarians pay a visit.
- 6—Portland, famous for pretty girls, looks good to these men of the Navy.
- 7—All Portland turns out to greet the fleet.
- 8—Masts against a cloudless sky.
- 9—His formal call completed, Mayor Carson steps ashore.
- 10—Destroyers Reuben James, Goff, Fox and Brooks tied up along the sea wall.
- 11—Approaching Portland Harbor.





THE FLEET'S IN!

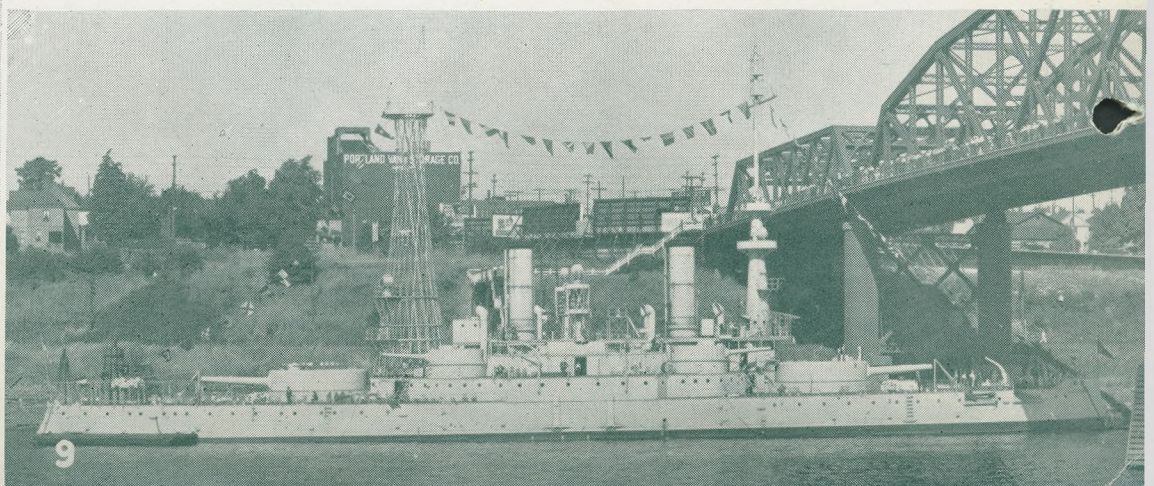
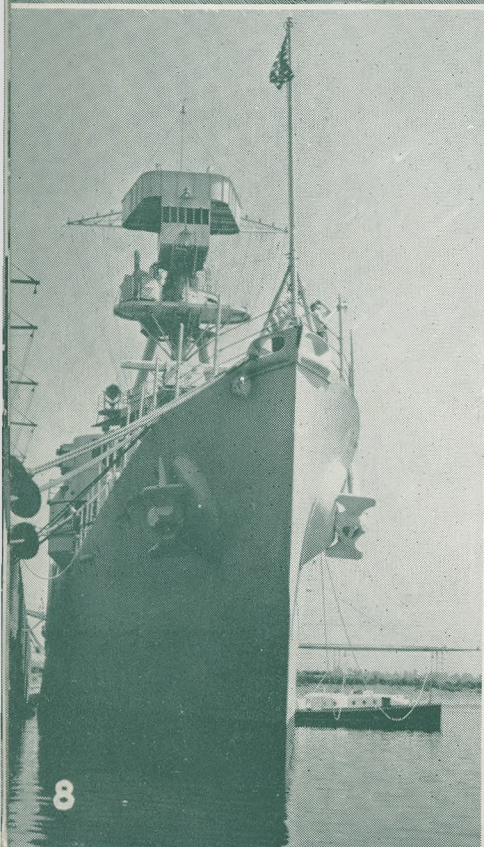
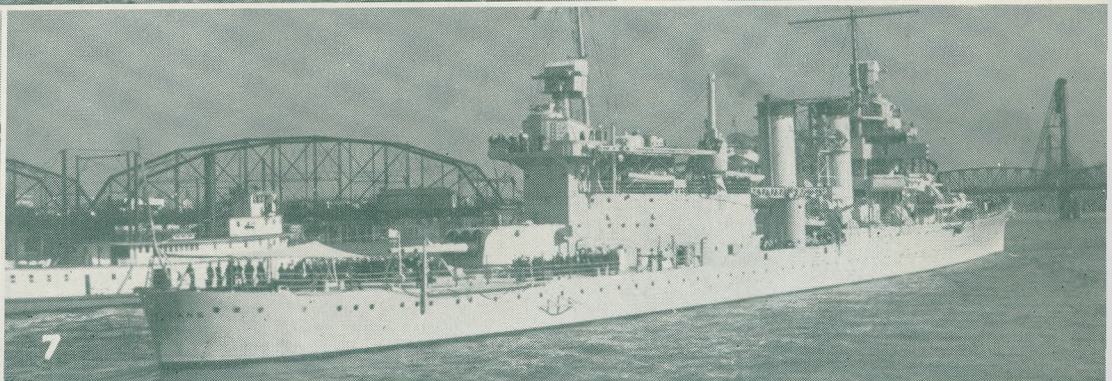
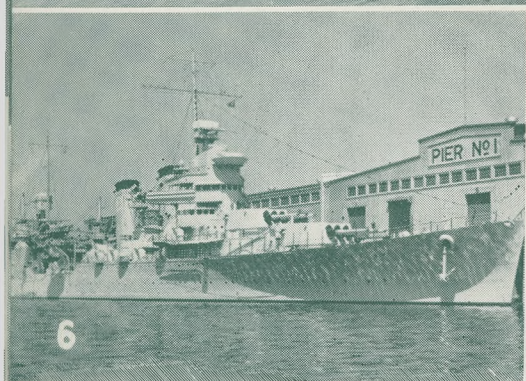
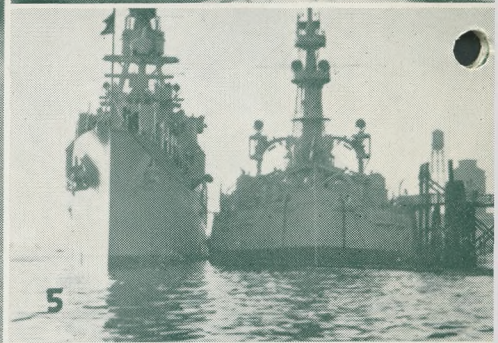
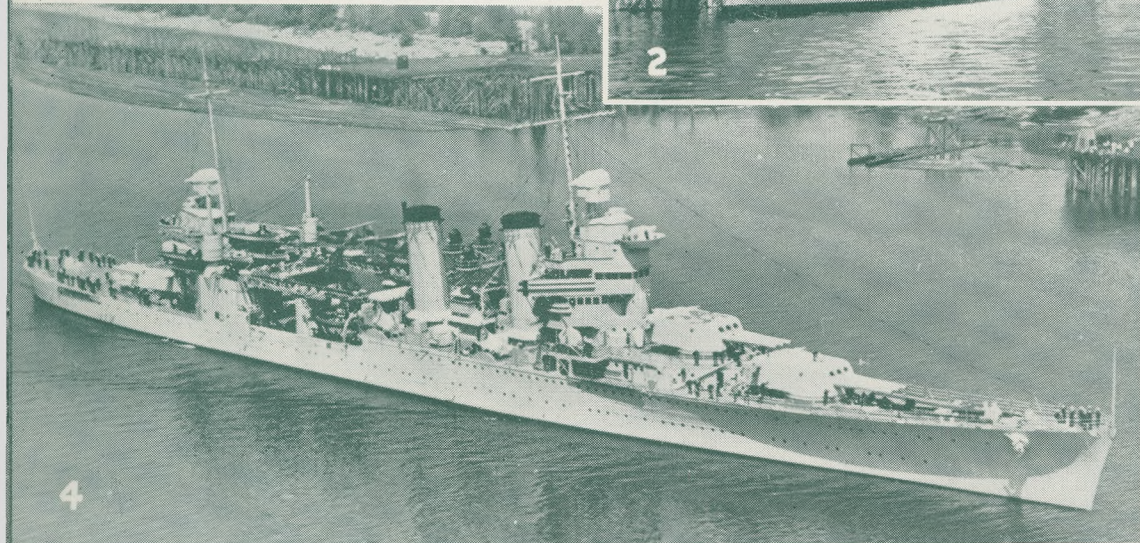
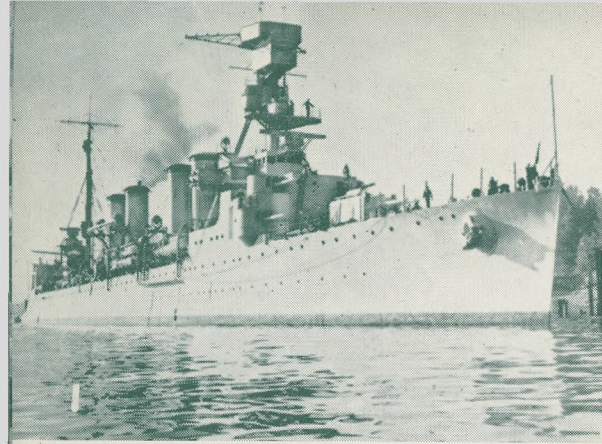
Upper left—U.S.S. Indianapolis steams through the Burnside Bridge.

