

9:20 P. M.—Chivalry on Parade—Conferring rank of Knighthood upon distinguished veterans. Royal Rosarians, George L. Koehn, President.

10:10 P. M.—THE TOURNAMENT OF ROSES BAND, with The Toppers, in an entire concert program.

### Saturday, June 11—Junior Rose Festival Parade.

9:00 A. M.—Forming of Junior Rose Festival on Sandy Boulevard, and march to Grandview. 5,000 children paying tribute to the Rose Festival.

10:00 A. M.—Parade of Juniors to Grant Boulevard.

2:00 P. M.—Visit by Queen and Court to the Gardens.

4:00 P. M.—Visit by Queen and Court to the Center.

7:00 P. M.—Queen's Dinner. Invitational.

9:00 P. M.—Queen's Ball. Invitational.

### At The Stadium

6:30 P. M.—Opening of gates at Stadium.

7:30 P. M.—Assembly concert by Portland High School. Ashley Cook, Director.

8:30 P. M.—First glimpse in Portland of the new Broadway comic Balloons as part of the Merrykana Parade.

Formation of the Merrykana Parade, Grand Diva Supreme, in the Stadium.

Stunts by participants.

9:30 P. M.—Merrykana Parade in escort of the Carnival moves out of Stadium and onto town streets.

9:40 P. M.—Farewell performance by the TOURNAMENT OF ROSES BAND of PASADENA. The Toppers and others.

A Rose Festival Button costing ONE DOLLAR admits to all events on the foregoing program; 25 cents.

### Events to Follow Closing of Rose Festival, but Not Connected Therewith Sunday, June 12

Fly Casting Tournament at Casting Club Park, Oregon City Super Highway.

Annual Ski Tournament at Timberline Lodge, Mount Hood.

### Saturday, June 11 and Sunday, June 12

Oregon State Rifle and Pistol Ass'n, Inc., entered Small Bore Rifle Tournament, at Mt. Hood Reservation, Clackamas, Oregon, 12 miles of Portland on 82nd Avenue road.



# PORTLAND'S 30<sup>TH</sup> ANNUAL ROSE FESTIVAL





## PROGRAM

### Sunday, June 5, 1938.

3:30 P. M.—Cereemonial opening of Rose Festival week at Rose Test Gardens in Washington Park, auspices of Royal Rosarians.

4:00 P. M.—Music Festival, Peninsula Park, auspices Music Department Portland Bible Institute.

### Monday, June 6, and Tuesday, June 7.

Visit some of the many private rose gardens in Portland, especially the Sunken Gardens at Peninsula Park, and Lambert's Commercial Gardens. Timberline Lodge on Mt. Hood will be open. Bonneville Dam is 34 miles out on the world-famous scenic highway, the Columbia River drive, and Pacific Ocean resorts are less than 100 miles to the Westward.

### Wednesday, June 8—Coronation Day.

11:00 A. M. to 4:00 P. M.—Street Concerts.

The 130-piece TOURNAMENT OF ROSES BAND from PASADENA, CALIFORNIA, directed by Audre L. Stong, accompanied by The Toppers.

The famous High School Marching Band from Bothell, Washington, directed by Mark Hart.

During the day visit the Festival Center on the South Park Blocks, where 5,000 potted roses are displayed amid charming landscaping, C. P. Keyser in charge.

### At The Stadium

6:30 P. M.—Opening of Stadium gates.

Except for the reservation of boxes and loges for the use of the Queen party and distinguished guests, there are no reserved seats in the Stadium. Admission is by Rose Festival button; others 50 cents and 25 cents.

7:30 P. M.—Assembly concert by Portland Band, directed by Ashley Cook.

8:10 P. M.—Exhibition by Bothell, Washington, High School Band, directed by Mark Hart.

8:30 P. M.—THE TOURNAMENT OF ROSES BAND. Introduction to the Coronation, directed by Audre L. Stong.

9:00 P. M.—Coronation ceremonial and Glorification of Rose, celebration of 50th annual Rose Show and 30th annual Rose Festival, arranged by Clarence D. Porter.

10:00 P. M.—TOURNAMENT OF ROSES BAND.  
The Toppers

### Thursday, June 9—Opening of Rose Show.

Visit the Festival Center and 5,000 potted roses on South Park Blocks, the Rose Gardens and historic points about Portland.