Upper right—The Memphis, beneath the St. Johns Bridge, makes a pretty picture.

Lower left—Heavy Cruiser Minneapolis salutes the historic Battleship Oregon.

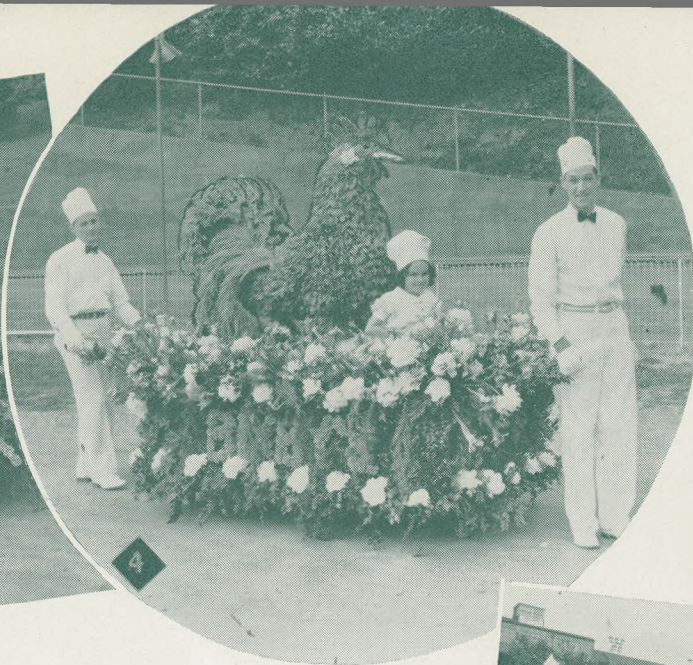
Lower right—Navy lights make a fairy-land of Portland's waterfront.

Center—A study in curves and angles—the bow of the U.S.S. Indianapolis.



WELCOME TO THE CITY OF ROSES—COME AGAIN!

- 1—U.S.S. Marblehead in Portland Harbor.
- 2—Hospital ship, U.S.S. Relief.
- 3—Whaleboat crew approaches U.S.S. Quincy.
- 4—Heavy cruiser Astoria steams up Willamette river.
- 5—The old and the new. U.S.S. Richmond ties up beside the Battleship Oregon.
- 6—The Tuscaloosa at Portland's Pier No. 1.
- 7—New Orleans approaches Portland Harbor.
- 8—Sharp nose of the U.S.S. Trenton.
- 9—The old Battleship Oregon, veteran of the seas.



2—SWEEPSTAKES WINNER

Non-Commercial Class—Independent Order of Odd Fellows.

3—Division Winner—Nortonia Hotel.

4—Division Winner—Distinctive entry of Bixby's Restaurant.

5—Howard Holman directs parade formation.

6—Division Winner—Progressive Oregonians.

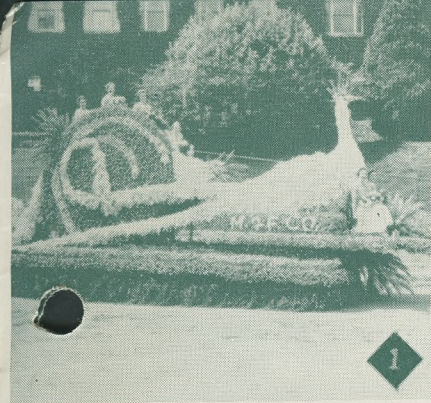
11—Division Winner—Portland Chamber of Commerce.





ROSARIA ON PARADE

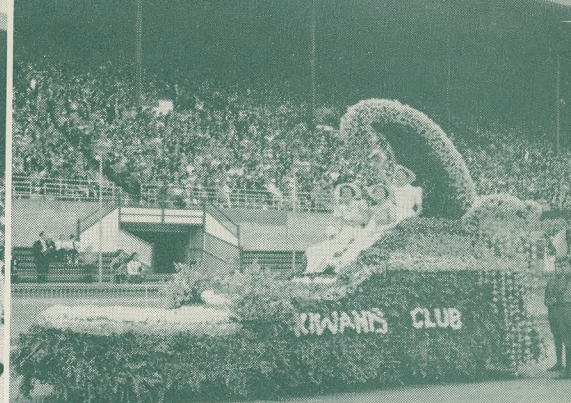
- 1-Greetings to Rosaria from Canada.
- 2-Golden Gate International Exposition float.
- 3-Salem's striking entry.
- 4-Special Blue Ribbon Award to Multnomah County and County Employees float.
- 5-First National Bank.
- 6-The Queen smiles on a favorite.
- 7-Pasadena's division prize winner.
- 8-Third place to Pacific Telephone & Telegraph Co.
- 9-United States National Bank.
- 10-A cheery wave greets the crowd.
- 11-Northwestern Electric Co. entry.
- 12-Division Winner-Standard Oil Co.



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FOR YOU A ROSE IN PORTLAND GROWS

1-Division Winner-Meier & Frank Co.

2-Newberg Berrians second place float.

3-Portland Kiwanis Club entry.

4-High-riding stunts thrill spectators.

5-Entry of Colored Community Music Center.

6-Street scene.

7-Division Winner-East Side Commercial Club.

8-Coronation rehearsal is photographers' picnic.

9-Automobile Dealers Association.

10-Massed colors feature Rose Sunday.

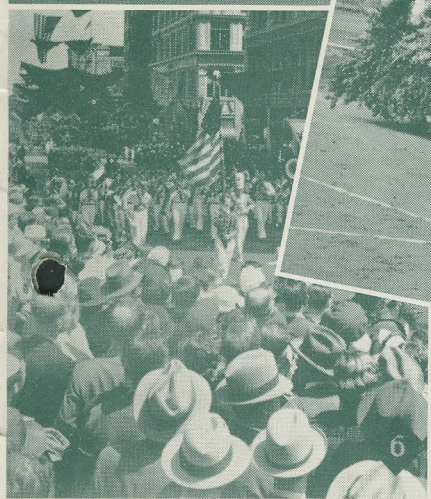
11-City of Vancouver, Wash.

12-Special Blue Ribbon Award, Mantle Club.

13-Multnomah Kennel Club.