1:30 P. M.—Opening of Fiftieth Annual Rose Show and the Third Annual Air Mail Rose Show, at City Auditorium.

Admission by Rose Festival button; others 25 cents and 15 cents.

2:00 P. M.—The Bothell, Washington, Band at the Rose Show, City Auditorium.

2:30 P. M.—Official visit to Rose Show by Festival Queen, Court and escort.

4:00 P. M.—Official visit to Festival Center by Queen, Court and escort, South Park Blocks.

### At The Stadium

6:30 P. M.—Opening of gates to Stadium.

Admission by Rose Festival button; others 50 cents and 25 cents.

Boxes and loges are reserved; all other seats free.

7:30 P. M.—Assembly concert by Portland Band, directed by Ashley Cook.

8:15 P. M.—Exhibition by the Bothell, Washington, High School band.

8:35 P. M.—Pyramid Building by the Young Oregonians.

8:45 P. M.—Hollywood Studios of Dancing, R. E. Billings, Director:

(1) Variations of the Big Apple; (2) Ballet; (3) Juvenile Tappers; (4) Ballet.

9:05 P. M.—TOURNAMENT OF ROSES BAND, Audre L. Stong, Director, with The Toppers.

10:00 P. M.—Huge display of Fireworks.

### Friday, June 10—

Last day of the Fiftieth Annual Rose Show and Third Annual Air Mail Rose Show at the City Auditorium, open at 9:00 a. m. to midnight; Awarding of prizes.

### The Floral Parade

8:00 A. M.—Gates to Stadium will open.

Admission by Rose Festival button; others 50c and 25 cents.

Magnificent picture resulting from flower decorated floats moving into parade formation.

9:00 A. M.—Judging of floats - - Band music.

10:00 A. M.—Parade of floats moves out onto street. Parade through city streets. See newspapers for route of parade.

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

2:00 P. M.—Invitational luncheon by Parade Chairman, Multnomah Hotel, Queen and Court as guests of honor.

3:30 P. M.—Visit by Queen and Court to Shriner's Hospital for Crippled Children.

4:45 P. M.—Visit by Queen and Court to Veterans Hospital.

### At The Stadium

6:30 P. M.—Opening of gates to Stadium.

Admission by Rose Festival button; others 50 cents and 25 cents.

7:30 P. M.—Assembly concert by Portland Band. Directed by Ashley Cook.

8:30 P. M.—The Young Oregonians.

8:40 P. M.—Hollywood Studios of Dancing, R. E. Billings, Director.

(1) Variations of the Big Apple; (2) Ballet; (3) Juvenile Tappers; (4) Ballet.

9:00 P. M.—University Post, Seattle, Drum and Bugle Corps, directed by Wayne Haines.



30<sup>TH</sup> COMMAND

PERFORMANCE:

GORGEOUS FLOATS

HISTORIC PAGES

ANN

All  
Hail



### PROCLAMATION!

TO ALL worshippers of the Rose throughout the World, hear and obey!

Her majesty, the Queen of Rosaria, having domain over the realm of Portland, Oregon, the City of Roses, and over all surrounding Provinces, does invite, nay Commands, your presence in her Capitol City at the Thirtieth Annual Rose Festival to be held June 8, 9, 10 and 11 in the year 1938.

### INVITATION

AS PRESIDENT of the organized Rose Legions of the Queen, may I say that you will find Portland and neighboring municipalities to be inhabited by friendly people, all of them happy to extend hospitality to you as participants in their jolly and strikingly beautiful welcome to the returning Rose.

The year 1938 will mark the Golden Anniversary of the Portland Rose Show, sponsored by the oldest Rose Society West of the Mississippi River.

It will be the pleasure of our Queen to most cordially welcome you.

RALPH H. CAKE, *President*  
THE PORTLAND ROSE FESTIVAL ASSOCIATION  
"For You a Rose in Portland Grows"







COUNTRY

ANNUAL ROSE SHOW

EXCITING MUSIC

TRADITIONAL MERRYKANA

PORTLAND'S  
**30<sup>TH</sup>**  
ANNUAL  
**ROSE**  
FESTIVAL