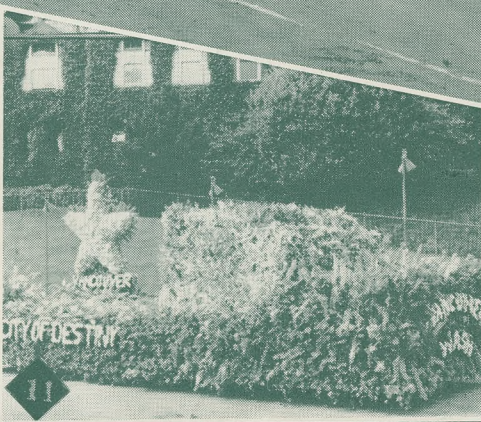
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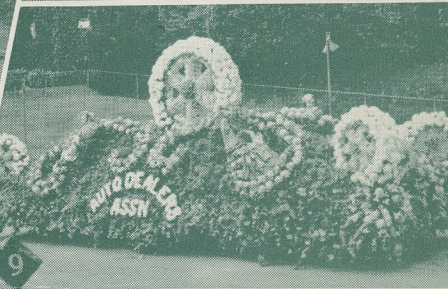
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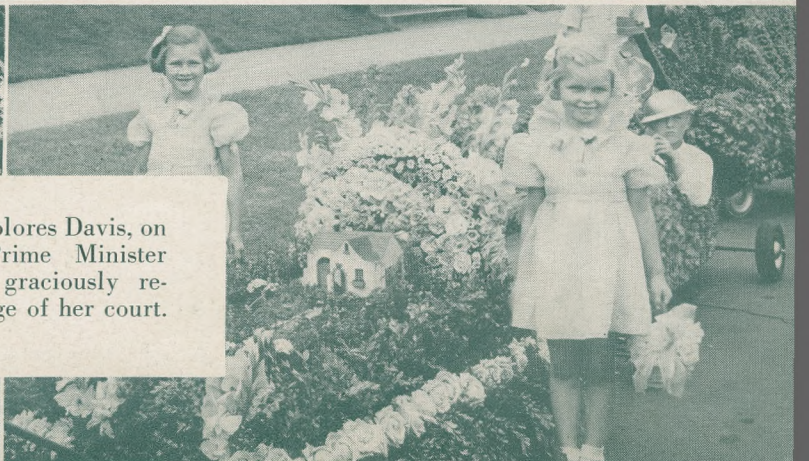
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A MILLION BLOOMS A MILLION SMILES

- 1-Division Winner-Float of the Oregon City Breakfast Club.
- 2-Queen and court gaze into crystal ball at Lambert Gardens.
- 3-Linnton Community Club's entry.
- 4-Oregon's Governor Charles H. Martin brings greetings.
- 5-Royal Rosarians pay tribute to departed members.
- 6-The Queen steps into her specially decorated Ford.
- 7-Indian Princess Wak-Wak presents gift.
- 8-A dusky devotee of Rosaria.
- 9-King George the Wurst, Mighty Monarch of Merrykana.
- 10-Part of Pasadena's popular puffers.

Junior Rose Festival



Queen Wilma Dolores Davis, on the arm of Prime Minister Robert Henry, graciously receives the homage of her court.



PORTLAND WELCOMES YOU

PORTLAND "The Rose City" extends a cordial greeting and welcome to the thousands of out-of-state visitors who have come here to enjoy the pageantry and fun during Festival week. Take advantage of your visit to see the vacation spots close by. Hop a train, a bus, or drive in your own car to the beaches, mountains, lakes, and have the vacation of a lifetime. See the marvelous Columbia Gorge unrivaled for scenic beauty anywhere in the world, titanic Bonneville Dam, snow-crowned Mount Hood, watchful guardian of this metropolis of Oregon, encircled by a highway that will take you from the sunshine and roses of Portland to ski level in only a few hours' time.

The Willamette Lake country in Eastern Oregon, Bend and the Cascade lake region, Crater Lake and the Caves, Oregon's rugged coast dotted with interesting beaches, each may be reached within a day's trip or less from Portland. So join the happy throngs who are going out-of-doors for a vacation this year and "SEE OREGON."